

THE MAGIC OF BALANCE: The true course to getting confident and cut up

by Marla Richmond, M.S. ACE-certified

Are You Losing Inches or Money?

As a culture, we have become too busy (or lazy) to lead healthy and balanced lifestyles. However, without balance, the body, mind, and spirit break down. We become dissatisfied and vulnerable; perhaps begin to look outside our “self” for our center. Too often, we fall prey to the marketers and media who wait for us to become discontent and thus, insecure enough, to believe in their “magic” and “worship” their idols. With the (false) hopes of regaining balance, we invest time and money seeking quick fixes, buying into myths, purchasing pills, props, and preposterous paraphernalia. Are you losing inches or money?

MEDIA MYTHS:

In order to achieve your desired results you have to:

- ✓ do something faddish
- ✓ pay a lot of money
- ✓ adhere to one specific strategy or plan
- ✓ purchase equipment, or cream; consume pills, or use fitness props
- ✓ join expensive fitness facilities and/or programs
- ✓ spend exorbitant quantities of time

REAL MAGIC: You can fit an excellent diet and fitness routine into your everyday life.

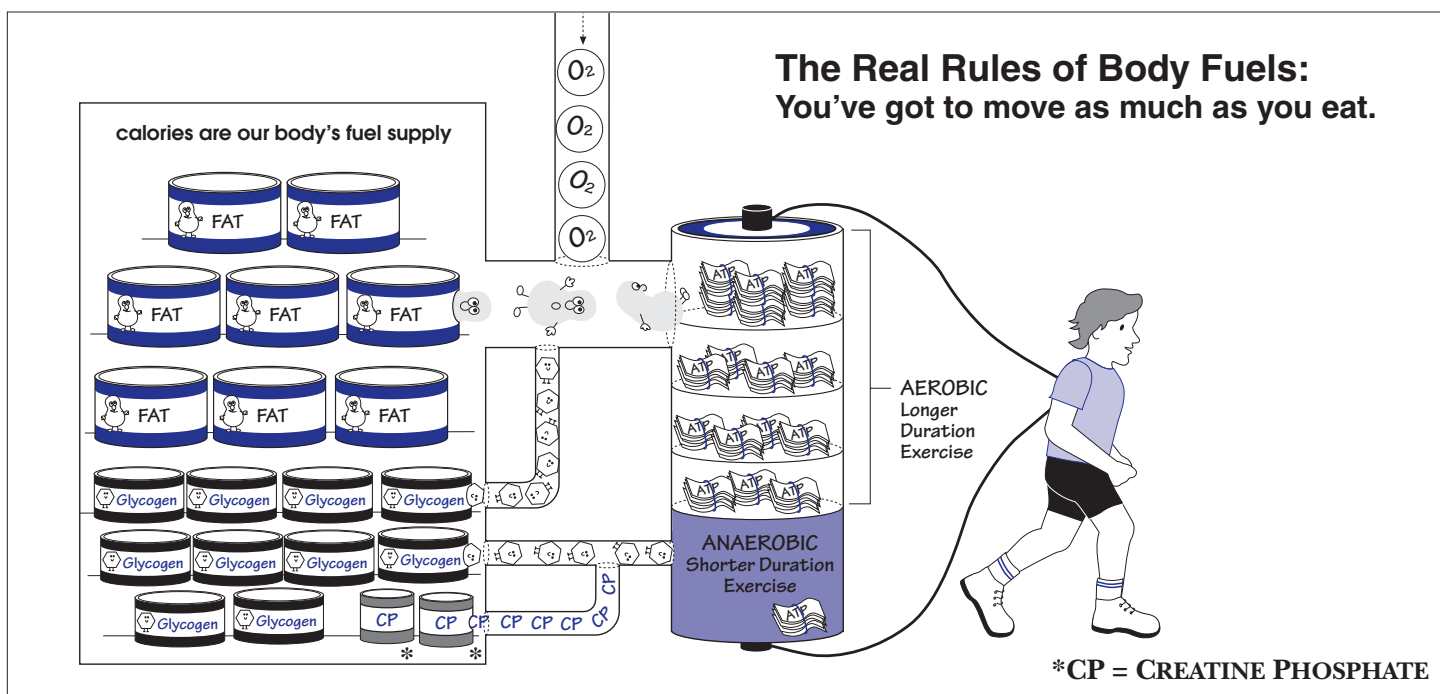
Fame and Fitness Fraud

WOULD THE ICON BRAG ON WITHOUT THE CASH?

