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the official  
magazine

CANADIAN FITNESS PROFESSIONALS

July/August 2017

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EXERCISE

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is Not  
the End!**

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## The Official Magazine of Canadian Fitness Professionals

**Our Purpose:** Inspire Healthy Living  
Through Fitness Education

**EDITORIAL DISCLAIMER:** We recognize that fitness professionals look to canfitpro for current and reliable information about the fitness industry. There are many opinions on every topic we cover, which is one of the reasons our industry is so interesting. However, the opinions of authors may or may not reflect those of canfitpro. In addition, canfitpro reserves the right to refuse any advertising and bears no responsibility for advertisers' messages. When applying information learned here to themselves, their clients and their class participants, we expect readers to think critically and to use common sense.

JULY/AUGUST 2017

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## A Summer of Celebrations

**T**his is going to be a great summer of celebrations, starting with the 150th anniversary of Canada on July 1st! Festivities will no doubt be bigger than ever as Canada celebrates its evolution that has led to the development of a diverse and inclusive society. As fitness professionals, it's a wonderful opportunity to get in on the energy of this historic celebration by providing your clients and participants with contests, rallies, and challenges that can bring extra motivation and enjoyment to their workouts. How can you go even further and inspire your communities to get active and influence their overall health? We have an important job to do to keep motivating, inspiring, and encouraging all Canadians to stay active and healthy so that we can all continue to keep celebrating our milestones!

canfitpro will also be hosting a celebration of its own later this summer for personal and professional transformation! The canfitpro world fitness expo will be welcoming 5,000 fitness professionals and well over 15,000 fitness consumers to Toronto from August 16-20. This year's event offers more diversity in education with more new presenters, educational sessions, and specialty tracks, then ever before, and you don't even have to be a professional in the fitness industry to attend. If you have been at world fitness expo in the past we encourage you to share your story with others who have not yet experienced this landmark event. Open people's hearts and minds to the possibilities that stand before them at world fitness expo, and in return canfitpro will recognize you with a \$50 referral bonus for anyone you influence to register. We look forward to celebrating with you, your clients, participants, family, and friends at canfitpro world fitness expo.

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# canfitpro UPDATES

## Next Steps

Like all great organizations, canfitpro continues to change and grow. One of the most recent changes, involves our leadership. Rod Macdonald is no longer employed at canfitpro and we would like to take the opportunity to thank him for his contribution over the past 15 years and wish him all the best in his future endeavors. The role of canfitpro's Interim Vice President will be taken on by Nathalie Lacombe. Nathalie has been with the company for 9 years as Director of Membership and Certification. She is a seasoned health and fitness executive, recognized for her passionate leadership, organizational skills, as well as her commitment to success. Nathalie is also an internationally recognized trainer and presenter, and well respected in the fitness industry. She will be supported by Vice President of Program Innovation, Mo Hagan, and the rest of the canfitpro management team. During times of change, it is the combined efforts of many that steers the ship forward. canfitpro is on the move with many exciting opportunities in its future, starting with world fitness expo in August.

### CORRECTION

In our Member Spotlight of the May-June magazine (pages 60 and 61), we incorrectly spelled our member's name. The correct spelling of her name is **Rhonda Roberts Smid**. We apologize to Rhonda for this error.

Interested in submitting an article for the *canfitpro Magazine*? Please send submissions to [magazine@canfitpro.com](mailto:magazine@canfitpro.com).



## UPCOMING EVENTS

- **Edmonton, AB** - September 30-October 1
- **Vancouver, BC** - October 26-29
- **Halifax, NS** - November 2-4
- **Toronto, ON Summit** - November 18
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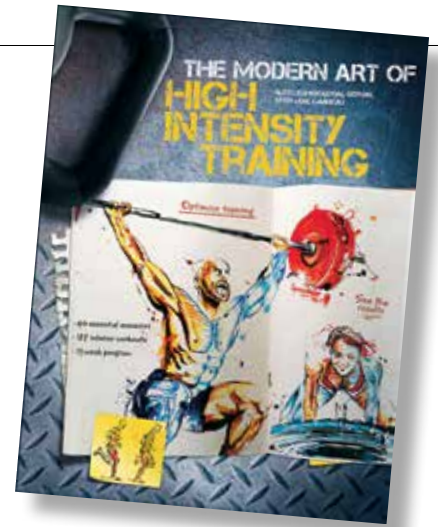
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By Murray MacKenzie

The days are warming up and so are our plans for the 2017 canfitpro world fitness expo in Toronto. We look forward to meeting you in our booth in August, which will be located near the canfitpro booth. As the only canfitpro endorsed insurance broker, we want to make sure you are fully covered in your role as a fitness instructor, trainer, or gym owner. We understand it can be challenging finding adequate insurance coverages at an affordable price so we are pleased to offer a quick and simple application through our online portal using your canfitpro membership ID number. From here, you will have access to the most competitive terms and rates available with premiums starting at \$159 annually.

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Again, we look forward to seeing all of you at the canfitpro world fitness expo this August.

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Murray MacKenzie C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at Arthur J. Gallagher Canada Limited, formerly Stevenson & Hunt Insurance Brokers.

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](http://ajgcanada.com).

Log into [canfitprointeractive.com](http://canfitprointeractive.com) and visit the Member Benefits tab to obtain member discount codes and instructions to access all Member Benefit Provider products and services.

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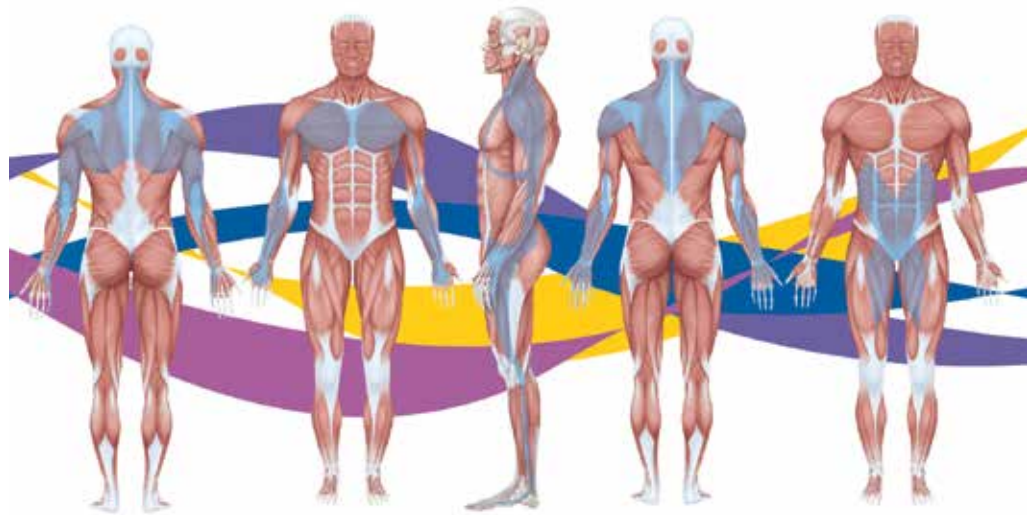


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**Nathalie Lacombe**  
vice president

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### Coin franco

L'équipe francophone de canfitpro a très hâte de vous retrouver en grand nombre au world fitness expo à Toronto du 16 au 20 août prochain. En plus du choix de 300 d'ateliers, rencontrer Marie Petigny en personne et partager votre rétroaction avec nous. Nous espérons vous voir en grand nombre!



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# PRO TRAINER *Showcase*



## BRAD SLOSS

**canfitpro Programs Taught:**  
Personal Training  
Specialist (PTS)

Yep, just one. To quote Steve Jobs "Do not try to do everything. Do one thing well."

### Why did you become a PRO TRAINER?

After I completed my Master's Degree and worked at my first 'real' job for about a year, I felt like I had more to offer and was diligently looking for something to do as a business or investment. I came across the Personal Training Specialist manual, started asking questions about being a PRO TRAINER and the wheels started to turn. There is one thing I am glad I did and it is something I make a point of mentioning when conducting the PTS certification, I actually took the course with a PRO TRAINER, and now friend, Andrea Thatcher, and completed all the exams to become fully certified before buying into the company. I thought being certified was a good idea but a better idea was getting first-

**"Personality and Persona always outweigh Degrees and Designation. 'Learners' do not care much about the letters beside my name, the certifications I have or how many titles I have had. They respond best and perform better when they know I am real, I care, I am present, I am motivated, I am going to be there for them at the course and the exam."**

hand experience as a course participant. It allowed me to actually 'feel' what my soon to be students would experience from registration, to class room instruction, to theory and practical testing. Needless to say, I definitely took a business approach and was satisfied enough to buy not only one, but several PTS territories.

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

I started as a PRO TRAINER very young and now have 15 plus years of learning experiences...several of every kind! It was rough at the beginning; I was honestly pretty terrible and had a lot to learn. Many people need to be thanked right here, but there is definitely not enough room, so I will just say thanks to everyone who helped and stuck with me!

To answer your question, there is one over-lying fact that I learned about leading and connecting with people. It is something I use in my canfitpro courses, in my classroom at Humber, and in life. It is the realization that in a learning environment:

Personality and Persona always outweigh Degrees and Designation. 'Learners' do not care much about the letters beside my name, the certifications I have or how many titles I have had. They respond best and perform better when they know I am real, I care, I am present, I am motivated, I am going to be there for them at the course and the exam. Most importantly, I enjoy going above and beyond to get them into the industry and to see them win. No strings attached. This goes for me and every PRO TRAINER on my territory team.

### What's your favourite section of the Personal Training Specialist course and why?

Definitely myofascial slings or bioenergetics...no, muscular anatomy...oh, I can't decide!

Sorry - just joking! I couldn't resist. I am very much a 'rubber meets road' kind of person and instructor. My favourite part of the PTS course is taking the material that has course participants sweating before the course even starts (like myofascial slings, bioenergetics, and muscular anatomy) and translating it into terminology and real-life situations that are relatable and easier to comprehend. I recognize that a unique characteristic of our course is that besides the online preparation before the in-class portion, there is not an educational prerequisite to take the PTS certification. As a result, there tends to be a steep learning curve. Getting course participants from start to finish is not always an easy task - we earn our keep.

