



canfitpro
25TH
ANNIVERSARY

The Official Magazine
MAY/JUNE 2018

Seeking Protein?

Here's what 26 g of protein looks like



1 serving = 75 g **Cooked Beef**¹
26 g protein & 184 calories per serving

Peanut Butter
Approx. 3.5 servings



1 serving = 2 tbsp
7 g protein/serving
184 calories/serving

Hummus
Approx. 2 servings



1 serving = 3/4 cup
14 g protein/serving
302 calories/serving

Black Beans
Approx. 2.5 servings



1 serving = 3/4 cup
11 g protein/serving
168 calories/serving

1 serving (75 g) beef is an excellent source of protein.²

¹ Beef, composite cuts, steak/roast, lean and fat, cooked.

² See www.thinkbeef.ca for nutrition information.

***Eating Well with Canada's Food Guide* recommends Canadians enjoy a variety of foods from the four food groups, including a variety of foods from the Meat and Alternatives food group.**

Source of nutrient values: Health Canada, Canadian Nutrient File, 2015, food codes: Beef 6172, Peanut Butter 6289, Hummus 4870, Black Beans 3377.

THINKBEEF.CA

SHARE YOUR STRENGTH

NINA DOBREV FOR REEBOK AND LES MILLS



Reebok 

REEBOK.CA

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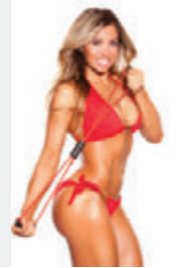


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EMBRACE SIMPLICITY



I'm always amazed that in this day and age, with all that is available to us at our fingertips, life seems to keep getting more complicated. Whether it's the latest in technological advances, research breakthroughs, or creative new products and services to save us time and money, we have never had more opportunity to lead a stress free, simple, and leisurely lifestyle. As leaders in a fast and evolving industry, we are challenged daily to be creative and innovative, to motivate, inspire,

support, and provide results. How do we continue to do this for our clients, participants, members, and even ourselves, with out getting weighed down trying to do it all, and do it well? At a conference I recently attended, one of the most common themes among the knowledge shared was a shift toward focus and simplicity. It's time to remove that which doesn't serve us; be it tools, meetings, expectations, foods, systems, even sometimes people. It's time to make room to reflect, expand, and grow so you can continue being the exceptional leader you are.

In this issue, we have brought you creative and simple ideas to help you and your clients maintain balance and optimize positivity during challenging times. Beginning with "A Lesson in Mindset Management", you will learn why it's so easy to choose a negative state and how we can over-ride the brain's negative default setting, helping us to better manage the ups and downs of life. We build on this positive adaptation by working on "Building the Resilience Muscle". Similar to any physical muscle, resilience needs to be nurtured and developed, allowing us to push through adversity for long term success.

'De-cluttering' our exercise and nutrition programs also plays an important role in how we approach life and maximize our overall health. It's not surprising that Functional Fitness was number one in the 2018 canfitpro Top Fitness Trends survey, as the ability to move optimally for everyday life is more important than ever to Canadians. The article "Exercises That Promote Life's Movements" helps us rethink how we work out and provides fresh new ideas to move clients in the way life intended, with purpose and ease. Finally, nutrition can't be overlooked when we are looking for ways to move toward simplicity. In the article, "The Gut - Our Second Brain", we are shown the important role our gut plays in our overall health and given practical tips on how to improve the function of this highly intricate system.

There is much more to read and learn in the following pages. I invite you to sit back, get comfortable and give yourself the gift of some 'uncomplicated' time to continue and mindfully grow your education.

Nathalie Lacombe
Proud member and Vice President
canfitpro



MAY/JUNE 2018

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*plus applicable taxes



THE WARM UP

canfitpro MONTHLY UPDATE

REVIEWS
ARE IN!

It's only been a few months since the initial launch of the Stress Resiliency Certificate course and already it's been creating a positive impact on all those who have taken it. Have a look for yourself at what participants are saying about the course.

"I gained information I can use for myself and clients."

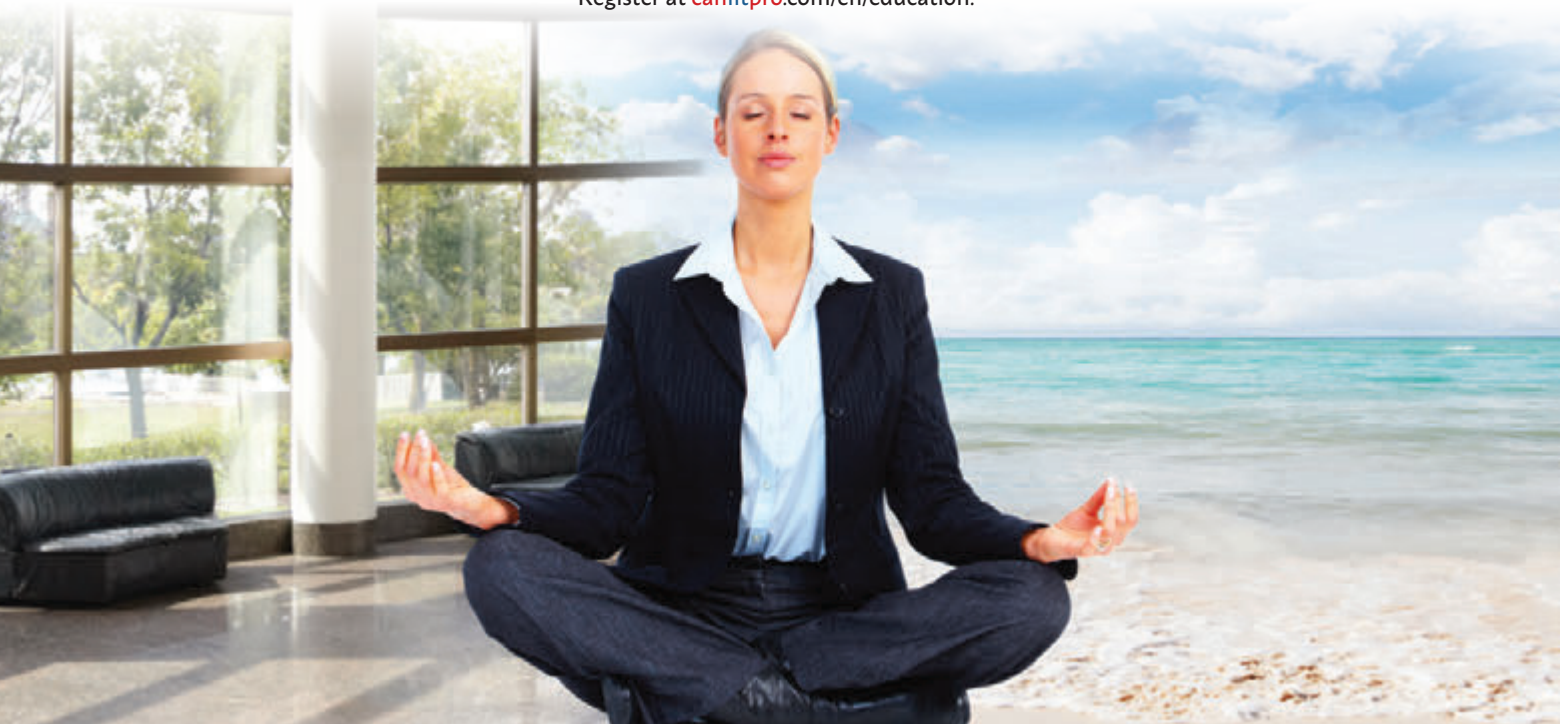
"It exceeded my expectations! Lots of useful information, more than I expected. Thank you!"

"This course should be taken by all fitness professionals! This course is not only beneficial for them but for their clients as well as it serves to understand possible underlying issues that clients may be facing. Being educated and experienced in the area of stress resiliency provides fitness professionals that additional expertise to guide our clients towards achieving optimal health!" K.P.

"The stress resiliency course allowed personal reflection on how I could regain control of my stress. It allows for mindful thinking and focus on the here and now, rather than past issues leading to judgment, or future expectations leading to fear and uncertainty. It reinforced my positive behaviours, like walking daily, gratitude for things around me, mindful thinking, especially when eating, and of course the importance of a well centered mind-body-spirit concept." M.S.

Provide your clients with more opportunities for success by learning resiliency techniques, strategies, and tools that will minimize negative health outcomes due to stress and empower them to thrive in any situation.

Register at canfitpro.com/en/education.



UPCOMING EVENTS

Take your learning to the next level with the industry's best experts, sponsors, and exhibitors.

canfitpro.
**WORLD FITNESS
EXPO**
Toronto August 8 - 12

canfitpro.
FIT CALGARY
October 31 - November 3

canfitpro.
**VANCOUVER FITNESS
EXPO**
November 15 - 18

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www.worldfitnessexpo.com



CELEBRATING YOUR WHY



As canfitpro celebrates our 25th anniversary, we asked you for your reasons on why you love being a fitness professional. Taken from our WHY WALL at World Fitness Expo, here are some of the reasons you shared with us.



PASSION
DRIVE
AMBITION
DEDICATION
♡♡♡
#FitFam

Because I'm A Cancer Survivor!!

For my beautiful mother, who died too young!

It's kind of fun to do the IMPOSSIBLE

#Why to bring human back into being human jmr

I have Eplipsy Fitness Keeps me healthy
I wanna help others become healthy

To help people stay out of the health problems I had.
There is a special feeling when you help someone in need!
Andrey Cortes

to change the world ONE BODY at a TIME!

Helping more women get more out of their busy lives. - we aren't just moms!

To live in and help others find their light

Help Seniors 75yrs and older stay at home longer and live a full life (oldest client 110yrs)
"

I exist to inspire others to find the greatness within themselves.
Thank you Gerry.

Because I truly believe it is what I was called to do. I do it for my beautiful girls.

25 YEARS STRONG

A look back at canfitpro's inception and the success that inspires us to keep providing quality education

By Maureen Hagan

By the early 1990's, there was an increasingly growing demand for quality group fitness instructors (back then called "Aerobics Instructor"), and at the same time personal training was just emerging onto the scene. Like other conference organizations within the global fitness industry, our passion for moving the industry forward was fearlessly high, however our beginnings were very humble. With a simple company purpose to communicate, educate and motivate one fitness professional at a time, canfitpro set forth in 1993 to help grow the fitness industry in Canada with an education conference called BodyLife.

As the owner of a small chain of clubs at the time, canfitpro founder and CEO, David Patchell-Evans, purchased the rights to this well-known and respected magazine and conference brand from Germany. His idea at the time was to help his company find and develop educated fitness professionals, while at the same time raise the standard within the fitness industry to benefit everyone across the country. I recall Patch's answer to my one-and-only question upon hearing this news, and my question was WHY? His answer was simple. "The demand for fitness is growing and the supply of fitness professionals is not going to be able to keep up in its current state. To ensure that Canada's fitness industry is able to keep up someone will need to step in to provide education and training at a grassroots level, and to be consistent (in order to build credibility), it would have to be on a national level". By the time BodyLife launched, with its first event in the fall of 1993, there was only one Fitness Instructor Training Network in existence, along with provincial level government funded training associations, of which only a few remain today. The company's first couple of years were built from the side of my desk, with the help from BodyLife Germany education director, Darin Dieterich. Darin introduced BodyLife Canada to many amazing fitness presenters and educators, and in turn provided Canadian presenters the opportunity to present abroad, myself included. In 1995, BodyLife was officially re-named Can-Fit-Pro and relocated to Toronto. Soon after, Can-Fit-Pro launched the Fitness instructor Specialist (FIS) certification, and a few years later the Personal

Trainer Specialist (PTS). As Canada's largest fitness education organization today, we have always maintained the position of an education organization, with our purpose of inspiring healthy living through fitness education. We have weathered both black-outs (in 2003) and countless industry breakthroughs, beginning with a non-traditional model of education delivery through our PRO TRAINER network.

Now, 25 years later, our membership has grown globally to surpass 25,000 fitness professionals on an annual basis, certifying over 10,000 professionals annually. What began as a quarterly magazine and an annual conference, that drew 250 delegates, has grown into "World Fitness Expo, the largest fitness education conference in the world and largest professional and consumer fitness Expo and Tradeshow in Canada, serving over 5,500 fitness professionals and well over 10,000 consumers annually". Annual regional conferences in Vancouver, Calgary/Edmonton, Montreal, Halifax, and Toronto help to support our fitness pros coast to coast, making education and certification accessible.

On behalf of everyone at canfitpro, I am tremendously grateful for the leadership our staff, PRO TRAINERS, sponsors, education partners, presenters, and members exude on a daily basis as representatives of the Canadian Fitness Industry. I look forward to celebrating with all of you at this year's World Fitness Expo!



Maureen is vice president of program innovation for canfitpro and GoodLife Fitness. Maureen or Mo, as she is known in the fitness industry, is a global fitness ambassador and has been recognized for her work in fitness that spans over three decades. She is a #1 best-selling author, member of the Board of Directors for Prescription to Get Active and a Reebok sponsored athlete.

PRO TRAINER SHOWCASE



Ron McPhee
Edmonton, AB

canfitpro Programs Taught:
FIS, PTS, CPR

Why did you become a PRO TRAINER?

I became a PRO TRAINER because I wanted to be able to share my experiences and knowledge with future fitness leaders. When I was applying to become a PRO TRAINER, I thought back to when I was taking my certification course. I remembered how the Trainer shared her experiences in the fitness industry and was able to apply that to the course being taught. That allowed me to really understand concepts and skills that we were learning in the course (especially ATP!). I wanted to be that dynamic, caring, and motivating PRO TRAINER, who can share experiences and make it relatable in what we do.