Marketers are notorious for understanding just how busy, lazy and thus, dissatisfied we can get. And so the use of use movie stars and other famous people to lure us is surprisingly seductive. Such icons receive large sums of money to endorse products, be photographed, or otherwise promote the purchase of dietary supplements, fitness, or beauty products. The goal is to have you believe that if you use this product, you will achieve either the results or level of stardom (or both) associated with that famous individual.

FALSE ASSUMPTIONS:

- The famous person really uses the product
- The famous person achieved the desired results by using the product
- The product is safe
- The results are achievable by ordinary people
- The famous person achieved the desirable results by using the product and not because they are genetically gifted or otherwise predisposed



What works? What doesn't?

The U.S. Federal Trade Commission (FTC) RED FLAG's Bogus Weight Loss Claims

Log onto www.ftc.gov for important tips on how to separate myths from real magic. This website protects consumers from buying into bogus weight loss claims found in the media. It will help you identify the rip-offs and tip you off about techniques fraudulent advertisers use to tempt you to buy and buy into quick fixes and false promises. The FTC flags nonprescription drugs, dietary supplements, skin patches, creams, wraps earrings, jewelry or other products that are worn on the body or rubbed into the skin if they make the claims below:

The weight loss product:

- Causes weight loss greater than two pounds per week
- Results in weight loss regardless of what the consumer eats
- Causes permanent weight loss even when the consumer stops using the products
- Blocks the absorption of fat or calories to enable consumers to lose substantial weight
- Causes substantial weight loss for all users
- Causes substantial weight loss by wearing it on the body or rubbing it into the skin

4 FITNESS FALSEHOODS

What's true? What isn't?

1 FALSE – FAT CAN TURN INTO MUSCLE OR VISE-VERSA.

TRUE: *Muscle and fat are two separate kinds of body tissue. One does not turn into the other, EVER.*

The facts:

- Some fat is stored inside of muscle cells and is used to provide energy for work.
- Some fat is stored inside adipose cells that are distributed throughout the body.
- Both the quantity and quality of an individual's muscle tissue are determined by heredity, hormones, diet and physical challenge.
- After age twenty, between five and ten percent of muscle mass is lost per decade unless it is regularly overloaded through some form of resistance training.

Fat gain is primarily the result of eating more than moving physical inactivity and NOT challenging muscle tissue. You must give your body a reason to maintain or build its muscle mass. "Use it or lose it" is an absolute truth when it comes to the human body.

2 FALSE – THE MUSCLES THAT YOU WORK DURING AN EXERCISE USE THE FAT ABOVE THEM AS FUEL.

TRUE: *When you participate in resistance exercise, there is no little guy with a fat-scooping shovel that digs fat out from the area and fuels the working muscles. In other words, your hardest abdominal or core work or hip, thigh and butt exercises will never remove the fat in those areas.*

The facts:

- When the body is working, adrenalin is released from the adrenal glands located on the kidneys.
- Adrenalin acts throughout the body to prepare the body for "fight or flight."
- In addition to increasing heart and breathing rate, adrenalin acts to enhance the release of body fuels.
- Among other locations, adrenalin travels to fat storage areas throughout the body, where it binds to the capillaries of fat cells.
- Then, through a complex process, adrenalin signals the release of fat from the fat cell. There is no particular order with regard to where the fat is released. Typically, abdominal fat is used before that from the hips and thighs.
- Fat release is ultimately directed by hormones and heredity.
- If you move more than you eat, your cut-up core will become visible; your butt will become more buff.
- Moderately challenging cardiovascular exercise is an effective way to use a lot of calories and fat.

3 FALSE – WOMEN WHO PARTICIPATE IN STRENGTH TRAINING WILL BULK UP.

TRUE: *Genetics and gender dictate muscle response to strength training. The quantity and quality of muscle tissue is determined by an individual's health, heredity, hormonal environment, diet, and physical challenge. Given an identical strength-training regime, regardless of size, both men and women gain relatively the same amount of strength.*

The facts:

- In addition to genetics and the above-mentioned factors, the male sex hormone, testosterone, is a major contributing factor to the size and growth of muscle tissue.
- Males produce large quantities of testosterone and thus have the capability of significant increases in size and strength of their muscles.
- It is important to note that a small-boned, small-framed male will not get as "big" as one who has large bones and a large frame. While significant muscle strength can be attained, size will only reach a specified genetic limit.
- Women produce small quantities of testosterone from their adrenal glands.
- They typically do not naturally produce enough testosterone for them to get big and bulky.