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

As alluded to above, but deserving of repetition, I genuinely enjoy seeing participants succeed. Before some readers roll their eyes, understand that my team and I are business people. No one is in business to lose money, however, there is a great satisfaction (altruistic, if you will) in meeting and training someone who is truly hungry to get 'better'; better quality of life, better career, better education, better self, the list is endless. We enjoy pushing people forward and seeing them succeed. Iron sharpens iron.

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

Wow, that's a HUGE question.

For the sake of space, I will keep my answer canfitpro specific:

- Acquire one more territory and have it fully operational (Woodstock)
- Train up and add two more Associates to my team (hungry and coachable)
- Utilize professional development opportunities through canfitpro and as faculty at Humber College to further increase my leadership capacity
- Continue to push myself to express my own "Personality and Persona"
- Use social media as a too, not a toy (join me @bslossy on Instagram)
- Stay 'Pumped up, Fired up, and Super Excited'
- Win one of those awards at the event and not just be in the top 3 or 4 (maybe a "do one thing really well award" for single discipline folks like me)

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# Astuces de planification d'entraînements

Équilibrer la sécurité et l'intensité pour les populations spéciales afin d'obtenir des résultats cohérents



Par Claudiu Popa, PTS, OAS

**M**algré nos meilleurs efforts pour rationaliser les séances d'entraînement et la standardisation des approches afin de fournir des résultats tangibles aux clients d'entraînement personnel, la réalité demeure que chaque individu est unique et de manière très différente. Chaque situation est un scénario qui doit être suivi, géré et surveillé pour atteindre une ligne fine entre un plateau ennuyeux et une croissance explosive tempérée par des approches sûres de l'exercice moderne.

A partir de "Wonder of You" d'Elvis Presley à "I'm Not Like Everybody Else" par les Kinks, la musique qui célèbre l'individualité de chacun de nous fait partie intégrante de la sensibilisation culturelle.

Nous sommes amenés à nous conformer aux normes sociales en tant que mécanisme de survie et de succès, mais nous nous réjouissons de notre propre caractère parce que nous sommes après tout «Complicated» (Avril Lavigne) et «Beautiful» (Christina Aguilera) et c'est En fait "Hip to be Square" (Huey Lewis and the News).

À mesure que nous vieillissons, la diversité fascinante de l'humanité fait que, chacun d'entre nous reconnaisse sans équivoque que même un «Freak Like Me» (Santigold) apporte quelque chose de spécial au monde et plus tôt on peut reconnaître que «je suis différent» (Randy Newman), plus tôt nous pouvons acquiescer au fait que "I've Gotta be Me" (Sammy Davis Jr).

En tant que professionnels d'entraînement personnel, nous sommes dans la position enviable non seulement de reconnaître ces attributs en nous-mêmes, mais en projetant cette conscience sur les autres

comme pour dire "You're So Unique" (Billy Preston) à des individus qui doivent absolument accepter leur différences et maximiser les opportunités qu'ils s'y présentent.

Ainsi, les populations spéciales soit ; les personnes âgées, les patients de réadaptation et les personnes handicapées nous offrent des occasions exceptionnelles d'être utiles, ce sont les opportunités que nous ne devrions jamais laisser passer parce qu'ils comptent énormément pour tous les participants.

Puisqu'ils nous aident à adopter une mentalité de gestion des risques qui est utile dans toutes les situations, indépendamment de l'individualité de chacun. Comme pour tout le reste, le processus est simple, l'exécution est difficile car nous devons appliquer et transférer des mesures égales de planification, de discipline et de conscience kinesthésique entre autres choses.

Nous définissons ainsi les objectifs à court terme et moyen termes, identifions le mélange d'exercices qui nous permettront d'atténuer les risques avec des techniques préventives et des contre-indications et, finalement, en identifiant les bons paramètres qui nous aideront à évaluer le succès de nos efforts.

L'auteur serait arrogant de s'attendre à ce qu'un article modeste comme celui-ci soit même un sommaire adéquat de cette matière riche qui pourrait combler un cours de maîtrise d'une durée d'un an, et nous nous engageons dans un premier aperçu des quatre étapes du processus ci-dessous, laissant une plongée plus profonde au plaisir du lecteur.

## Étape 1: Définir des objectifs clairs

Dépendant de la situation, le processus de définition des objectifs d'exercice personnel est celui où l'entraîneur personnel

devrait offrir un soutien rationnel et des conseils réalistes. Trouver un équilibre minutieux entre la réalisation de progrès significatifs et la suppression des limites des possibilités est en grande partie un exercice visant à faire respecter l'engagement. Procédez avec un engagement pour:

- Documenter des objectifs à courts termes
- Identifiez les composants et les aspects fixes qui évolueront avec le temps
- Identifiez les objectifs à moyen et à long terme, mais prenez note des limitations individuelles
- Associez-les en combinaison saisonnière
- Faire correspondre les objectifs aux types d'exercice

## Étape 2: Attribuer des types d'exercices

Que les cas particuliers impliquent des personnes âgées de plus de 90 ans, mais encore indépendantes, ou des diabétiques ayant des exigences particulières en matière d'accessibilité, la diversité infinie des situations exige un équilibre minutieux entre l'aérobic, la force, l'équilibre et la flexibilité, des exercices qui tiennent compte de tout, de la gamme de mouvement, Le profil de risque, les niveaux d'énergie, les installations et l'équipement, etc. Planifiez soigneusement, évoluez progressivement le programme et développez une flexibilité suffisante pour préserver la pertinence, peu importe les changements qui pourraient être nécessaires au fil du temps.

## Étape 3: Contrôle des risques

Lorsque vous sélectionnez les exercices des quatre «seaux» suivants, assurez-vous ►



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que les approches préventives de la gestion des risques restent à l'esprit. C'est votre tâche la plus importante, car vous êtes responsable de la compréhension autant que possible de la situation personnelle et de l'expérience du client.

### A. Exercice aérobique

Prescrire des activités qui améliorent le système cardiovasculaire, en veillant à ce que la fréquence cardiaque fonctionne de manière optimale et à régulariser la respiration tout au long de la session.

### B. Exercice musculaire

Augmenter la masse musculaire maigre avec des exercices de résistance qui se concentrent sur les mouvements composés, tirant parti de multiples muscles simultanément pour réduire le risque de blessure en tout temps. Les périodes de repos varient en fonction de chaque situation particulière.

### C. Exercice d'équilibre

La stabilité et le contrôle revêtent une importance particulière pour les populations particulières, car l'âge, les blessures, les modes de vie sédentaires, les conditions neurologiques et autres sont des facteurs clés pour maintenir l'état de santé des mécanismes neuromusculaires requis pour assurer la sécurité et le contrôle.

### D. Exercice de flexibilité

L'étirement des muscles et des doublures contribuent à améliorer la gamme de mouvements, à distribuer l'approvisionnement du sang à différentes parties du corps et à veiller à ce que divers risques liés à une gamme limitée de mouvements, l'accumulation d'acide lactique et l'équilibre soient atténués de manière adéquate.

## Étape 4: Mesurer les résultats

L'évaluation du succès des techniques préventives et l'application des contre-indications est un exercice de discipline, mais aussi de communication.

En tant que spécialiste de la formation professionnelle et de la formation personnelle, vous contrôlez plusieurs des facteurs qui conduisent à la relation dynamique avec le client - en particulier le transfert de connaissances et la communication positive - en veillant à ce que chaque interaction soit remplie d'encouragement et de soutien, en fournissant des commentaires suffisants et même en créant une récompense Système basé sur des réalisations spécifiques à la catégorie liées à des objectifs réalistes.

Comme Peter Diamandis, l'auteur de "Abundance" a déclaré, "vous obtenez ce que vous incitez". Cela est particulièrement vrai dans le cadre de la relation PTS-client, mais avec la mise en garde que nous prenons toujours en compte des facteurs limitants tels que l'âge, le contrôle du poids, le diabète, les

maladies cardiaques et les dysfonctionnements, les problèmes respiratoires et pulmonaires, l'arthrite et les douleurs lombaires, la santé des os, les problèmes hormonaux et chimiques, les troubles neurologiques et neuromusculaires, la moelle épinière et les conditions génétiques parmi d'autres défis présentés par des populations spéciales.

Dans le cadre de votre suivi assidu du succès périodique, assurez-vous que vous vivez par la célèbre citation de Peter Drucker «si vous ne pouvez pas le mesurer, vous ne pouvez pas le gérer». En effet, vous ne devez pas simplement vous concentrer sur les limites et les défis présentés par les populations spéciales, mais reconnaître qu'ils doivent être normalisés avec des dépendances conventionnelles telles que la démarche, le genre, les facteurs psychologiques, comportementaux et situationnels.

Une telle dimension est le bien-être psychologique et les perspectives positives du client. Sur la base d'études publiées (Salmon et al.2000) sur les effets bénéfiques de l'exercice sur l'anxiété, la dépression et le stress, il est important d'inclure ces mesures, même dans les gammes 1-10, dans les évaluations périodiques pour suivre les progrès au fil du temps.

En saisissant l'opportunité d'encadrer les relations avec les clients grâce à une telle lentille, nous nous rendons compte que chaque situation est particulière, les jeunes adultes et les personnes âgées constituant les deux tiers des cas, laissant des conditions de santé spécifiques comme troisième aspect de la triade pour laquelle nous venons d'appliquer un processus normalisé. En fin de compte, une combinaison de modèles empiriques et déductifs (essai et erreur) de la gestion de l'exercice physique devrait être exploitée avec des populations spéciales pour maximiser le plaisir, l'engagement et l'efficacité (Epstein, 1998). En effet, en gérant les relations de cette manière, nous pouvons traiter les situations aiguës et chroniques de la même manière, générer des améliorations au fil du temps, mesurer les progrès et documenter les leçons apprises qui permettent aux clients de façonner activement la prescription de leur propre réussite.