What have you learned as a PRO TRAINER?

That there are many ways to learn and we have to adapt. It is just like when we teach a Group Exercise class or Personal Training session. As a PRO TRAINER, it is my responsibility to ensure the students understand the material that I am presenting. I can have 10 people and they all learn differently. It is my job to make sure I teach in a way that they all understand. I think that is the best part, as I get to be creative, thinking outside the box if you will. Also, everyone has expectations or fitness experiences coming into the course. I have to either support the theory's that they share in a way so the whole class understands, or debunk/educate some of the experiences that may not be appropriate for the course. So, when I have a Kinesiologist come to a PTS

course or an EMT come to CPR, I need ensure they understand why the skills we are learning are appropriate for everyone.

What's your favourite section of the CPR course and why?

Well, I love teaching CPR. The whole course is awesome! I have been certified since I was 16. It has definitely changed over 30 years! If I had to pick only one section, it would be 'checking the scene'. If you have taken a CPR course with me, when we check the scene, we check it 'Like a Ninja'! The more fun I make it, the more people learn. It's not just about learning the steps, I make it so they understand why, and if you understand the why you will remember it.

What motivates you to be the best PRO TRAINER you can be?

Knowing that when people take my course and become certified they will be sharing their knowledge and experience with others. Knowing that what I taught them is going to impact others that they train or teach. I cannot change the world by myself, but when I certify fitness leaders I am contributing to help make a positive change. This is a big responsibility. If the experience or teaching is negative, they will tell their friends in a negative way. But, if I can have a fun and interactive course, they will brag about how fantastic canfitpro is and how much they learned from the PRO TRAINER. I have only the course length to create a positive experience.

In a year from now, what do you hope to achieve?

To be honest, personal goal setting has always been a challenge. If you would have asked me this three years ago, I would have told you "I want to do fitness full time". That is hard goal. But I did it. I quit my 9-5 job and dove into the world of fitness. I teach about 15 classes per week, have my own personal training clients, facilitate and certify FIS, PTS and CPR courses. I became a Barre Above and Bender Ball Master Trainer to facilitate courses as well. So, in a year from now, I hope to present at a canfitpro conference. I would like to be one of those fantastic presenters and share my knowledge and enthusiasm of fitness with others.



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PMI I: DATES

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strong.zumba.com

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belliesinc.com

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PREFERRED EDUCATION PROVIDER TRAININGS



Alberta

May 12 - Fitness Kickboxing - Level 1 Instructor's Course - Calgary

June 9 - Fitness Kickboxing - Level 2 Instructor's Course - Calgary

British Columbia

May 6 - Fitness Kickboxing - Level 1 Instructor's Course - Burnaby

May 26 - MMA Fitness - Level 1 Instructor's Course - Burnaby

May 27 - Fitness Kickboxing - Level 2 Instructor's Course - Burnaby

June 10 - Fitness Kickboxing - Level 2 Instructor's Course - Burnaby

Nova Scotia

May 26 - Fitness Kickboxing - Level 1 Instructor's Course - Upper Tantallon

June 16 - Fitness Kickboxing - Level 2 Instructor's Course - Upper Tantallon

July 14 - Fitness Kickboxing - Level 1 Instructor's Course - Upper Tantallon

July 21 - Fitness Kickboxing - Level 2 Instructor's Course - Upper Tantallon

Ontario

May 5 - Fitness Kickboxing - Level 1 Instructor's Course - Toronto

May 6 - Fitness Kickboxing - Level 3 Instructor's Course - Markham

May 27 - Fitness Kickboxing - Level 1 Instructor's Course - Kingston

May 27 - Fitness Kickboxing - Level 2 Instructor's Course - Brockville

June 3 - Fitness Kickboxing - Level 2 Instructor's Course - Markham

June 9 - FKCI Bootcamp Canada - Level 1 Instructor's Course - Toronto

June 17 - MMA Fitness - Level 1 Instructor's Course - Lindsay

June 23 - Fitness Kickboxing - Level 2 Instructor's Course - Toronto

June 24 - Fitness Kickboxing - Level 1 Instructor's Course - Toronto

July 8 - Fitness Kickboxing - Level 1 Instructor's Course - Markham

Saskatchewan

June 17 - FKCI Bootcamp Canada - Level 1 Instructor's Course - Estevan

Fitness Kickboxing Canada is the preferred MMA certification provider for canfitpro. fitnesskickboxingcanada.ca



Ontario

May 11-13 - Module 1: Essentials - Toronto

May 25-27 - Module 2: Expanding - Toronto

May 27 - Thai Yoga Stretching for Exercise Pros 1 - Toronto

June 22-24 - Module 3: Customizing - Toronto

Quebec

May 26 - Thai Yoga Stretching for Exercise Pros 1 - Montreal

May 27 - Thai Yoga Stretching for Exercise Pros 2 - Montreal

Navina hosts a variety of Thai Yoga Therapy courses, workshops, and retreat intensives throughout Canada and internationally (CECs available for PTS and FIS). navina.ca



Alberta

May 3/4 - YogaFit for Emotional and Physical Trauma - Calgary

May 5/6 - Restoring Balance: Training the Parasympathetic Nervous System - Calgary

May 24-27 - YogaFit HealthCare 2: Examining the Subtle Body - Edmonton

Jun. 1 - YogaFit Seniors - Calgary

Jun. 2/3 - Level Two:

Communications - Calgary

Jun. 9/10 - Level Five: Unification - Edmonton

British Columbia

May 24/25 - YogaFit for Warriors - Vancouver

May 26/27 - YogaFit for Addiction and Recovery -

Vancouver

Jun. 21-24 - Level Four: Tradition - Vancouver

Manitoba

May 2-6 - Mind Body Fitness Conference - Winnipeg

Newfoundland and Labrador

Jun. 1 - Meditation & Mindfulness - St. John's

Jun. 2/3 - Level Two:

Communications - St. John's

Nova Scotia

May 25 - YogaFit Kids - Halifax

May 26/27 - Level Three: Introspection - Halifax

Jul. 12-15 - Level Four: Tradition - Truro

Ontario

May 5/6 - Level Two: Communications - Toronto

May 12 - YogaFit Kids - Ottawa

May 26/27 - Level One:

Foundations - Uxbridge
Jun. 2-10 - 100HR Ayurveda Intensive - Toronto

Jun. 9/10 - Level Three:

Introspection - Toronto

Jun. 16/17 - YogaFit for Warriors - Ottawa

Jun. 16/17 - Level One:

Foundations - Toronto

Jun. 16/17 - Level Five: Unification - Toronto

Jul. 5-8 - Level Four: Tradition - Ottawa

Prince Edward Island

May 5/6 - Level One: Foundations - Charlottetown

Quebec

May 5/6 - Level Two:

Communications - Montreal

Jun. 2/3 - Niveau 3 - Quebec City

Jun. 16/17 - Level Three:

Introspection - Montreal

Jul. 7/8 - Level One: Foundations - Montreal

Saskatchewan

Jun. 15 - YogaFit Seniors - Regina

Jun. 16/17 - Level Three:

Introspection - Regina

Register for one of these upcoming YogaFit® trainings in Canada! Begin your journey with Level 1 or any of our specialty trainings. All trainings are eligible for canfitpro CECs and canfitpro members save 10% off trainings with code TTR-canfitpro. yogafitcanada.com

YOUR RESULTS ARE YOUR CERTIFICATION

Grow and retain clients by being the fitness expert that solves their unique problems

By Bedros Keuilian

Your education as a personal trainer is the first step to delivering unbeatable results for your clients. It is not optional. It is not just a box on a checklist. You need it. I've always preached that prospective clients will not notice or care about your credentials. Still, I'm here to tell you that you absolutely need to get certified, and here's why.

Nobody ever walks into a gym, studio, or boot camp thinking, "I want a certified personal trainer." They walk in thinking, "I want to lose 15 pounds," or "I want to see myself naked and not feel ashamed."

When leads and prospects come to you, they are only thinking about their deepest desires and needs. They judge you and decide whether to sign up with you based on how likely you are to satisfy those desires and needs.

If you are just a "personal trainer" to them, they will look around at all the other "personal trainers" in your area and sign up for whoever offers the lowest price.

However, if you are the fitness expert and coach who can solve their unique problem, they will happily pay you premium prices and stay loyal to you. Then, you can multiply this

effect by stacking up testimonials from people who came to you with the same problem.

Great Results Come from Great Preparation Of Course

The only way to be the best at something is to decide on it, plan for it, and do whatever is necessary to become the best.

As a fitness expert, that means getting certified so that you know the latest science. That means you need to take your certification seriously. The point of your certification is not the piece of paper you take home at the end. The point is the knowledge of the human body and the practical strategies you learn for transforming clients' bodies from unhealthy to healthy.

Think of it like a top-performing sports team. Behind every victory there are months and months of preparation. The athletes prepare their bodies by spending long hours in the gym or out on the track. The coach and the athletes watch footage of previous games to review what worked and what didn't. The sports teams that consistently take home the gold are the ones who simply make victory a requirement. They do not consider themselves "lucky" or "hope things work out." They plan to win and they execute. They condition their bodies for success and they arm their minds with the knowledge to adapt and dominate on the field.

If you are serious about becoming and growing as a fitness expert, and changing people's lives, you should apply that same discipline and focus, starting with your certification.

Winners Practice Lifelong Education

The other thing you need to know is that it's not enough to simply get certified once.

To stay on the cutting edge and keep delivering the best possible results, you need to stay up to date throughout your career.

You need to practice lifelong education by getting re-certified every year.

Again, think of a team of star athletes. Every game they play, win or lose, they go back to watch the tapes afterwards so that they can learn from the game. They never stop learning, because they know their competitors will get ahead of them if they slow down.

You are in a similar position, but here's the uncomfortable reality: your competition is not other personal trainers. Your competition is not even weight loss products or diet pills or



anything else that claims to solve the same problem. Your competition is the fast food industry. Your competition is TV, video games, and social media addictions that keep people sitting on the couch getting fat. All of these industries hire some of the best scientists in the country to make their products more addictive so that they can get more money out of people.

This shouldn't scare you. In fact, it should inspire you to work harder and take your success as a fitness expert more seriously. People are crying themselves to sleep at night all over your community because they feel ashamed of their bodies and they know their health is at risk. You have a unique superpower that can save them, and you deserve a generous income in return. Of course, that's only true if you do the work to keep your skills sharp and always improving. Get certified and get recertified every year.

Certifications Help You Specialize

The smartest thing you can do to find more clients and make more money is to solve a specific problem that few other people know how to solve. For example, two of my friends have a highly successful business right now that specializes in training adults ages 55 and up. Since most trainers don't know how to train people at that age, my friends are scooping up baby boomers as extremely loyal, high-paying clients. Those clients are happy to

pay for premium packages because they know my friends can help them (and they are the only people in town who can).

Once you've completed your basic certification, you should look at certifications for specific populations, injuries, or health conditions. That way, you can set yourself up to be a superhero in the eyes of people with an urgent reason to sign up, instead of being replaceable in the eyes of people who are "thinking about it."

Of course, you shouldn't just go and rack up certifications without a plan. You should have a strategy for what certifications you're going to take, when, and why. To help you with that, I highly recommend you look through the canfitpro website (canfitpro.com) or contact a customer service representative. They can help you find the exact certification you need to fit your personal career goals.



Bedros is the founder of the franchise Fit Body Boot Camp and an online fitness marketing expert. Between his information products and his live coaching programs, he has helped many fitness professionals build 6 and 7 figure businesses. Contact Bedros by emailing his publicist, Chelsea, at chelsea@keuilian.com or visit his website at ptpower.com.



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CHOOSE TO LEARN FROM THE JOURNEY

Meet *Lyzabeth Lopez*, *canfitpro 2017 Fitness Professional of the Year Finalist*

Tell us about your fitness journey.

I started working out at the age of 12 after a career ending gymnastic injury. I was teaching club level gymnastics at 14, aerobics at 16, and was a certified personal trainer enrolled in Kinesiology by 18 years of age. I suffered from anorexia and exercise addiction most of my teens and into my 20's. I then began fitness competitions, where I continued to over-diet and cardio myself through my 20's. I hated my naturally thick lower body so much that I would run for two hours a day, almost every day - 1 hour in the morning, and 1 hour at night - in place of leg training, with the goal of model thin legs, on top of my upper body and ab workouts. This went on for years. My diet was very low carb, and high protein. I would take fat burners to give me energy because I was always so tired. I was the 'picture of health', yet I wasn't truly healthy. I decided it was finally time leave the sport and focus on me a bit more.

I enrolled in Holistic Nutrition and finally learned to treat my body better. I self-cured all my bloated belly issues, cleansed my liver, colon, kidneys, and gal bladder, and gave my body a fresh start. I started to finally really lift weights not just for the stage, but for enjoyment. With my knowledge of sculpting bodies for stage, I created a protocol for movements to grow my curves without building my legs. I could see my body changing quickly without the intense calorie and carb restriction that I had had while being a competitor. With my new love of holistic nutrition, and my knowledge of successfully sculpting bodies for stage, I started the Hourglass Workout program in 2007.

10 Years later, I've continued to work on my body, finally beating my anorexia and exercise addiction. I am now okay with being a more natural range of 135-140 lbs vs almost dying to be 110-115 lbs. We all go through journeys, and if we choose to learn from them, they will make us stronger. I'm now happy and try to spread that joy.

Why do you love what you do?

