

# canfitpro

September/October 2018

The Official Magazine



**THE BEST  
ADVICE FOR  
LOW BACK PAIN**

**2018 FITNESS  
PROFESSIONAL  
OF THE YEAR  
WINNERS**

**BLENDING  
FITNESS  
AND  
MEDITATION**





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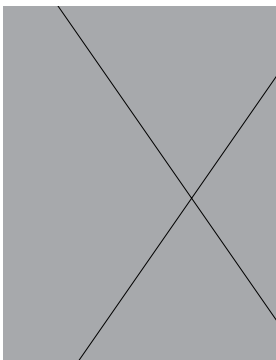
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# THE SHIFT



The shift is real and it's been building for sometime. Whether or not we've been fully aware of it, it's manifested itself into our daily routines, thoughts, and actions. In our current fast paced world, it's a welcome and comforting sign that we can positively 'multi-task' and do our bodies good at the same time. As fitness professionals, you are a big part of this shift, impacting millions of lives for the better. What is this shift? It's the move toward a more holistic experience - a look at the 'bigger picture' - and exercise is an essential factor contributing to the process of an individual's overall health.

When I reflect back on the canfitpro World Fitness Expo this past August, it's never been more apparent that we are moving in the right direction. Movement is a holistic experience and this shines through in the vast variety of topics and consistent feedback that you have shared with us. Even in the most physical of sessions, there is an underlying tone that takes into consideration the individual's mental and emotional wellbeing.

This issue of the canfitpro Magazine embodies the dual aspect of our wellbeing, both physical and mental. Marla Ericksen's article provides a practical platform for fitness professionals to blend meditation techniques and fitness activities with confidence and competence (see "Blending Fitness and Meditation," page 14). Lisa Greenbaum presents another take on the mind-body connection and shows us that yoga, long thought an activity for only the flexible, can help our 'bendy' students, who are at more risk for complications, to increase muscular strength around their hypermobile joints (see "Hypermobility and Yoga," page 22). And because our mind and body is deeply influenced by what we eat, our nutrition article ("The Food and Mood Connection," page 30) will help you more mindfully choose foods that keep the gut diverse in microbes and good bacteria, and ultimately, more happy.

Lastly, our cover models, and winners of this year's Fitness Professional of the Year awards, share their personal journeys, advice, and goals that help them guide their clients to live healthy, active lives through a mind-body approach. It's a perfect reminder that we all have the option to make choices that focus on improving and sustaining the whole self, no matter what our circumstances.

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**THE WARM UP**

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# PRO TRAINER SHOWCASE



## Daniel Smith

Aurora/Newmarket, North York,  
Scarborough, ON

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### Why did you become a PRO TRAINER?

I became a PRO TRAINER because my desire in life has always been teaching and learning. This role gave me the opportunity to do both, in an environment that I felt was completely aligned with my core values, not just as a professional but also as a person.

### What have you learned as a PRO TRAINER?

The most important thing I have learned in my role as a PRO TRAINER is no matter how many courses you teach, you are always first and foremost a student. I have learned more from the diversified and sporadic nature of people than what can be contained within a PowerPoint presentation. So much of my foundational knowledge has only been enhanced in this role as I had to allow myself to be as vulnerable as the students that put their trust in me.

### What's your favourite section of the Fascia, Movement & Assessments course and why?

My favourite section of the FMA course is the Movement aspect because I give each student the opportunity to teach the class. I love this section because it is imperative to realize that the only way we all get better is to recognize that each person has his or her own fundamental wealth of knowledge. Allowing only one person to speak only stifles the learning objective. From this, we then get the opportunity to challenge thinking. I encourage healthy discourse because having to rationalize your thought processes and beliefs are how you become better as a student and a person. There is no one-way of thought with anything in health and wellness. So, the more you think the better you get.

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

I am motivated to be the best PRO TRAINER I can be because I owe it to the people that invest their time in me. I am really big on professionalism and its affect on service. If we want to change society from an influence standpoint it begins with the influencers. In order to survive in this industry, you have to be who you say you are. The pinnacle of achievement is met when your values align with your dreams.

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

In a year from now I want to be PRO TRAINER of the year. Not because I think I deserve it, but because I will earn it. Whether I get it or not is inconsequential. I speak to all my students about what is controllable/uncontrollable. Success is never measured by accomplishments. It is measured by effort. If you can turn your passion into a product, you can turn your purpose into profit.

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# THE TOOLBOX



## MATRIX

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**5 Keiser M3i Indoor Bike**  
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# PREFERRED EDUCATION PROVIDER TRAININGS



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Oct. 27/28 – YogaFit for Athletes - Edmonton  
 Nov. 24/25 - Level Three: Introspection - Calgary  
 Dec. 8/9 - Anatomy & Alignment - Airdrie

## British Columbia

Oct. 13 – Meditation and Mindfulness - Vancouver  
 Nov. 24/25 - Level Five: Unification - Vancouver

## Manitoba

Sep. 29 - YogaFit Seniors - Winnipeg  
 Oct. 25-28 – Level Four: Tradition - Winnipeg  
 Oct. 25/26 - Healthcare 2 - Winnipeg  
 Nov. 3/4 - Sound and Mantra - Winnipeg  
 Dec. 1/2 - Level One: Foundations - Winnipeg  
 Dec. 8/9 - Level Five: Unification - Winnipeg

## Nova Scotia

Oct. 27/28 – Level One: Foundations - Halifax

Nov. 17/18 - Anatomy & Alignment - Halifax  
 Dec. 8/9 - Level Two: Communications - Halifax

## Newfoundland and Labrador

Oct. 12 - YogaFit Seniors - St. John's  
 Oct. 13/14 - Anatomy and Alignment - St. John's  
 Nov. 17/18 - Level Two: Communications - St. John's

## Ontario

Oct. 17-21 - Mind Body Fitness Conference - Toronto  
 Nov. 3/4 - Level One: Foundations - Hamilton  
 Nov. 10/11 - Level One: Foundations - Ottawa  
 Nov. 24/25 - Level Two: Communications - Toronto  
 Dec. 1/2 – Anatomy & Alignment - Ottawa  
 Dec. 8/9 - Level Five: Unification - Ottawa

## Quebec

Sep. 27-30 - Mind Body Fitness Conference - Montreal  
 Oct. 25-28 - Niveau 4 - Quebec City

Nov. 17/18 - Anatomy & Alignment - Montreal  
 Dec. 1 - Pré-natal (F) - Quebec City  
 Dec. 2 - Senior (F) - Quebec City

## Saskatchewan

Nov. 16 - Prenatal - Regina  
 Nov. 17/18 - Level One: Foundations - Regina

## Yukon

Sep. 29/30 - Level One: Foundations – Whitehorse

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**MIND-BODY**

# **BLENDING FITNESS AND MEDITATION**

**MERGING MINDFULNESS WITH  
MOVEMENT TO ENHANCE  
FITNESS POTENTIAL**

*By Marla Ericksen*





## In June of 2017, The Globe and Mail published an article entitled “Mindfulness and Meditation need to be a part of Canada’s Mental Health Strategy”.

In this article, the author extols the virtues of meditation and suggests that Canada adopt a mental health version of ParticipAction. What an awesome idea! In the Huffington Post article “Mindfulness Meditation Benefits: 20 Reasons Why It’s Good for Your Mental and Physical Health”, you will find all the validation one requires to be convinced that combining meditation with fitness training is not just an awesome idea... it is vital.

As the mind-body revolution continues to penetrate, inform and enhance fitness potential and outcomes, fitness professionals need to learn and apply methods for putting this theory into practice. However, many fitness professionals may not have adequate knowledge or skills training in meditation to feel comfortable implementing these practices.

### Start Here NOW

Please read the references noted above to gain both global and fitness-relevant perspectives regarding the benefits of meditation and living mindfully. This article will provide context and a practical platform from which you can blend meditation techniques and fitness activities with confidence and competence.

#### What is MEDITATION?

Simply put, meditation is the practice of cultivating the capacity for sustainable mindfulness.

#### What is MINDFULNESS?

“Mindfulness is awareness that arises through paying attention, on purpose, in the present moment, non-judgementally,” says Jon Kabat-Zinn.

“Being mindful is paying attention to what you are doing, while you are doing it, without mental elaboration.”

- Marla Ericksen

Given these working definitions, we don’t need to teach our students how to sit still in a physically tormenting posture and tolerate endless mental

bombardment for long periods of time. All that is required is tending to mindful presence while we are moving our bodies.

### Be Here NOW

The only time you can be mindful is right now... in this moment. You can’t imagine or demand mindfulness; you can only BE mindful. Training the mindful muscle takes practice and perseverance; just like strength training. Here are some practical suggestions for infusing your workouts with mindfulness.

#### PRE-WORKOUT (5 minutes)

1. Stand still and close your eyes.
2. Scan your body and notice what is present physically.
3. Scan your mind and notice any preoccupations, moods or mind states.
4. Scan your heart space and acknowledge any feelings or emotions.
5. Interlace your hands over your heart, take three deep breaths, smile inwardly.
6. Connect with your motivation and inspiration for working out.
7. Set an intention to be mindful of your body (sensations), your mind (mental activity) and your heart (feelings / emotions).
8. Sense that your efforts will greatly benefit your body, mind and heart.

## “Mindful movement is meditation in motion.”

#### DURING WORKOUT

##### (3 Mindful check-ins – 1 minute each)

1. Refrain from using any peripheral distraction (music, TV, podcasts).
2. Choose a workout interval (timing, sets, distance) for three “Mindful Check-ins”.

## “You can’t imagine or demand mindfulness; you can only BE mindful.”

3. Mindful Check-in: PAUSE, RELAX, OBSERVE, FEEL, ALLOW
  - Notice what is going on physically (sensations, discomfort, sweat, elevated heart rate, breathing, weakness etc.)
  - Notice what is happening mentally (thoughts, memories, planning)
  - Notice what you are feeling (emotions, mood shifts, attitudes)

#### POST WORKOUT (3 – 5 minutes)

1. Find a neutral posture (child’s pose, sitting or lying).
2. Close your eyes and move your attention inward.
3. Acknowledge your body’s ability to recover, adapt and regenerate.
4. Appreciate your mind and all the ways it supports you.
5. Express gratitude for your heart’s capacity to feel.
6. Allow the benefits of your workout to be integrated on all levels of your being.
7. Express self-appreciation by saying “THANK YOU” out loud or with your inner voice.

### Stay Here NOW

These guidelines can be a template for your own routine or as a script for when you are coaching others. You can experiment with mindfulness in your own workouts and see for yourself how the benefits manifest. Your personal experience will then serve as a foundation for leading mindful workouts with students and clients.



*Marla Ericksen is the owner and director of Empower ME Yoga studio & teacher training academy in Ottawa, Canada. She is a mentor to students of the Insight Yoga Institute, a graduate of the acclaimed Mindfulness Yoga & Meditation program at Spirit Rock in California and she facilitates conferences, retreats, teacher training and experiential intensives internationally.*



# TEENS AND EXERCISE

## USING THE KETTLEBELL TO TEACH OUR TEENS THE VALUE OF EXERCISE FROM THE INSIDE OUT

By Jodi Barrett, CEO, Kettlebell Kickboxing Canada

For a lot of us, when we were teens, we picked up the latest issue of a magazine and we were subjected to the world's ideal body image as we flipped through the pages. Magazines were read and then put away for later, leading to a little less engagement. Today's teens are now engaged everyday, all day! Today, I have two teens and a preteen, I see phones or tablets within their reach almost always.

As someone in the fitness industry, the exposure teens are getting on what others believe is the ideal body image is concerning. Educating our teens on healthy life habits is essential and the benefit of working with kettlebells creates a positive, strong and healthy body!

Our teens are not as active as we were some 25 years ago, making it more important to adapt and change so our teens can continue to be healthy. When educating, it is vital to teach them what exercise is really all about.

We should be teaching our teens that the **byproduct** of exercise is a healthy and fit-looking body. Yes, I said the byproduct! While many of us take on exercise to lose weight and look better, in the true definition of the term, improved body composition and increased cardiorespiratory functioning is a simple byproduct of fitness and exercise.

And while you can also lose weight and feel better when you become active, and perhaps begin to take part in sports, exercise is directly related to balancing the body and providing the best overall results in health and wellness.

If we can begin to educate with facts, then we can implement overall health and wellness in our teens that will lead them to be confident on the inside. This way, when they are scrolling the web, it will help them to deal with the pressures of today's ideal body image on social media.

### Why Kettlebell?

As I train teens and teen athletes, they have already started to lose the ability to hinge. Hinging is so important! The kettlebell swing is beloved for its hinge. Not being able to properly hinge causes people to suffer from back pain, knee pain, and weakness. This has everything to do with sitting. Not being able to hinge means not being able to properly engage the posterior chain of the body, particularly the glutes. These are the same muscles that help you run and protect you from back weakness during many activities. Instead, many people, and even some athletes, are unintentionally using their knees and lower backs to do all the work that our butt muscles are supposed to do.