Claudiu Popa, PTS, OAS, bénéficie d'une formation en force et conditionnement physique, spécialisé dans la condition physique pour adultes, appréciant travailler avec des clients exceptionnels

et collaborer avec des professionnels exceptionnels. Claudiu est le fondateur de Workout Smart et peut être contacté en toute confiance à [Claudiu@WorkoutSmart.ca](mailto:Claudiu@WorkoutSmart.ca). Assurez-vous de le suivre sur [Twitter.com/WorkoutSmart](https://twitter.com/WorkoutSmart) et sur [Facebook.WorkoutSmart.ca](https://facebook.com/WorkoutSmart.ca).





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# Boost Your Value

Retention strategies that keep your clients coming back, month after month!



By Sean Greeley, CEO, NPE

**A**s a fitness business owner, you likely invest lots of time, money, and energy to find members and clients for your facility and after putting in all that hard work and effort, the last thing you want to do is see them walk away and leave your business! Retention is an issue that every gym must consistently work at across the globe. Keeping members and clients comes down to providing them with value. The more value they receive, the longer they'll stick around. But how do members receive value? What makes up value to them? Well, here's a powerful equation we share with our clients:

$$V = ME + R + R$$

*Value = member's experience  
+ the relationships built +  
the results you provide*

## How to Provide an Amazing Member Experience

The value you bring to those you serve is based first and foremost on the experience you provide. But what makes up your members' experience? It starts before they ever walk into your gym. If someone were to call your gym, how would the phone be answered? You put all kinds of effort into

getting a person interested in your business, they finally call, and then they hear, "Hey, what's up?". Not really appealing for a potential member, right? It puts a bad taste in their mouth, and you've already set yourself up for failure.

Once you get someone into the gym, there are a number of factors that can add or take away from their overall experience. It's critical that your gym looks professional. This obviously means that your space should be clean and well maintained, but there are tons of other appearance factors that greatly affect your members' experience. Things like lighting and paint color can have dramatic effects on the experience of your members. Your space should be bright and energetic, otherwise coming in could be draining and

a big turn off. All these things are critical to ensuring that you're keeping your members happy, but people don't choose their gym based solely on how it looks. They want a place where they feel welcome and accepted.

### Building Relationships with Your Members

Your members choose you because they trust and connect with you. You need to do everything you can to strengthen that relationship and build upon it. This all starts with showing your members that you care. What are you doing that goes above and beyond for each of your members? There are a variety of things you can do, from client appreciation events to sending out holiday cards. It's the little things that mean the most, and every action you take to show your members that you care strengthens their bond to you and your gym.

The appearance of your gym and the relationships you build are critical to your success, but people go to a gym because they want to improve their health and fitness.

### Getting the Best Results for Your Members

Think about your gym like a restaurant: Great restaurants do all kinds of things to

set the experience – lighting, music, ambience... but if the food that comes out of the kitchen sucks, no one is going back to that restaurant. The same thing applies to your gym... if the coaching and results are subpar, people won't come back.

So what can you do to ensure awesome results? Consistency is key. If you're not delivering all the coaching at your gym, you should take steps to standardize what your coaches are doing. This starts with the onboarding process for your coaches, where you should set clear expectations. You also need to meet with your coaches regularly to ensure that they are giving consistent instructions and looking for the same keys in each training session.

Ultimately, people are looking for a gym that helps them achieve their fitness goals, so you need to make sure you're providing them with that.

### Putting It All Together

It's important to remember that everything reflects on everything. Member experience, relationships, and results combine to equal your value to your members, and none of them can be successful if the others are lacking. You can do a great job marketing and be the best sales person in the world, but if your product doesn't live up to your

members' expectations you simply won't keep them.

If you're struggling with keeping your members, you need to take a step back and look at the experience you provide, the relationships you're building, and the results your clients are getting. There's always more you can do to increase your value. Focusing on improving one (or all!) of these is the best way to keep your members happy and coming back month after month.



Sean Greeley, CEO of NPE, has an unrelenting passion for supporting entrepreneurs and growing businesses. For nearly 10 years, NPE has grown to serve over 24,000 fitness business owners in 95 countries. The company has 3 offices in Orlando, London, and Sydney and has been listed 7x on the Inc. 500 list of fastest growing, privately owned US corporations. You can learn how to attract your ideal clientele with NPE's complimentary guide on, "10 Questions to Define Your Best Prospective Client," at [NetProfitExplosion.com/Value](http://NetProfitExplosion.com/Value).

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# Arthritis is Not the End!

Understanding the risk factors and guidelines for appropriate and effective exercises

By Ona McDonald

**D**o any of your clients or participants suffer with joint pain, joint stiffness, swelling around a joint or limited range of motion?

Many of our participants struggle with such symptoms, better known as arthritis.

There are many types of arthritis but the most common are rheumatoid arthritis (RA) and osteoarthritis (OA).

## What is it?

The word “arthritis” means joint inflammation. Did you know that of the 406 joints in the body, 292 of them are susceptible to arthritis? That’s a lot! And it could mean a great deal of joint pain for a single person to endure. To make matters worse, both types of arthritis are progressive, meaning the conditions will worsen over time.

## Rheumatoid Arthritis (RA)

Rheumatoid arthritis is an autoimmune, inflammatory condition that affects the whole body. Hands and feet are affected the most, but also the lungs, heart, and blood vessels. It is symmetrical. In other words, both sides of the body are equally involved. A disease with a strong genetic component, rheumatoid arthritis attacks the synovial lining of the joints, causing damage to the surfaces of the bones. Tendons and ligaments are also distressed and may even lengthen or become worse over time, resulting in deformation and joint destruction. Morning stiffness and swelling can last hours.

## Osteoarthritis (OA)

Osteoarthritis is more common and tends to upset the larger joints of the body.

This condition is characterized by a wearing away of the cartilage on the ends of the bones, causing the body to generate new, undesirable, boney growths called osteophytes. As you might imagine, these osteophytes alter the joint’s appearance and function. If you have osteoarthritis, you likely suffer from swelling, stiffness, decreased range of motion, and grinding sounds. The hips, knees, lower back, neck, and hands are common degenerative joint hot spots. Alarming statistics indicate that one in two people will endure knee osteoarthritis.

Rheumatoid Arthritis and Osteoarthritis do have some similarities but their conditions are different and require distinctive exercise protocols. Rheumatoid Arthritis is more complex and unpredictable, with symptoms and treatments that vary with



Statistics show that genetics does indeed play a part in one's susceptibility to developing osteoarthritis.

#### **Stress on a Joint**

- Did your client ever suffer from a joint injury in their past, such as a sports related trauma or fracture? What about a sprain and swelling?
- Did they ever have any kind of surgical intervention on a joint?
- Any past damage or intrusion to a joint will most likely result in osteoarthritis in the future.

#### **Overuse**

- How active is your client? Were they ever a competitive athlete (as their training program would have then placed higher demands on their joints)?
- What type training, if any, do they presently, or used to engage in?
- Regular wear and tear will play a factor in developing osteoarthritis.

#### **Overweight**

- Does your participant have a healthy weight?
- Carrying around excess pounds puts more stress on the joints.

Just one pound of weight brings four pounds of pressure through the knee joints and six pounds of pressure through the hips. If the arthritis is debilitating, this can affect one's ability to do all the daily activities that have become part of a regular routine, therefore impinging on one's quality of life.

#### **How can your clients/ participants get relief?**

Medical clearance is key before starting any exercise. Medical practitioners may prescribe non-steroidal (NSAIDS) and steroidal medications, but these may cause other negative side effects on one's body, which in turn, may affect their training. Being knowledgeable and empathetic to these body disturbances will make you a better fitness professional.

If more intervention is required, doctors may recommend injections, joint repair, joint replacement or fusion. Alternative approaches might include supplementation (glucosamine, chondroitin, MSM), natural nutritional products (fish oils, turmeric), acupuncture, massage, and topical creams.

These are not the only options for your participants. There is good news! Exercise can help! "Motion is lotion!"

The worse the joint is, the more important it is to strengthen the muscles around it. However, it is crucial to find the right "dose" of sets, repetitions, and weight to use, so you don't cause additional swelling and inflammation.

Always keep in mind the 'Arthritis Rule

of 2 Hours'. If clients are in too much pain two (2) hours after a workout, then they did too much. On the flip side, if clients do not move or exercise because of pain, their muscles will weaken, and as a result, they will have a weaker joint.

#### **Exercise Guidelines**

For participants with osteoarthritis, there are a few precautions fitness professionals should consider:

- 1. Educate your client/participants** to engage in a longer warm up. They may need 10-15 minutes or more.
- 2. Applying heat** to a stiff and sore joint before exercise will help loosen the stiff areas. Arthritic joints love warmth.
- 3. Do low impact activities only**, as arthritic joints do not like hard surfaces or high impact actions.
- 4. Shorten the exercise duration.** 30-45 minutes may be long enough for some clients.
- 5. Incorporate strength training** into their routine. Reinforce proper alignment. Use sufficient but tolerable weight loads and repetitions.
- 6. Cross train.** Reduce the stress associated with doing the same exercises repeatedly.
- 7. Suggest they try an aqua class.** The properties of water have beneficial effects on swelling and sore joints.
- 8. Make sure** your clients wear cushioned, supportive shoes.
- 9. Suggest a Tai Chi or beginner Yoga class.** Slow, meditative movement, which is gentle on the joints, benefits both the mind and the body.

Most importantly, guide your clients and participants to listen to their own body! Discuss different training options. Give them professional advice and workout routines designed to help them live active, healthy lives.

each individual. The remainder of this article will address the more common form of arthritis, Osteoarthritis, that fitness professionals will most likely be overseeing.

#### **What are the risk factors for Osteoarthritis?**

Risk factors are numerous and varied, but a few of the most common are listed here.

As a personal trainer, it is much easier to do a thorough interview with your clients to investigate these further than it would be in a group class setting.

#### **Genetics**

- What is their family history? Does someone close to them suffer with osteoarthritis? What joints are affected?