I love fitness and always have. I also love sharing knowledge with others and seeing them 'get it'. Being a positive part of someone else's journey is the best job ever.

What is the best piece of advice you have ever received and why?

The only limitations you have are the ones you put on yourself. I love this quote and I think it speaks for itself.

What is one piece of advice for aspiring fitness professionals?

Always continue learning. Health is science and is therefore always evolving. It's very important to stay up to date to best serve your clients.

Understand how important good energy is. A room full of great energy is the best feeling, be the one to create that feeling.

Do it because you love it. If you truly have a love for something, it will shine though in your work, which will be an amazing thing not just for your clients, but also for you.

Why did you decide to nominate yourself for the Fitness Professional of the Year Award?

I've been a proud member of the canfitpro family for about 10 years now and I would love to be a proud representative of the community.





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BUILDING THE RESILIENCE MUSCLE

Steps to maintaining balance through challenge and times of change

By Nadine Charles and Maureen Hagan

Maureen 'Mo' Hagan was recently a speaker at the first Women of Kellogg leadership event in Canada. With a room of 100 women in various stages of their career, she took the audience through the principles that sustain successful leaders through times of challenge and change, and left them with the knowledge on how to power up their commitments to a work-life 'Sense of Balance'.

Topics like this are being highlighted as a main leadership competency, and has a common thread: Resilience. You've likely heard of it, probably practiced it to the best of your abilities, and may or may not have been successful when you think of the results. But what does that word actually mean, and how do you make resiliency a sustainable part of your life?

Fundamentally, resilience refers to the positive adaptation, or the ability to maintain or regain mental health, despite experiencing adversity.

For fitness professionals who are guiding their clients to a new state of health and fitness, resilience is something they often have to nurture and rely on – for themselves and their clients. From a coaching perspective, a fitness professional needs to extract a commitment from a client on how to stick to their fitness goals, and give guidance on how to drive through challenges in order to see success. In other words, they need their client to find their resiliency muscles – mentally and physically.

The reality is that stresses of work and home are constantly challenging us to find new ways of coping and forcing us to ask 'how can I be resilient through this?' While it's not a new notion that we have to find ways to handle the unpredictable and minimize negative impacts, today's environment dictates that we adapt to the fact that 'the stresses are not going away, so what are we going to do about it?'

When you think about resilience as a mental muscle that needs to be identified, nurtured, and developed, it's no different than the physical muscle that needs similar care and focus. Those intense reps are painful, but being resilient and pushing through them in the short term will have measurable success in the long term.

As an individual, employee, caregiver, spouse or parent, I am sure you will agree that the ability to be resilient through many of life's challenges, on a routine basis, is a key ingredient to a strong persona, and your sanity.

As a fitness professional, what are the activities and principles for building the physical muscle that you can now broaden to help your clients build their mental resilience muscle?

Have a schedule

Just like you have a calendar for work outs or fitness classes, you should also schedule 'reflective' time. Committing to a better you, physically and mentally, means writing your objectives and goals down and respecting them. Consistency and discipline are key, and if you communicate this to your support network, you and everyone around you will benefit.

Do what works for you! To schedule your reflective time, find something that makes you feel good: meditating, or simply having a coffee by yourself.

Prep and face the obstacle

Mo's advice is to proactively identify the obstacles, and prep yourself for how to manage them. It may seem odd, but doing a bit of a role play sometimes helps! Just like you have to prep your body before a physical workout, prepping yourself by identifying the challenges you have, or will face, is a good reflective exercise.

Warm Up

When warming up for your fitness routine, you start with dynamic movements to get your entire body ready. Imposing enough demand on the muscle will make a difference during your fitness regimen. Why is this? Your muscles are not shocked when faced with tougher movements ahead. Following this principle, how do you see yourself addressing tougher challenges and coming out as a stronger you?

Mental imagery is the best for this: What do you look like and how will you feel during and after facing tough challenges? What are the coping mechanisms you use to push through?

Overload is good

Overload has a negative connotation. You don't have to smash it to get results, but you do need to impose enough resistance to create change. You may feel tension in the muscle and temporary fatigue, and it may seem painful, but it doesn't have to be. Building the habit will help build the muscle.



By exposing yourself to different challenges, and being open to the tools and techniques to overcome them, you are building your resilience muscle. You want to feel stretched enough, so that you get a sense of who you are and how you can place yourself in a position of power. Eventually, you should feel motivated and empowered to manage change.

Have a routine

Like the periodization model shows, there needs to be a continuum so that the activities maximize the gains, while reducing risk of injury and getting us to our goals. Begin your routine with the end goal in mind so that you can imagine yourself in the future with your attained goals.

You have 14,040 minutes in a day; how do you chunk out that time and hold yourself accountable to your routine? Predictability is sometimes a boring word, but having a predictable routine can shape the mental muscle so that you feel more in control of what's going on in your life, and fuels the resilience muscle.

Get out of your own way

It's time to get tough with yourself - get over it! Push past the muscle soreness (lactic acid buildup) to get to a new level of equilibrium. Diamonds are created under pressure, so exposing yourself to challenging situations and sticking to your goals to be resilient will push you to a new level of control.

Lastly, own your story

We all know we are our own worst critics and often second guess whether we are making the right choices. Being resilient means that you have reached a level of empowerment, one where you own the ability to make, change or own decisions with confidence. It's often said that we fill up the space in our day with too many things; give yourself permission to empty that glass, and only fill it with things that allow you to continue as a strong, resilient, and confident person.

Being happy doesn't mean that everything is perfect. It means you've decided to look beyond the imperfections.

-Maureen Hagan

EXERCISE THE RESILIENCY MUSCLE

1. Set up each day with a 15 min Morning SUCCESS Routine.
2. Breathe for 1 minute—Rx as needed.
3. Focus on “the one thing” that you are doing today to succeed.
4. Establish a Plan B to ensure you accomplish your priorities.
5. Stand up for 1-5 minutes each hour at work to maintain your energy.
6. Exercise daily—1 x 30 min, 2 x 15 min or 3 x 10 minutes.
7. Reflect and Release to Receive- 15 minutes each evening.

REFLECTIVE QUESTIONS:

- What are you having challenges with?
- What can you do to address those challenges?
- What is your timeline to resolve challenges, and get you on your way?
- Who can support you?
- What can you/should you rid yourself of to attain your goals?

THE 15-MINUTE MORNING SUCCESS ROUTINE:

- Silence**
- Understand**
- Construct**
- Create**
- Energize**
- Scribe**
- Stretch**



Nadine is Senior Manager, Membership Experience. A Career Development strategist and Certified Coach, with her FIS and OAS certification, she has 16+ years of corporate consulting experience and brings a holistic perspective to all membership strategies to improve members' professional lives.



Maureen is vice president of program innovation for canfitpro and GoodLife Fitness. Maureen or Mo, as she is known in the fitness industry, is a global fitness ambassador and has been recognized for her work in fitness that spans over three decades. She is a #1 best-selling author, member of the Board of Directors for Prescription to Get Active and a Reebok sponsored athlete.

PROPEL YOURSELF AS A LEADER

Principles to position yourself as the trainer who delivers results through great leadership

Have you ever had a friend who told you: "I just had an idea! I think I'm going to do 'this'." You look at them stupefied and respond: "Dude, I have been telling you 'this' for months!" Most people seek advice and yet do what they want anyways. Nobody listens to what we have to say, even if we are the experts. In order to take action, one must switch on the internal light bulb that will drive them from the inside. We must address our 'suggestions' differently. To lead is not to tell people what to do. Leading is teaching others to find out for themselves. How do you plant the seeds that will grow inside your client's brain?

There are six layers of the brain that you must 'activate' to ensure that messages are received in a way that a new neural pathway is created in your client's head, at the source.

Who They Hang Out With

Ask your clients to identify the five people they spend the most time with and explain to them they are the average of these people. Advise them to choose wisely and make sure they surround themselves with people who will lift them up and increase their average. Seeking healthy collaboration and hanging out with people who are already successful in the goal they are aiming for will program their brain and create a strong foundation.

What They Do

Help your clients plan smart goals, with the end in mind, time-shifting themselves in the future as if they had already achieved their goal. Invite them to adopt healthy behaviours like sleeping six to eight hours each night, unplugging, and eating well, alongside the exercise program they do with you.

What They Get Good At

Practice. Continue to put emphasis on the fact that the behaviours from the previous layers need to be repeated over and over in order to sustain on-going personal development.

What They Believe

Teach them the virtues of consistency and perseverance. The best way to help them continue towards their goal, when self-sabotage shows up, is to make sure the goal is worthwhile. Help them identify what the reason behind the negative behaviour is when they do the opposite of what they know they should be doing. Finding their motives and drivers, along with the limiting beliefs that are holding them back, will empower them with a 'keep-going' attitude!

Who They Are

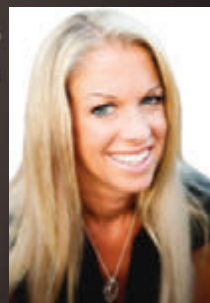
Different types of personalities shape who we are. Our identity comes from different characteristics that define our style. Depending on who your client is, you will adapt your communication style to speak their language.

Why They Do It

Focus on their passion and their purpose. Who else are they serving? Who are they a leader or an inspiration for? See your clients as fellow leaders in the process to find out who they are leading.

By addressing each layer, you are setting your clients up for success and positioning yourself as the trainer who delivers results through their leadership!

To learn more about leadership, self-sabotage, and communication styles, make sure to check out Nathalie's sessions at World Fitness Expo.



Speaker, Life & Executive Coach and No.1 Best Selling Author, Nathalie has been in the fitness industry for over 30 years. She combines her fitness background with motivational concepts and brain programming processes she practices as a Master Practitioner in Neuro Linguistic Programming.



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BUSINESS FOR GOOD AND FOR PROFIT



CREATE COMMUNITY IMPACT WITH YOUR BUSINESS BY JOINING THE SOCIAL ENTERPRISE MOVEMENT

By Lore Wainwright

“CAN I DO GOOD AND STILL MAKE MONEY?”

This is the most common question I receive when coaching social entrepreneurs in starting a business with a dual purpose of generating revenue and creating social impact. And the answer is always a resounding yes!

In fact, the evolution of impact entrepreneurship continues to grow because rising social, economic, and environmental issues are leading to increased poverty, inequity, and harmful measures for our planet.

The statistics are staggering: Nearly five million people in Canada live in poverty, costing our nation billions of dollars. As well, the incidence of mental and physical health issues is far lower in those who have means, than those who do not.

PURE PROFIT IS NO LONGER AN OPTION, AND SOCIAL RESPONSIBILITY IS FINDING A WAY TO BE A PART OF THE DNA OF A RECORD NUMBER OF SOCIAL ENTERPRISES.

ENTER HEALTH AND FITNESS PROFESSIONALS

In this challenging time, the fitness industry is in a perfect position to link its deep care of people with a sustainable business model. Social Enterprise is leading to healthier humans in Canada and beyond.

One example is The Lucky Iron Fish™. By creating a small iron fish cooking tool, to add to a variety of recipes, this Social Enterprise is significantly reducing iron deficiency around the world. University of Guelph student, Gavin Armstrong, founded The Lucky Iron Fish™ in 2012, as part of a project in Cambodia, where almost three million people were iron deficient. Through this simple measure, health is improved and the organization is making a strong social and environmental impact. In 2017, the enterprise helped more than 50,000 people with its buy-one-give-one program.

Taking inspiration from this example, gym owners can create a business model to help populations who most need access to fitness – while having a successful, viable business. Like Emma O'Connor of London, who runs a boot camp kickboxing-style gym called Femme

Force Fitness. Emma's program, "Strong Sisters" is free for women who have suffered abuse or trauma and cannot otherwise afford a fitness membership. Her revenue model has traditional membership fees, along with strong partnerships with local school boards, who pay for her services, and nonprofits, who hire through grant programs. This business model supports Emma's bottom line, while giving over 100 young girls and women increased confidence and hope each year.

By combining innovation, opportunity, and resourcefulness to solve our most pressing issues, Social Enterprise is creating a ground swell of economic activity, and support for Social Entrepreneurs is growing across traditional business centres.

As such, introducing a social aspect to your business will positively impact your community. Doing so will also help your business to thrive and your heart to grow full.

Join Lore in her sessions at the 2018 World Fitness Expo.

Food-insecure householders are also 80% more likely to have higher rates of diabetes and high blood pressure.

What is evident is that people are both passionate and polarized about how to address these monumental realities. The business world is responding with a "shift to the middle", where pure profit is no longer an option, and social responsibility is finding a way to be part of the DNA of a record number of Social Enterprises.



Lore has been leading individuals for the past 30 years in health and wellness and meaningful social business creation. With extensive experience in communications, business development and yoga, Lore cares deeply about creating a world where learning, observing and providing exceptional experiences, regardless of what lens a client presents. Lore is a champion of social impact, connecting others and has the gift of masterful teaching through lived experience and storytelling.



TRAINING

WHY LESS IS MORE WITH HIIT

HIIT PROVIDES EFFECTIVE AND POSITIVE STRESS ON THE BODY, RESULTING IN IMPRESSIVE ADAPTATIONS TO SEVERAL BODILY SYSTEMS

By Len Kravitz, Ph.D.

High intensity interval training (HIIT) is a popular form of exercise training that trains the body at near maximal to maximum capacity with bursts of effort ranging from 8 seconds to several minutes. Interspersed with the high intensity bouts are periods of rest or active recovery. The exercise design of HIIT repeatedly challenges the physiological and metabolic systems of the body beyond the level they can be maintained in a continuous bout of exercise. One unique advantage of HIIT is that it can produce similar (or even better) training benefits to steady state exercise in a much shorter time frame, particularly for untrained persons.