Also, incorporating the versatile kettlebell gives your teen the option to be able to train anywhere, so they can build up their confidence in their safe space. The kettlebells unique shape and unstable force makes you engage your core throughout every motion. The kettlebells ball and handle structure also helps to create the ideal grip and weight distribution for ballistics, making the kettlebell a truly valuable exercise tool!

### Invisible goals

As we train and educate, along the way we need to identify their goals, then we can continue to evaluate progress. Not only on the scale, but also in the way you look and feel. Keep in mind that when it comes to tracking your progress, the first and most important factor is your health, and then how you function and feel. Your strength, energy levels, and mobility matter most, and only after that should your weight matter. Training with kettlebells allows you to incorporate strength, mobility, and cardio goals in a safe, progressive manner.

It is important to note that not all goals will be, nor should they be, aesthetic. This will help to create a more positive

**“We should be teaching our teens that the byproduct of exercise is a healthy and fit-looking body.”**

body reflection for your teen. When I say positive body reflection, I'm referring to improving their health and wellness on the inside, so their minds can positively reflect a “healthy body image”. Kettlebell training includes strength and conditioning routines to cure points of weakness, pain, and imbalances so they can work towards creating a healthy and strong inside to match their new found strength on the outside!

Our ultimate goal is to raise strong youths that look at strength as coming from the inside and growing on the outside. By introducing the kettlebell we can create healthy lifestyle habits and we can teach our teens the fundamentals that will allow them to be successful.

Our world tends to favor beautiful things, it's the reality, but if we can teach our youth a different way to view and value beauty we will be creating a stronger generation of adults.



*After 13 years of being a stay at home mom, Jodi Barrett 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](http://kettlebellkickboxingcanada.com).*





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# THE BEST ADVICE FOR LOW BACK PAIN

## THREE QUESTIONS AND TWO SPINE HEALTH TIPS EVERY FITNESS PROFESSIONAL NEEDS TO KNOW

By Kevin Darby

An astounding 80% of Canadians will experience back pain during their lives (that's according to Statistics Canada). To a fitness professional, these are more than stats - they represent real people in your gym, studio, and treatment room. 80% means that, not only could a huge amount of your clients show up with some kind of back pain one day, but also many of your friends, family, and colleagues too. Are you likely to be their go-to advisor? Do you know the best advice to give?

If not, don't panic! In this article you will learn the key questions to ask, and two gold medal spine hygiene strategies, endorsed by DTS Fitness Education and leading back health expert Dr. Stuart McGill.

### The Questions to Ask

#### Question #1: Do you have good days and bad days with your back?

The aim of this question is finding out the nature of the pain. Is it acute or chronic? Is it better or worse after activity? Start getting to the root of the problem. If the

**“An astounding 80% of Canadians will experience back pain during their lives.”**

person says yes (that they do have good and bad days), great! They are not a candidate for surgery, and you have an opportunity to help them. Your challenge - should you choose to accept it - is to make every day a good day. If they answer no, please refer them to someone in your allied healthcare professional network.

#### Question #2: Do you know what triggers your back pain?

The person might not know exactly what triggers the pain, but what they do need to know is that they will play a key role in identifying, modifying, and eliminating the root cause of their back pain. According to globally recognized back pain expert, Dr. Stu McGill, the drivers of all back pain can be boiled down to specific postures, motions, and/or loads. Your second challenge, should you choose to accept it, is to determine what postures, motions and loads are behind your client's pain.

A common example of posture driven back pain can be seen in clients who sit all day in a slumped, rounded back, flexed spine position. If you were to ask what causes their pain, this type of client might mention everyday tasks: putting on their shoes, picking up things, brushing their teeth or sitting for a long time. In those cases, exercises driven by spinal flexion such as sit-ups, medicine ball slams, and Jefferson curls should be avoided as they can make their pain worse. Remember, spinal flexion is not the enemy. In fact, it is a natural motion of our spine. But,

excessive spinal flexion is a potent mechanism for developing a disc bulge or herniation. In these cases, the disc is the victim of the posture, motion, and/or load which causes it to move posteriorly and irritate a spinal nerve.

#### Question #3: What takes the pain away?

A common answer is “moving”. As fitness professionals, we know that “motion is lotion”, and in many cases back-pained individuals have figured out that moving around can be very helpful for reducing the level of pain, tightness, and discomfort.

Ironically, some common strategies like stretching and/or self-manipulating or joint “cracking” can actually be the pain drivers. These approaches can provide a temporary analgesic effect, primarily due to activating the “stretch reflex” (a neurological stimulation that can temporarily reduce pain sensitivity).

Like picking a scab, it may feel good at the time, but the long term impact is negative. Unfortunately, many people with back pain get caught in a cycle of stretching and self-manipulating to reduce pain, not understanding that this temporary relief is in fact a long term pain driver.

#### What the Literature Says

A systematic literature review by Brinkjiki, 2014, looked at 33 studies with over 3,100 asymptomatic individuals. Imaging showed 50% of asymptomatic individuals in their 40's had disc bulges. This



supports Dr. McGill's opinion (based on 30 years of research), that postures, motions, and/or loads are the key drivers of back pain - not the presence of a disc bulge or herniation.

### Best-Practice Spine Hygiene Strategies

#### What Is "Spine Hygiene"?

You brush your teeth every day, right? Have you ever stopped to really ask yourself why? The answers will obviously include personal hygiene, fresh breath, and preventing tooth decay. The irony in dental hygiene is that a tooth can be repaired or replaced. The same can't be said for vertebrae or intervertebral discs... replacing them is not an option. We only get one spine, so daily spine hygiene is arguably more important than brushing your teeth! Here's how to advise on spine hygiene so clients, friends, and family can enjoy a healthier and pain-free back.

#### Spine Hygiene Technique #1 - Walking

In his book, "The Back Mechanic", Dr. McGill describes walking as "nature's back balm". In his clinical practice, he prescribes walking to almost every back pain client. The act of lifting and swinging a leg during a walking stride challenges the lateral parts of the spine, core, and hips in a way that spares the spine. The coordinated movements of the arms and legs during walking stimulate the energy storing fascial slings, reduce muscle tension, and unload the spine.

How to coach an effective walking strategy:

- Posture - look up, look proud
- Arm swinging - swing the arms from the shoulders (not the elbows)
- Pace - walk at a moderate to brisk pace (avoid slow walking - it encourages poor posture and reduced arm swing, which increases spinal loads and may trigger low back pain)

*"Walk proud, with a bounce in your step and swing your arms"*

#### Spine Hygiene Technique #2 - Bracing

Lots of people with back pain report a sharp, stabbing type pain when doing certain tasks (like reaching for an object, picking up something or sneezing). These sudden pains are generally an indicator of spinal instability, where the pain is generated from micro-movements at the spine joints. A simple strategy to enhance spinal stability is bracing.

Why brace? Remember that the spine is an inherently unstable structure. Nature designed it that way to give us a variety of movement options. Nature also provided us with a kind of guy-wire system so that we can generate enough spinal stability for a given task. For tasks such as lifting

a heavy external load, like a 1RM deadlift, our body creates a high level of stability. Compare this to picking your keys up off the floor - the body knows you need much less stability. Too much muscular tension can crush the spine, and too little will allow the spine to buckle.

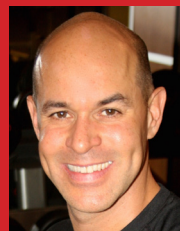
How to teach a good brace for back support:

- Have the client simulate how they would react to someone punching them in the stomach. The tension they create is an abdominal brace.
- Ensure they are bracing by pushing out - do this by wrapping a band around their waist (you should see it expand when they brace).
- Have them "tune" the brace - with permission, poke them in the lateral part of their abdomen with your fingers and ask them to tune their bracing strategy to meet the strength of your fingers. Ask them for examples of everyday activities and aim to help them develop the relevant level of brace. Use a gentle poke for picking up a light load such as car keys from the ground and a firmer poke to stimulate picking up a child from a car seat.

#### Bringing It All Together

Back pain will impact 80% of the population at some point in their lives. You are in a powerful position to really help many of these people get out of pain and avoid future discomfort. Start with determining if they have good days and bad days. If the answer is yes to good days, then you can help them. Your goal as a fitness professional is to stop clients from "itching" their back pain every day, and instead coaching them through effective long-term strategies. The next step is to figure out their pain drivers.

You have to eliminate those or they simply won't get better. Once you have removed the pain triggers, teach your client how to tune their brace and implement a daily walking strategy. These daily hygiene strategies are effective for most people, as long as the dose and duration match their capacity.



*Kevin Darby is the founder of DTS Fitness Education. Kevin developed the DTS L1 - Personal Training program. He holds a B.Ed. degree and was a member of an award-winning research team lead by Dr. Stuart McGill. To learn more about DTS Fitness Education you can visit [dtsfitnesseducation.com](http://dtsfitnesseducation.com)*

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# GYM TIME: HOW MUCH IS IDEAL?



## FINDING BALANCE BETWEEN USEFUL STRESS AND TOO MUCH

By Paul Chek, HHP

“... if you're in the gym longer than an hour, you're not training, you're making friends!”

**“... there is no such thing as exercise stress that is exclusive of all the other stresses in your life ...”**

How much time should you, and your clients, spend in the gym for the best results? How much time is too much and how much is enough? There is a lot of controversy on this subject, with many different opinions and conflicting research. In my experience, you generally shouldn't spend more than one hour in the gym, from the time you walk in, to the time you walk out.

To clarify, we are talking about resistance training or high intensity training, rather than endurance training. In the latter, it is not unusual for athletes to do long workouts of 90+ minutes depending on the sport, the type of training or the phase of training that they're in.

This recommendation is based upon my 30+ years of studying research, experimenting with myself and the many clients and athletes I have worked with, keeping detailed records and monitoring factors such as morning heart rate, heart rate variability, and performance from workout to workout, program to program, and training cycle to training cycle. Charles Poliquin, the world-famous Canadian strength coach who's trained hundreds of Olympic athletes, has said to me that if you're in the gym longer than an hour, you're not training, you're making friends!

The one-hour time limit also includes the warm-up, mobilization of joints, and

stretching as needed to balance the body. Some athletes must spend 35 or 40 minutes warming-up because they're in a restorative phase, so that leaves only 20 minutes to train. If this is insufficient time to accomplish a given objective, most people get better results with two shorter workouts a day. However, if a person or athlete is healthy, balanced and experienced, the training time may start once the warm-up is finished, and this can be evaluated on an individual basis.

### Exercise is Stress

Figure 1 is what I call the stress bucket model. All stresses in the human body and mind summate - they add up. So there is no such thing as exercise stress that is exclusive of all the other stresses of your life, be it digestive stress, relationship stress, work stress, financial stress, and so on. The more stress we accumulate in one or more areas, the worse our response to exercise is. You can assess an overall stress profile at the start of a training cycle and monitor it on



a daily or weekly basis, using simple questionnaires, recording heart rate variability and even just by asking your clients how they are doing before a workout, and use this information to make decisions about how hard to train or how often to train.

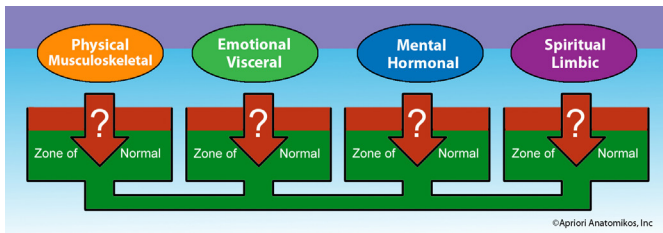


Figure 1

We do need some stress - eustress or useful stress - to keep our bodies healthy and grow. But conversely, if we get too much stress it can break us down. For example, if we don't experience some stress of the mind, we don't develop our mental abilities, but if we work too hard, we can experience adrenal fatigue. If we don't get sufficient sunlight we can suffer from Vitamin D deficiency and develop Seasonal Affective Disorder, a form of depression. But, too much sunlight can lead to sunburn and skin cancer. If we don't get some stress through movement, we get too weak for the environment that we are in or want to be in, but if we work out too much we get an adverse stress hormone response, chronically elevated cortisol, and an increased propensity for joint and soft tissue injury. Years ago, a research study looked at the hormonal profiles of elite Russian Olympic weightlifters. Those who trained 90 minutes or more a day started having negative responses due to excessive cortisol accumulation. The research noted that there was a greater incidence of injury after about three weeks of training at this level if the athletes didn't back it down and get some rest.

Figure 2 gives you a graphic representation of the balance between total stress load and our readiness to exercise. Those with a low total stress response are shown in the green zone, and will have good results from exercise. These are the people who can potentially train for 1 hour, excluding the warm-up.