Ona has been involved in healthy, active pursuits in the fitness industry for over 40 years. A university degree in Physical & Health education, a Bachelor's degree in Education and working in the teaching profession, has given her

the skills and knowledge to work with all age groups. She has taught many styles of classes and is an active group Fitness Leader, Personal Trainer, Yoga, Pilates, and Aqua Instructor. As a PRO TRAINER for canfitpro, Ona can be found bringing a wealth of knowledge & experience, educating others in the field of healthy, active living.



# Thai Yoga and Pregnancy

A safe approach to promote recovery and relaxation for pre-natal clients

By Daniela Goode

**W**hen working with clients during pregnancy, many questions arise on how to select exercises that are both safe and beneficial. With so many different viewpoints on what is optimal by way of load, exertion, body position, and range of motion, you may find yourself wondering where to start; especially in the area of flexibility. Despite some of the common misconceptions of years past, researchers and pre-natal fitness experts agree that flexibility can, and should, be included when training women during pregnancy; so long as the client has been given medical clearance and reasonable safety guidelines are observed.

## How Can Thai Yoga Benefit Your Pre-Natal Client?

One of the beautiful things about our

Thai Yoga Therapy practice is that we're able to combine assisted stretches with massage techniques in a way that encourages flexibility within a safe range, while at the same time applying massage pressure to release some of the muscular tension that can build up throughout pregnancy. We are able to complement the exercises in pre-natal workouts with restorative movements that promote recovery and relaxation. By incorporating techniques that optimize mobility, reduce stress levels, induce relaxation, and encourage better breath control, we're also helping our clients to prepare for the process of childbirth. Additionally, these positive effects can have great benefit during the post-partum stage as well, helping new mothers to balance their mental, emotional, and physical health as they adjust to this new phase of life.

## Is it Safe During Pregnancy?

In a healthy, low-risk pregnancy, it is generally safe to receive both massage and assisted stretch. Of course, there are certain parameters to help you select appropriate activities, based on each client's unique needs and presentation. For example, during the 2nd and 3rd trimesters, positions that have the client laying prone or supine should be avoided, and replaced with seated or side-lying postures, depending on the client's level of comfort. Also, due to the release of a hormone called relaxin, women can experience greater levels of joint laxity during the mid to late stages of their pregnancy, as their body begins to prepare for the birthing process. For this reason, rather than focusing on getting an intense stretch and finding the "end-point", we should move within a moderate range of motion



that gently encourages muscles toward a comfortable, pain-free resting length.

With this in mind, we also shift our Thai Yoga Therapy sessions to incorporate more massage than stretch, taking care to utilize a compassionate application of pressure techniques. With proper training, practitioners are able to ensure that their sessions are informed by science, considerate of each client's unique needs, and delivered through mindful touch.

### Key Areas to Stretch and Massage

In our Thai Yoga workshops, we come across several practitioners and trainers who would like to use these techniques with pre-natal clients. They often ask for suggestions on which parts of the body they should focus on.

Here are a few of the key areas we often suggest:

• **Low Back** – Most pregnant women will gladly accept some muscular relief in their low back area, especially in the 2nd and 3rd trimesters when the lumbar region experiences greater tension, as the baby's size and mass increase with time. By utilizing seated and side-lying postures, you can effectively access the low back area, while keeping your client in a safe and comfortable position.

• **Hips** – Addressing muscular tension or mobility restrictions around the hips can help greatly in reducing pain in the low back. As this is one of the areas that many

expectant mothers experience discomfort, it is definitely one to consider working on. In addition to the relief of low back pain, the muscles that produce movement at the hip joint, such as the hamstrings, rectus femoris, iliopsoas, and adductors, can also find relief from stretch and massage during pregnancy. Another benefit of gentle range of motion exercises in the lower body is that they also help to prepare the body for the positions of childbirth.

• **Chest**– As the body releases various hormones throughout pregnancy and prepares for lactation, there is often an increase in tension throughout the pectoral muscles. Stretching this area is also a great option for several months after a woman has given birth, since upper body tension may increase in response to breastfeeding posture.

With these ideas as a starting point, remember to always tailor each session toward the client's specific needs, without pushing or stretching beyond the point of their comfort and safety. Ultimately, our goal is to encourage mobility and express touch in a mindful and compassionate way.



Daniela Goode is a Kinesiologist and Wellness Educator whose passion lies in using movement to foster vibrant health. Email Daniela at [daniela@navina.ca](mailto:daniela@navina.ca) or visit [www.navina.ca](http://www.navina.ca).

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# Client Self-Sabotage



Improve your clients' results by understanding how self-sabotage is created

By Nathalie Plamondon-Thomas

**T**he pathways along which information travels through the neurons (nerve cells) of the brain can be compared with the paths through a cornfield. Let's say you live in a house surrounded by a thick cornfield. When

you come out of your house there is nowhere to go, except if you dare to walk on the corn. You start stepping on it, and as you walk through the field, the corn bounces back up behind you. The second time you step on the same path the corn bounces back up,

Learn more about self-sabotage and brain programming at Nathalie's session **THINK Yourself™ THIN** at canfitpro world fitness expo in August.

but it breaks a little and doesn't come all the way back up. The third time, the corn is weakened even more and so on until, one day, you have a perfectly flat path in front of your house that leads to where you are going. The same goes for our thoughts and memories - the more we review them in our mind, the more deeply they are etched in our neural pathways. That is how habits are created and formed.

### The neural pathways in our brain are responsible for our self-sabotage.

Unfortunately, when thinking about fitness and nutrition, the only paths that most people know are reminding them of past failures. When they hire you to train them or they start coming to your classes, they most likely have tried previous methods that did not necessarily work. Their pathways are leading to deceptions.

If everyday they get up and look at themselves in the mirror and think or say: "I am overweight. I am out of shape. I have a big belly." and all that nasty self-talk that humans are capable of, they are programming themselves to stay that way. Our brain is always listening and always creating pathways, using our most frequent thoughts to pave our internal highways leading to the results we program ourselves to reach. Their internal personal assistant is delivering exactly what they want. When someone is programming himself or herself everyday to be chubby and out of shape, it

**“Your job is to help your clients step onto a new path, which may feel hard at the beginning, as they have to break the corn to create it, but once it's created and they have been there several times, the path will be clear and wide.”**



Speaker, Life Coach & Executive Coach and No.1 Best Selling Author, Nathalie has been in the fitness industry for over 30 years. She combines her fitness background with motivational concepts and the brain programming processes she practices as a Master Practitioner in Neuro Linguistic Programming. She retrains your brain to allow you to take charge of your own life and get inspired from within. "You can take a horse to water but you can't make him drink". Somehow, Nathalie can.

is no wonder why, when they start an exercise program that is actually working, their personal assistant goes into panic mode. Their inner-self is thinking "Oh no! What is going on? They said they wanted to be overweight and tired all the time and now they are starting to lose weight and get stronger. What can I do? I need to do my job right. They programmed me to make them overweight. Oh, here is a chocolate bar. I'm going to make them grab that and then tonight I will make them sit on the couch instead of going to the gym!" And here goes the old self-sabotage again.

### How do we create different pathways and avoid self-sabotage?

Your job is to help your clients step onto a new path, which may feel hard at the beginning, as they have to break the corn to create it, but once it's created and they have been there several times, the path will be clear and wide. With time, the old path will grow new corn and will not even be a path anymore. They will soon forget about the old route.

Help them have a clear goal of what they want, instead of what they don't want. Our brains don't process negations. If I tell you to close your eyes and to NOT visualize Mickey Mouse wearing a yellow tutu, standing on top of an elephant, did you see it? Your brain did process the image anyways even if you read 'DO NOT' visualize. When asked what they want, most of your clients will tell you what they don't want. "I don't want to be fat anymore. I don't want to be tired all the time. I don't want to be out of breath when I run with my kids." Their brain hears and programs their pathways towards fat, tired, and out of breath. If you were a contractor, it would be like them asking you to paint their kitchen NOT blue! Ask them, "What do you want instead?" and help them write up their positive outcome.

The same way their internal dialogue is responsible for their own self-sabotage, the words you use with them are also very important. If, while you train them, you continually tell them 'encouraging' words like, "push through the pain", "no pain, no gain", "don't stop", etc., you are programming their brain to associate with pain and giving up. Use positive words instead like, "keep going", "feel your muscles getting stronger", etc.



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# Meditation

Take the well-being of your clients to the next level

By Angela Kontgen

**B**efore stepping into my coaching shoes, I spent over 20 years as a personal trainer and fitness specialist. Some of my favourite memories were the excited looks and sense of relief I received from my busy and “stressed” out clients when I asked if they would like to do a meditation at the end of our session. I would always get responses like “OMG, yes I would love that and I need it!” Meditation is an incredible practice that any fitness professional can add to their programming and that every single client will absolutely love you even more for. Trust me on this one - people out there are craving assistance on how to decompress, calm their mind, and help with focusing on what matters in life.

So, before I get into the ‘how’, let me just share a bit of the ‘why’ behind this incredible practice. There was a time, not long ago, when the word meditation brought visions of people in robes sitting quietly in remote areas. Today, as the science and research mounts, meditation is making its way into the living rooms, schools and boardrooms of North America. Even the reputable Harvard Business Review is citing meditation as one of the top practices for the 21st century business leader and entrepreneur. I take this a step further and like to say that anyone interested in taking any aspect of their life to new levels would benefit immensely from meditation. There is growing evidence that meditation is a powerful way to build life skills like focus, creative thinking, and emotional resilience, but it also has a multitude of effects on our health and well-being.

The biggest reason that meditation impacts so many aspects of our life is that it actively shifts, changes, and rewires the brain...and the brain is the CEO of everything! In his amazing book, *Evolve Your Brain*, Dr. Joe Dispenza explains that meditation takes us from Beta to Alpha and Theta brain wave states. In a nutshell, you are shifting the brain from overdrive



Learn more from Angela at the canfitpro world fitness expo in her session **Movement + Meditation: an explosive combo for your Clients.**

and survival mode into what I like to call the 'all is well' state, where creativity, focus, and new levels of health are possible.

