

Maxwell's Fitness Programs News

M A X W E L L ' S F I T N E S S P R O G R A M S

WHY SHOULD SENIORS STRENGTH TRAIN?

- To raise their metabolism.
- To increase bone density.
- To make themselves stronger and more resilient against injury.
- To increase balance and confidence.
- To increase ADL (Assisted Daily Living).

QUICK FACTS

5 billion spent annually on weight loss

65% of U.S. is overweight

75% of U.S. is "overfat"

95% of dieters regain their original weight within one year of losing it.

5-7 pound loss of LEAN mass leads to a 3-5% loss in metabolism.

WAYNE WESTCOTT



It was such a pleasure being able to host Wayne Westcott here at Keiser University, Daytona Beach. We asked Dr. Westcott if he would come and speak to the Sports Medicine and Fitness Technology program while he was in Orlando for another fitness function. He happily agreed. This event was sponsored by Maxwell's Fitness Programs and Bodez by Tasso. Dr. Westcott is one of the leaders in the fitness industry in the entire world and he

was willing to spend his time with us here in Daytona. Dr. Westcott's latest book is titled "GET STRONGER FEEL YOUNGER". Some of his other classics include "STRENGTH TRAINING PAST 50", "NO MORE CELLULITE", and "BUILDING STRENGTH

AND STAMINA". He has spent a great deal of his research on children's strength training and strength training for senior citizens. I was very happy that some of our clients took advantage of this invitation and came to see Dr. Westcott while he was here. Hopefully, we'll be able to bring him back next year, and I hope you all can make it!

RAISED METABOLISM!

Great job to **Amanda Lira** and **Meaghan Phillips**, who have made substantial gains in their metabolism this year by working out! Amanda has

raised her BMR (basal metabolic rate) by 20%, which means she can eat an additional 316 calories to maintain her weight. And Meaghan increased her

BMR by 21% meaning she can eat an additional 389 calories to maintain her weight. How? Through strength training!

BEST RESULTS COME FROM SLOWER REPS!

Slow down! You hear us yell this at some of you a lot! Why? **Form** is the most important component of a strength training routine. If you're not doing it right, why bother? Why not maximize your results by doing each set as perfectly as you can? We don't just say "slow down" because we like to nag, we say it because we

know it's best. In research conducted by Dr. Westcott, he looked at four different rep speeds: 4 second rep, 6 second rep, 8 second rep, and 14 second rep. The good news is that all of these speeds did show results. There was not a big difference between the 4 second rep and the 6 second rep, but the 8 and 14 sec-

ond reps showed a difference. At each slower speed, it was shown that strength improved. Why? Very simple—the slower you go, the more of the load is being placed on the muscles. The faster you go, the more the work is being carried out by momentum.



Kay demonstrates great form while doing lateral raises!

WE'VE GOT IT ALL WRONG!

"Dieting alone causes a 25% loss of muscle mass"

Wayne Westcott

The number one way to lose body fat is by doing strength training. Period! Again, we have spent 45 billion dollars on diet products, yet 65% of Americans are overweight, 75% of American are overfat, and 95% of dieters gain the weight back within the first year. So, that's not working. We keep spending all that money on Atkins, and South Beach, and The Zone, and you name it, and look what's hap-

pening—a simple steady rise in obesity. What's that definition of insanity? Isn't it doing the same thing over and over and expecting different results? The truth is we have to find a way to restore and **build** our metabolism. We lose 5-7 pounds of muscle per decade in adulthood unless we strength train, which leads to a reduction of 3-5% in our metabolic rate per decade as well. So naturally we get fat-

ter. We eat the same but our needs are less. And every time we diet alone, we lower that lean mass even more. So the emphasis needs to be put on building up the engines, not taking in less gas. We have to eat sensibly and eat a reduction of what we need, but this has to be reasonable and has to be done with an emphasis on strength training and aerobic exercise.

THANK YOU!

We'd like to wish all of our clients a Merry Christmas, Happy New Year, and joyous holiday season. We appreciate each and every one of you who

come and utilize our knowledge, facility, and services. Fitness is what we love, and we really enjoy helping each of you along your path. You are

the people who need us and you are why we're here. Have a healthy and happy 2008!



I D E A S F O R A G R E A T S T A R T I N 2 0 0 8



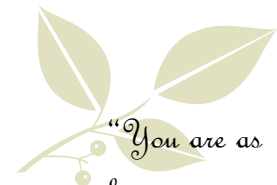
Kelly stretches E.J.

My New Year's Resolutions:

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| <ol style="list-style-type: none"> 1. I will strength train for 25 minutes 2 to 3 times per week. 2. I will do my cardiovascular exercise for 30 minutes at least 3 times per week. 3. I will find constructive ways to manage my stress. 4. I will eliminate the entire concept of dieting and I will simply learn to make better | <ol style="list-style-type: none"> 5. I will eat at least 2 fruits and 2 vegetables each day. 6. I will sleep 8 hours per night. 7. I will read something that requires concentration every day. 8. I will not go to bed angry. 9. I will drink at least 10 cups of water per day. 10. I will be happy. |
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B E T T E R E A T I N G H A B I T S S T A R T H E R E

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| <ul style="list-style-type: none"> • Don't eat standing up. This eliminates eating when you have not planned on eating. • Learn to eat as slowly as possible. Give yourself time | <ul style="list-style-type: none"> • to know you're getting full. • Plan what you're going to eat the next day. This eliminates the issue of making poor food choices. | <ul style="list-style-type: none"> • Write down what you eat when you eat it. This keeps you accountable to yourself with your eating habits. • Don't eat when you are stressed. |
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"You are as happy as you make up your mind to be"

Abraham Lincoln

E N J O Y Y O U R H O L I D A Y M E A L

There is an old adage that really holds true, and that is it doesn't matter so much what you do once in a while that could hurt you, it's what you do every day that really counts. This is very true regarding your eating. What you eat every day is referred to as your staple.

What you eat once in a while would be a treat. It's the staple that you want to keep good and solid and healthy. So on Christmas, go ahead and enjoy some splurging. The key is to make sure you don't turn it into a holiday season binge. Enjoy the holiday but don't

let it turn into an excuse to let the entire season be a binge fest and "start over after the first of the year". No, instead don't restrict on the holiday, but get right back on the wagon the day after!



Kelly instructs Gina on the seated fly machine.



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WELCOME RAUL SERRANO!

Raul Serrano has joined our staff, replacing Kate, which is a tall task, and we'll really miss Kate. However, Raul is from the same stock—a hard working, educated person. Raul is in his final year at Palmer Chiropractic College and has a B.S. degree in Exercise Science from the University of West Florida. He has also worked as a personal trainer for the YMCA in

the past. Raul also played point guard for his college basketball team, and is happy to say that he can still dunk a basketball! Raul loves fitness, and currently plays in the Port Orange basketball league and football league. Both of his teams are currently in the finals! He is very happy to be here and help each and everyone of you reach your fitness

goals. Stop by and say hello to him.



Meet Raul!