	You are What You Eat	Stress	Sleep/Wake Cycles	You are When You Eat	Digestion	Fungus & Parasites	Total Score
High Priority Caution! Must select exercises and activities to stimulate anabolic response. Low volume and intensity!	88	81	90	50	130	195	634
	60	60	70	35	90	120	⊖
	40	40	50	20	50	60	260
Moderate Priority Carefully balance catabolic/anabolic stressors with intent to stimulate anabolic response	30	30	40	15	40	50	⊖
	20	20	30	10	30	40	150
	15	10	15	5	15	20	⊖
Low Priority Can freely choose catabolic exercises based on client needs, abilities and conditioning levels							

Score 1 Date: \_\_\_\_\_  
Score 2 Date: \_\_\_\_\_

Figure 2

Someone with a higher total stress response will score in the yellow zone. These people are more fragile, have less resilience to high intensity training and a slower recovery. Cortisol levels may not return to baseline between workouts and can rise higher and higher depending on how you space the workouts

and how much rest you get in between. The problem with being in the yellow zone is if you're not paying attention, you don't know whether you're getting better or worse. Most of the time when people hit the yellow zone, they are on their way to red, so it is critical to monitor their exercise response very carefully. Sometimes I do push athletes up into the yellow zone for short periods of time to elicit a specific training response, such as in a late stage training phase where pushing yourself into deeper levels of exhaustion is required, but this has to be carefully managed. Most people in the yellow zone will need to adhere to the one hour workout rule and may need to reduce this to 45 minutes or less.

If we get to the red zone, we're in a state of fatigue. This person will have a very poor response to resistance or high-intensity exercise and will do better with exercises that accumulate energy in the body, such as tai chi, Qi Gong or the Zone exercises that are shown in my book "How to Eat, Move and Be Healthy!".

### Factors to Consider

**Optimal workout response** is important for everyone to monitor and is particularly important for strength and power athletes or those who use high intensity, high resistance type training. I use the rule set by Coach Charlie Francis, who determined that if you cannot improve your workout performance by 1% to 3% over your last workout, then you do not belong in a gym that day.

**Exercise addiction** is a very real problem in people who have a habit of doing too much in the gym. Rather than their workout time being productive and getting the results they are striving for, it is unproductive and produces suboptimal results or even leads to damage and repeated injury. In my methodology, an addiction is any repeated behavior that does not produce the results you want. So, if this sounds like one of your clients who comes to see you, pays good money for your advice and then continues to do what they've always done, you may want to consider that this person is medicating themselves with exercise; that there is a deeper issue which is being avoided and which needs to be identified and addressed before you are going to help this client get results from their exercise routine.

**High density exercise** can lead to the same types problems as overdoing resistance or high intensity training described above. High density training is where you're doing a lot of exercise in a short period of time, such as a Body Pump class where participants can perform hundreds of pushups and squats in an hour. People in the green (Figure 2) will respond best to such training, but caution should be taken with those in the yellow zone, and those in the red zone should avoid this type of exercise.

### Conclusion

As a fitness professional, your goal should be to provide safe and effective workouts for your clients. Strong program design skills and a personalized approach to designing exercise programs will help you to achieve this. By paying attention to your clients' readiness to work out and their response to exercise, you can make educated decisions about how hard to train, how long to train, and how often to train to consistently achieve that 1%-3% performance improvement rate.



*Paul Chek, 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 (chekinstitute.com) and the creator of the P~P~S Success Mastery Program.*

# HYPERMOBILITY AND YOGA

## BUILDING STRENGTH THROUGH YOGA TO HELP PROMOTE STABILITY

By Lisa Greenbaum, E-RYT 500, C-IAYT, YACEP



One of my favourite excuses that I hear for why people can't do yoga is still: "I'm not flexible enough". The irony in that statement is that the increased mobility experienced with a regular yoga class is best served to those who are "inflexible". In fact, it's our 'bendy' students, our ex-

**“For those who are hypermobile, the ligaments that hold their joints in place are a little looser and lack the stability required to keep a joint in place so that dislocation or tears don't occur.”**

gymnasts and dancers, or those just born with more joint mobility, that need to be most careful in their practice and are at the biggest risk of joint injury from yoga. Why? Because rather than relying on their muscular strength and endurance to move into or hold the poses, they often end up using their flexibility and joint mobility instead and, as a result, strain the joints, leading to long lasting chronic injury and pain.

One of the most common things I see in my students is the misconception that deeper is better, and that to perform such poses means the end goal of yoga is attained. If this were true, only the most athletic of us would be able to master yoga. Asana, or the poses of yoga, are really meant to keep the body limber to be able to sit in meditation for longer periods of time. As in all physical activities, it is natural that over time our priorities begin to shift in terms of why and how we are practicing a particular sport, and yoga is very much the same. When we first learn yoga, we are most

often searching for more sensation in our practice, looking to feel the burn so we can feel like we did something. If we don't understand what we are supposed to feel, this can be quite dangerous. Though it is difficult to receive an acute injury in yoga, chronic injury, in particular in the hips, SI joint and shoulders are extremely common. Muscle memory can work for or against us, sometimes setting bad habits for our posture and alignment, which are difficult to break and even harder to re-hab. It is imperative that we, as both practitioners and even more so as teachers, understand how to find the space in the middle. I often use cues such as, "looking for 70% effort in our pose out a 100" or a favourite YogaFit cue, "looking for the space between ouch and too easy."

Claudia Micco, YogaFit Senior Master Trainer from Hawaii, says: "I have been hypermobile all my life, gymnastics as a kid was a big part of my life. When I found yoga, I could contort my body in every which way. It was pleasing for



many years, but I always liked to have an adjuster because I was unable to “feel” my joints. I have been aware of my condition for a long time, but when you’re young, the body springs back easily. In my early forties, I became increasingly aware of a nagging pinch, click and painful right hip. Unfortunately, by the time I was diagnosed, arthritis had already set in to joint. I had to make major life and career adjustments. I’ve always used my body to make a living, it was very humbling. Too many years of extreme ROM took its toll.”

Why are we concerned with hypermobility? Because those who are hypermobile, for the most part, experience little pain as their joint capsule allows them this additional movement. However, when excessive weight is placed against a joint that is beyond normal range complications can occur. For those who are hypermobile, the ligaments that hold their joints in place are a little looser and lack the stability required to keep a joint in place so that dislocation or tears don’t occur. Problems later in life with osteoarthritis (wear and tear of the joint) are very common, as we saw with Claudia’s story.

Another condition also marked my hypermobility is a genetic disease, Ehlers-Danlos Syndrome or EDS. In EDS, one experiences “tissue fragility” essentially. The skin is more easily stretched, along with muscles, ligaments, and joints with extended movement. With EDS, there is now an increased danger of dislocation in the joint and an inability to properly heal because of the lack of tenacity of the tissue itself. Those with EDS benefit greatly from a yoga practice, in particular those new to fitness, because the mobility aspect is very natural and comfortable for them. Under proper direction they can greatly increase strength to support joints while also creating body awareness and proprioception to assist in other sports and strength-based exercises.

## What does hypermobility look like?

In hips, most common among our ex-gymnasts/dancers, are exaggerated standing postures such as Warrior 2 or Extended Side Angle. Rather than drawing up through the pelvic floor muscles (mula bandha) to keep the pelvis supported and neutral, there is a sinking that is allowed that brings the hips lower than the front knee. When this happens, we can no longer properly engage either the front quad or hamstring, and foot stability (pada bandha) is lost as well.

Rather than resisting gravity to support the pose and build strength, we are sitting inside our hip joint, asking it to hold up the rest of our body.

We may also see this is in back extensions such as Camel, Bow or Wheel. Once again, there is a lack of support in the pelvic floor along with no proper core control through the transverse abdominus (udiyana bandha). This allows one to use the vertebrae as a hinge, in particular at the T12-L1 junction or where the thoracic and lumbar spine meet, mid-back. Rather than supporting the vertebrae by lifting up, we sink into this bendy spot in an attempt to get deeper in the pose. All of our weight comes here rather than being dispersed through the body. Overtime, when extensions are performed this way, one can experience an impingement in the vertebrae, nerve damage and overall unease.

## How can yoga benefit hypermobility?

There is a great benefit to those that are hypermobile to practice yoga – and that is to increase strength. Learning to understand proper and safe alignment, and ultimately the bandhas or locks of the body, helps one feel the balance of tension in the pose. This is experienced as a dynamic tension or energy that runs through the body.

There are three primary bandhas that run up and down the spine:

- Mula bandha is root lock or the lift of the pelvic floor muscles to stabilize the pelvis and SI joint, and to draw strength through the transverse abdominus.
- Uddiyana bandha is belly lock. This describes our core muscles wrapping around our spine like a belt, drawing in towards the navel in the front and back.
- Jalandhara bandha is throat lock. This helps to ensure our cervical spine is supported, in particular through back extensions, and the head doesn’t simply drop back.

The primary bandhas should be engaged in every posture outside of savasana or deep relaxation. The bandhas provide the structure for the pose so that we can feel both internal strength and external softness at the same time, or strong spine and soft heart. When we draw up through our bandhas, it ensures that the action of the pose is felt inside the muscles and that the joints are stabilized and given space for even slight micro movements and ease.

## “We must focus on strengthening the muscles that surround the joint for better support.”

There are two secondary bandhas as well to help support our postures: pada bandha and hasta bandha. Pada bandha refers to foot lock and hasta bandha is hand lock. Here we imagine our hands and feet like suction cups: spreading out through our toes and fingers, feeling the outline of hands and feet pressing into the floor while we draw up through the centre. These bandhas assist our postures by providing a strong foundation.

When we look at hypermobility and yoga, what is truly needed is an understanding of where the focus should be in the body. Each yoga posture is designed to bring both strength and mobility. For those with less sensation in the joints, we must honour that we will also have less sensation in certain postures, and this is okay. We must focus on strengthening the muscles that surround the joint for better support. In using the additional support of the bandhas, we can be assured that we are both keeping ourselves safe in the present and also setting ourselves up for success in the future.

Yoga provides strength and resiliency for the mind and body, a connection to Self and others. I believe that everybody in the world should practice yoga, with an understanding that we are all a little different; therefore we will all need something a little different in our practice. It’s important to honour this.



*Lisa Greenbaum, FIS, PTS and E-RYT 500, is a certified Yoga Therapist and Senior Master Trainer and Presenter with YogaFit. With a strong passion for fitness, yoga and movement, her goal is to make Yoga accessible to all. An avid writer and traveler, Lisa is known for bringing an easy-going style to her teaching, encouraging everyone to honour and listen to their bodies and stay in the present moment. Lisa has been teaching group fitness and yoga for GoodLife Fitness in Toronto, Canada since 2001.*



# 2018 FITNESS PROFESSIONAL OF THE YEAR WINNERS!

## MEET AMINA KHAN, FITNESS INSTRUCTOR SPECIALIST OF THE YEAR, AND DORIS WARD, PERSONAL TRAINING SPECIALIST OF THE YEAR

### Tell us about your fitness career journey.

**AK:** My fitness career began with my personal weight loss journey. I struggled for years with my weight due to a sedentary lifestyle and overeating tendencies. Finally, after years of failed dieting attempts and feeling intimidated at the gym, I found a small ladies-only gym. At the peak of my frustration, I decided to try losing weight one last time – this time, through fitness! Fortunately, I was blessed to meet many inspiring female fitness instructors who helped me begin to discover a love of fitness! Where dieting had failed me, in this new supportive, comfortable environment, I began developing a love for movement, and in the process I was successfully able to lose 60 pounds! This transformation had a profound impact on my self-esteem, my confidence, my energy, and my life.

With a newfound passion for health and fitness, I wanted to share my journey to inspire other women. As a Muslim woman who wears a headscarf, I had always struggled to find a fitness community. There is a lack of relatable fitness role models represented in the mainstream fitness industry for women from diverse cultural backgrounds. I realized that there was a pressing need for culturally-sensitive nutrition and fitness education, as I was constantly being bombarded by questions as to how I lost weight from women from many different cultures! I truly believe that fitness is for everyone, and multicultural representation within the fitness industry can inspire women of all cultures and ages to get active!

After getting certified as a canfitpro Fitness Instructor Specialist, I realized that ladies in my fitness classes needed

holistic help with their health. Fitness instructors are never truly working in an isolated field of fitness, as participants expect to learn nutrition and motivation from their instructor. After pursuing different certification courses, I knew I wanted to take my expertise to the next level, so I began my Doctoral Studies as a PhD Student of Health Psychology. My choice to pursue my PhD degree in Health Psychology has allowed me to deeply understand the psychology of motivation, and how to create effective fitness programs to optimize client compliance.

**DW:** Helping others has always been my core motivation in becoming a personal trainer. The news of a close family member's health issues really lit the fire and sparked me to ask my family doctor how I could prevent the same issues



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## **“I hope to accomplish many things as a personal trainer, but above all my goal is to guide my clients to live healthy active lives through a mind-body approach.”**

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from befalling me. She recommended I start an exercise program, so I joined the local gym. Not long after that, I was diagnosed with fibromyalgia and chronic migraine. Through the help of my doctor and my own research, I discovered that exercise was another way to manage my symptoms. I was very motivated to exercise for optimal health, quality of life, and disease/illness prevention. I soon became very interested in running and strength training. A few years passed, and I continued to be inspired, so I made the leap and registered for a personal training course being offered in a nearby city. That was in 2002. Fast forward to today, and I have trained over 1,000 Atlantic Canadians by offering personal training sessions in gyms in NB, NS and PEI. I hold many certifications, including Personal Training, Group Fitness, BOSU, Indoor Cycling, Pilates, Yoga, Mental Health, First Aid, and I am currently in training for my trauma-informed yoga teacher certification. Recently, I enrolled in courses to become a certified life coach and mindfulness practitioner.