In stress mode, the brain sends signals to our support systems to disengage. The brain and body are mostly focused on fighting or fleeing the scene. So, you can go on chugging buckets of green juice but your brain, in survival mode, is telling your digestive and immune systems (among many others) to shut down - I don't really need you right now. This makes so much sense to me today as often I would have a client who was exercising and eating all the right things and yet still having trouble reaching their health and fitness goals. Something was missing. I call meditation the missing link. So many people out there are in survival mode from the time they wake each day. They know, intuitively, that this is not a good state and they are seeking guidance on how to calm their body, spirit, and mind.

As a fitness professional, here are a few tips on how to integrate this incredible practice into your classes and sessions:

1) At the beginning of a session, check in with your clients or participants by asking them how they are feeling, not only physically but also mentally and emotionally. How busy is their mind? What are their stress levels like?

2) Once you gain a better understanding of their state, ask if they would like to end the session with a simple three to five minute meditation.

3) Explain to them that adding a few minutes of meditation at the end of the session will help them shift from feeling stressed out to "all is well" and this will have a ripple effect throughout their day.

4) As a group fitness specialist, you can use a few minutes in the cool down segment of your class by playing a simple five minute guided meditation. Or if you feel confident, walk them through the mediation on your own, even if all you do is help them focus on their breathing, focusing more gentle attention on each exhalation.

5) As a personal trainer you can offer the same thing, if you have the luxury of a quiet room but if not, just take them off to the side and have them sit comfortably or lay down and have a short guided mediation ready to go on a tablet or smart phone and a pair of headphones. Simply guiding them through some focused breathing will shift their brain wave patterns.

6) Encourage your clients and participants to create a simple five minute morning meditation practice, when the brain is least busy, almost immediately after we wake. This simple daily habit will help

them tremendously on their road to health and overall wellness. Recommend a guided meditation to begin with.

7) If you are not already doing so, consider setting up your own morning meditation practice to begin experiencing the benefits and become an even more passionate advocate for your clients.

So are you ready for your clients to love you even more? Have fun and know that this incredible practice is helping your clients improve their whole well-being. Check out my YouTube video (search for "Calm & Create - a Meditation" or "Angela Kontgen") to help you calm your mind, get clear and create your day.



With over 25 years in health and fitness, Angela is on a mission to help more people elevate their physical, mental, emotional, and spiritual energies through the powerful daily habit of meditation. She holds many coaching certifications and is a writer and editor for an inspiring global magazine, all of which stems from a passion for helping people take their lives to new levels, beginning with the mind.



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# Fueling Your Kids Activity & Sport



## Tips for eating healthy all day to keep children fueled for physical activity

By Dr. Marc Bubbs ND, CISSN, CSCS

**S**port is a great way to get kids moving and keep them healthy.<sup>1</sup> It's also a fantastic tool to help kids build camaraderie and self-esteem, the dedication and patience required to develop new skills, as well as emotional control (i.e. psychological resilience) which translates to all areas of life.<sup>2</sup> Unfortunately, processed snacks and sugary drinks surround children at school, and on television, and steer their food choices.

Advertising on TV is strategically directed at kids and adolescents (because its highly impactful), and the snack foods themselves are specifically designed by food scientists to be highly addictive.<sup>3,4</sup> It's

no coincidence that obesity rates among children have tripled in the last 30 years in parallel with a dramatic rise of processed "snack" foods, two-thirds of which contain added sugars.<sup>5,6</sup>

So, what can we do to healthily fuel a child's sport and physical activity?

We need to get kids back on nutrient-dense "real food" options. Shifting the focus back to the fundamentals will go a long way to supporting a child's capacity to perform on the field and in the classroom. Here are my top-5 tips;

### 1. Protein At Every Meal

Recovery from exercise is a 24-hour process, rather than simply what you eat in the hours after your sport. Protein is

critically important because it provides the "bricks" that build virtually everything in a child's body; from red blood cells (RBCs) to immune cells and neurotransmitters, to muscles, etc.<sup>7</sup> Aim for 1.5g/kg bodyweight of protein per day, or roughly at least "one palm" of protein (size and thickness of the child's own palm) at breakfast, lunch, and dinner.<sup>8</sup> Great options include eggs, full-fat plain yogurt or milk, all types of animal protein (i.e. beef, chicken, fish, seafood, pork), as well as vegetarian sources like beans and legumes.<sup>8,9</sup> If a child is tired, frequently sick or rundown then adding more protein to their diet is a great way to increase the essential micronutrient intake – zinc, iron, B12, etc. – required to support recovery and health.<sup>10,11</sup>

### 2. Ensure Adequate Healthy Fats

Fats are an absolute "home run" when it comes to fueling mental and physical performance. Not only do they provide lots of energy but they're also essential for a child's cognitive health.<sup>12</sup> Unfortunately, fear

of fats (i.e. butter, egg yolks) over the past half century have steered our nutritional choices away from traditional foods our grandparents and great grandparents ate (and thrived on). Thankfully, today's research supports their importance for health, learning, and performance.<sup>8,10,11,12</sup> There needs to be more "smart fats" in a child's diet, such as egg yolks, butter, full-fat dairy (i.e. milk or yogurt), coconut and olive oil, avocados and nuts. Remember, allow children to liberally eat "smart fats", as they're essential for their health and contain a wealth of fat-soluble vitamins A, D, E and K.<sup>8,9</sup>

### 3. Go For "Real-Food" Carbs

Kids are constantly moving and need enough calories to meet the demands of long school days and constant activity. Unprocessed, natural dietary sources of carbohydrates provide slow-sustained energy, as well as b-vitamins for energy, potassium for electrolyte balance, and fiber to support healthy gut bacteria and regular bowel movements. Great whole food sources of carbs include; sweet or white potatoes, root vegetables (i.e. beets, carrots, parsnips), rice (i.e. short-grain brown, wild), oats, and freshly made breads.

### 4. Nutrition Before Exercise (30 minutes)

Right before games go for the quick-acting natural sugars of fruit like berries, apples, and bananas or dried fruit like raisins, dates, and mangoes, to fuel them during their activity. Alternatively, you can make your own "energy balls" at home, as they're quick, easy, and really tasty. Check out one of my "go-to" recipes above.

### 5. Nutrition During Exercise

Sports drinks provide key electrolytes like sodium, potassium, and magnesium to offset the sweat loss during play, however they usually have far too much sugar. You can make your own "sport drink" quite easily, and cheaply, from home. This one above is one of my favourite recipes!

Hydration isn't just important during play. To keep children hydrated after exercise, ensure they regularly drink water and eat a "real food" diet rich in animal protein, vegetables, fruits, and starchy carbs (i.e. rice, root veggies), which all provide significant amounts of water.



## To Sum Things Up

Nutrition can be very complex, but the good news is it doesn't have to be. Aim for regular doses of whole food protein, fat, and carbs at every meal (if a child is a picky eater, simply start with breakfast). The reality is, what children eat over the course of the entire day matters far more than simply what they eat right before or during their sport. This can become even more important as children become more involved in competitive sports. Getting kids involved with cooking meals or preparing "electrolyte drinks" or "energy balls" not only upgrades their nutrition game but helps them take an active role in their health and performance.



Dr. Marc Bubbs, ND is a Naturopathic Doctor, Speaker, Director of Nutrition for the Canadian Men's National Basketball Team and Author of The Paleo Project - A 21st Guide to Looking Leaner, Getting Stronger, & Living Longer. He also hosts the Dr. Bubbs Performance Podcast, is regular contributor to Breaking Muscle, and nutrition advisory board member for Strong Magazine. You can find out more on Dr. Bubbs at [www.DrBubbs.com](http://www.DrBubbs.com).



## HOME-MADE ENERGY BALLS

### Ingredients:

- 3/4 to 1 cup of large or whole oats
- 1/3 cup of unpasteurized honey
- 1/2 cup of almond butter
- 1/2 cup dark chocolate (70%) chips
- 1/4 cup of ground flaxseed
- 1 tsp of vanilla extract

### Instructions

Add all ingredients together in a medium bowl and mix thoroughly. Place in refrigerator and let sit for 35 minutes. Remove from fridge and roll into 1 to 2-inch balls. You're finished! Keep refrigerated for up to 7 days (or in freezer for weeks).

## HOME-MADE SPORT DRINK

- 750 ml of water
- 3/4 cup freshly squeezed orange juice (or your preferred fruit)
- 1/2 freshly squeezed lemon
- 1/4 teaspoon of celtic sea or Himalayan salt
- 2 tablespoons raw honey or maple syrup (add more to taste)

For in-depth research on kids' nutrition, readers are encouraged to check out the following references:

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# Training for Older Clients

Using functional fitness tests to identify deficiencies and yield superior results

By **Cody Sipe**, PhD

**T**he older adult population is very diverse physically and functionally. As such, their individual exercise needs vary dramatically. This is why generic 'one-size-fits-all' programs typically only achieve small to moderate results. The

research indicates that improving isolated aspects of function, such as muscle strength or cardiorespiratory fitness, can be somewhat effective, but they fail to maximize functional ability. This is because functional ability is multi-factorial and can be fairly complicated.

The Functional Aging Training Model (developed by the Functional Aging In-

stitute) grossly divides function into the domains of Balance, Mobility, Cognitive/Emotional, Neuromuscular, Musculoskeletal, and Cardiorespiratory. These domains can be further subdivided into individual factors (see figure 1.1). Each of the factors within these domains contributes to a person's capacity to do the things they need to do, like to do, and want to do. Healthcare professionals will recognize these as impairment level factors from the Nagi Disablement Model or the WHO International Classification of Function and Disability.

These domains are affected by both biological aging and secondary aging (due to lifestyle) processes, but they decline in individuals at different rates and therefore contribute unequally to individuals' functional capacity (which creates the huge variability among older adults). The typical older adult who is experiencing problems with their functional abilities is suffering from small to moderate deficiencies in numerous factors. It is the sum effect of these individual deficiencies that is creating functional limitations. Therefore, an exercise program





Figure 1.1

“In order to fully evaluate an older individual’s needs, a combination of Functional Movement Screening (to identify deficiencies in mobility, motor control, and functional patterns) and functional fitness testing (to identify deficiencies in functional performance) is recommended.”

must address numerous factors/domains tailored to the client’s needs in order to be maximally effective.

