



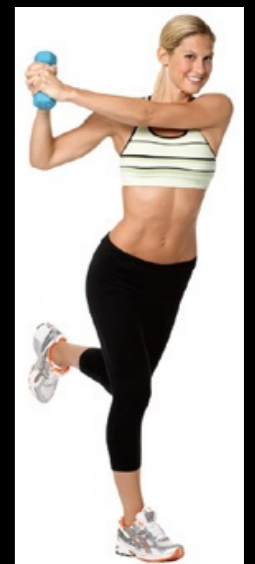
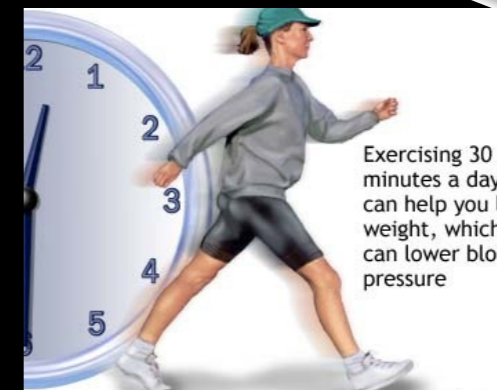
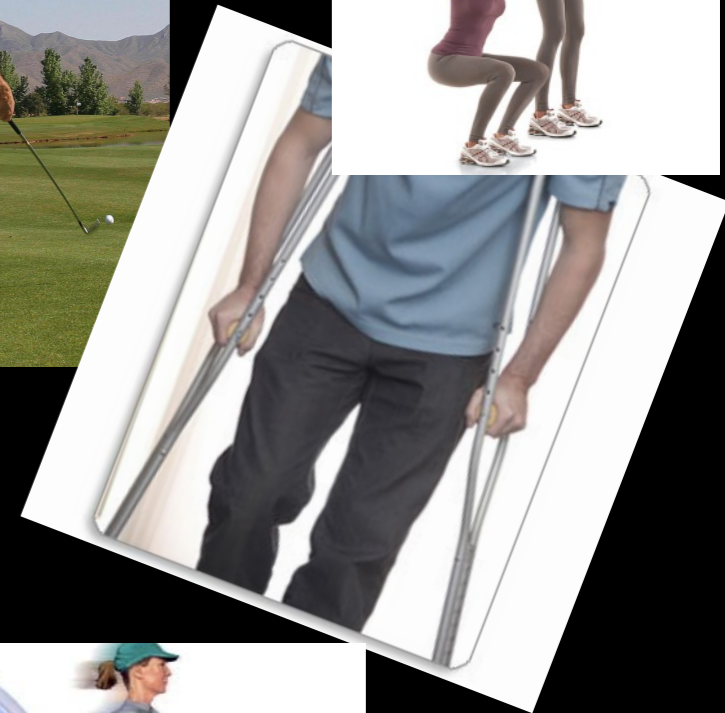
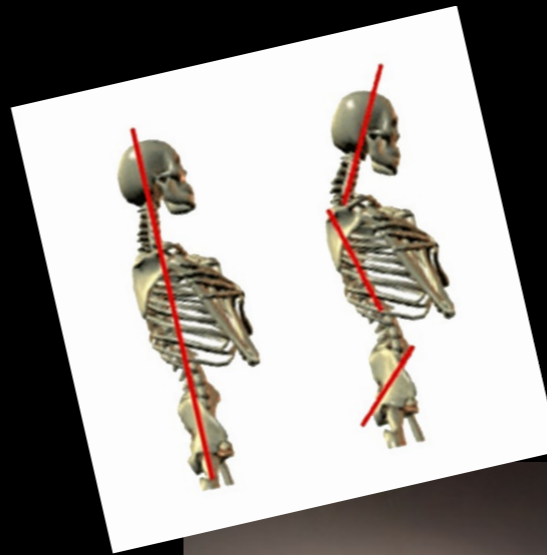
Core Essentials is a course aimed at improving posture, strength, balance, body composition, agility, & mobility, while targeting core muscles.