The recovery interval in HIIT training allows for a partial or near complete recovery of the physiological systems before the beginning of the next HIIT work interval. High intensity bouts up to 120 seconds challenge the anaerobic energy systems, whereas work intervals in excess of three minutes task the cardiovascular system of the body. By working at high intensities



and then permitting the energy systems to replenish during recovery intervals, exercisers effectively and positively stress the body during the workout, resulting in impressively fast adaptations of several bodily systems.

HIIT AND MAXIMAL AEROBIC CAPACITY: THE BIG WIN!

From a health perspective, the maximal aerobic capacity benefits of HIIT are quite noteworthy and meaningful. Maximal aerobic capacity is the highest rate of consumption, distribution and utilization of oxygen, usually determined with a graded exercise test. It is the gold standard assessment of a person's cardiorespiratory system. Importantly, it has been shown that a low VO₂max (or low aerobic capacity) is predictive of cardiovascular fatalities and all-cause mortality. Thus, the higher your VO₂max, the greater cardioprotection you have from cardiovascular disease. Boutcher (2011) completed a comprehensive research review on HIIT and reports that healthy young and older adult men and women can improve cardiorespiratory fitness (VO₂max) 4% to 46% in training periods lasting from two to 15 weeks in length. Kessler et al. (2012) add that HIIT appears to induce rather rapid changes in VO₂max. Boutcher explains that the current scientific explanation for this increase in VO₂max from HIIT

ONE UNIQUE ADVANTAGE OF HIIT IS THAT IT CAN PRODUCE SIMILAR (OR EVEN BETTER) TRAINING BENEFITS TO STEADY STATE EXERCISE IN A MUCH SHORTER TIME FRAME, PARTICULARLY FOR UNTRAINED PERSONS. THUS, ONE OF THE MOST SIGNIFICANT BENEFITS OF HIIT IN WEIGHT LOSS PROGRAMS IS THAT THIS TYPE OF TRAINING BUILDS BIGGER FAT BURNING FIREPLACES... AND MORE OF THEM.

is due largely to consequential increase in stroke volume (the volume of blood pumped by the heart per beat). This increase in stroke volume is most likely a result of a significant improvement in the heart muscles' contractile capability during near maximal exertion. As well, Boutcher summarizes that HIIT has also been shown to increase mitochondrial biogenesis, the size and number of mitochondria, the cells ATP synthesis factory organelle. This adaptation of the cell mitochondria translates into improved cardiovascular capacity at any level of exercise intensity.

HOW DOES HIIT HELP PROMOTE FAT LOSS AND WEIGHT MANAGEMENT?

One of the biggest challenges facing fitness professionals is helping clients attain successful, long-term weight management goals. The high prevalence of overweight and obesity continues to be a public health concern in Canada and other countries throughout the world. From a physiological outlook, Boutcher (2011) explains that the high surge in epinephrine and norepinephrine from HIIT likely serves as a catalyst role for improving fat loss. Epinephrine and norepinephrine, also known as adrenaline and noradrenaline, are the fight or flight hormones. Both of these hormones have been shown to be most active in lipolysis, the breakdown in fat. Also, as noted earlier, HIIT has also been shown to be most effective in increasing mitochondria biogenesis. Interestingly, mitochondria are the only place in the body's cells where fat is completely oxidized (or disassembled). From a practical application perspective, mitochondria are the fat burning fireplaces of our cells. Thus, one of the most significant benefits of HIIT in weight loss programs is that this type of training builds bigger fat burning fireplaces (i.e., mitochondria), and more of them. Mitochondria have their own DNA, which allows them to replicate as an adaptation from cardiorespiratory training. Another great benefit of HIIT towards weight management success is the increased exercise 'afterburn'. The exercise 'afterburn' is the elevation of energy expenditure following exercise, referred to in science as excess post-exercise oxygen consumption, or EPOC. This recovery process is largely a bodily restoration process of several physiological variables that were raised

during exercise. Uniquely, the fuel used by the body to restore itself during EPOC is primarily fat.

TRY THESE TIME-EFFICIENT WORKOUTS

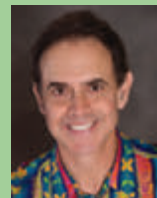
HIIT is a time efficient and effective method of training. In our most recent study, we had 12 men and women volunteers complete three different workouts with 30-second work bursts, often referred to as Sprint Interval Training (SIT), a form of HIIT. Each workout had a five minute warm-up and five minute cool-down. Here are the workouts we tested:

- 1) 10 bouts of a 30-second work bursts (hard to very hard intensity) alternating with a 30-second self-selected recovery intervals.
- 2) 10 bouts of a 30-second work bursts (hard to very hard intensity) alternating with a 60-second self-selected recovery intervals.
- 3) 10 bouts of a 30-second work bursts (hard to very hard intensity) alternating with a 90-second self-selected recovery intervals.

All workouts showed excellent caloric expenditure and EPOC values. As well, the volunteers really enjoyed the workouts. Try them with your clients.

Future research will surely identify optimal HIIT protocols for various parameters of physiological adaptation, as well as for optimal interventions for persons with metabolic diseases. Indeed, HIIT is here to stay in the fitness industry, with much more to come!

Join Len in his sessions at the 2018 World Fitness Expo.



Len, PhD, CSCS, is the program coordinator of exercise science and a researcher at the University of New Mexico where he recently received

the Presidential Award of Distinction and the Outstanding Teacher of the Year award. In addition to being a 2016 inductee into the National Fitness Hall of Fame, Dr. Kravitz was awarded the canfitpro Lifetime Achievement Award.

POURQUOI MOINS EST MIEUX AVEC HITT

HITT FOURNIT UN STRESS EFFICACE ET POSITIF AU CORPS ENTRAÎNANT DE SURPRENANTES ADAPTATIONS AUX DIVERS SYSTEMES DU CORPS.

Par Len Kravitz, Ph.D.

L'entraînement à haute intensité d'intervalle (HIIT) est une forme populaire d'exercice qui entraîne le corps à près de la capacité maximale à maximum avec des montées en effort de 8 secondes jusqu'à quelques minutes. Les périodes à forte intensité sont intercalées de périodes de repos ou de récupération active. La conception des exercices de HIIT stimule de façon répétitive les systèmes physiologique et métabolique du corps au-delà du niveau qu'ils peuvent soutenir pendant une séance continue d'exercice. Un avantage unique du HIIT est qu'il peut produire des bienfaits d'entraînement similaires (et mêmes meilleurs) que ceux de l'exercice statique en un temps bien plus court, particulièrement pour les personnes non entraînées.

Les intervalles de récupération d'un entraînement HIIT permettent une récupération partielle ou presque complète des systèmes physiologiques avant le début de l'intervalle suivant de travail en HIIT. Les périodes à forte intensité, jusqu'à 120 secondes, stimulent les systèmes énergétiques anaérobies alors que les intervalles de travail de plus de 3 minutes mettent le système cardiovasculaire du corps à l'épreuve. En travaillant à forte intensité pour ensuite permettre aux systèmes énergétiques de récupérer pendant les intervalles de récupération, ceux qui font l'exercice stressent efficacement et positivement le corps pendant l'entraînement, ce qui amène d'impressionnantes adaptations rapides de divers systèmes du corps.



HIIT ET CAPACITÉ AÉROBIE MAXIMALE : LA GRANDE VICTOIRE !

Du point de vue de la santé, les bénéfices de capacité aérobie maximale du HIIT sont remarquables et significatifs. La capacité aérobie maximale est le plus fort taux de consommation, de distribution et d'utilisation de l'oxygène qui est habituellement déterminé par un test d'exercice graduel. C'est la référence absolue d'appréciation du système cardiorespiratoire d'une personne. Fait plus important encore, il est démontré qu'une faible VO₂max (une faible capacité aérobie) prédit les mortalités cardiovasculaires et celles par toutes causes confondues. Donc, plus votre VO₂max est élevée, vous avez une meilleure protection contre la maladie cardiovasculaire. Boutcher (2011) a effectué une revue détaillée de la recherche sur HIIT et il rapporte que les hommes et les femmes jeunes et plus âgés peuvent améliorer leur forme cardiorespiratoire (VO₂max) de 4% à 46% par des périodes d'entraînement de deux à 15 semaines. Kessler et coll. (2012) ajoute que le HIIT semble induire des changements rapides de VO₂max. Boutcher affirme que l'explication scientifique actuelle de cette augmentation de VO₂max par le HIIT est largement tributaire de l'accroissement consécutif du débit systolique (le volume de sang pompé par le cœur par battement). Cet accroissement du débit systolique est sans doute le résultat d'une amélioration significative de la capacité contractile des muscles cardiaques lors d'un effort presque maximal. Également, Boutcher résume que le HIIT contribue également à augmenter la biogenèse mitochondriale, la dimension et le nombre de mitochondries et les organites cellulaires de synthèse de l'adénosine triphosphate (ATP). Cette adaptation de la mitochondrie des cellules se traduit par une capacité cardiovasculaire améliorée à tous les niveaux d'intensité d'exercice.

Donc, un des avantages les plus significatifs du HIIT pour les programmes de perte de poids est que ce type d'entraînement construit de plus gros foyers de combustion des graisses... et en plus grand nombre.

COMMENT LE HIIT FAVORISE-T-IL LA PERTE DE GRAISSE ET LA GESTION DU POIDS ?

Un des plus grands défis des professionnels du conditionnement physique est d'aider les clients à atteindre avec succès les objectifs de gestion de poids à long terme. La forte prédominance du surpoids et de l'obésité continue d'être un problème de santé publique au Canada et dans d'autres pays du monde. D'un point de vue physiologique, Boutcher (2011) explique que la recrudescence d'épinéphrine et de norépinéphrine lors d'un HIIT sert probablement de catalyseur pour améliorer la perte de graisse. L'épinéphrine et la norépinéphrine, également connues sous les vocables adrénaline et noradrénaline, sont les hormones dans la réaction de lutte ou de fuite. Ces deux hormones se sont avérées très actives dans la lipolyse, la dégradation des graisses. Également, comme mentionné plus avant, le HIIT a aussi démontré sa grande efficacité pour l'accroissement de la biogenèse mitochondriale. Il est intéressant de voir que les mitochondries sont le seul endroit dans les cellules du corps où les graisses sont complètement oxydées (ou désassemblées). Du point de vue d'une application pratique, les mitochondries sont les foyers de combustion des graisses de nos cellules. Donc, un des avantages les plus significatifs du HIIT pour les programmes de perte de poids est que ce type d'entraînement construit de plus gros foyers de combustion des graisses (c.-à-d. les mitochondries) et en plus grand nombre. Les mitochondries possèdent leur propre ADN qui leur permet de se répliquer comme une adaptation de l'entraînement cardiorespiratoire. Un autre avantage du HIIT qui contribue au succès de la gestion du poids est l'accroissement de la « post-combustion » de l'exercice. La « poste-combustion » de l'exercice est l'augmentation de la dépense d'énergie qui suit un exercice que la science décrit comme la consommation d'oxygène post-exercice excessive ou EPOC. Ce processus de récupération est un grand processus de restauration du corps de plusieurs variables physiologiques qui ont augmenté pendant l'exercice. Particulièrement, le combustible utilisé par le corps pour se restaurer pendant l'EPOC est avant tout la graisse.

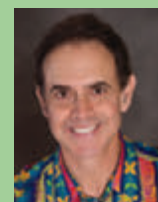
ENTRAÎNEMENTS AVEC ÉCONOMIE DE TEMPS

HIIT est une méthode d'entraînement rapide et efficace. Dans notre étude la plus récente, 12 hommes et femmes bénévoles ont exécuté trois entraînements différents avec des pointes d'efforts de 30 secondes souvent désignées par entraînements de sprint à intervalles (SIT), une forme de HIIT. Chaque entraînement incluait un échauffement de 5 minutes et un refroidissement de 5 minutes. Voici les entraînements que nous avons testés :

- 1) 10 périodes de 30 secondes de pointes d'effort (forte à très forte intensité)
- 2) 10 périodes de 30 secondes de pointes d'effort (forte à très forte intensité) alternées avec des intervalles de 60 secondes de périodes de récupération autosélectionnées
- 3) 10 périodes de 30 secondes de pointes d'effort (forte à très forte intensité) alternées avec des intervalles de 90 secondes de périodes de récupération autosélectionnées

Tous les entraînements ont montré une excellente dépense calorifique et de bonnes valeurs d'EPOC. Également, les bénévoles ont réellement apprécié ces entraînements.

Les recherches futures découvriront certainement les protocoles HIIT optimaux pour divers paramètres de l'adaptation physiologique ainsi que pour les interventions optimales concernant les personnes avec des maladies métaboliques. Assurément, le HIIT demeurera dans l'industrie du conditionnement physique avec bien plus à venir.



Len, Ph.D., CSCS, est le coordonnateur de programme en science de l'exercice et un chercheur de l'université du Nouveau-Mexique où il a récemment reçu

le prix du Président pour l'excellence et celui du meilleur enseignant de l'année. En plus d'avoir été intronisé au Temple de la renommée en 2016, le Dr Kravitz s'est vu confier le prix d'excellence canfitpro pour l'ensemble de ses réalisations.



NUTRITION

RAW ENERGY AND GUT HEALTH

HIPPOCRATES TOLD US DECADES AGO, “ALL DISEASE BEGINS IN THE GUT.”