- If anything, participation in strength training will help women rev up metabolism, tighten up and lose fat and inches.

4 FALSE – CELLULITE CAN BE MELTED, RUBBED OUT, OR OTHERWISE REMOVED FROM THE HIPS, THIGHS, AND BUTT BY USING CREAMS OR OTHER TECHNIQUES.

TRUE: *Cellulite is not some sort of special tissue that can be magically removed.*

The facts:

- Cellulite is fatty tissue that is stored beneath strands of fibrous connective tissue

- With regard to cellulite or any other fat storage, energy balance (calories in vs. calories used) is the key.
- If you move more than you eat you will reduce it.
- If you eat more than you move you will increase it.
- Just like any other muscle tissue, the muscle mass in the hips, thighs and butt is diminished (or atrophies) and gets flat and flabby if you sit around all day.
- Regular participation (at least twice a week) in a solid strength or resistance training program will CUT up your whole body; buff up your butt and tighten your thighs.

The best way to remove cellulite and totally tone up is to eat a healthy diet and regularly participate in physical activity. This includes 3-5 days of 30+ minutes of moderately challenging cardiovascular exercise and resistance training.

5 Healthy-Sounding Foods

By Merle Levy, LDN and Marla Richmond, M.S.

If your goal is healthy weight management, watch out for the following healthy-sounding foods. While they may contain valuable nutrients, they may also be high-fat, high-calorie traps. There are less “costly” ways to attain these nutrients. Remember, a healthy-sounding food is not always the wisest or most pleasurable way to spend your discretionary calories. Be mindful of your choices as they will surely become YOU.

1. CHEESE

While it may be a calcium and protein powerhouse, full-fat cheese is one of the main contributors of saturated fat to the diet.

Mindful choice: Limit your cheese to a low-fat version. One ounce of full-fat cheese has 80 to 100 calories and 8 grams of fat. One ounce of low-fat cheese has 35-60 calories per ounce and 0-3 grams of fat.

2. COFFEE “SPECIALTY” DRINKS

While coffee is a zero-calorie beverage, loaded with mocha, creams, syrup, chocolate, or whole milk, it becomes a high-fat event! Some of the most popular concoctions contain 500+ calories.

Mindful choice: Enjoy your coffee or tea drinks with skim or low-fat milk, cinnamon and spices. Café lattes and cappuccinos are great ways to add milk to your day.

3. MUFFINS

Unless a muffin is made from whole grains and weighs in at about 2 ounces, it is likely a giant cupcake in disguise, about 600 calories, loads of fat, sugar or both!

Mindful choice: An English muffin with 1-2 tablespoons of peanut butter would be a more nutritious and diet-friendly choice for approximately 230 calories and a dose of healthy fat and fiber!

4. GRANOLA AND OTHER CRUNCHY CEREALS

These cereals may contain beneficial nutrients but at 200 calories per half-cup, they are best used by the tablespoon as a topping for fruit or yogurt.

Mindful choice: One cup of bran cereal has 120 calories and 6 grams of fiber, a much better energy value!

5. TRAIL MIX

This is usually a combination of nuts, raisins, dried fruit, and seeds. All of these foods are healthy, but at 500+ calories per cup, portion size is critical! A small package at 130 calories per serving, there are often 6+ servings per package. Will you stop at one?

Mindful choice: If you can't stop at one serving, a better snack choice might be popcorn at 15-20 calories per cup, lots of fiber, and lots of crunch.

It is always important to consider your individual health issues and your personal goals when making food choices.

NOW AVAILABLE!

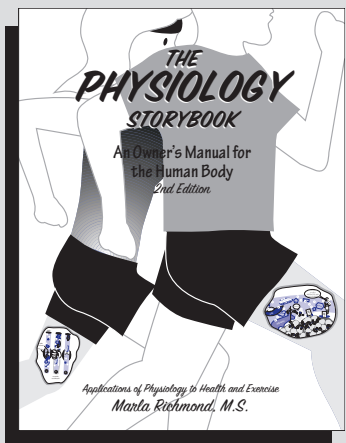
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