I hope to accomplish many things as a personal trainer, but above all my goal is to guide my clients to live healthy active lives through a mind-body approach. I will continue to grow and expand as I am dedicated to my professional development. My community involvement is important to me as another avenue to help both people and animals. I intend on raising the bar on personal training by continuing to pursue excellence in my field.

### **What is the best piece of advice you have ever received?**

**AK:** “Everyone was a beginner at some point. Just start.”

This piece of advice, from fitness icon

Chalene Johnson in 2014, dramatically impacted my life when she inspired me to start my own business. Chalene played a significant role in my weight loss journey, as her home workout DVDs were a major inspiration for me, developing the motivation to push myself while working out with a no-excuse mindset. I had been listening to Chalene’s fitness podcast, and although I listened for her fitness advice, she occasionally would share business advice as well. At first, I wasn’t interested as I had never considered starting a business. However, as I listened to Chalene discuss the benefits of working for yourself, being in control of your work hours and output, I was intrigued by the idea. I had no idea where to start, but her words resonated with me. I’m so grateful that I heard her advice at the right time while searching for direction in my career. I’ve learned that getting started is always the hardest but most worthwhile step.

**DW:** The best piece of advice I have received has been to remember I always have choices. My aunt wrote this advice to me in my high school graduation card and I have never forgotten it. I often share this advice with clients to help them to know they too have choices and are in control of their decisions. In every situation we have choices if we look for them, and choices give us the power to make our own decisions and feel more empowered. When faced with difficult challenges in my life, I have reminded myself of this advice. This has changed my perspective to a more positive mindset and allowed me to think outside the box and be more creative with life and career decisions. I am so grateful to my aunt for showing me that there are choices in life, even when faced with the most difficult of times and decisions.

### **Now that you have reached this point in your career, what piece of advice would you give your younger self?**

**AK:** My weight loss struggles caused me much stress and anxiety when I was younger. I was constantly frustrated and angry at myself for being overweight, for not being in control of my eating habits, and for not being able to stick to dieting or exercise. I wish I had been gentler with myself in those years. I would love to tell my younger self that all my struggles would eventually pay off, and I would eventually find a way to make fitness and healthy eating part of my life, without restrictive dieting. The added stress that I imposed upon myself with negative self-talk only served to increase my anxiety and impatience and didn’t help my weight loss journey. I wish I had been less self-critical. Being criticized by others

for my weight was another challenge and I wish I had learned how to take feedback constructively while ignoring harsh words and criticism that were detrimental to my self-esteem. I also would like to tell myself that my weight struggles were important, because now my experiences allow me to connect with my clients on a much deeper level, and I can relate to their challenges. Everything happens for a reason and I would like to remind my younger self to trust in God’s plan, and just do my best.

**DW:** Don’t make the assumption that you know what is best for your client. Concluding you know what’s in the best interest of your client before really getting to know them or their needs is using judgment. Instead, help them to find the answers within themselves. They have the answers, and as a personal trainer we are there to support, encourage, empower, and facilitate. We can provide the tools and resources but, ultimately, they are the action takers and have the answers inside them. We are there to enable them to become independent on their fitness and health path so they can soar on their own but also have the confidence knowing we are there as part of their support network.

### **If you were to write a motto for yourself, what would it be?**

**AK:** Have faith. It will all work out in the end.

**DW:** Push forward. Always do your best. This really is how I move about in my career. Push forward to set the bar higher. Pushing forward with professional development helps me be my best. Pushing forward with my own health and fitness goals gives me self-fulfillment and allows me to lead by example and to inspire. It all ties together so I am the best trainer I can be. I work extremely hard and give my best - I give 100% at every opportunity. I strive every day to offer my best to every client at every session. I prepare for each session and follow up with clients during the week and ensure they are taken care of on all levels. I care about my clients and go the extra mile for them. When you always do your best and lead with your version of 100%, you can confidently look back knowing you gave it your all. You can accept the outcomes and grow from each experience.

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

**AK:** I want to be the role model that I never had. As someone who struggled with weight loss before becoming a



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**“Don’t make the assumption that you know what is best for your client... instead, help them to find the answers within themselves.”**

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fitness instructor, I know first-hand that Muslim women and women from diverse cultural backgrounds can feel neglected by the mainstream fitness industry. When I was struggling with my weight, I never saw anyone in the fitness industry who looked or dressed like me. As an overweight Muslim woman wearing a headscarf, I felt excluded from the fitness industry, and this subconsciously told me that maybe fitness “wasn’t for someone like me”. I hope to reinforce Canadian values of multiculturalism by serving as a role model to empower other women with

the message that fitness is for everyone! Fitness unites all of us – no matter who you are, what you believe in, or what you look like, we all want to live healthy and happy lives with our families. I hope to share this message of unity with my fellow fitness professionals through this nomination.

**DW:** Actually, one of my clients nominated me, to my pleasant surprise. She said I was too awesome not to be nominated! I said she too was awesome and that we work as a team. I was flattered, honored, and excited and thanked her for believing in me!

**How do you know when you’re ‘done’ and ready for the next challenge?**

**AK:** I believe there’s an important balance between seeking new opportunities, while also committing and focusing on one thing and doing it exceptionally well. As someone with a lot of spontaneous ideas, I often struggle to stay focused on just one or a few challenges at hand, because my head wants to zoom off to something new. Because I know myself and my impulsive tendencies, I am very careful before declaring I am “done” with

something or ready to try something “new”. I try to remind myself to stay with a current project until I am satisfied with the outcome and I feel like I’ve completed it to my 110% best effort. The fitness industry is an exciting field because new research is constantly being conducted, new clients arrive with new needs, and new ways to promote yourself are always emerging. My goal is to pick a few challenges and do them to the best of my ability, and when it’s time to move on, I know the restless, creative part of my mind will guide me there!

**DW:** I’d like to believe I am never done but simply changing lanes. There are many roads and paths in life and I know I am on the right path. I can feel it from the inside out. I know I am in the right profession, because I feel a fire inside of me that continues to propel me forward to excel and fight hard for my clients’ success. The next challenge for me is usually in the form of getting inspired by an opportunity to grow or change lanes. When you see an opportunity for growth that would benefit your clients or when clients ask for a specialized service or type of training style, that’s when it’s time to raise the bar again.



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# WHEN I'M HEALTHY, I GET HURT

## LEARNING TO LISTEN TO WHAT YOUR BODY'S TELLING YOU

By Gray Cook, MSPT, OCS, CSCS

*When I'm healthy, I get hurt.* That's just how it is, and it probably goes all the way back to my childhood. Having a young child at home, who is as accident prone as I was (am), helps me to remember those childhood injuries all too clearly.

I've long used the phrase, "When I hurt, I'm not healthy . . . and when I'm healthy, I get hurt." It's a little bit of a joke, but each part helps explain the other. When you are in pain, you make many decisions that simply serve to remove you from that pain. You aren't using your soundest judgment because you've got a constant alarm going off: *the way you feel is not the way you want to feel.*

Modern society offers quick cover ups. Because of this, pain can no longer teach. Let's try and remember Aristotle: "We cannot learn without pain." When you do feel good, you are usually active enough (i.e. work/play/train/compete) to over-exert or hurt yourself.

We live in that constant flux between recovering from the last mistake or mistreatment of ourselves and looking for another opportunity to feel good enough to cause the same problems all over again.

I don't know if I've really gotten better at this or not. I think one of the reasons I don't get hurt as much is because I have a lot of residual pain from some of my previous misbehaviors. Some days, I wake up in pain and spend a little time trying to do the maintenance or corrective work to get me out of it. That's reality.

When I do feel good, I'll find a way to hurt myself. I'll work out harder than I should. I'll travel farther than I should. I stay up a little bit later and do a little more research than I should. When I feel good, I'm going to do something that I shouldn't do . . . and that something is probably going to hurt me. How do you become a competent self-regulator? How do you get good at it? If you don't self-regulate, many other things will regulate you.

So, how do you self-regulate?

- Listen to your body
- Understand movement
- Know resources that are physically available to you and the different ways you can be resourceful with them

Simply put, that's the dance that gets you through it.

We don't really have a good gauge for balance in our lives, and yet all the ancient wisdom tells us that balance is the key to life. Balance is when life is at its best. Anything that can take you out of balance, even though it might be different from where you are now, ultimately, is not as sustainable, and it won't create as much independence as balance does.

Since I graduated from Physical Therapy school and became a strength coach in 1990, I've had many discussions about fitness and rehabilitation and have realized that, when it comes to personal fitness and rehabilitation, most of us will want independence and sustainability

as much as any other goal. When we are injured or when we're unfit, when we need rehabilitation or fitness education, we don't want to be unnecessarily dependent. This doesn't mean that we won't be open to education, but at some point, the educator can fade away while the education remains.

It's funny how we expect it to work that way in everything else we learn. But in fitness, we have dependence. In health, we have dependence. We can't seem to learn enough to regulate our lives, our lifestyles, and our activity loads in a way that keeps us in harmony with our environments and our social connections. We sleep too much. Or we sleep too little. We eat too much. Or we eat too little. We have poor quality in each of the above. Or, we have great quality. Somehow, we always find a way to screw up one of these dynamics:

- The way we move
- Our social interactions
- Our food
- Our sleep

Always check quality first.

Robb Wolf's book, *Wired to Eat*, goes deeper into these four aspects of life (Fig. 1). One of these things we'll do to excess, and one we'll do to a level that isn't sustainable, and doesn't create independence.

My wife and I have recently volunteered to teach Physical Education



QUALITY	QUANTITY
<input type="checkbox"/> Sleep	<input type="checkbox"/> Sleep
<input type="checkbox"/> Food	<input type="checkbox"/> Food
<input type="checkbox"/> Movement	<input type="checkbox"/> Movement
<input type="checkbox"/> Relationships	<input type="checkbox"/> Relationships

Figure 1

classes (K-7) at a local elementary school. I want to see how the next generation is moving, and see if there's anything I can do to help them improve. So with these kids, my wife and I have been creating physical problems to solve. Kids learn quickly that physically smarter beats physically harder in the long game of life.

We use these physical obstacles/opportunities not just to run kids through blind drills to burn their calories and get rid of their wiggles, but to challenge their brains and their bodies at the same time. Physical problem solving is no different than mathematical problem solving or communication/language problem solving. We simply need to use better symbols, better communication, better accountability and better baselines for our postures and patterns. Until that day comes, we should probably take some lessons that we hope the kids of the future will learn from. What are they? Everything that we do, every day, is physical problem solving.

Rest, regeneration, and rehabilitation when you are injured may help you get back quicker. Engaging your confidence against reality (whether you are in competition in work or fitness) will help make you a better self-regulator. The longer I have worked

in movement, the clearer this observation has become:

It's not just how you move . . . it's how you think you move.

Screening movement is one basic way to look at movement confidence and movement reality. There are a few different scenarios that can play out here:

1. You believe your movement screen is average or better than average, and it isn't. In this case, your confidence is greater than your reality and you are likely to take on challenges that could prove unhealthy.
2. Your reality is greater than your movement confidence. In this situation, you will probably unnecessarily avoid healthy challenges. Bottom line – you may not get injured, but you also won't be fully developed.
3. Your movement reality and movement confidence are matched. Go for it. Start self-regulating and have fun.

There's no reason that we have to hurt as much as we do. And when we're healthy, we don't need to go and get hurt because we are simply out of touch with our ability to recognize and write movement patterns. You can choose to learn from physical screens and tests, and proactively start to customize your physical challenges and experiences or you can wait for pain to help you wake up. It's your call.



*Gray Cook is a practicing physical therapist, an orthopedic certified specialist, a certified strength and conditioning specialist, and an RKC kettlebell instructor. He is the founder of Functional Movement Systems (FMS). His work and ideas are at the forefront of fitness, conditioning, injury prevention and rehabilitation.*



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# THE FOOD AND MOOD CONNECTION

## CHOOSE FOODS THAT KEEP THE GUT DIVERSE IN MICROBES AND GOOD BACTERIA

By Angela Wallace, MSc, RD

We all know that the type and amount of food we eat can influence how your body feels, but did you know that our eating patterns and behaviours can also influence our mood? So much so that our gut microbiome is now being known as our second brain!

Have you ever had a gut feeling? Perhaps it helped you make a really important decision in your life, or gave you butterflies during a first kiss, or made you feel ill when something terrible happened. Our gut feelings are a perfect example of how connected our brain and gut is, we can actually feel our emotions in the gut. In fact, our gut is directly responsible for 90% of the serotonin produced in our body.

Serotonin is also known as the 'feel good' chemical, it plays a role in regulating your mood, sleep, appetite, digestion, memory, and even sexual drive. Serotonin has also been linked to depression. Now, the research isn't sure if depression leads to lower levels of serotonin or whether lower levels of serotonin cause depression, but we know they are connected. So the important question is...what happens if our gut is unhappy?