By Teri Gentes

SO, WHAT IS IT ABOUT RAW FOODS THAT MAKE THEM SO POWERFUL? THEY ARE LIVING FOODS, RICH IN ENZYMES, HEALTHY BACTERIA AND OXYGEN, PROVIDING THE BODY WITH WHAT IT NEEDS TO STAY HEALTHY AND ENERGIZED.

In today's world of agri-food production, most are eating an excess of over-processed, enzyme deficient, 'dead' foods. The standard dietary fare of North America – meat, breads/grains, pasteurized dairy, refined and cooked foods, denatured fats (aka trans-fats), sugar and sodium, caffeine, alcohol and junk foods, are all lacking in nutrients, void of enzymes and healthy bacteria, and causing numerous health challenges and diseases.

HEALTHY BACTERIA 101:

- The beneficial microflora in our body needs a stable environment in which to grow and flourish.

- The ideal pH in the colon is between 6.7 and 6.9. (A pH of 7 is neutral—anything lower than 7 is acidic and anything above 7 is alkaline.) The colon needs to be slightly acidic, which inhibits the growth of undesirable bacteria like Salmonella, and E. coli.
- Unbalanced gut flora (dysbiosis) increases susceptibility to intestinal permeability (leaky gut).
- The same things that destroy our gut flora can compromise our gut barrier, and fungal infections and excess unhealthy bacteria result.
- The best way to restore beneficial bacteria in the gut is to create acidity and promote the growth of healthy bacteria like Lactobacillus.
- Regular consumption of fermented foods such as sauerkraut, kimchi, fermented dairy and soy contain friendly bacteria and can enhance gut flora.

Traditional unpasteurized, fermented foods are rich in beneficial lactic acid-producing bacteria. In the digestive tract, these bacteria help ferment carbohydrates we cannot digest, forming by-products that help keep our gut acidic. This prevents harmful organisms from growing and enabling healthy gut bacteria to flourish. Consuming naturally fermented foods supplies the gut with desirable microorganisms and creates the acidic environment necessary to support the bacteria present.

While many have yet to develop taste buds for fermented foods this delish non-dairy cheese is divine and incorporates healthy bacteria. While some reach for dairy to get their probiotics, it's a top food allergen for most, causing gut disrupt and full of sodium rich, fibreless fat. Plant derived dairy alternatives, such as this recipe, let you have your cheese, appeasing your taste-buds, and heal your gut health.

THE STANDARD DIETARY FARE OF NORTH AMERICA [IS] LACKING IN NUTRIENTS, VOID OF ENZYMES AND HEALTHY BACTERIA, AND CAUSING NUMEROUS HEALTH CHALLENGES AND DISEASES.

CASHEW RICOTTA CHEESE



- Vegan, gluten, soy and nut-free
- Prep time – 10 minutes, soaking time 60 mins or overnight
- Yield: Approx 250g / 1 cup
- Serves 4

INGREDIENTS:

- 1 cup raw cashews - soak 1 hour or overnight and drain
- 1 clove garlic, minced
- 2 tbsp lemon juice or ideally sauerkraut juice
- 2 tbsp nutritional yeast
- ½ tsp sea salt
- ½ tsp onion powder
- Fresh black pepper if desired
- 3-4 tbsp water

Garnish: chives, fresh herbs, lemon zest, olive oil, etc.

DIRECTIONS:

1. Blend all of the ingredients in a high speed blender or food processor until smooth and almost creamy, starting with 3 tbsp water and adding more if needed depending upon how long the cashews were soaked.
2. Garnish any way your heart desires and enjoy.

TERI'S TIPS:

- Add a tsp or two of white miso for added healthy bacteria.
- If making the cheese in a high speed blender, maximize on your food prep time by leaving a little of the cheese mixture in the blender, add a splash or your favorite vinegar, a plunk of Dijon, chives, sea salt, pepper, and olive oil and blast to make a fabulous creamy dressing.

PER SERVING (APPROX):

- Total calories: 193; from fat 128
- Total Fat: 14.5g
- Sat Fat: 2.5g
- Trans Fat: 0g
- Total carbs: 11.3g
- Dietary Fiber: 2.1g
- Sugars: 2.5g
- Protein: 7.9g



Inspiring and enabling others to embrace and sustain self honoring, happy, healthy lifestyle practices is my mission. Follow me for the latest research on the power of thought and benefits of plant based whole foods diets.
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ACTIVE AGING

KETTLEBELL TRAINING FOR OLDER ADULTS

NO LONGER JUST FOR THE YOUNG, KETTLEBELLS PROVIDE OLDER CLIENTS WITH THE ABILITY TO SWING AND LIFT FOR YEARS TO COME

By Jodi Barrett, CEO, Kettlebell Kickboxing Canada



FITNESS IS FOR EVERYONE: YOUNG AND OLD; MEN AND WOMEN; PEOPLE WHO ARE INACTIVE, DE-CONDITIONED, AND ATHLETIC; ANYONE AT ANY AGE, IN ANY SITUATION, CAN BENEFIT PHYSICALLY, MENTALLY, AND YES, EVEN SPIRITUALLY.

So, why is it more difficult to get the older generation active, keep them active, and reap the benefits, especially when it comes to strength training?

In reality, our bodies are made and designed to move. To push, pull, crawl, walk, jump, squat, hinge, throw, turn, twist, stretch, kick, run, hop, roll . . . we are made for this, but when was the last time your mother or father or grandparents did any of those things?

A survey by the Institute for Medicine and Public Health revealed that adults spend an average of approximately 55 hours a week sitting in a chair, whether they're watching television, using a computer or tablet, driving, or reading. Let's think about how long our grandparents stay seated. What about our parents? It shouldn't be that the older you get the more you sit and the less you move, that is counterproductive to the very essence of longevity.

As skilled fitness professionals, we know that smart program design, strength training with a purpose and plan, and mobility is the very source of longevity. Believe it or not - so is the kettlebell!

The kettlebell is a valuable training method that should be implemented into your client programming. I can tell you first hand that with kettlebell training we have seen people deep into their 70's and 80's still practicing the motions of swinging and lifting kettlebells, safely and effectively.

Since longevity is often overlooked in trendy, high-intensity programs, I find it important to circle your training back to what matters most—building strength, endurance, and preserving the body, not breaking it down. For the older practitioner, this is vital. The kettlebell is

IT SHOULDN'T BE THAT THE OLDER YOU GET THE MORE YOU SIT AND THE LESS YOU MOVE, THAT IS COUNTERPRODUCTIVE TO THE VERY ESSENCE OF LONGEVITY.

by far one of the very best tools to do all this. Not only will they be more active, they will increase bone density, reaction, timing, coordination, balance, strength, confidence, and cardio-respiratory benefits, all without any impact issues (the kettlebell is known for that).

As trainers and fitness educators, we understand that there are two reasons to follow an exercise program:

1. PERFORMANCE ENHANCEMENT

A solid exercise program is meant to improve your ability in a specific sport or series of movements. This is why triathletes, basketball players, tennis players, swimmers, and all other professional athletes take part in a regular, regimented, and prescribed strength and conditioning routine.

2. INJURY PREVENTION

As you train, work out, or exercise (all interchangeable terms), you are fortifying and balancing the body. Correct exercises should never lead to injury. While minor injuries can be common when playing a sport, it is absolutely not okay to get hurt lifting a weight or a kettlebell, or doing a push-up.

If we apply these concepts to the older population, we can see that effective programming can help them:

- move and live better - performance enhancement
- decrease risk of falls, weakness, instability, and sedentary inactive muscles - injury prevention

So enters the kettlebell, one of the very best tools to get all of the above variables in a single workout.

- The kettlebell's unique grip can help train the body - fingers to toes. The unique grips can help anyone of any age find the best point of holds and the most variety of grips for basic lifts, helping avoid uncomfortable positions that an older person cannot manage.
- The kettlebell swing can easily help a person bring their heart rate up without any high impact motions like running or jumping.
- The kettlebell can help weight progression by incorporating ballistics.
- The kettlebell is very rich in coordination based exercises (think swing switch).

Incorporating the use of kettlebells should always be done with progression - go slow and make things attainable. The efficiency and effectiveness of this comprehensive tool will keep your aging clientele strong, mobile, engaged, and enjoying life (and training with you) for years to come!



After 13 years of being a stay at home mom, Jodi found Kettlebell Kickboxing! That journey took her to complete her KBIA-Master Level and MKC Certifications. Jodi teaches classes and certifies trainers across Canada. Connect with Jodi at kettlebellkickboxingcanada.com or on Instagram at [kettlebellkickboxingcanada](https://www.instagram.com/kettlebellkickboxingcanada).



SPONSORED CONTENT

ABS IN OR OUT?

**THE PROPER USE OF THE ABDOMINAL
WALL FOR STABILITY AND LONGEVITY
OF THE SPINE**

By Paul Chek, HHP, NMT

Research and education on “functional” core conditioning has been around for over 25 years, yet there is still confusion regarding the proper use of the abdominal wall, especially during heavy lifting activities or exercises that challenge the participants’ stabilization threshold. Should the abs be pulled in, braced out, or some combination of these?

The first step in applying functional core conditioning is to realize that there are actually two functional units that make up the core; the Inner and Outer Units.

The Outer Unit is comprised of four sling systems, whose functions are predominantly phasic or geared toward movement (although many outer unit muscles also serve to provide gross stability).

1. The Deep Longitudinal System (Figure 1)
2. The Posterior System (Figure 2)
3. The Anterior Oblique System (Figure 3)
4. The Lateral System (Figure 4)

The Inner Unit describes the functional synergy between the transversus abdominis (TVA) and posterior fibers of the obliquus internus abdominis (IO), pelvic floor muscles, multifidus, and lumbar portions of the longissimus and iliocostalis, as well as the diaphragm (Figure 5). Research shows that the inner unit is under separate neurological control from the other muscles of the core. The TVA and posterior portions

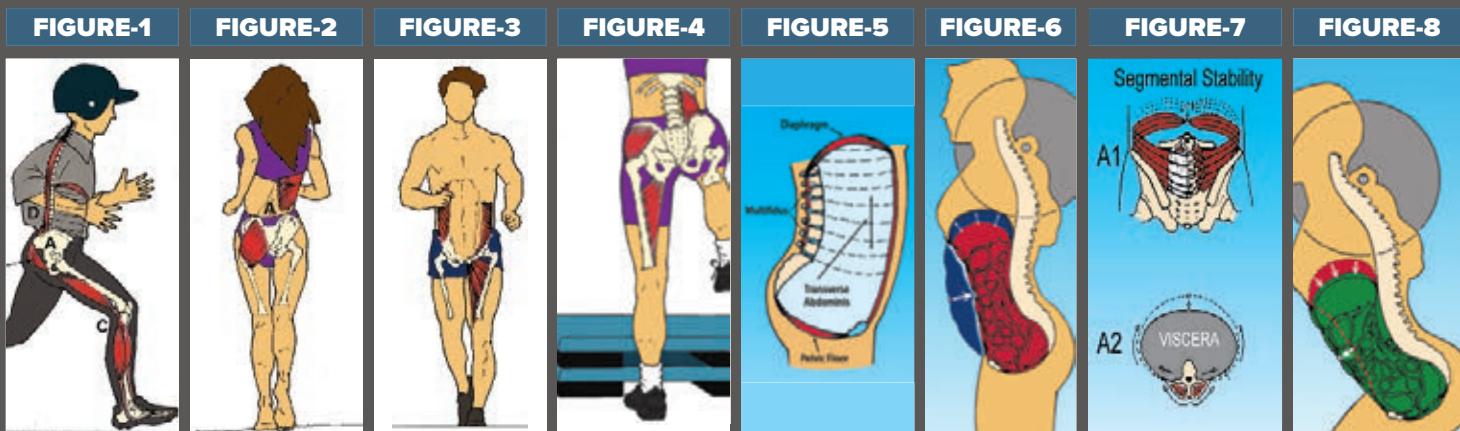
of the IO act like a girdle, producing a drawing in action when the Inner Unit is activated, i.e. the belly button moves inward toward the spine. This inward movement is critical for the following reasons:

- When the TVA is activated, the internal organs are compressed which creates intra-abdominal pressure (Figure 6)
- TVA contraction against the relatively non-compressible viscera creates hoop tension, which has a segmental stabilizing effect on the lumbar spine (Figure 7)
- The erector spinae musculature is housed in a fascial envelope, which is stabilized when the umbilicus is drawn inward. When the erector spinae muscles contract within this relatively non-expandible envelope, pressure is exerted against the fascia, which produces an extension force on the forward bend or flexed spine. This is referred to as the Hydraulic Amplifier Mechanism
- Activation of the TVA, in concert with the other stabilizer mechanisms mentioned above, may also produce a slight extension effect on the spine, called Thoracolumbar Fascia Gain

ACTIVATION OF THE ABDOMINAL WALL DURING EXERCISE

During heavy lifting or any exercise where the spine must be stabilized, it is important that the abdominal wall functions correctly, with synergistic activation of the inner and outer units, in order to avoid spinal and/or sacroiliac joint injury. A heavy load is any such load in which the natural cycle of respiration is interrupted. You can experience this by lifting progressively heavier weights until you naturally have to hold your breath to pick up the weight.

Let's use the squat as an example. A deep diaphragmatic inhalation should be taken prior to initiation of the squat. This fills the lungs with air and helps to stiffen the upper torso and thoracic spine. The diaphragm contracts and lowers, which pushes the viscera down and out onto the abdominal wall, which will force the umbilicus outward, away from the spinal column.