In order to fully evaluate an older individual’s needs, a combination of Functional Movement Screening (to identify deficiencies in mobility, motor control, and functional patterns) and functional fitness testing (to identify deficiencies in functional performance) is recommended. These two approaches, when used in combination, yield a plethora of useful information that can be used to identify deficits that need to be addressed through exercise, to gauge progress, and make programmatic adjustments. Utilizing corrective movements within a scientifically valid paradigm for training older clients will yield superior results to using either on its own.

Choosing whether to do the full Func-

tional Movement Screening (FMS), the modified FMS, or no FMS at all, is dependent on several variables. Age, however, is not one of them. A person’s chronological age is a rather poor indicator of a person’s physical capabilities. Haven’t we all known 70-80 year olds who were more fit, healthy, and functional than other 50-60 year olds? So, to assume a person cannot perform the full FMS due to age is ageist.

The primary factor to consider is their balance and fall risk. Fall risk can be evaluated using the STEADI (Stopping Elderly Accidents, Deaths and Injuries) algorithm from the CDC (a free downloadable resource). Those at high risk for falling (those with gait, strength or balance problems and one or more falls in the past year) should forego the FMS and be sent straight to an intensive balance training program. Indi-

viduals at moderate fall risk should be able to complete the modified FMS along with additional functional fitness testing, while individuals at low risk should be able to complete the full FMS along with additional functional fitness testing.

There are a variety of functional fitness tests that can be used depending on the abilities of the individual and functional domains being evaluated. The STEADI algorithm uses the Timed Up and Go, 30 Second Chair Stand, and 4 Stage Balance Test. Other tests to consider include the Modified Clinical Test of Sensory Interaction in Balance, 8’ Up and Go, Fullerton Advanced Balance Scale, Senior Fitness Test Battery (which includes the 8’ Up and Go and 30 Second Chair Stand tests), Y Balance Test, and others.



Cody Sipe, PhD, is co-founder of the Functional Aging Institute as well as Associate Professor and Director of Clinical Research in a Doctoral Physical Therapy Program. He is certified in FMS Level 1 and 2 and the YBT.

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**NPE** is the only global fitness community that empowers entrepreneurs at every stage of business growth and development. Through education, coaching, and access to a community of like-minded professionals, we're here to help you grow your fitness business so you can achieve your goals and fulfill your dreams. [www.netprofitexplosion.com](http://www.netprofitexplosion.com). **Education Partner**



**Precor®** develops and manufactures premium fitness equipment, software, and service solutions that help fitness facility operators grow their business and create a personalized fitness experience for their customers. Precor has introduced the world to industry-changing products including the Elliptical Fitness Crosstrainer™, Adaptive Motion Trainer®, Queenax™, and Spinning®. [www.precor.com](http://www.precor.com).



At **Reebok** we see it as our purpose to inspire people to be their absolute best. We believe that fitness is a way of life. Tough Fitness is our take on fitness for all that are willing to conquer the unknown obstacles in life. #BeMoreHuman. For more information, visit [www.Reebok.ca](http://www.Reebok.ca) or @ReebokCanada



The **Stages Cycling** brand is focused on cycling, both indoors and outdoors, since the brand's inception. Unlike other commercial indoor bike manufacturers, who produce full lines of fitness equipment, all Stages' resources – including that of Stages Cycling University education – are dedicated to enhancing the experience of your riders. Your members will feel our devotion to cycling in the quality of our technology, bikes, power and world-class instructor education.



The **Toronto Star**, founded in 1892, is Canada's largest newspaper and is read in print and online by 3 million readers a week. It delivers the Greater Toronto Area's most sought after demographics in unequalled numbers. With a commitment to editorial excellence, the *Toronto Star* has won the prestigious National Newspaper Award 136 times. [thestar.com](http://thestar.com)



**Uvalux** is Canada's largest tanning distributor. Established in 1979, Uvalux provides state-of-the-art equipment from uwe, Ergoline, VersaSpa, Mystic Tan, and top-selling lotion brands: Australian Gold, Swedish Beauty, California Tan and Designer Skin. Discover the Aqua Frixio and Cocoon Wellness for luxury spa technology. Learn about industry trends, training, and much more! [www.uvalux.com](http://www.uvalux.com), 1-800-661-6292

# SPONSOR PROFILES

## PRESTIGE



**Fitness Business Canada (FBC)** magazine serves the owners, managers, staff, and independent fitness professionals throughout the health/fitness industry in Canada. Facility owners and managers use *FBC* and FitNet e-news as a network of management knowledge teamed with industry news. *FBC* meets their most requested editorial topics combined with quality information on fitness equipment and accessories.



**FreeMotion** makes modern fitness machines that are safe, reliable, state-of-the-art personal trainers that raise the fitness levels of passionate goal setters. Together with our 40 year old parent company, Icon Health & Fitness, we're believers in what's next, what's possible and what's worth every drop of sweat.



**Keiser** relentlessly pursues solutions that push the limits of fitness science. By beginning the design process with the human body rather than the limits of current technology, Keiser develops science-backed solutions that break the widely accepted industry conventions and elevate human performance. Keiser. Because... 'Good Enough' Isn't.



**INNOVATION, UNCHAINED.** Introducing Carbon Blue™ technology - a belt drive system combining unmatched durability with the authentic outdoor feel you expect from **Schwinn**. Add the latest Echelon MPower Console technology and cutting edge education for a complete package! Learn more about our products and Schwinn education at [www.schwinnequipment.com](http://www.schwinnequipment.com)



**TRX**®, creators of Suspension Training®, offers functional training equipment, trainer education, comprehensive programming, and all new digital platform called TRX CONNECT, to help fitness facilities create sustainable and lucrative programs and spaces. Through a commitment to research and development, TRX® is changing the way consumers exercise; athletes train for sports; soldiers train for combat; and trainers and instructors coach clients. Visit [www.TRXtraining.com](http://www.TRXtraining.com) or call 1-888-878-5348.



**YogaFit**® is the largest Yoga school in the world with over 250,000 trained instructors worldwide. Founded in 1994 by Beth Shaw,

YogaFit® offers a user-friendly, fitness-oriented style of yoga for everybody and every body. Offering numerous specialty teacher trainings including: Seniors, PreNatal, Anatomy, Kids, Restorative and Therapeutic featuring our 100-hour YogaFit for Warriors certificate for trauma-informed Yoga. A registered school (RYS) with Yoga Alliance for 200 and 500-hour training, YogaFit Canada was the 2013 recipient of the Steve Block Vendor of the Year Award and is the official Yoga Education Provider for canfitpro. [www.yogafitcanada.com](http://www.yogafitcanada.com), 1-855-607-YOGA (9642) **Education Partner**



Founded in 2001, **Zumba** is the largest branded fitness company in the world -- reporting more than 15 million weekly participants, in 200,000 locations, across 186 countries. Known as "exercise in disguise", Zumba® blends contagious world rhythms with easy-to-follow choreography, for an effective, total-body workout that feels more like a party than exercise. In addition to its original Zumba® program, the company offers 10 Zumba® specialty classes -- from aquatic-based to those specifically designed for active older adults and children. In 2016, Zumba launched its first non-dance, HIIT-based workout called STRONG by Zumba™, based on Synced Music Motivation. The Zumba® lifestyle is rounded out by the company's many consumer product offerings, including DVDs, video games and original music, activewear and footwear, nutrition drink line "Zumba Shake Shake Shake™" and interactive Fitness-Concert™ events. For more information about Zumba's programs and products, or to find a live class, visit [zumba.com](http://zumba.com). Visit the ZLife blog and follow us on Facebook, Twitter and Instagram.



# SPONSOR PROFILES

## CLASSIC



**BEACHBODY  
LIVE!**

**Beachbody LIVE** is a community of like-minded people who thrive on results-oriented, innovative, and inspiring workouts. We are Instructors, Master Trainers and class-goers bonded by sweat and a shared journey where fitness is fun. Backed by Beachbody, the leader in group fitness with over 20 years of helping people lead healthy lifestyles.

**Bellies**<sup>™</sup>  
INC.

Prepare • Recover • Restore

**Bellies Inc** was first known for the Ab System - a patented system to help pregnant women prepare, recover and restore their core. They have since evolved into the industry leader in female core and pelvic floor education and are helping professionals move their clients safely through pregnancy, motherhood and menopause.



Are you seeking advanced training that integrates functional exercise systems with holistic approaches to a healthy lifestyle? For over 20 years, the **C.H.E.K. Institute**, founded by industry icon Paul Chek, has offered multiple ways to enhance your professional skills and knowledge, helping thousands of professionals worldwide achieve greater success with their clients. Study online and earn CECs at your conven-

ience. Or learn with hands-on instruction at our comprehensive Advanced Training Programs. From post-rehab to sports-specific conditioning, stress management or holistic coaching, call 800-552-8789 or visit [www.chekinstitute.com](http://www.chekinstitute.com) for your complimentary CHEK Starter Kit.



**DTS Fitness Education** is an award winning fitness industry continuing education provider. Our company vision of longevity and pain free movement for everyone is what drives our commitment to delivering courses focused on the fundamentals along with our belief that the application of knowledge is what makes knowledge powerful. [www.dtsfitnesseducation.com](http://www.dtsfitnesseducation.com), [info@dtsfitnesseducation.com](mailto:info@dtsfitnesseducation.com), 1-800-722-3155.



**Fitchek** - The easiest way on earth to reach more customers and increase your revenues! We think everyone should have access to incredible tools that do just that without having to pay a fortune for it. It's why we created Fitchek! Make your sessions available on the new Fitchek canfitpro marketplace today!