We know that having more diversity in your gut has been linked to better health outcomes (less allergies, asthma, diabetes, obesity, mental health, etc.) We also know that a westernized diet (high in processed foods, refined sugars and grains etc.) leads to less microbial diversity in the gut. Various studies have shown associations between a westernized diet and increased risk of depression.

The good news is our gut diversity is constantly developing and changing. This means that regardless of the food choices you've made in the past, you have the opportunity to improve the health of your gut by making better food choices now.

### So what should you be choosing?

#### 1. More fibre

We know that gut microbiome diversity is key in maintaining a healthy gut and mind. We can help keep a diverse gut by feeding our microbes. Our microbes eat the food we cannot digest ourselves (aka fibre). However, the average Canadian gets less than 50% of the fibre recommended each day. So, essentially our microbes are hungry.

### *Tips on getting more fibre in the diet:*

Focus on eating more fruits and veggies each day. A recent study from the American Gut Project found that participants who reported consuming  $\geq 30$  different types of plant species each week had greater microbial diversity than those who reported consuming only  $\leq 10$  types of plant species weekly. Whether you ate meat or were vegan didn't seem to have much an effect, as long as you ate a high amount of plants.

**Bottom line:** eating a variety of fruits and vegetables and other plant based foods (e.g., nuts and seeds) is important to your microbial diversity. In addition, we know that more fruits and vegetables in the diet is associated with other health benefits including reduced risk of chronic disease.

### *How do you get more fruits and veggies?*

- Plan meals around veggies and fruits – we tend to plan our meals around the protein source. Why not shift your perspective on mealtime and focus on planning it around the vegetable? What veggies do you have in the fridge that can be used to make your meals this week?



- Make it easy – encourage your clients to do what they need to do to make it easy. Do they need to choose canned beans, or buy pre-packaged salads? Do they need to buy a raw veggie dish or perhaps spend an hour each week pre-cutting their fruit and veggies? Make the healthy choice the easy choice!
- Think half your plate – fill half your plate with fruits or veggies at each meal. For example, having a smoothie loaded with fruit or veggies for breakfast, having grilled veggies at dinner, or having veggies and dip for a snack.

Other ways to boost your fibre intake:

- Choose whole grains
- Add more legumes to the diet

## 2. Probiotic rich food

Probiotics are the good bacteria. To help improve diversity we want to keep growing our guts ecosystem and replenishing it

with healthy bacteria. Research has shown probiotics to be helpful with improving IBS symptoms, constipation, supporting immunity when taking medications, and now it's being linked to mental health. Now, this doesn't mean you should recommend a probiotic supplement to all your clients, but instead have them focus on including more probiotic rich foods to their diet.

Your clients can eat these probiotic rich foods to help promote diversity in their gut:

- Kefir
- Yogurt
- Tempeh
- Miso
- Kimchi
- Fermented veggies (e.g., sauerkraut)
- Kombucha

Your gut helps keep you healthy and happy, help it stay happy by focusing on getting more fruits, veggies, and fibre in your diet.



## WHAT IS THE GUT MICROBIOME?

The microbiome refers to the 100 trillion microbes that live in our intestines. Each of us have a unique microbiome that influences our health.

The microbes in our gut are busy helping your body digest and absorb nutrients, defending your body against pathogens and now we are discovering that they influence our mental health and mood.

# WARM LENTIL ARUGULA SALAD

By Angela Wallace, MSc, RD



## MAKES 4-6 SERVINGS

### Ingredients:

- 8 cups arugula
- 2 cups cooked lentils (can be canned, drained, and rinsed)
- 2 cups white or cremini mushrooms
- 1 tbsp. vegetable oil
- 2 cloves of garlic, minced
- 2 tsp. dried thyme
- 1 white onion, sliced (optional)
- ½ cup goat cheese (optional)

### Dressing:

- ¼ cup balsamic vinegar
- 2 tbsp. extra virgin olive oil
- ½ tsp. cinnamon
- Salt and black pepper to taste

### Directions:

1. In a medium-high skillet warm vegetable oil and add onion. Begin to sauté for 1-2 minutes. Add mushrooms and garlic and continue to sauté.
2. Add salt, black pepper, and dried thyme for seasoning.
3. Sauté for 4-6 minutes or until mushrooms have browned and onions become translucent.
4. In a large bowl, mix together

arugula, lentils, mushroom and onions. If you enjoy adding cheese to your salad, add in some crumbled goat cheese.

5. In a separate small bowl, whisk together oil, vinegar, cinnamon, salt, and black pepper. Pour over salad and toss well.

Salads are a great way to load up on veggies, but I know they can get boring. This fall, get creative with your salads, perhaps including warm components like sautéed veggies or roasted squash to help keep things interesting. The contrasting textures and temperatures from raw and cooked veggies make for a super tasty meal.

This warm lentil and mushroom salad is loaded with fibre and lots of prebiotics to help feed your good gut bacteria. This salad will definitely make your gut microbes happy. Feel free to use the veggies I suggested or anything else you might have in the fridge. Have fun with it!



Angela Wallace is a registered dietitian, nutritionist, family food expert, and certified personal trainer (PTS). She specializes in women's

health, with a focus on weight loss and digestive conditions. She uses a 'non-dieting approach' with her ultimate goals being to help people find a balanced lifestyle and healthy relationship with food.



# SCHWINN

THE NEW

POWER COUPLE

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## About 4iiii Innovations:

*Based in Cochrane, Alberta, Canada, 4iiii Innovations Inc. has earned a Global reputation for technology leadership. The world's most accurate powermeters, heart rate monitors and more are available for sports enthusiasts of all types to increase performance, improve athleticism and fun. Visit [4iiii.com](http://4iiii.com) to get the latest in sports performance feedback products.*

The original name in the indoor cycling industry has partnered with the most accurate powermeter in cycling; Core Health & Fitness is excited to announce its brand-new partnership between Schwinn® indoor cycling and 4iiii® Innovations. With this partnership comes the release of an optional 4iiii power crank upgrade available on the Schwinn AC™ and SC series bikes. To give some background on 4iiii and help explain the significance of both the partnership and the new powermeter, we spoke with members of the Schwinn team and Bailey McKnight, Channel Development Leader for 4iiii innovations.

"4iiii is a Canada based tech company with a rich history in sport technology development and we have found a great partner in Schwinn" commented McKnight. Founded in 2010, 4iiii Innovations have grown to be an industry leader in powermeter development in a growing number of cycling disciplines.

Founders Kip Fyfe and Victoria Brilz have deep roots in innovative sports monitoring that date back to 2000, when they started Dynastream Innovations Inc. Dynastream delivered the world's first speed

and distance monitors and the widely adopted ANT+ communication protocol to the wearable market, and was sold to Garmin in 2006. Fyfe & Brilz' vision to enable athletes to be smarter, faster, and safer led the duo to build the world's most accurate, lightweight and durable powermeter used by the world's best cyclists, that is also refined enough to become standard equipment on bikes. Now, Schwinn assists in bringing the pair's exciting technology to the indoor cycling market.

In 2018, 4iiii Innovations announced their official Pro Team Partnerships, including World and National Champions and Olympians of all cycling disciplines. An exclusive sponsor and supplier relationship with Cycling Canada will provide powermeters and heart cycling categories through the 2020 Olympic Games in Tokyo, and rate monitors to athletes in all Olympic and Paralympic cycling categories through the 2020 Olympic Games in Tokyo. "Pro Team sponsorships play a key role in our product design," says 4iiii CEO Kip Fyfe. "4iiii leadership is the result of putting our technology, reliability, and durability to the test with the best riders, under the most demanding conditions in the world."



SCHWINN







***In 2018 4iiii Innovations announced their official Pro Team Partnerships, including World and National Champions and Olympians of all cycling disciplines.***

we introduced it to the indoor cycling space in 2009,” concluded Dilts. “This new partnership with a road tested, highly accurate and legitimate company like 4iiii, who provides power measurement for the most elite cyclists in the world, is very exciting!”

20 years ago, Schwinn® launched a phenomenon with the first production bike designed specifically for indoor cycling. The bike set the standard for an entire industry – a standard that we’ve raised with each Schwinn innovation. Today, Schwinn bikes remain in a class by themselves.



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**[corehandf.com/Real-Power](http://corehandf.com/Real-Power) or call: 1-877-782-7872.**

The 4iiii story is one that resonates with Schwinn, the brand behind the first production bike designed specifically for indoor cycle. Schwinn has positioned itself to be on the cutting edge of the indoor cycling industry through new innovations and partnerships that help bring the best technologies in both indoor and outdoor cycling to Schwinn bikes, including recently updating their cycling lines to ensure riders are offered the same authentic Schwinn high-quality product with the most updated indoor cycling technology.

“Measurement has been game changing in the indoor cycling category, so being able to partner with the visionaries behind ANT+ technology is a logical and exciting step for the Schwinn brand,” added Jeff Dilts, Vice President of Product Management & Innovation for Core Health & Fitness. With measurement becoming an important factor in cycling workouts, this partnership comes at the perfect time for riders.

“While powermeters have seen increased acceptance in the past 10 years, we’re just beginning to see it reach the mainstream,” added Eric Gerstenbuhler, Managing Director of 4iiii Sport. “What sets 4iiii apart is the patented 3D strain gauge technology that we use to measure the bending, elongation, and twisting deformation. This allows for measurement of every force being applied to the crank arm by a rider thus giving the most accurate data possible from bike to bike.”

Schwinn offers education and certification with power for cycling instructors, so it makes sense that in this growing industry, Schwinn’s commitment to quality and authenticity means settling for nothing less than partnering with the company behind the most accurate powermeter on the market. Schwinn and 4iiii’s commitment to quality and longevity ensures that users can trust the data on their console to provide accurate information about their exertion.

“Measurement has been a big story for Schwinn since



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# DOES POSTURE AND FORM MATTER?

## AND IF THESE ARE NOT IMPORTANT, WHAT IS?

By Drew Hume, Founder, Navina

**“Many of us believe that holding or moving our bodies in a particular conformation results in decreased aches, pains, and injuries.”**





# “Most often, injury occurs because of movements or loads that our body is unprepared for, not because the movement itself is unsafe.”

There's this concept of “good posture” out there, and we think that working on our posture will solve a lot of our aches, pains, and injuries. The issue is a surprising majority of postural recommendations are unsupported by research.

Many of us believe that holding or moving our bodies in a particular conformation results in decreased aches, pains, and injuries. It's the idea that there's an “ideal” arrangement for our bodies to be in as we resist gravity and other external and internal forces.

While this makes a degree of logical sense when it comes to an “ideal” range for each joint to be commonly working in, the literature actually doesn't support this with any reliable link between posture and improved rates of pain for things like neck, shoulder, and upper back pain, which so many of us have!

I should also note here that posture is not a static phenomenon – the concept of posture relates to how we move, as well as how we stay still.

If it's not posture, what is it that's causing pain?

Our bodies are designed for movement. This means that the degree to which we move our bodies, and how frequently we move, are vastly more important factors than the architecture of such actions. Yes. It's more important for us to actually squat, instead of squatting with a particular focus on alignment or the organization of our limbs and the angles of our joints. I'll expand on this particular idea in a few minutes.

Essentially, what I'm saying is that stillness is the issue. Not how we hold our stillness. This is exemplified by the

development of stand-up work stations. There is no difference in musculoskeletal pain between people who use a standing desk or a sitting desk. People who move around a lot though, have less pain. There are other health benefits of switching to a standing desk over seated, but that doesn't relate to the general aches and pains a lot of us experience after a long day at the office. When it comes to general aches, it is more about the long day and lack of movement, rather than whether you're seated or standing.

What can be done about the pain then?

Change your position as much as you can throughout the day. As in, move. Set a “movement alarm” for every 20 minutes as a reminder to get up and go for a walk. This is a big one for my clients who work in an office environment.

This may already make sense to you, as a professional in the field of movement. You may already work with clients on this notion, loosening your focus on resting posture, and focusing instead on getting them moving.

But, I've also said above that posture is not a static phenomenon, and that the alignment of movement also doesn't really matter. This is perhaps a bit more difficult to swallow.

Indeed, many of us have spent entire careers focusing on getting people to do that deadlift with the “right technique” or squat with the knees in a particular arrangement or lift a weight in a particular way. And here I am trying to push back against this idea.

Often, we speak of safety in movement as the main purpose for “good posture”, but what does that really mean? Are we classifying a movement as dangerous? And if so, why can some people do that type of movement their whole lives and be healthy and pain free?

It's because in actuality no movement, in- and of- itself, is dangerous. What we really should be teaching is that there are movements our body is prepared for and movements our body is not prepared for.

The thing is, if we only ever perform movements in one particular style of alignment, we will only ever be developing strength in those familiar ways. Most often, injury occurs because of movements or loads that our body is unprepared for, not because the movement itself is unsafe. It's a vicious cycle of moving within strict ranges and with strict posture because we don't want to produce harm, only to leave a vast range of other actions untrained and susceptible to injury.

While it will probably mean lightening the load, training as many different ranges of motion and as many different postures as possible, it is actually the best strategy for building the most resistance to injury and musculoskeletal pain. After all, we don't ever slip in the “right” posture, or fall with perfect alignment, do we?

So, does this mean posture is entirely unimportant?