The Deep Longitudinal System is composed of the erector muscles of the spine and their investing fascia. The spinal erectors (D) communicate with the biceps femoris (B) through the sacrotuberous ligament of the pelvis (A) and to the lower extremity via the peroneus longus muscle (C)

The Posterior System consists primarily of the latissimus dorsi and the contralateral gluteus maximus

The Anterior Oblique System consists of a working relationship between the oblique abdominal muscles and the contralateral adductor musculature and the intervening anterior abdominal fascia

The Lateral System consists of a working relationship between the gluteus medius, gluteus minimus and ipsilateral adductors.

The Inner Unit

Activation of the Inner Unit

Hoop Tension: The TVA pulls laterally on the thoracolumbar fascia, which attaches to both the spinous process and the transverse processes of each lumbar vertebra (A1), so activation of the TVA serves to stabilize each vertebra (A2).

The diaphragm forces the TVA into an eccentric contraction, pushing the umbilicus away from the spine.

After a full inhalation is achieved, the TVA is activated causing the umbilicus to move toward the spine and the four spinal stabilization and force dissipation mechanisms described above are put into play; the abs are moving in.

As you descend in the squat and progress toward the sticking point, the line of gravity relative to the load gradually moves forward, which creates a progressively greater flexion moment on the lumbar spine. The progressively larger lever arm against the spine requires an increasingly greater contraction of the erector spinae muscles to move the load in concert with the leg musculature. This requires a concomitant increase in stability to prevent unwanted compression, torsion and/or sheer of the spinal structures.

Moving through the sticking point, the relative load against the spinal column will be at a maximum and will therefore require a maximum contribution from both the inner and outer units. The inner unit will act to stiffen the spinal column to protect the joint structures of the spine from injury, while the larger outer unit muscles will provide gross stability and motion. The massive contraction of the back muscles cannot go unchecked by the large rectus abdominis and oblique muscles, or the spine would simply collapse into extension. Therefore we could say that there is co-contraction of the outer abdominal muscles against the back muscles to provide gross stability of the torso and move the load.

As this co-contraction takes place, there will be thickening of the rectus abdominis and oblique muscles, just as you would expect when contracting any skeletal muscle. The powerful diaphragm continues to contract to meet the progressive demand for stabilization of the spinal column and rib cage, forcing the TVA into an eccentric contraction and thus pushing the umbilicus away from the spine, while maintaining segmental stability (Figure 8). A muscle is approximately 30-40% stronger eccentrically than concentrically, so this mechanism not only allows the body to better stabilize the spinal column, it does it at a reduced energy cost!

The thickening muscles, plus the action of the diaphragm and TVA make it appear to the observer looking in the mirror that the abs are moving out! However in a

properly functioning body, the inner unit remains activated (abs in) while the outer unit contracts to act as a gross stabilizer, pushing the abdominals progressively more outward as the load and need for gross stability increases.

CONCLUSION

So do the abs move in or move out with heavy lifting? In a functional body, the answer is both! What is critical, with regard to stability and longevity of the spine, is the sequence of events. The umbilicus will move inward as an indicator that the segmental stabilizing mechanism is activated. Then, as the demand for greater stiffness and stabilization of the torso increases, the diaphragm will force the TVA to contract eccentrically. In concert with this action, there will be an increased activation of the rectus abdominis and oblique abdominal muscles, providing gross stability by the way of co-contraction against the spinal extensors. This will be recognized as the abs moving outward, during which time the inner unit muscles will continue to be active unless the lifter is wearing a lifting belt; belt wearing may completely alter the recruitment patterns of the core musculature.

For the sake of space, this article can only provide a brief insight into core function. A much more comprehensive explanation of the core stabilizing mechanisms, how to assess core function and prescribe exercise to reestablish correct core activation, is contained in my course, **Scientific Core Conditioning**.

Join Paul in his sessions at the 2018 World Fitness Expo.



Paul, internationally acclaimed speaker, consultant and Holistic Health Practitioner, is the author of six books and numerous courses for health and fitness professionals. Paul is the founder of the C.H.E.K Institute, based in San Diego, CA and the creator of the P[~]P[~]S Success Mastery Program. chekinstitute.com

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INSURANCE AND EDUCATION

EXPANDING YOUR SCOPE OF PRACTICE MEANS FURTHERING YOUR EDUCATION AT EVENTS LIKE WORLD FITNESS EXPO

By Murray MacKenzie

As the 2018 World Fitness Expo fast approaches, and we draw closer to the end of winter season, it is helpful to look back and see the progress we have made so far in the New Year. Perhaps some of us had goals regarding our personal fitness. Still others might have concentrated on continued learning and education. No matter what your pursuits are, it is always important to have achievable goals.

Our goal, as the provider of the canfitpro insurance program, is to provide you with the most comprehensive insurance available at an affordable premium. As well, it is important that we always strive to learn more about the fitness industry and how we can best service your needs. As a fitness trainer, instructor, or facility owner, I'm sure you make every effort to work within your scope of practice. Should you

wish to expand that scope, further education is required in order to be able to sufficiently carry out those practices as a qualified trainer.

Liability Insurance provides coverage on insurable claims for any trainer working within their area of expertise for third party bodily injury or property damage. In other words, one must be certified by a recognized body in what they are training for the policy to respond. Our program strives to protect our policyholders to provide not only piece of mind, but to be there when you need us most....in the event of a claim. Having proper insurance can be the difference to your business surviving a claim.

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to canfitpro members. Whether you work as an independent instructor, operate an in-home studio, or a fitness facility, we have a solution for you. Please stay tuned as we will be announcing several changes to our program, including enhanced coverages as well as even lower premiums prior to the World Fitness Expo.

Please come see us at our booth at the World Fitness Expo, or visit our website at ajgcanada.com. The website can be accessed either directly or through the canfitpro website. We would also like to recognize that this is our 10th year as the exclusive canfitpro insurance provider. However, more importantly, we send out sincere congratulations to canfitpro for their 25th anniversary....truly an incredible accomplishment.



Murray MacKenzie C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at Arthur J. Gallagher Canada Limited. Murray has been working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at murray_mackenzie@ajg.com or visit ajgcanada.com/canfitpro.

SPECIAL POPULATIONS

PREGNANCY AND THE GLUTES

**AVOID JOINT
PAIN AND FAULTY
MOVEMENT
MECHANICS
WITH EXERCISES
TO RESTORE
NORMAL GAIT
PATTERNS**

By Tracie Smith-Beyak

WHAT CAUSES THE 'PREGNANT WADDLE?'

THE ANSWER HOLDS IMPORTANT INFO FOR TRAINERS, WORKING WITH PRE AND POSTNATAL CLIENTS. AT THE TIME OF DELIVERY, THE BIRTH CANAL DILATES TO 10 CM TO ACCOMMODATE THE EXIT OF THE NEW BABY.

Preceding delivery, a pregnancy hormone called Relaxin relaxes the pelvis to soften/widen it for birth. Once the pelvis has widened, the hips can no longer articulate in the same way. This usually forces a wider stance, external rotation of the

hips, and increased anterior pelvic tilt. When this is combined with increased front load...a 'waddle gait' is the result. However, women do come in many different shapes, sizes, strengths and ability levels, therefore, the degree of the 'waddle' can vary.

When gait patterns change from the norm, they usually affect weight bearing joints and the spine. Compensations happen and bad habits can form. The best thing a woman can do is to try to keep muscles firing during pregnancy and work aggressively to get back to her normal gait in her postnatal year. Repetitive impact exercises such as running, brisk walking, and sports such as soccer and basketball, can cause injury. Patellar femoral pain syndrome [PFPS], sciatica, and low back pain are all signs to stop and strengthen the stabilizers and do gait correction. In 2013, The British Journal of Medicine published: Gluteal muscle activity and patellofemoral pain syndrome: a systematic review. The review concluded that “delayed and shorter duration of GMed [gluteus medius] EMG [Electromyography] may indicate impaired ability to control frontal and transverse plane hip motion in those suffering from PFPS.” The following year, they published this article: Is hip strength a risk factor for patellofemoral pain? A systematic review and meta-analysis. Their conclusion was that “cross-sectional studies indicate that adult men and women with PFPS appear to have lower hip strength compared to pain-free individuals.”

When the hip has a limited range of motion, as it can during the last two trimesters of pregnancy, the use of GMed is also limited. The old adage “if you don’t use it you will lose it” stands true. Over the last 25 years, I have seen a trend for postnatal women to have poor GMed function, often leading to joint pain and faulty moving mechanics. Training joint stabilizers, targeting core stability, maintaining mobility, and maximizing flexibility during and after pregnancy are key steps to fast gait recovery. Here are three exercises to target and restore stability.

BOSU MODIFIED BRIDGE LIFTS



Set up your Bosu dome side up on the end of a yoga mat. Position yourself with your scapula on the dome and walk your feet out until you have a slightly greater than 90 degree angle at your knees. Engage core, fire gluteals, contract pelvic floor, pelvic tilt and lift your hips to bridge. Don’t lift past neutral spine and keep your weight in your heels. Count 1,2,3,4 up and 1,2,3,4 down. Exhaling up and inhaling down. Perform 30 - 60 repetitions.

BOSU ONE-LEG LUNGE AND REPEATER



Invert your Bosu on the middle of a yoga mat. Center the laces of your right shoe over the Bosu inflation hole. Shift your weight over the Bosu, lift your left leg off floor and balance on your right leg in lunge position. Engage your core and GMed to align your ankle, knee, hip and armpit on the right side. Maintain the position of the right leg and tap the left toe on the Bosu and behind the Bosu while keeping the Bosu level. Start with 20 reps and build to 60 reps. Focus on keeping the weight distribution in the right heel and ball of big toe. Repeat on the other side.

SIDE LYING HIP ABDUCTION AND EXTERNAL ROTATION

Lying on your left side on a yoga mat [with a small pillow to support your belly if applicable], bend your left knee to 90



degrees and hip to 120 degrees. This is your stabilization leg and it is working with your core to anchor you during movement of the right leg. Align your right leg over the left and place your right hand on the floor in front of you. This is position 1. Extend and rotate your right leg up/back until it aligns with your spine. This is position 2. Count 1,2,3,4 up and 1,2,3,4 down. Maintain a perpendicular torso angle with the floor. Perform 20 reps each side building to 60 reps.

High risk or complicated pregnancies and postnatal clients with a complicated delivery history should be considered ‘case by case’ and caregiver permission should be confirmed. Listen to what the client says pre/during and post training. The important learning point of this article is: Assess movement mechanics prior to prescribing repetitive impact training and work diligently to maintain and/or restore mobility, flexibility, and stability to all major joints during and after pregnancy.



Tracie is an international columnist, author, presenter and entrepreneur. She is the owner of Conquer

Training & Education. Tracie has been in the fitness industry for over 32 years and she has been training, teaching, presenting and certifying trainers worldwide for the last 23 years.



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SPONSORED CONTENT

MANAGE CLIENTS WITH SPECIALTY TRAINING

By Ross O'Donnell

SPECIALIZATION AND DIFFERENTIATION ARE CRUCIAL COMPONENTS TO ESTABLISHING YOUR POSITION IN THE MARKET

Managing client retention, balanced with attracting new clients, and making training accessible to many demographics, is a quandary that most facility owners, program directors, and trainers concern themselves with every day. Specialization and differentiation are certainly crucial components to establishing your position in the market, but don't limit yourself to a point that you are uncomfortable or incapable of adapting your training to meet special needs or circumstances. Some trainers can make a great career from training only athletes, youths, women, men, or any other unique demographic. That is the ideal position to be in, but may take some considerable time in the industry to be established.

If you are working as an independent In-Home trainer, you may want to broaden your scope to accommodate older adults or baby boomers 'born between 1946 and 1964'. The baby boomer generation makes up a substantial portion of the world's population who have more disposable income, free time, and are concerned about defying the aging process. This is where older adult specialty training comes in. Kickboxing and MMA fitness training, with only gloves

and focus pads or heavy bag work, can challenge even the most hard core athletes, but can be modified to fit the needs of clients at any age, skill or fitness level, and can be done affordably. Knowing how to modify is an important asset for the trainer. Whether the older adult client has issues with obesity, is looking to improve heart health, has issues with flexibility, or any other issue, obtaining some relevant modifications and guidelines on training limitations is vital.

First and foremost a health screening questionnaire, Par-Q, waiver or any other related documents should be completed before training. A doctor's note permitting the client to commence exercise is essential. Do not be concerned about providing your client with a complete workout program to take to his/her family doctor to be reviewed and signed off.

If you are looking for new in-demand skills, and to put some fun, challenging components into your client's routine, make sure you are at the World Fitness Expo in August where Fitness Kickboxing Canada is offering three Intensive Certifications, as well as a specialty

kickboxing session designed for training older adults entitled Here Comes the Boom.

Join us at World Fitness Expo and enhance your repertoire, making you a part of the most "In-Demand" training team in Canada. As the canfitpro preferred MMA Certification Provider, we will be recruiting course conductors to teach our course curriculum from those taking the certification course at the World Fitness Expo. If you are interested in becoming an FKCI Course Conductor please email us your resume prior to the certification course date.



Ross O'Donnell is the president and CEO of Fitness Kickboxing Canada Inc. (FKCI). FKCI is proud to be the preferred MMA

Certification Provider for canfitpro. For information or to register for a certification, please visit fitnesskickboxingcanada.ca.

THE GUT – OUR SECOND BRAIN

MAXIMIZING GUT HEALTH IMPROVES MUCH MORE THAN JUST DIGESTION

By Kirstin Schell

What is the role of the digestive system? Your instinct is likely to respond something along the lines of “digestion and assimilation of nutrients”. As much as this is true, this system, or the ‘gut’ as it is often referred to, is responsible for so much more. It is such an intricate and highly functioning system that it actually has its own brain - the enteric nervous system (ENS). It is referred to as the second brain because the ENS can receive nerve messages, record experiences, and even respond to emotions. If you have ever felt ‘butterflies’ in your belly, you have felt the ENS at work.