**Fitness Kickboxing Canada Inc.** (FKCI) "official preferred MMA Certification provider for canfitpro" with Courses and Master

Trainers across Canada: Our mission is to implement nationally standardized authentic Mixed Martial Arts, Boxing & Kickboxing training for fitness. FKCI offers certification courses and CEC workshops for: Fitness Boxing, Fitness Kickboxing, Fitness MMA and NEW BOOCAMP CANADA Certification launched in 2016. For more information contact us at 519-942-1625, e-mail us at [info@fitnesskickboxingcanada.ca](mailto:info@fitnesskickboxingcanada.ca) or visit our website at [www.fitnesskickboxingcanada.ca](http://www.fitnesskickboxingcanada.ca).  
**Education Partner**



**Functional Movement Systems, Inc.** (FMS) is an education company that produces and promotes principles and methodologies to enhance movement as individuals engage in physical activity. We are committed to giving fitness, healthcare and performance professionals actionable steps to help people around the world first move well. Then, move often. **Education Partner**



At **Healthy Planet**, health and wellness is our passion, and we want to share that with you by providing highest quality products readily available and affordable for consumers far and wide. Healthy Planet has come a long way in a short time. We succeeded by making Healthy Planet one of the best known brands in health foods, supplements, sports nutrition and beauty care category in the GTA. Our vision is "To help the people of the world Live Life Healthy" [www.healthyplanetcanada.com](http://www.healthyplanetcanada.com)



**HOIST® Fitness Systems** is a San Diego, California based company producing strength training and indoor cycling products for the commercial and home markets. The company's commercial products can be found all over the world in health clubs, YMCAs, community centers, hotels, personal training facilities, colleges & universities, corporate fitness centers, government facilities and military bases. Home products can be purchased through specialty fitness retailers throughout the world.



**Induro Cycling** offers both Beat Based and Theater Enhanced indoor cycling workouts utilizing amazing soundtracks, instructor certifications / CECs, and cycling videos from over 20 locations around the globe! Induro combines the 1-5 Resistance and Cadence scale with moves including Rocks, Rolls, Rock'n'Roll Combos, and Diamonds with 2-4-and 8 Count beats.



**ICAA** is dedicated to changing the way we age by uniting fitness and wellness professionals. The council supports these professionals with education, information, resources and tools, so they can achieve optimal success with the 50 plus population. As an educator and advocate, ICAA has advised numerous organizations and governmental bodies.



**Lebert Fitness** is a Global leader in the development of high performance workout tools with the Lebert Equalizer®, Lebert Buddy System™ Lebert Stretch Strap™ and the Lebert SRT Barbell™. Our Education courses are creative, cutting edge and provide everything needed to conduct personal training, small group training and group fitness classes in an amazing variety of programs.



**Metro** is Canada's most read national daily newspaper brand and the first national daily to publish in both official languages. *Metro* is available in print, online and mobile in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver. *Metro* targets metropolitans through traditional newsprint, online and mobile platforms as well as through proprietary iPhone, iPad and Android apps. *Metro* brings relevant daily updates and unique global inspiration at the right time and in the right format to enhance quality of life.



**Navina™** evolves the world of touch education globally. We evaluate old paradigms, and blend classic and contemporary sciences, to develop new traditions. We create community with purpose and invoke positive personal and social change. Our legacy will be a more connected, better educated, and more compassionate society. **Education Partner**



**Octane Fitness** perfected the elliptical machine, introduced a new category with the xRide®, designed strength-infused cardio with CROSS CIRCUIT®, created new workouts with LateralX®, optimized cross training with the XT-One™, invented zero-impact running with the all-new Zero Runner®, and redefined stationary cycling with the AirdyneX.



**The Ontario Physique Association** is sanctioned by the IFBB "International Bodybuilding and Fitness Federation". The IFBB is represented in over 190 countries. The IFBB is the official federation representing Bodybuilding, Fitness, Physique, Figure

and Bikini and is a member of the Olympic Sport Accord. Ontario boasts a membership of 3,000 members with 26 competitions in Ontario alone. We are proud to promote a healthy lifestyle by encouraging our members to compete in our natural sanctioned events as one of the motivation factors to stay in shape. Please visit our website at [www.physiqueassociation.ca](http://www.physiqueassociation.ca)



**POUND®** is a unique exercise method inspired by the energizing, infectious, and sweat-dripping fun of playing the drums. What started as one class in Los Angeles, CA has exploded into a global fitness and lifestyle brand with a network of over 10,000 certified instructors across the world! [www.poundfit.com](http://www.poundfit.com), [info@poundfit.com](mailto:info@poundfit.com), 310.601.4728



**Total Gym** continues to lead the industry with functional training products on an adjustable incline. Visit Total Gym to see the RE-IMAGINED Elevate Circuit™; a unique line of single station units designed for all fitness levels. Total Gym is changing Group Rowing and offers GRAVITY, a turnkey solution for member retention.



The **WaterRower GX** fitness programs, ShockWave and Indo-Row, are enjoyed throughout hundreds of facilities across the globe. Created by world-renowned presenter and fitness icon Jay Blahnik and former world-champion rower Josh Crosby, these programs have cemented rowing as a mainstay within the group fitness studio. To experience our products and programming, first-hand, contact [sales@waterrower.com](mailto:sales@waterrower.com)

# EXHIBITORS PLUS

We would like to thank all of the **2017 world fitness expo** exhibitors for joining us this year! We encourage you to get to know these companies by visiting their websites and stopping by their booths in the expo hall!



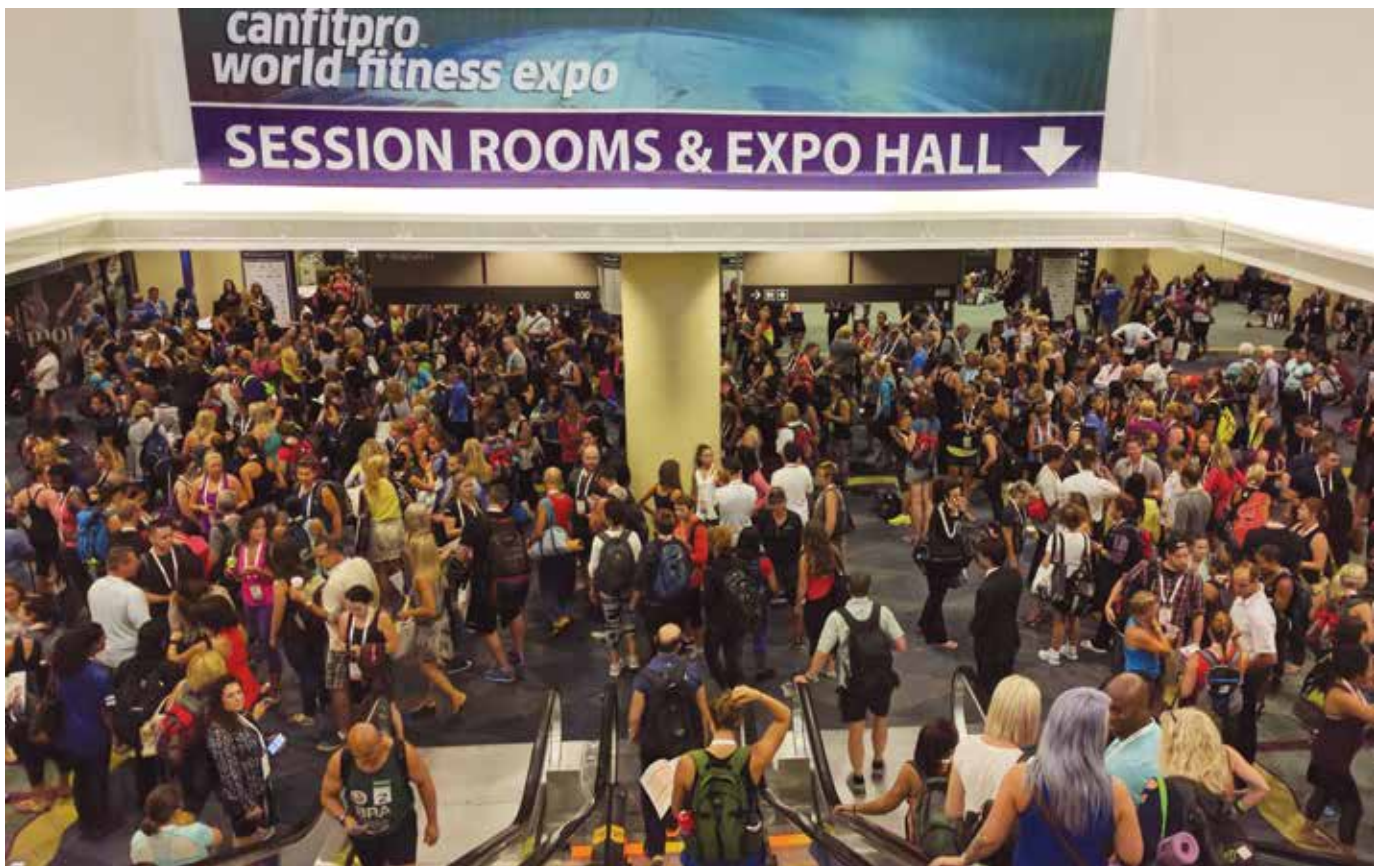
**Athlete Activation System (AAS)** - Only Canadian based S&C certification backed by 30+ years of experience helping trainers navigate the trenches of strength & conditioning with no bullshit, and no gimmicks. This proven training system is used by coaches around the world to build athletes who dominate at their sport - [athleteactivation.com](http://athleteactivation.com).



**Barreworks** was the first Toronto studio to specialize in ballet barre-based fitness classes. Their safe, effective, and fun fitness classes caught on quickly, and they have since expanded their offerings to include the Barre Certified by Barreworks instructor training program. Learn more on their website: [barreworks.ca](http://barreworks.ca) or email [info@barreworks.ca](mailto:info@barreworks.ca)



**BollyX**, the Bollywood Workout is a 50-minute cardio dance fitness format that uses high intensity interval training to achieve a science-based total body workout. Our certified instructors are trained to safely and effectively help YOU "Unleash Your Inner Rockstar." Join the BollyX movement! Visit [www.bollyx.com](http://www.bollyx.com) for more information.