No. It's not that simple I'm afraid! We've observed that it may not play a significant role in the majority of general (non-specific) pain syndromes and injuries, but that's not the full picture.

There are, however, some long-term impacts of posture that can be important in the ongoing health and function of the body as an entire organism. Studies that looked at standing versus sitting desks showed us that even though standing didn't impact musculoskeletal pain, it did significantly improve our cardiometabolic health. Links also exist between things like kyphosis, frozen shoulder, and other morbidities.

So, while it might not be anywhere near as important as we tend to believe, the concept of good posture can't be entirely thrown out. We do, in general, need to reform how we view posture, what we train and encourage our clients to focus on, and especially why we train it.

As an additional note on making alterations to posture, it takes dedication and effort to make lasting change. It is one of the most deeply ingrained habits we have. So, for anyone looking to change, there must be some true commitment to a long-term process.

The best thing to remember and to educate our clients on is that function is more important than structure. In other words, think less about achieving a particular visual experience when it comes to posture (both in the static and dynamic contexts), and think far more about the optimal functioning of both the soft tissues and the joints. Move well! It doesn't necessarily have to look good.



*Drew Hume'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](http://navina.ca) for more information.*



# MUSIC MOTIVATES!

## USING MUSIC STRATEGICALLY CAN KEEP YOUR CLIENTS MOTIVATED

By Leslie Craig, Vice President, Licensing, SOCAN

Walk through any fitness club and you're probably surrounded by music. This isn't random or accidental; most gym owners know that music creates an energizing atmosphere in their business. Music enhances the customer experience.

Music is an emotionally-rooted medium that positively impacts behaviour and mood. When music isn't there, we notice.

But the Music Drives Fitness research study indicates that music is far more important than we thought when it comes to physical health, well-being, and even customer experience. The research supports the value and importance that many fitness facilities and their members place on music. The study, conducted by Leger on behalf of SOCAN, shows that music has a substantially positive impact on motivation and behaviour. Music plays an important role in maintaining the high-energy, motivational spirit of exercise classes, and can inspire people to get the most out of their workout.

Some noteworthy highlights from the Music Drives Fitness research include:

### **Please don't stop the music.**

60% of respondents prefer continuous music with no commercial or talking interruptions when they work out, suggesting that gyms should offer curated playlists to keep things up-tempo and motivating for its members.

### **Playlists are priceless with Millennials.**

Music directly impacts how customers view their gym. Especially Millennials, who upon hearing a workout-appropriate curated playlist at the gym, one in three believe the gym is of high quality, and one in four think the gym is "trendy" or "cool."

### **Music works marketing magic!**

More than half (54%) of those surveyed say that if they hear music they like in an exercise class, they're likely to tell their friends about it. Nearly four in ten (38%) believe that with music the gym cares more about their experience. And nearly one-third (31%) feel good knowing that they don't have to worry about bringing

their own music for working out. Who hasn't accidentally left their earbuds at home at least once?

### **Music pushes us to the finish line.**

More than three-quarters (77%) of Canadians said that when they hear music they like in an exercise class, they're likely to enjoy the class more. Eight out of 10 women agree that music pushes them to finish a difficult exercise class at the gym.

### **Music is good for the soul, too.**

Research also revealed that a dose of music can be just what the doctor ordered. People turn to music first – ahead of even friends – when they want to lift their spirits. Nine-in-ten Canadians listen to at least one type of music to de-stress, with rock music as the No. 1 genre.

While it can be difficult to quantify the benefit that music has on any business, this doesn't mean it's not playing a vital role. There's no doubt that using music is smart business for fitness clubs and instructors, because the research proves it directly impacts how customers view their gym, and their personal fitness experiences.

Here are three easy ways to evaluate the use of music in your gym:

### **1. Make sure the music you're playing reflects your gym's brand, as well as the needs and expectations of your members and clients.**

Is the music in the space creating a high-energy, motivational setting? Does the overall vibe of the music fit the products and classes you're offering, or the ambiance you're trying to create? Do you use good-quality sound equipment? Have you considered turning up the volume so that members can feel the beat more?

### **2. Spend the time and effort to tailor unique, curated playlists that keep a fresh, high-energy mood, so that your members stay motivated.**

Are you switching up your playlist

**"There's no doubt that using music is smart business for fitness clubs and instructors..."**

often enough to keep things current and fresh throughout the day, week, and month? Have you considered hiring an in-house music curator to develop and maintain the music experience in your gym?

### **3. Ask your staff their opinion and be open to their feedback.**

Have you asked your staff what they'd like to hear? Have they gathered anecdotal feedback from gym members and their clients, suggesting they'd like to change the soundtrack to their workout experiences at your gym?

Music and exercise are a natural fit. With so many people confirming that music is important to their exercise routine and essential to keeping them motivated, gym owners would be wise to use music strategically. This fall, and looking ahead to winter, consider the music you're playing. It can make a huge difference, and people who exercise want to hear more of it.



*Leslie Craig is the Vice President of Licensing at SOCAN, a member-based organization that represents the performing right of more than 150,000 music creators and publishers. SOCAN licenses more than 100,000 businesses in Canada and distributes royalties to its members around the world. [socan.com](http://socan.com)*

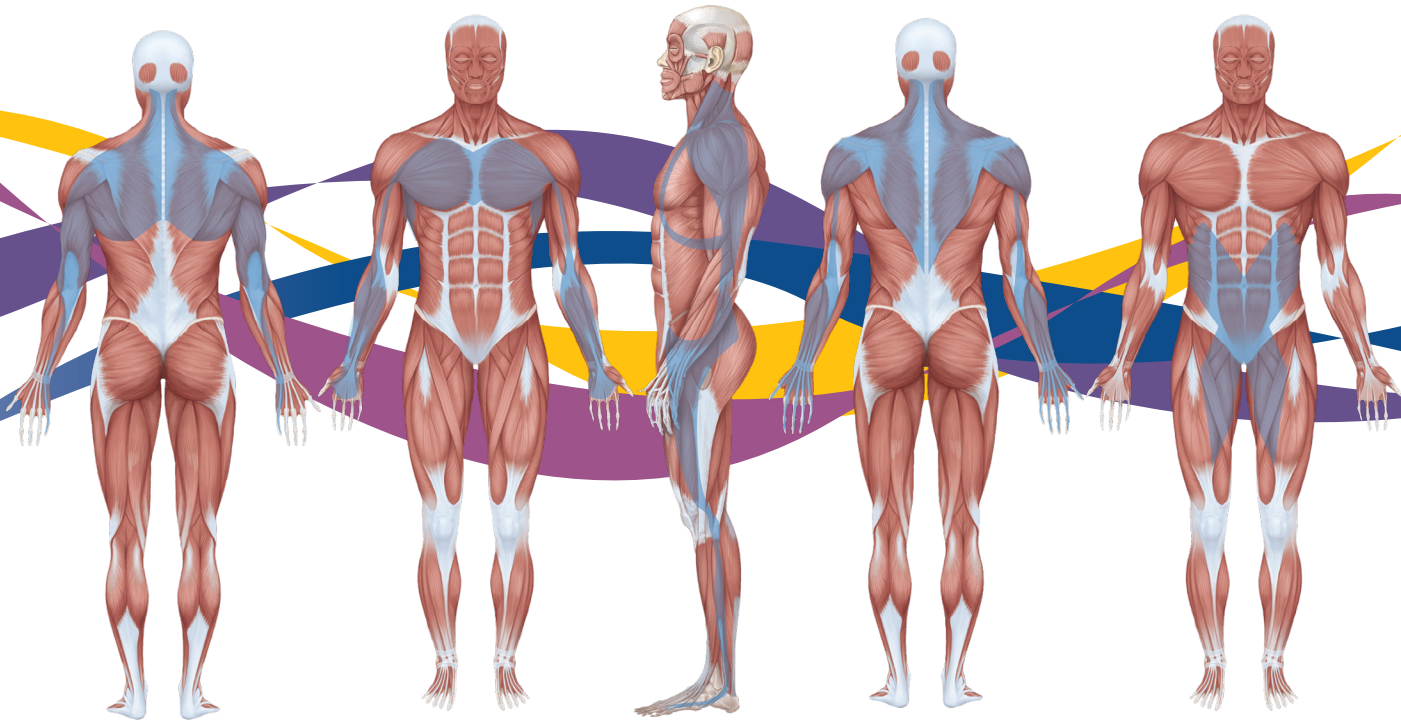


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# DO IT. DON'T THINK ABOUT IT.

## PRACTICAL TIPS TO KEEP YOU MOVING IN THE RIGHT DIRECTION

By Nathalie Plamondon-Thomas



### “If you have an impulse to act on a goal, you must physically move within 5 seconds...”

You are about to leave for the gym. As you are opening the closet to grab a jacket, you glance outside and notice it is pouring rain. Immediately, your brain starts the process: “It is miserable outside; maybe I should stay home and work out here.” You put your jacket away, and you head downstairs to the small gym area set up in your basement. “I will warm up on my treadmill and then do a few weights.”

If you had been at the gym, you would have had to fill up your bottle of water at the fountain, but since you are home, you can just as easily get a glass of water from your kitchen, so you head back upstairs. When you get there, you think:

“We keep a pitcher of cold water in the fridge, so I will use that one.” You open the refrigerator and see some leftovers from the night before, and you think: “I am kind of hungry, maybe I should have a little bite to eat before my workout.”

You take a few minutes to wolf back some food and feel a little full, so you think that now that you ate you will have to wait a little bit before you start your workout because you want to give your stomach a few minutes to digest. Then the devil shows up on your shoulder and whispers in your ear: “You should skip the workout altogether, you will go to the gym tomorrow...” and before you know it, you are sitting on the couch and have cancelled your exercise plans.

A behaviour you want to adopt, when it comes to making good choices for your health, is to do it. **When you have a goal, and you know what you should be doing, just start.** It is effortless to come up with excuses when you take the time to think about it. Start. Do it. No excuses. Don't think about it.

Mel Robbins wrote in her book *The 5 Second Rule*: “If you have an impulse to act on a goal, you must physically move within 5 seconds, or your brain will kill the idea. Move. Because when you physically move, your brain starts to build new habits. When you do something

you're not used to doing, you are in the act of creating new habits and forgetting existing ones.” Countdown in your head: “Five, four, three, two, one” then start doing what you know you should do.

Let's start again. You are about to leave for the gym. As you are opening the closet to grab a jacket, you glance outside and notice it is pouring rain. Immediately, your brain starts the process: “It is miserable outside; maybe I should stay home and work out here.” You count in your head: “Five, four, three, two, one”. You grab the jacket, keys and umbrella, and walk towards the door. You are on your way. You show up at the gym and you have an awesome, rewarding workout. You feel strong and invincible!



*Founder of the THINK Yourself® ACADEMY, Speaker, Master Life Coach, No.1 Best-Selling Author of seven books on wellness and empowerment, FIS and PTS certified,*

*and 2007 Fitness Instructor of the Year, Nathalie Plamondon-Thomas combines 25 years in sales and 30 years in the fitness industry. She uses neuroscience to get you transformational results.*



# IS UNDERCHARGING KILLING YOUR BUSINESS?

## IF YOU VALUE YOURSELF, YOUR BUSINESS, AND YOUR CLIENTS, YOU MUST CHARGE WHAT YOU'RE WORTH

By Sean Greeley, NPE Founder & CEO

### “Pricing is the first step in becoming PROFITABLE and having FREEDOM.”

There is ONE MISTAKE we see far too many fitness professionals and business owners making, and it's incredibly painful to watch; they are vastly undercharging for their services.

Undercharging can take many forms. It can mean charging too little, poor packaging, and incorrectly structured margins. But ALL these mistakes mean slim to zero PROFIT in your business. If you're working your butt off, and aren't finishing with more money at the end of the month than when you started, this area needs your attention.

How do you know if you're currently undercharging? More important, how can

you make changes once you've identified them to ensure your continued success?

Well, let's dive into that...

#### PRO TIP 1:

**Price = The MOST Important Component of Your Business Success**

Pricing is the first step in becoming PROFITABLE and having FREEDOM. If you don't get it right, you won't have either.

Don't keep scraping by every month or discounting your services. If you value yourself, your business, and your clients, you MUST charge what you're worth. And once you get your pricing and packaging right, you're well on your way to closing bigger sales, delivering what your clients need, and growing a profitable fitness business...FAST!

#### PRO TIP 2:

**Pick the Right Target Market**

If you're in the habit of discounting your services, or you're frustrated with clients not paying on time, you're probably not serving the best type of client for your business that you could.

You want clients who can afford your (new, higher) pricing and will pay on time.

You want clients you are well-positioned to support on their journey and who will do the work. And you want clients who you can reach, so you can offer them a valuable service and who exist in enough quantities, close enough, to come see you for sessions each week.

So get clear on the profile of the clientele you wish to serve, services you'll provide, and why YOU are the best one to help them, and you'll have a much easier time charging what you're worth.

#### PRO TIP 3:

**Win the Mental Game**

In business, consumers either want the best or the cheapest. When it comes to health and fitness, and looking after your body, prospective clients always want the best! Have you ever overheard anyone say they want the cheapest personal trainer they can find? No. They want the best personal trainer they can find.