The ENS is a network that is located within the lining of the digestive system, from the esophagus to the colon. Although we consider disorders like IBS, ulcers, and constipation as issues of the digestive organs, there might be a tremendous influence from our gut’s brain. The same holds true for mental disorders like depression and anxiety, as important neurotransmitters like serotonin, dopamine and norepinephrine are found in the gut. So, in reality, we should look more at our emotions (thought of as occurring in the brain in our head) for digestive troubles by searching our digestive system (second brain) for our mental struggles.

Another critical function of the gut is to regulate our immune system function. It is estimated that 70-80% of immune tissue is located within the digestive system. It is critical to have an abundance of healthy bacteria thriving in the gut in order to increase our immune response and even to assist with the severity and occurrence of ailments such as allergies, arthritis, skin disorders, and auto-immune diseases.

So, how do we take care of our gut health to maximize our overall health? Here are some tips you can focus on to improve the functioning of this incredibly important system:

1. Reduce/remove packaged food from your nutrition plan. These foods have

preservatives and don’t contain naturally occurring enzymes that help with digestion.

2. Increase digestive friendly foods (unless specific intolerances apply) like: yogurt, kimchi, kefir (probiotic rich); chia, hemp, flax (fiber and healthy fats); and plenty of veggies (enzyme and nutrient packed).
3. Reduce/eliminate overuse of medications. Medication can be life saving and sometimes absolutely necessary, but regular use of anti-inflammatories, antibiotics, steroids, and other OTC drugs can wreak havoc on the digestive system.
4. Practice stress reducing habits. Constant stress can negatively affect the nervous system in our gut and therefore our health. Find a strategy that helps you decrease stress, which might include: exercise, social time, family support, meditation, yoga, or a breathing practice.
5. Reduce environmental toxins in your life. Soap, cleaners, hair products, skin creams, candles, fragrance, cookware, and storage containers can all compound our toxic exposure. Find alternatives that contain fewer ingredients that are safer for your body.
6. Assess your health and consider supplements. Sometimes life can make it difficult to get everything we need from food alone. Have your digestive system assessed and determine whether you are deficient in any nutrients (blood test). With professional guidance, determine whether select supplements might be a benefit to your overall health.

Join Kirstin in her sessions at the 2018 World Fitness Expo.



Holistic Nutritionist, Naturotherapist, Precision Nutrition L2, Kirstin began her fitness career in 2000. Nutrition became a passion early in her career as she saw its

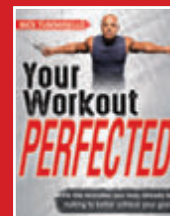
impact on the wellness, results, and vitality of her clients. Kirstin now runs a nutrition consulting practice in Montreal, QC.



HUMAN KINETICS

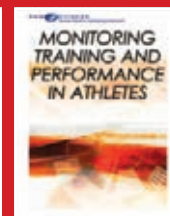
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TRAINING

RUNNER'S KNEE: MYTH AND SOLUTION

**MASSAGE AND TRAIN THESE TWO
MUSCLES TO BUILD STRENGTH AND
COMPETENCY OF MOVEMENT**

By Drew Hume
Founder, Navina

**IF YOU OR
YOUR CLIENTS
LIKE TO RUN,
YOU MAY HAVE
EXPERIENCED
THE
PHENOMENON
KNOWN AS
RUNNER'S KNEE.**

**IT'S INCREDIBLY
UNCOMFORTABLE AND
IT'S OFTEN IMPROPERLY
TREATED, MAKING THE
RECOVERY MORE PAINFUL
AND SLOWER THAN IT
NEEDS TO BE.**

THE MYTH

The common misunderstanding is that runner's knee is a problem at the knee. This goes back to one of the more pervasive misconceptions of the human body - the one that says, "Pain signals the source of the problem". This couldn't be further from the truth in this instance.

WHAT IS RUNNER'S KNEE, THEN?

We're mostly told that the IT (iliotibial) band is tight and it's pulling on the insertion, causing pain and the potential for tendonitis. The treatment is most commonly to work the IT band to

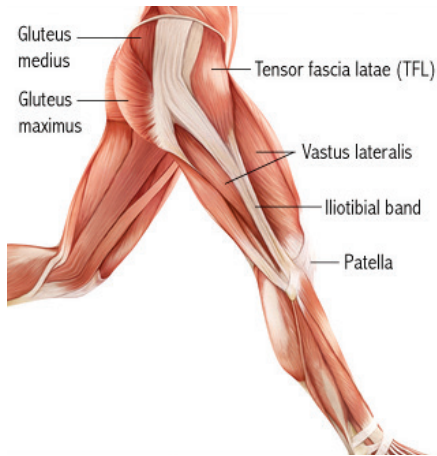
"release" it.

Only part of this is actually true. It's certainly true that the IT band is tight. The thing is, it should be in order to perform its role of stabilizing the knee. We don't want to change that. In other words, we don't want to loosen it - ever! The IT band is non-contractile, so if you loosen it, it's permanent, and it means your knee will be destabilized. The great thing is, it's almost impossible to change its length through manual therapy. The band is too strong. Not to mention the fact that it's also uniformly attached to the full length of the femur - so to change its length you would need to separate that...ouch!

So now that we know this, please abandon all attempts to lengthen said IT band. It's not that runner's knee doesn't involve the IT band, it's just not its fault!

Whose fault is it then, you ask? It's the fault of the musculature that merges with the IT band and pulls it in different directions. Muscle tissue has the ability

MUSCLE TISSUE HAS THE ABILITY TO DEVELOP GREATER TENSION, BASED ON ITS LEVEL, TYPE, AND TECHNIQUE OF ACTIVITY



to develop greater tension, based on its level, type, and technique of activity (or inactivity). Tension in the musculature in turn pulls on the IT band. Without the ability to change length, the IT band can't absorb this pull, and must therefore pass

it onwards to a tissue that can absorb it by changing length. Thus ensues pain at the knee.

There are many muscles that are continuous with the IT band and therefore exert some degree of force on it. They may all contribute to runner's knee in some way, but there are two main muscles you need to know about in particular.

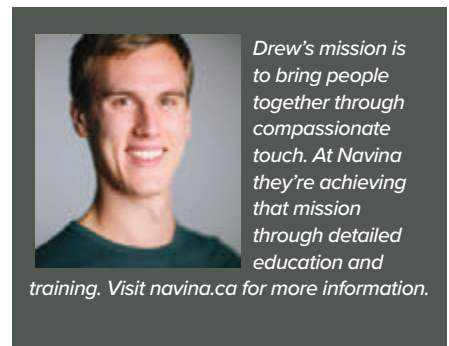
The first muscle exerts the greatest amount of influence over the additional pull on the IT band. The second muscle is the most common cause for the first muscle becoming problematic. Combined, these muscles are most likely to be causing runner's knee. What's interesting is that neither muscle is at or even near the knee:

- Tensor Fascia Latae (TFL) – generally causes issues when it's hyperactive (more active than usual or desirable) and hypertonic (too much muscle tone); can be a result of poor use
- Gluteus Medius – tends to cause more issues when weak and/or not activating properly

THE SOLUTION

REDIRECT YOUR ATTENTION TO MASSAGING AND TRAINING THESE TWO MUSCLES. THE CHANCES ARE STRONGLY IN YOUR FAVOUR FOR RELIEF, IF YOU DO. THE USE OF ROLLERS AND THERAPY BALLS ARE GREAT ADDITIONS TO YOUR SESSIONS AS WELL ALSO, REMEMBER TO WORK THESE MUSCLES (IN ISOLATION IF YOU CAN) TO BUILD STRENGTH AND COMPETENCY OF MOVEMENT.

See Drew in his sessions at the 2018 World Fitness Expo.



Drew's mission is to bring people together through compassionate touch. At Navina they're achieving that mission through detailed education and training. Visit navina.ca for more information.



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LIFE COACHING

A LESSON IN MINDSET MANAGEMENT

*LEARN POWERFUL WAYS TO OVER-RIDE OUR
NEGATIVE DEFAULT SETTING AND REWIRE THE
BRAIN TO OPTIMIZE POSITIVITY*

By Janice Hutton, Hon BPE, MA, B.Ed.

*IMAGINE THAT YOU WAKE
UP FEELING RADIANTLY
ALIVE WITH A DEEP SENSE
OF WELL-BEING, HEALTH,
AND HAPPINESS.*

Your day is about to start in an amazing way – you have big plans, and everything is going to run according to plan! Then all of a sudden the buzz of your alarm shocks you awake and chaos replaces all the calm you had planned. So much for a positive start to your day.

A NEGATIVE STATE OF BEING

We naturally view the world around us through a negative lens. Our primitive subconscious brain that runs our day to day life is over two million years old and it is programmed to scan for danger and skim past good experiences. We

are hardwired for survival, fear, worry, stress, and scarcity. We have inherited a brain that helped our ancestors notice threats from wild animals in time to alert us to danger and help us survive. This primitive brain operates automatically, running all our critical life promoting physical processes (breathing, heart beat, blood circulation) along with all of our basic pre-learned habits and behaviours.

We are constantly overwhelmed with an enormous amount of information and so our brain manages information using mental models that allow us to filter our over-stimulating environment. A mental model is like a blueprint that we use to set and manage our expectations about how our life is supposed to go each day. If our expectations match our blueprint for life we are happy, but often we find ourselves angry, afraid or anxious because our expectations are not being met in our real life. In today's crazy busy life,

**SLOWLY,
THROUGH
CONSISTENT
REPETITION,
YOU CAN BUILD
A POSITIVITY
CIRCUIT.**

we perceive stress (danger) everywhere in anticipation of something not happening according to plan. Each day we have over 65,000 thoughts that originate in this primitive mind. Many of them are repetitive (the same thoughts you had yesterday) and 80% of those thoughts are negative as it scans for danger. That's over 50,000 negative thoughts a day! We have ANTs in our mind – Automatic Negative Thoughts. This internal negative monologue is our default setting. A negative state of being prevails and happiness feels fleeting and elusive.

REWIRE YOUR MINDSET

If our brains are not designed to create happiness and we constantly exist in a state of negative thoughts, are we stuck here forever? We “think” we are positive people. As fitness professionals we wear our passion for others on our sleeves and we are eager to share positive health promoting strategies with anyone who will listen to us. We show up with our A game to teach classes, train clients, deliver exceptional workouts and share motivational quotes on social media. Somehow though, at the end of the day we feel depleted after giving all of our positivity away to others.

The reality is that we are not consciously aware that we have a natural negative mindset. All these thoughts and beliefs are happening automatically in our subconscious and if we don't make a conscious effort to refresh and rewire them, they dominate. Our thoughts and habits run our daily lives like our internal software. Is it time to upgrade your operating system? Your computer has anti-virus software to protect your most valuable information from hackers. This software upgrades itself automatically to keep you protected from danger. Why not rewire your subconscious brain to optimize positivity and happiness?

HIT REFRESH

Now that you are aware that your operating system defaults to negative thoughts automatically, can you refresh that mindset to be more positive? The good news is YES! Research has shown that you can refresh and rewire your mindset with conscious and consistent habits. Your goal is two-fold: to quiet the negative and to awaken the positive. Change begins with awareness and mindfulness. Often our negative thoughts revolve around fear and anxiety of the past or the future. When your internal dialogue speaks up with negative thoughts, recognize them, realize that

they are imagined (not real right now) and replace them with a positive thought.

The more you look for the positive in life's circumstances, the more you will find the positive in the present moment. Ignore and neutralize those negative thoughts. You have the pleasure of choosing how you react to life when your reality does not match your expectations. Any positivity, no matter how small, begins to rewire your mindset. Slowly, through consistent repetition, you can build a positivity circuit. Soon you see the world through a positive lens. You stimulate your own positive happy chemicals on purpose instead of hoping the world will activate them for you.

CHANGE WITH CONSISTENCY

Over time we have established habits that help us manage our day and they are buried in our subconscious automatic minds. So just like we brush our teeth and clean our bodies every day, we must now commit to rewiring our minds. Research shows us that change can progress in 21 days, and by 66 days we have established new grooves in our mindset that reset the positive over the negative automatic thoughts. Begin with a proactive approach so that you don't wait to be broken mentally or emotionally before you choose to rewire positivity. Implement your positivity mindset management plan one to two times per day, in the morning and just before bed, to have the greatest impact on your subconscious negative mindset.

MINDSET MANAGEMENT STRATEGIES

There are multiple ways to implement a positive mindset into your life. Choose the strategies that work best for you and pick something that you can commit to repeating every day. Consistency is the key to success. Here are some possible strategies to try:

1. Affirmation “I AM” Statements – I am confident, I am happy, I am kind. Your subconscious mind interprets these statements as a command and it will make it happen. Use the present tense (not ‘I will be’, but ‘I am’) and the brain believes you have already achieved this outcome. Repeat these statements one to three times a day and they become part of your automatic thought.
2. Practice Gratitude – Journal, list or speak about at least three things that made you grateful in the last 24 hours. Describe what you appreciate and

feel the emotions that come with that gratitude.