ALL AGES & ABILITIES WELCOME!

Core EssentialsSM

Why People Hire Me

- Weight Loss
- Sport Specific Conditioning
- Post-Rehabilitation & Injury Prevention
- General Conditioning
- Improve Posture
- Heart Health & Improved Stamina
- Increase Muscle Mass
- Improve core stability, strength, Flexibility & balance

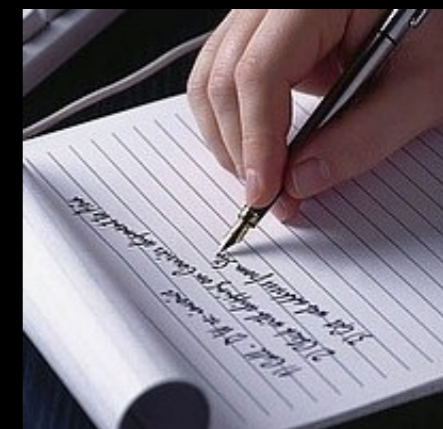
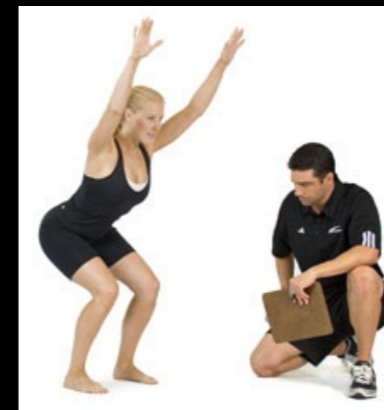


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Your First Visit

Comprehensive Evaluation that Consists of:

- Review of Medical History
- Posture Assessment
- Fitness Assessment
- Flexibility & Balance Screen
- Body Fat Test (Optional)
- Goal Setting



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What is "Creeping Obesity"?

- Most adults have sedentary occupations, coupled with an inactive lifestyle.
- As a result, the average adult loses 5-7 pounds of muscle every decade.
- This muscle loss translates to an approximate 3-5 % decrease in RMR.
- So we are slowing down our metabolic rate & we tend to eat the same amount of calories, this translates to the "***Creeping Obesity Phenomenon***" many of us experience.

What is "Creeping Obesity"?

(Continued)

- In simple terms, we gain approximately 1 1/2 pounds of fat per year, but this translates to a 15 pound gain in FAT over a decade!!!
- Couple that with a 5 pound MUSCLE LOSS every decade.
- *WE ARE EXPERIENCING A 20 POUND CHANGE IN BODY COMPOSITION (15 pound increase in FAT, 5 pound loss in MUSCLE, NOT GOOD).*

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What is "Creeping Obesity"?

(Continued)

- The only thing that replaces this "Creeping Obesity" (boosts metabolism, promotes fat loss, and replaces LOST muscle) is STRENGTH TRAINING.
 - Dieting helps reduce the fat, but it doesn't do anything to replace the muscle loss & it certainly doesn't increase your metabolic rate.
 - Endurance training maintains your metabolism but it doesn't replace the muscle loss.

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What is "Creeping Obesity"?

(Continued)

STRENGTH TRAINING DOES ALL THREE!

- *It replaces muscle.*
- *It recharges your metabolism.*
- *And it burns calories during each session but since it builds or maintains muscle, it also converts your "metabolic engine" to a V8 which forces you to burn more calories throughout the day!!!!*

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What is My Role in Regards to Weight Loss?

- Although severe dieting can cause your metabolism to be 'sluggish', sensible dieting is a MUST for inducing weight loss.
- Think of the 'energy equation': If calorie input exceeds expenditure, you will not lose weight.
- Therefore, sound dieting is ABSOLUTELY necessary to INDUCE weight loss. Exercise (especially strength training) is AN ABSOLUTE must to keep the weight off!



Although I can give suggestions regarding dietary practices, I am not a registered dietitian. I strongly recommend hiring one or get involved in a sound organization that addresses the many factors associated with your relationship with food.