Who's the best? We assume it's the one who's charging the most. What do we generally think about a trainer who's charging \$200 an hour versus one that's charging \$20 an hour? We figure the one who's charging \$200 an hour is way better.



But are they? Maybe. Maybe not. But, we assume this because their price is the first sign of their value and how they are positioning themselves to the market.

And who sets our own prices? We do! You're talking to yourself about your own value and your belief system. You need to get the conversation between your eyes right, first and foremost. Limiting yourself by believing you can't charge a premium price (because you don't believe you are worth it) is probably the biggest obstacle to your success. If you want to get results and focus on serving clients better, you want to position your price in line with that value. There's tremendous price elasticity in the fitness industry.

If you don't feel you're good enough yet, then get better, but you have to charge more because you have to be charging more to grow.

Again, you can't be cheap. No one wants the cheapest personal trainer.

#### **PRO TIP 4:**

##### **Don't Let Clients Off the Hook (and don't sell 10 packs)**

One of the most common pricing and packaging mistakes is this: Your client doesn't commit to the length of time required to hit their goals.

It's very likely that five or 10 session packs won't get your clients to their goal. As a fitness professional, it's YOUR responsibility to recommend a realistic program to your clients to best serve them. And your clients will be much more committed to achieving their goal if they invest in a long-term package. We call that "having skin in the game."

Many trainers get psyched when they sell a five or 10 session pack. But, when the sessions are used up, they have to sit down with the client and sell them again on their services. That's not an effective use of your time and can quickly turn into a major problem. The more clients you get, the more time you'll spend chasing them, tracking them, and reselling them. And it's not easy for a client to maintain that initial enthusiasm that comes after first signing up. After a couple of months, fitness is less glamorous and more about consistently doing the work. That's not as "sexy" to sell.

#### **PRO TIP 5:**

##### **Restructure Your Programs**

For the best results, you and your clients are best served by creating packages that are tied to solving the prospect's problem and achieving their goals in a specific timeframe.

This is critical because it also helps give your business predictable cash flow. And you deliver what your clients need to achieve their goals, which is the whole point of your service!

Regardless of the type of programming you offer, the best packaging we have ever tested (it's been the "control" since April 2010) is 3, 6, and 12-month commitments for all of your training services (and when you're really advanced, our top clients are selling 6, 12, and 18-month packages).

Before we talk about how to fix your pricing, let's figure out how and why you created your current pricing. Many people base their current pricing model on:

- What they've seen their competition charging
- What they've always charged (many still have clients on billing plans from 3, 5, and even 10 years ago!)
- Or they have no idea how they came up with their current rates

None of these are good strategies to base your business (and personal income) around, especially when you're scraping by each month.

#### **PRO TIP 6:**

##### **STOP Discounting Your Prices**

Many fitness professionals and business owners resort to discounting their rates in a race to the bottom of the market. "Oh, the other guys are now charging \$120/month for unlimited classes? Let's charge \$105/month!"

If you are doing this, you are committing business (and financial) suicide! There is NO profit at the bottom. Correct pricing is the first step in getting profitable and having freedom.

#### **PRO TIP 7:**

##### **Review Your Business Model: Is it as efficient and profitable as you want it to be?**

There's lots of different ways to grow ... group classes, private, semi-private, high-end private. The goal is to find the market

## **“Your target market and business model play a HUGE role in your pricing.”**

you like to work with, match the right price and service offering to it, and get a model that works as you grow.

In every fitness business, there's time when what's worked in the past isn't going to help you get to the next step. It's time to unpack that, review it, make some changes, and design a more profitable machine. This is a good time to talk with a coach who can help you take a more in-depth look and make suggestions.

Your target market and business model play a HUGE role in your pricing. You must match your price point and service offerings with the clients you wish to serve. Get this right and you'll be set up for success. Get this wrong, and it's difficult to make the economics of your business ever work right.

Remember, Don't EVER compete on price. Understand that margin equals profitability, and profits will give you the freedom (and funding) to take your fitness business to the next level.

And once you get your pricing and packaging right, you'll start closing big sales, delivering what your clients need, and growing a profitable fitness business... FAST!

Download NPE's new business guide *How to Fill Your Schedule with Great Clients You Love Working With*, and you'll discover the steps you need to take to fill your schedule, how to work with committed clients you love, and get on the path to earning a professional income. Find it at [npecoaching.com/fill-your-schedule](http://npecoaching.com/fill-your-schedule)



*Sean Greeley, CEO and Founder of NPE, has an unrelenting passion for empowering fitness business owners to grow their business and create the life they want. Since 2006, NPE has served 36,000+ fitness business owners in 96+ countries and is an award-winning company with offices in Los Angeles, London, and Sydney.*



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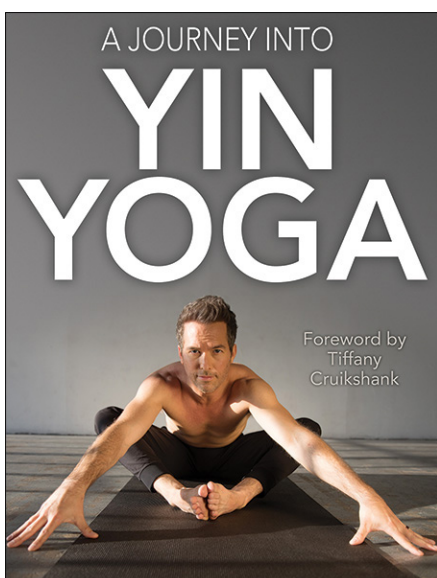
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EXCERPT

# THREE LAWS OF A YIN POSE

This is an excerpt from *A Journey Into Yin Yoga*, by Travis Eliot



The way that we exercise muscle is different from the way that we exercise connective tissue. If you want to strengthen a muscle such as a biceps, then you stress it by doing repetitive, strong, and explosive movements. For example, pick an appropriate weight and do 8 to 12 biceps curls. This exercise will break down the muscle tissue.

After rest, the body will repair and rebuild the muscle, assuming you give it proper nutrition. Then the next time you do the exercise after the muscle has recovered, the movement will be more efficient and the weight easier to curl. The natural Tao of the body knows how to adapt. This example describes a yang style of exercise to address the yang nature of the muscles. The connective tissues however, are characterized by yin and need to be exercised in a yin manner. So, what makes a yin yoga pose? Instead of a fast, dynamic movement, the connective tissues respond to a slow, sustained hold.

Practitioners of yin yoga typically hold a relaxed posture for three to five minutes, which exerts a positive stress on the connective tissues as a way to trigger the body's natural repair response. This leads to a stronger, more durable, and supple body. This method then triggers a set of events that makes the connective tissues stronger, longer, and more durable. Because the connective tissue is found in nearly every structure of the body, this is a boon for your overall health and performance capabilities.

No matter what yin pose you do, the following three laws will always be present. Anytime you work with these

**“When you enter into a posture, you first look for your edge.”**



three guidelines, you know that you are working within the realm of yin. Remember these now and forever.

### Find Your Edge

When you enter into a posture, you first look for your edge. This is a wall of resistance that keeps you from proceeding farther. Trying to force and push through this wall isn't yin; it is yang. Imagine yourself gently leaning into that wall. Depending on the situation, the wall could indicate tissue tightness or it could indicate anatomical limitations. If anatomy, rather than tissue tightness, is the limitation then your range

are feeling. This could arise as an itch, a desire to adjust clothing, or the temptation to pick at our fingernails. You wouldn't believe the number of people I've seen in a yin pose become enamored with their nails. If you need to, make a mental note to set up a mani-pedi appointment, and then come back to yin practice. Eliminate unnecessary, fidgety behavior.

### Let Time Flow

Yin yoga is not about quantity; it's about quality. You may not execute nearly as many poses as in a flow class, but that's not the point. The point is to spend a



of motion has been fully expressed. During the posture, aim for positive discomfort and not bad pain.

## “Yin yoga is not about quantity; it's about quality.”

### Find Stillness

Once you find your edge and settle into the sweet spot in the pose, strive for stillness. Stillness is synonymous with yin. Finding stillness doesn't mean that you can't fine-tune and adjust your position. It just means that if you need to move, do it mindfully.

Frequently, our movements are unconscious and reactive. If we are in a pose and experience discomfort, many of us try to distract ourselves from what we

substantial amount of time in each pose in a deep, concentrated way. The strength of yin yoga comes from this flow of time. The longer you hold, the deeper you go. The deeper you go, the deeper you heal. The deeper you heal, the better you will feel. So being patient is to your benefit.

Developing patience is an added bonus of your yin yoga practice. The more patience you have, the less stressed and anxious you will be. So how long do you hold? The magic window of time for holding a yin pose is usually three to five minutes.



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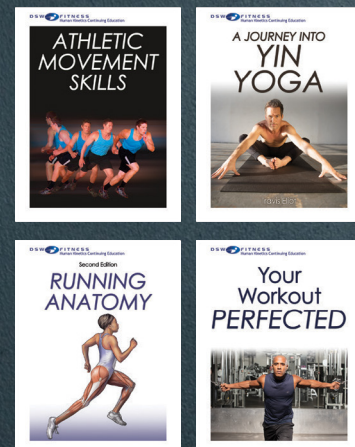


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# BREAK BIOLOGICAL BARRIERS WITH NEW SPEED TRAINING TOOLS

Here's the truth. Many of today's football coaches are placing a decreased emphasis on how much their players can lift and are increasing their emphasis on how fast their individual players and their overall team can move.

The reality is, speed kills, and next generation training tools like the S-Drive and S-Force Performance Trainers, from Matrix Fitness, are shattering preconceptions about the way coaches train athletes for speed, and what's possible for each athlete's ultimate speed potential.

**“What we need to do is put the body in a perfect mechanical position – the S-Drive and S-Force do this.”**

Phil Campbell (M.S., M.A., C-PT) is a speed technique coach and creator of The Sprint 8® Protocol. He says that taking advantage of the breakthroughs provided by the S-Drive and S-Force can give teams the edge they need to make game-changing plays and achieve more on the field. It's an uphill battle, because athletes must overcome inherent traits locked into their own DNA.

“The body always tries to do things with slow-twitch muscle fiber, even at the professional level,” says Campbell. “In many respects, your brain thinks it is doing you a favor by not recruiting fast-twitch muscle fiber and conserving that fiber in case you need to ‘run away from a bad guy’. What we need to do is put the body in a perfect mechanical position – the S-Drive and S-Force do this. When we put you in that ‘speed position’, the body is forced to recruit fast-twitch muscle fiber. You are forcing your brain to recruit all three muscle types, and that gets you where you are going faster.”

The brain isn't the only culprit preventing athletes from attaining maximum speed. The main role of the middle ear is to keep athletes from falling. The middle ear wants athletes to run upright without a

forward lean. This causes the middle ear to “put on the brakes,” says Campbell. “The middle ear doesn't care if you are trying to score a touchdown or make a game-saving tackle,” he says. “We quite literally must train the middle ear to keep the brakes off.”

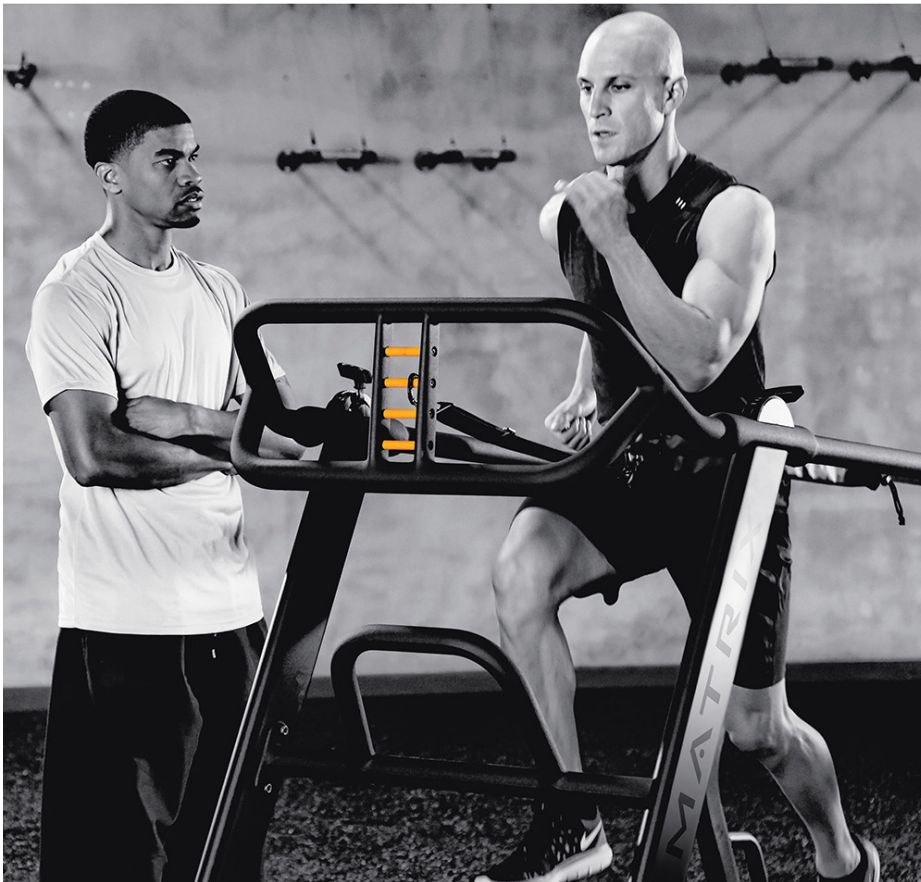
That's one of the things the S-Drive and S-Force do perfectly. They reprogram your brain to keep the brakes off.”