3. Daily Intention – Set a daily intention that describes how you want to show up today to yourself, your family, co-workers, and strangers. Write down your intention and experience what it feels like to live your intention today.
4. Meditation – Begin with a few minutes a day and grow your practice to 15 or 20 minutes a day, where you quiet the negative mind. If you have thoughts, just let them pass through your mind by not giving them any attention.
5. Yoga – Movement and mindfulness allow us to anchor in the present timeframe and keep us from negative thoughts about ourselves, our past or our future. Quiet your mind and focus on movement with intention.
6. Journal – Spend time each week reflecting on how life is working for you. Are there areas of your life that you want to improve? Write about what is positive in your life and how you might improve yourself. This is where personal growth happens. Create a plan and add those thoughts to your daily mindset management strategies.

YOU ARE A WORK IN PROGRESS

We are all attempting to move forward in life to become a better version of ourselves. We help clients change behaviours and hold them accountable to their goals. Remember that our default setting in our mindset is to criticize ourselves and see negative stress everywhere. Help yourself and all the aspiring fitness members or clients that you inspire to manage their mindset every day. Having a positive outlook makes us all better prepared to manage the ups and downs of goal achievement and life.

Join Janice in her sessions at the 2018 World Fitness Expo.



Janice holds certifications in FIS, PTS, and NWS. She has experience coaching elite athletes and developing international programming used by coaches and athletes worldwide. As a strong

leader in both corporate and commercial fitness management, and a certified Life and Executive Coach, she thrives on sharing her passion and industry best practices with new and veteran professionals.



TRAINING

EXERCISES THAT PROMOTE LIFE'S MOVEMENTS

FUNCTIONAL TRAINING PREPARES OUR CLIENTS TO MOVE WITH PURPOSE AND EASE

By Mindy Mylrea

When you think of living an optimal life, pain-free movement is on the top of the list. Being able to lift a heavy load, sit and stand with ease, bend and rotate freely is what we should all strive for. Training for life and optimal movement requires us to rethink how we work out. This is both in and out of the gym. How we work out and also how we work IN movement throughout the day affects our ability to move for life's tasks and react to anything that life may throw our way.

To train for life's movements, the fitness industry has coined the term Functional training - training the body in ways the body moves naturally, everyday.

Once again, Functional training is in the forefront of fitness trends, and for good reason. Functional training is replicating movement patterning used in real life, creating a type of dress rehearsal, so that the movement of life is not lost.

Watch a toddler squat. Their heels are firmly grounded. Their hips are low and their chest and back are neutrally aligned. This is what is called, ironically, "the life squat". As adults, many of us struggle with this position. Either our flexibility doesn't allow for our hips to

lower without our heels popping up from the floor, or we lead with our chest because we just can't get the depth needed to squat this low. Whatever the reason, many of us have lost the ability to functionally squat.

Think about some movement patterns that we perform everyday: getting out of bed in the morning; squatting low to pick up something from the floor; carrying a heavy load; picking up a child. These are just a few examples of life's movements. This is why, as fitness professionals, we should be offering functional movement opportunities for our clients in every class we teach. Here are a few functional training ideas.

Get Up And Get Down

Have you ever noticed that your clients are great standing, but as soon as you ask them to sit on the floor they offer up a moan or two. Getting to and up from the floor can be a huge challenge.

This is why you should add this dress rehearsal in every class you teach. Simply ask your clients to sit down on the floor and lay onto their back. Once there, have them roll to a prone lying position and stand. Do this again, but execute the prone lying position first, twist to

supine, and come to stand. If this is too challenging for some, have them start by lowering to a step, Bosu Balance Trainer, or chair.

The Life Squat

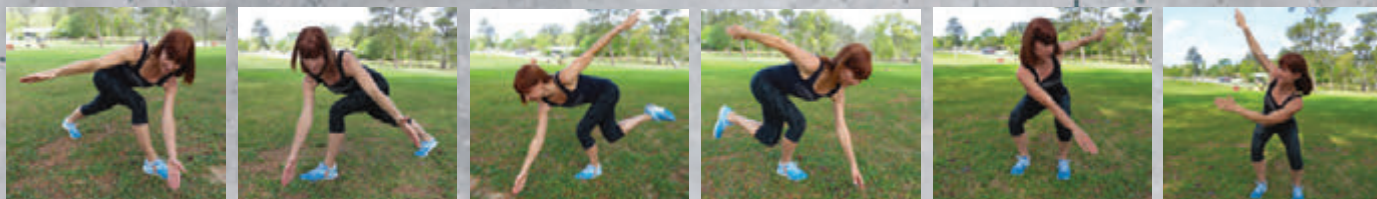
This squat is performed with the expectation of lowering the body to its end point where the hips are low to the floor, the heels are grounded to the floor, the chest and back are upright and in neutral spine. For those who can't go to this depth, then regress by limiting the range of motion and keeping the hips elevated higher.

Add a Twist

There is always an opportunity to add a twist to traditional exercises. Lunge and twist right and left. Squat and add a diagonal arm swing. Extend arms overhead in standing position and rotate right and left initiating from the torso. Remember, there is always a functional training twist at the end of every traditional exercise.

Balance challenge #1

Life is uneven. We walk and move unilaterally. We don't hop on two feet down the street. We walk - one foot then the other.



Many of our exercises are bilateral movements with both feet grounded. The more we can choreograph standing, bending, and twisting while standing on one leg, the better. Try standing on one leg and bending to the floor to pick up an object. Repeat by putting that object down somewhere else on the floor so that the next time you pick it up you have another plane of movement option. Repeat on one leg eight times, always changing where the object is being picked up from.

Balance Challenge #2

Again, life is uneven, and we should try to offer unstable balance opportunities that are underneath us. The Bosu Balance Trainer is perfect for this type of training, as the unstable surface is found on the standing surface, so that both feet have to work independently of each other. Balance training equipment that offers the instability on the bottom is fine for specificity training such as surfing, snowboarding or core training, but to replicate functional movement the feet need to counteract each other. Stand on the Bosu Balance Trainer and squat with a twist to the right then to the left. Progress to a one foot balance.

Balance Challenge #3

The fitness industry has so many options for adding weight and load to our client's workouts. Look for weight that offers an unstable shifting variability. Holding traditional weights alone and performing a bicep curl isn't the best functional training opportunity, but performing that same bicep curl while holding on to the end of a water filled weight, where the water continually swishes to and fro, is far more affective. The body reacts and adjusts to instability and therefore is better able to adjust with everyday tasks.

Shoes Off

Whenever possible, take off your shoes and explore the articulation of the feet. Shoes assist in shock absorption and stability but also resist the feet's ability to articulate movement. Being able to spread the toe box allows for all the toes to ground to the earth. A free foot offers true heel placement, as a shoe most always lifts the heel unnaturally. There are certainly times for shoes to be worn but there are many opportunities missed when bare feet are not offered up as an option.

Adding functional training opportunities within your class offerings will help you and your clients move with purpose, and prepare them for movement with ease throughout their lives. As fitness professionals, our job should be to put first and foremost the overall well being of our clients, and the best way to protect them from immobility is to move them in the way life intended.

Join Mindy in her sessions at the 2018 World Fitness Expo.



Mindy Mylrea is an international presenter, author, and motivational speaker. She is also a well known TV host and video personality, starring in over 400 instructional videos.

The creator of One Day to Wellness, Gliding, and Tabata Bootcamp, Mindy donates her time and talents regularly to numerous charities and nonprofit organizations.

SOME FITNESS CLUBS NEED TO SHAPE UP.

Studies have proven music helps people work out harder and longer.

Better workouts mean happier clients.

Music helps you, so shouldn't you help music makers?

PREP FOR SUMMER NOW WITH THIS #1 FOOD

GET YOUR HYDRATION HABIT STARTED NOW AND SHIFT YOUR WELLNESS INTO HIGH GEAR

By *Tosca Reno*
BSc, BED, NTP

Spring is finally making its appearance. We have started to think about the glorious summer months ahead, and perhaps even giving ourselves a spring tune up. What is the most important thing we can do to get our winter weary selves into summer shape?

Is there one food that could be a panacea to deliver glowing, radiant health?

There is one food that will do more for us than any other, in terms of shifting wellness into high gear. We consume it every day. It is everywhere and nowhere. It is a shape shifter, a cleanser, a powerhouse of life.

THAT FOOD IS WATER.

Despite its prevalence, and the prevailing knowledge that we must drink more water (2-3 litres per day if possible) to be well hydrated, many remain dehydrated. Dehydration is the leading nutritional deficiency in North America.

That we can be deficient in water, given we are carrying water bottles like it has become a national past time, may surprise you. But simply drinking the recommended volume of water per day misses many salient points about how the body utilizes and absorbs water. You may have noticed that after drinking an eight ounce glass of water you are still

thirsty. In fact, you could go on drinking water all day and still be thirsty. Why?

Water (H₂O) is more rapidly absorbed into the bloodstream from the digestive tract and into your cells with the aid of various nutrients, many of which are lacking in traditional water. Those nutrients include salts, minerals and sugars. We can better hydrate ourselves using those nutrients in combination with water.

Here's how: Drink Wetter Water (recipe on right). How can water be wetter? What you want out of water is for it to linger deep down into the smallest of the trillions of cells you own. Water has many jobs, and in order to perform these tasks it needs to remain on site. Wetter Water is my recipe for creating "stickier" or "wetter" water to help keep it on site longer.

What specifically about Wetter Water makes hydration more successful? The key is salt, natural sugars, and minerals. Salt, particularly, is a powerful food. When salt is in its purest form it delivers as many as 92 trace elements and minerals essential for optimal health. You don't find this in regular table salt, which contains only sodium and chloride. You must use unrefined salt, loaded with natural elemental goodness. Adding salt to your water changes the electrolytic or

sticky nature of water, helping it linger in the tissues. You will replace electrolytes you have sweated out, while supporting rapid water absorption, ensuring proper hydration.

Here's another practical tip to guide your water consumption. Pay attention if you are a coffee drinker or enjoy the occasional glass of wine. For every eight ounces of dehydrating beverage you drink - coffee, tea, wine, fruit juice - you need to hydrate with 12 ounces of water.

You may also have heard of coconut water, an electrolyte rich liquid coming from the centre of the coconut. Coconut water is abundant with potassium and natural sugars that ensure a thorough hydration of cells. It also tastes delicious so you can drink it straight or use it in various shakes and smoothies. Coconut water is so rich in electrolytes that in war time, when blood plasma was scarce, coconut water was used.

Water rich foods also deliver nutrient rich hydration. Plain water isn't always readily available so eating a wide variety of plant based foods will deliver hydrating benefits. In the spring, this is especially true as the body strives to achieve a natural detoxification. Water rich foods include leafy greens, especially spinach, red leaf lettuce, arugula, water cress, cucumber, asparagus, fennel, celery and more.

As the warming days of spring unfold, consider making my Wetter Water recipe your early morning wake-up beverage. Whip up a green smoothie, like my Spring Greens Smoothie, for breakfast or post workout. Practice making hydration a habit now and summer will be a breeze.



A fitness model, motivational speaker, and Oxygen and Clean Eating columnist, Tosca is the best-selling author of "Your Best Body Now, The Eat-Clean Diet® series," and star of her own reality TV

show, and The Start Here Diet. At 40, she transformed her overweight and unfulfilled self into a strong, fit woman by eating clean. For over a decade she's been helping people lose weight and get healthy with her no-nonsense, friendly, compassionate approach.

WETTER WATER RECIPE

Ingredients:

- 8 ounces of clean, filtered water
- Pinch of unrefined sea salts (Himalayan or Celtic varieties)
- 1 tsp to 1 Tbsp aloe vera juice
- 1 tsp to 1 Tbsp raw apple cider vinegar

Method:

Place all ingredients in a Mason jar. Seal and shake. Drink at room temp or add ice to chill.

SPRING GREENS SMOOTHIE



Ingredients:

- 1 cup chilled green tea
- 1 cup loosely packed, well rinsed fresh cilantro (use basil or parsley if you are one of those folks that don't love cilantro)
- 1 cup loosely packed spring greens and reds - a mix is ideal
- 1, 6" piece cucumber, washed
- 1 cup strawberries, washed and hulled
- Juice of 1 lemon
- 1 Tbsp fresh ginger root, no need to peel or grate if it's organic and you have a VitaMix
- 1/2 avocado

Method:

Place all ingredients in high speed blender and process until smooth.

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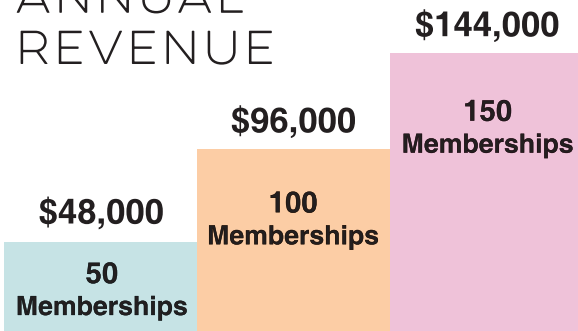
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RED LIGHT

SPRAY TAN

UV SUNBEDS

Pasta for **the cut**, not the bulk



NuPasta is made with konjac, a root vegetable rich in dietary fibre. As such, there is no starch at all ! To find a store near you, check out our website at www.nupasta.com

Nutrition Facts Valeur Nutritive

Per 1 package (210 g)
pour 1 package (210 g)

	% Daily value *
	% valeur quotidienne
Calories 25	
Fat / Lipide 1 g	2 %
Saturated / saturés 0 g	
+Trans / trans 0 g	0 %
Carbohydrates / Glucides 6 g	
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 5 mg	0.1 %
Calcium 138 mg	12 %
Iron / Fer 0.6 mg	4 %

5% or less is a **little** / 5% ou moins c'est peu
15% or more is a **lot** / 15% ou plus c'est beaucoup