

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 KIDS SHOULD STRENGTH TRAIN

- To build up muscle and bone!
- It's fun and SAFE!
- To burn extra calories and get a great start on a healthy metabolism.
- To build self-esteem and confidence.
- To improve in their sports.

QUICK FACTS

Weight training programs for children are completely safe and do NOT impede growth.

Exercise lowers anxiety.

Exercise lowers depression.

Strength training lowers your LDL (bad) cholesterol.

Seniors can build strength even into their 90's. Some studies state 100's!

YOU ARE HELPING MORE THAN YOU!

I hope you never think you're being selfish when you go to the gym or work out in any way. Do you realize the impact that has on those around you? The best teaching we can ever do in anything is by example... Doing it ourselves and letting other people see how it works for us. Many of you have seen pictures of Joanna (our 5 year old daughter) smiling on the elliptical machine or the abductor machine, and even doing push ups or chin ups. And before you misinterpret and think that we actually push her in any way to do structured exercise at such an early age, we do not. We don't push her to exercise at all. She jumps on to those pieces of equipment

or performs push ups because she's seen her Mommy and Daddy do it. So she wants to do what Mommy and Daddy do. She's seen us doing push ups and she's seen us on the machines, so she wants to be on the machines! Thank goodness those are the things she's mirroring in us! And most importantly, she knows we value a healthy lifestyle. This is true

for all of us. When we do acts of fitness and health, others are watching and we are setting a great example in a country that right now needs it! Thanks for being an example to your children, neighbors, friends, and anyone else who knows you work out!

Joanna enjoys exercising on the machines at the gym!!



BRING YOUR KIDS TO THE GYM

We're taking away your excuse this summer, and helping to fight childhood inactivity at the same time. This summer, parents and grandparents are allowed

to bring their kids and grandkids with them to the gym. We will put them on structured routines while you work out. The only stipulation is that they

must be between ages 4 and 13. We'll simply have them fill out a health questionnaire, you'll sign an informed consent and then off they'll go!

BEAT THE HEAT

You may have noticed it's summer here in Florida. This means lots and lots of heat! Yes, you are going to sweat while you're at the gym... A LOT! The good news is, you're supposed to! That's what we want! However, whether you're in the air conditioned gym (Yes, it is, even if it doesn't seem like it!) or outside doing your

cardio or even yard work, there are some precautions you should take. The most obvious is WATER! Drink plenty of water before, during and after a workout. And please be sure to have eaten something nutritious about two hours before a very hard workout. It's good to have healthy carbs before a workout, and healthy pro-

tein immediately after. For outdoor activity, it is best to limit your time to the morning hours and late evening hours, and avoid the hottest part of the day (between 10 a.m. and 3 p.m.). And wear light loose-fitting or "moisture wicking" clothes.



Kirsten demonstrates proper form on the leg extension.

OUR FAVORITE "PHRASES"

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

Wayne Westcott

We sometimes repeat ourselves around here. It's not because we're forgetful, but because we're sharing helpful bits of information. Have you heard any of us say any of the following?

- Strength is gained on the negative.
- Two seconds up, four

seconds down.

- The number on the scale doesn't matter.
- Don't forget to pause!
- Breathe!
- Did you eat breakfast?
- Diets don't work!
- Eat less, move more.
- Strength training is the

best way to lose body fat.

- Your muscles need 24 to 48 hours of recovery between workouts.
- Today's workout 10!



REFERRAL PROGRAM

Don't forget about our referral program. You will get 10% off your next 10 sessions if you refer someone to us who signs up for 10 sessions. It's a win-win situation!

HOW TO KEEP YOUR WORKOUTS FUN!



Meaghan shows us that there is no substitute for hard work!

- Continue to see progress. What is progress? Are your weights increasing? Do you feel better? Are you happier? We and you need to ensure that you're continuing to strive for progress. Success is fun!
- Do new exercises or routines. We at the gym know many, many ways to work you out. Ask! If you feel bored, ask us to show you a new exercise that will get the same results.
- Work out with a friend. Yes, I know our staff is very entertaining and charming (or perhaps not!), but bring a friend along to share in your...fun.
- Set new goals. It's always fun to work at achieving new highs! So set your sites higher!

SUBTRACTION BY ADDITION

We in the health industry talk about what we need to cut **out** of the diet to improve the health. But what if we try a different approach. What if we took the approach of adding so we can subtract. Add what?

- Let's make sure you're eating 3 square meals a day. So if you're skipping meals, STOP IT!
- Let's make sure you're eating 2-3 fruits a day and at least 3 servings of vegetables.
- Let's make sure you're drinking at least 10 cups of water a day.

Here is the idea: If you fill up on the good stuff, you may not choose the bad!



How do you eat an elephant?

One bite at a time!

REACHING A PLATEAU

It happens to all of us. We work hard at the gym, we're seeing results, and then... It stops! The number on the scale or body fat calipers just won't drop any more, or the amount of weight or reps you're bench pressing just won't go up. This is a very normal response, and is common for those who have

worked out consistently for a while. But how do you overcome it? Change something! If weight loss is your goal, then increase the amount of cardio you do outside the gym, or add intervals, or honestly examine your diet and make necessary changes. If strength is your goal, talk to your trainer about it. We can

help you with different exercises and routines to get you past your plateau. If you're honestly doing everything you can, you'll overcome that plateau soon! But don't get discouraged. Remember, no matter what, you are a healthier person because you work out.



Working out makes you happy!

Enough said.



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BEST OF LUCK TO RAUL!

As all of you know by now, Raul is leaving to pursue his chiropractic career. Raul officially graduated on Friday, June 13th from Palmer College of Chiropractic. Raul has several opportunities that he's currently looking into. Whatever he chooses, we are convinced he will do well. We here at Maxwell's will all miss Raul's service. He has been a fantastic trainer, which I know all of our clients agree. We are currently looking to fill the spot that Raul is leaving behind, which are some pretty tough shoes to fill. Please be patient with us while we search. We want to make sure that we continue to put the right person in this job as assistant trainer and not just fill a hole. Raul set the bar high, so this may take some time! His last day with us is June 18th. Wish him well!