## Using the Right Tools

The S-Drive and S-Force were specifically created to get athletes to practice precise athletic movements at faster-than-game speeds. With the ability to simulate sprinting, sled pushing, resistance and parachute training, the S-Drive helps athletes build speed, strength, and initial explosiveness.

New speed protocols specifically created to maximize the potential of the S-Drive use scientifically validated techniques to accelerate every phase of movement. Precision-designed body positioning drills help internalize perfected upper and lower-body sprint mechanics. This direct reprogramming of the brain and nervous system recruits the superfast muscle fiber essential to unlocking each athlete's





ultimate speed potential.

The heart and lungs are then forced to oxygenate more muscle fiber, improving overall athletic conditioning, and the bursts of exertion release a natural human growth hormone in a way that traditional protocols cannot. This means that even as athletes become faster, they will also be building muscle at a significantly higher rate.

“On top of all that, coaches can get down beside the athlete and talk about sprinting mechanics and techniques, because the S-Drive and S-Force are stationary,” says Campbell. “It improves a coach’s ability to work with players one-on-one.”

### Results Matter

Campbell says that athletes who utilize the S-Drive will see improvements in their 20-meter dash time after a single workout, not because their bodies improve in such a short period of time, but because they are retraining their brains to get comfortable in an uncomfortable position.

“We can take an entire football team and make them faster by changing what they do in the drive phase of sprinting,” he says. “Most treadmills will do fly phase, which is upright running. That’s great for cross-country or even special teams, but for most football athletes, we are trying to get them to go 20 yards much faster. This is the only treadmill that I know of that will train athletes for drive phase.”

Scott Sinclair is director of strength and conditioning for the University of Georgia football program. He agrees that the S-Drive helps his football athletes better understand the mechanics of sprinting.

“We use the S-Drive for running mechanics,” says Sinclair. “For any of our players who over-stride or have a hard time understanding how to apply force to the ground, we put them on the S-Drive. For the belt to move, you must apply force to make it move. It becomes a great teaching tool.”

Campbell agrees, saying that athletes aren’t lazy, but they are fighting their own biology in an effort to get faster. “You can make your entire team faster in a very short amount of time with the S-Drive and S-Force,” he says. “It even works for the fastest guys on your team. You just have to train the right way.”

Learn more about the S-Drive and S-Force from Matrix Fitness at [matrixfitness.com](http://matrixfitness.com).

## MATRIX

*Matrix Fitness ([matrixfitness.com](http://matrixfitness.com)) is the fastest growing commercial brand in the world, and is the commercial brand of Johnson Health Tech. Matrix is comprised of a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.*

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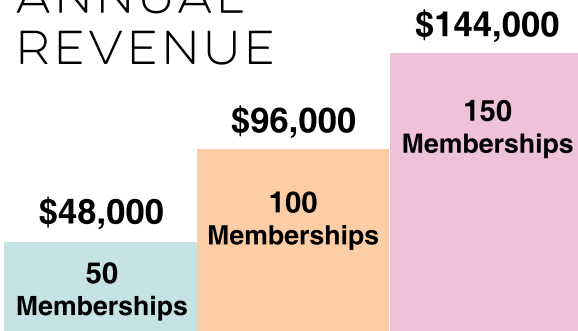
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# ALIMENTATION POUR AMÉLIORER LA PERFORMANCE ATHLÉTIQUE

## GAINS ET AVANTAGES AVEC CES PUISSANTS ALIMENTS ANTI-INFLAMMATOIRES

Si vous lisez ceci, vous êtes très probablement enclin à accroître votre performance ou celle de vos clients par de puissants aliments anti-inflammatoires. La bonne nouvelle, c'est qu'en plus de diminuer votre temps de récupération vous améliorerez votre état d'esprit. Avec un ascendant psychologique et une perception plus positive de l'avenir, vous avez les meilleures chances de succès

Voici les meilleures stratégies pour établir l'avantage que vous recherchez :

### Électrolytes

Les électrolytes sont des minéraux qui portent une charge électrique dans votre corps. Il existe sept électrolytes principaux : sodium, chlore, potassium, magnésium, calcium, phosphate et bicarbonate. Les athlètes plus spécialement ont besoin d'électrolytes, car en les éliminant constamment par la sueur, ils les épuisent. Pour se réapprovisionner de saine façon, les athlètes devraient rechercher des sources alimentaires possédant ces électrolytes. Plusieurs personnes peuvent penser aux boissons sportives pour remplacer les électrolytes, mais la plupart de ces dernières contiennent beaucoup de sucres et de colorants qui ne sont

simplement pas bons pour le corps. Une étude publiée en 2012 démontre que les bananes alimentent les athlètes et réduisent l'inflammation autant, sinon plus, que les boissons sportives.

### Équilibre du sucre sanguin

Les athlètes doivent également se soucier de l'inflammation associée au sucre blanc. Plusieurs athlètes consomment 35 c. à thé de sucre par jour ou plus. Quand nous consommons autant de sucre, nous produisons quelque chose qui se nomme « produits finaux de glycation avancée (AGE) » qui entraîne le raidissement et la malformation des fibres protéiniques. Si un athlète doit absolument consommer du sucre ou de simples glucides, il devrait remplacer le sucre par quelque chose de plus naturel, comme le miel.

### Hormones sexuelles

Le déséquilibre des hormones sexuelles est un sérieux problème auquel les athlètes font face. Si un athlète possède trop de xénoœstrogènes ( hormones œstrogènes négatives ), il ne pourra produire suffisamment de testostérone bénéfique pour la performance athlétique. Les athlètes peuvent se débarrasser des xénoœstrogènes en

mangeant plus de brocoli, rappini, choux, chou frisé, roquette, radis et moutarde. Ces aliments réduisent naturellement l'excès d'œstrogène pour aider les hommes à obtenir des gains musculaires et les femmes à maintenir l'équilibre hormonal.

### Stimuler ou ne pas stimuler ?

Plusieurs athlètes se fient grandement à la caféine pour la performance athlétique, mais il y a des alternatives. Quelqu'un d'assez chanceux d'avoir un gène caféine rapide peut certainement bénéficier du café organique, mais, si cette personne ne le tolère pas bien, elle peut utiliser d'autres sources plus douces comme le thé vert ou la yerba mate. Ces thés possèdent d'autres acides aminés comme la L-théanine qui est excellente pour relaxer un athlète avant une course. Ils peuvent également franchir le pas de la caféine standard ou des stimulants alternatifs en considérant plutôt l'utilisation d'adaptogènes. Adaptogène est un terme créé en 1969 qui identifie les plantes qui nous aident à nous adapter au stress. Parmi les meilleurs adaptogènes, on retrouve la Maca, la rhodiole, le ginseng et l'Ashwagandha.





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 GRÂCE AU QUIZ DISPONIBLE AU  
[canfitprointeractive.com](http://canfitprointeractive.com)  
 DANS VOTRE PROFIL  
 DE MEMBRE.

Par Julie Daniluk, nutritionniste holistique autorisée

### Santé thyroïdienne

Tous les athlètes devraient considérer leur santé thyroïdienne. Pensez à faire vérifier votre thyroïde par un médecin et à l'ajuster si elle est à bas niveau. Il y a plusieurs façons d'améliorer la fonction thyroïdienne comme de consommer de la dulse (une algue comestible), de la spiruline, de l'algue bleue ou verte, des coeurs de chanvre et des noix du Brésil. Ces aliments fournissent les vitamines et les minéraux dont les athlètes ont besoin pour le fonctionnement adéquat de leur thyroïde.

### Rapport de matières grasses

Plusieurs athlètes mangent trop d'oméga-6 et pas assez d'oméga-3 anti-inflammatoires et améliorant la performance. Les oméga-3 possèdent beaucoup d'avantages, comme :

- Amélioration de la fonction cognitive.
- Amélioration de la fonction cardio-vasculaire en réduisant la pression sanguine et le rythme cardiaque.
- Aide à la croissance des muscles (synthèse de protéines).
- Aide à l'amélioration du métabolisme des graisses ce qui est excellent pour les personnes qui veulent sculpter leur corps.
- Aide à prévenir les dommages musculaires liés à l'exercice physique.

- Réduction des douleurs aux articulations.
- Aide à la dilatation des bronchioles pour réduire l'asthme.
- Accroissement de la force de préhension.

### L'arc-en-ciel pour les athlètes

Il est important que les athlètes s'exposent à l'arc-en-ciel nutritionnel des aliments. Chaque plante est une pièce du casse-tête nutritionnel. Les légumes orangés fournissent la vitamine A, ces verts la vitamine B et les pourpres fournissent la vitamine C. Les betteraves en particulier ont démontré qu'elles accroissent la performance athlétique en améliorant les niveaux d'oxyde nitrique.



*Livres à succès de Julie : Meals That Heal Inflammation, Slimming Meals That Heal et Hot Detox, conseils sur la cuisine libre d'allergie qui a bon goût*

*et aide le corps dans son processus de guérison. Rejoignez Julie sur les réseaux sociaux @juliedaniluk et consultez ses incroyables recettes, ses conseils à propos de l'alimentation et ses programmes en ligne à [juliedaniluk.com](http://juliedaniluk.com).*



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# THE CONFIDENCE YOU NEED TO RUN YOUR BUSINESS

## REDUCING THE RISKS ASSOCIATED WITH YOUR CLIENTS AND PREMISES

By Murray MacKenzie

**“...lawyers are expensive and can deplete liability limits very quickly in lengthy claims situations.”**

Peace of mind is a wonderful thing. Knowing your insurance is protecting you against the risks of being a fitness professional or gym owner, can help provide that. As the leading fitness insurance broker in Canada, we are frequently asked how fitness professionals and gym owners can reduce their risk associated with their clients and/or premises. With our canfitpro “Protect Yourself” Insurance program, we offer competitive rates and a broad scope of coverages to help you mitigate threats to your business. However, here are a few examples of things you can do to reduce your own risk:

- Make sure equipment is well maintained and service records are kept.
- Be certain to acquaint new customers with equipment operation and provide proper signage so use is easy and clear to understand.
- Be sure to have a completed Par-Q for each client so you are aware of past health issues, allergies, conditions, etc.
- Provide supervision for clients who require assistance.
- Have a response plan available to all staff so they are prepared for various scenarios including injuries, sickness, CPR, etc.
- Realize that any clients under the age of 18 are not allowed to enter

into a contract, so while the parents can sue for negligence now, the minor can also come back later when they become an adult and pursue legal action again. For these reasons, be very careful about training minors.

- Even if an action does not result in a claim, the costs of defence can be extraordinary and a liability policy will pick up this cost for insured claims. That is why it is so important to carry commercial liability insurance to protect your business, as well as your personal assets.
- Carry at least \$2M of liability coverage....lawyers are expensive and can deplete liability limits very quickly in lengthy claims situations. Some other programs insuring those in the fitness industry offer limits of \$1M and even \$500,000, and as noted, these limits can be eroded to the point where you do not have enough insurance to cover the claim.
- Make sure staff have the proper training and certifications to perform their duties. Otherwise, their insurance may not respond, as this is a requirement of the policy.
- Be sure to have a commercial liability policy to cover your exposure if you work from home and have clients come into your residence. Should your homeowners insurer find out you have a commercial operation

without proper insurance they may cancel your homeowner’s policy.

By following these practices, you will greatly reduce your exposure to claims, protect not only your business but also your personal assets, and help to provide peace of mind and avoid a stressful, drawn out litigation and potential trial.

Insurance is there to protect you in the event of an unforeseen accident or occurrence. These situations, however, can be mitigated with some careful steps, some of which have been outlined in this article.

Should you wish to obtain a quote as either a fitness trainer/instructor, in home studio operator or gym owner, we can be reached on the canfitpro website or directly at our website, [ajgcanada.com/canfitpro](http://ajgcanada.com/canfitpro).



*Murray MacKenzie, C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at Gallagher. 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](mailto:murray_mackenzie@ajg.com) or visit [ajgcanada.com/canfitpro](http://ajgcanada.com/canfitpro).*





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## Nutrition Facts Valeur Nutritive

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

	% Daily value *
	% valeur quotidienne
<b>Calories 25</b>	
<b>Fat / Lipide 1 g</b>	2 %
Saturated / saturés 0 g	
+Trans / trans 0 g	0 %
<b>Carbohydrates / Glucides 6 g</b>	
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	0 %
<b>Protein / Protéines 1 g</b>	
<b>Cholesterol / Cholestérol 0 mg</b>	
<b>Sodium 0 mg</b>	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**