**CALA** provides high quality bilingual specialty training, certification and recertification opportunities with an interactive communication network for aquafitness leaders, aquatic post rehabilitation specialists, water running, kick box and aqua yoga enthusiasts. CALA promotes professionalism and excellence with a holistic approach to leadership. The mind is encouraged to discover, the body to move and the spirit to soar. CALA training courses, workshops and conferences are designed to unleash the excellence to be found in everyone. CALA is closely linked with and accredited by provincial, national and international fitness and health organizations.

**Health Med Distributors**



**Jungshin Fitness** is the world's leading sword focused fitness experience for everyone. The workouts combine directional momentum training, moving meditation, and warrior play using weighted wooden swords allowing the practitioner to ignite the warrior within.



**Kettlebell AMPD** is a group fitness format that takes light weight kettlebells, great music, and combines them for a total body workout. Check out [www.kettlebellampd.com](http://www.kettlebellampd.com) for more information about trainings, or hosting a training. You can reach out to the creator, Amy Moreland, at [amy@kettlebellampd.com](mailto:amy@kettlebellampd.com) with any questions.



**Metafit** is the original branded HIIT workout. Metafit is the most versatile program for PT's and group instructors. Metafit eliminates your need to program; you simply focus on coaching clients to max intensity with correct technique. After the one-day certification, subscribed coaches receive monthly workouts, videos, marketing resources & more.



**Muscle Activation Techniques™** is a revolutionary approach to assess and correct a client's muscular system. MAT™ is a global education company that teaches professionals in the health industry an effective way to help their clients who have limitations in range of motion and movement. Visit [www.muscleactivation.com](http://www.muscleactivation.com) for more information.



**PLYOGA** is a 4 part interval system engaging fundamental and accelerated yoga postures as an active recovery for modifiable plyometric training. Reveal your inner athlete with a workout that merges the benefits of flexibility and balance with agile and dynamic movement.



**RAD** designs and manufactures tools to help unleash human movement. Their innovative line of myofascial therapy tools were developed for greater access to the nooks and crannies of your entire body. RAD also has an numerous courses for fitness professionals that teach the best approach for improving mobility and movement.

**SWIS - Society of Weight Training Injury Specialist**

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# EXHIBITORS



## **Allylian Sciences™**

Allylian Sciences™ is led by the most decorated American winter Olympian of all time, 8x medalist Apolo Ohno. Mastermind™ and our line of organic, vegan, nonGMO products were formulated by health and wellness professionals for elite performers and those striving to be the absolute best in any arena, at any stage of life. [www.enhance.allylian.com/riskfreetrial](http://www.enhance.allylian.com/riskfreetrial) Contact Sandra Larsen 306.747.9085

## **Arbonne**

Arbonne's Nutrition promotes a healthy lifestyle. Delivering key nutrients like protein, fibre, vitamins, minerals, probiotics, enzymes amino acids and omega3 fatty acids, supporting muscles, energy metabolism, cognitive function and much more. Vegan, gluten-free, BSCG certified. PhytoSport products help achieve peak performance in 3 steps- Prepare & Endure, Hydration, Recover. Live an extraordinary, healthy life.

## **Battle Sports™**

Battle Sports™ Inc is a Toronto-based, 10,000 square foot facility where our guest experiences include Archery Dodgeball™, a NERF battle arena, an indoor archery range, and the Rage Room™, a Battle Sports™ exclusive. Battle Sports™ Inc is the perfect place to host team building exercises, birthday parties, bachelor/bachelorette parties, or other events. Check us out at [battlesports.ca](http://battlesports.ca).

## **Body Braid**

Body Braid is a soft, elastic body wrap that provides cues for healthy movement. Invented by a Canadian doctor to help people move and feel better in their bodies, the Body Braid gives a gentle hug and an uplifting reminder of your body's innate alignment. [WWW.BODYBRAID.COM](http://WWW.BODYBRAID.COM)

## **BOKS**

BOKS (Build Our Kids' Success) is a FREE, before school, physical activity program that gives kids a body and brain boost to set them up for a successful day of learning. BOKS is an initiative of the Reebok Canada Fitness Foundation in partnership with the Public Health Agency of Canada, the CFL (Canadian Football League) and PROPEL (University of Waterloo) to expand and enhance physical activity in Canadian elementary schools. BOKS is currently running in over 2,000 schools worldwide, with over 400 of these in Canada - and we are on pace to add the BOKS program to hundreds more schools by the end of next year.

## **BSN®(Glanbia)**

Bio-Engineered Supplements and Nutrition, Inc. (BSN®) was founded in 2001. Since then, we have grown into a global leader in the sports nutrition marketplace through relentless dedication to creating dynamic, cutting-edge, and result-producing products. BSN® products and the brand itself

have won more than 35 sports nutrition awards over the course of the last six years.

## **BULFIT LTD**

Canadian Distributor of Suples Training Systems®. Increase your strength, conditioning, overall performance and results with our unique training methods and products - The Bulgarian Bag®, The Gladiator Wall®, The Suples Fit Ball®, The H.I.R.T.S.® and more. Train to win!

## **Canadian School of Natural Nutrition**

The Canadian School of Natural Nutrition has a visionary approach to preventive health care. We believe nutrition, lifestyle choices, and physical fitness should be used as tools for empowerment and personal optimal health. CSNN has 13 classroom locations and an online format option. [www.csnn.ca](http://www.csnn.ca)

## **CanPrev Natural Health Products Inc.**

Good health is not given. It's earned. CanPrev's natural vitamins and supplements are the gateway to getting the most out of your active lifestyle. Through targeted therapeutic dosing and premium ingredients, our advanced formulations deliver optimal health benefits for every body, on every step of your journey. [www.canprev.ca](http://www.canprev.ca)

### CardioMixes Music

Energized 32-Count music. Since 2001, we offer DJ mixed music for Step, Kickboxing, Cycling & Intervals! We're proud to be used by many Canadian Presenters. Stop by our booth for new music specials and Free limited giveaways. We sell out fast! Visit us online: [www.CardioMixes.com](http://www.CardioMixes.com).

### Cellucor

Award-winning supplements for every stage of your personal fitness journey.

### Consulting Dietitians Network, Dietitians of Canada

Does nutrition information confuse you? Do you wonder about the products that you should or shouldn't be taking before or after a workout? Ask the Registered Dietitians at this year's conference to learn how to maximize your workouts and recovery, optimize your strength and fitness gains, and smash your goals!

### Crunch Crate

Crunch Crate is a healthy snack subscription box for your office, containing a variety of handpicked and delicious snacks. We are on a mission to make Canada a healthier nation, one workplace at a time, by enabling

employees to think less about their cravings and be more productive.

### CSX

CSX Compression Sport Socks are designed to give athletes and active individuals the decisive edge in performance, injury reduction and recovery. CSX products are More Than Just Compression. Our compression products include built-in shin splint protection and calf muscle support to help reduce vibration and aid in the prevention of common impact injuries. Arch, ankle and Achilles support in the CSX Compression Sport Socks provide an extra layer of comfort and support contributing to increased stabilization during the most demanding activities.

### DNAFit Canada

ONE TEST-A LIFETIME OF CHANGE. We put the power of personal genetics in your hands, helping you reach your fitness and nutrition goals on the most personal level. We're DNAFit, on a mission to change fitness and nutrition, one genome at a time. What will your DNAFit® Test reveal? [www.dnafitcanada.com](http://www.dnafitcanada.com)

### doTERRA (PureOilz Inc)

doTERRA essential oils represent a revolution in natural health. Whether you are looking for a global brand you will be proud to offer to your clients or new tools for your own conscious wellness lifestyle, PureOilz Inc invites you to connect. [info@pureoilz.com](mailto:info@pureoilz.com) [www.pureoilz.com](http://www.pureoilz.com) 613-277-6629

### Eleiko Sport Inc. (Dotmar)

Eleiko has helped shape the sports of weightlifting, powerlifting and the world of strength and conditioning. Eleiko's handcrafted bars are widely regarded as the best in the world. We bring 60 years of experience, expertise and a passion for strength to our full range of strength training and weightlifting products.

### Equinox

Equinox Personal Trainers provide personalized attention, professional instruction, and exercise programming to each member while providing the highest level of customer service. Join us and discover a dynamic work environment built around helping others maximize their potential, where limitless opportunity is cultivated by the highest in industry standards. Visit [www.careers.equinox.com](http://www.careers.equinox.com)

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# EXHIBITORS

## Fit Bodies, Inc.

Fit Bodies, Inc. is the largest teaching vacation organization in the world. Founded in 1992 this company provides quality fitness, yoga and sports programming to luxury resorts throughout the Caribbean, Mexico and beyond. Qualified professionals choose where and when they vacation, mixing their passion with paradise and inspiring resort guests.

## Fitness Depot

Fitness Depot sells high quality fitness products across Canada. We serve all market types and have over 25 locations providing convenient service across Canada. Fitness Depot's Commercial Division has been proudly serving the Canadian market for over 20 years.

## Fitness Marketing Group Inc

Fitness Marketing Group is proud to be the Canadian Administrator for the Tabata Bootcamp Certification - created by Mindy Mylrea! FMG is also the Canadian Distributor for Bender Balls, Gliding Discs, Ropeless Jump Ropes and Figure 8 Tubing. New this year - Barre Sox! Stop by our booth for some show stopper specials! [www.FMGonline.ca](http://www.FMGonline.ca) or [INFO@FMGonline.ca](mailto:INFO@FMGonline.ca)

## Futurpreneur Canada

Futurpreneur Canada helps aspiring business owners aged 18-39 turn great ideas into thriving businesses. Our support will give you the financing, mentoring and resources you need to launch, run and grow a business. Visit [www.futurpreneur.ca](http://www.futurpreneur.ca) to connect with local experts and learn more about our full suite of business services.

## Global Payments Canada GPC

Global Payments Inc. (NYSE: GPN) is a leading worldwide provider of payment technology services that delivers innovative solutions driven by customer needs. Our technologies, partnerships and employee

expertise enable us to provide products and services to allow our customers to accept all payments across a variety of distribution channels.

## Greco Fitness

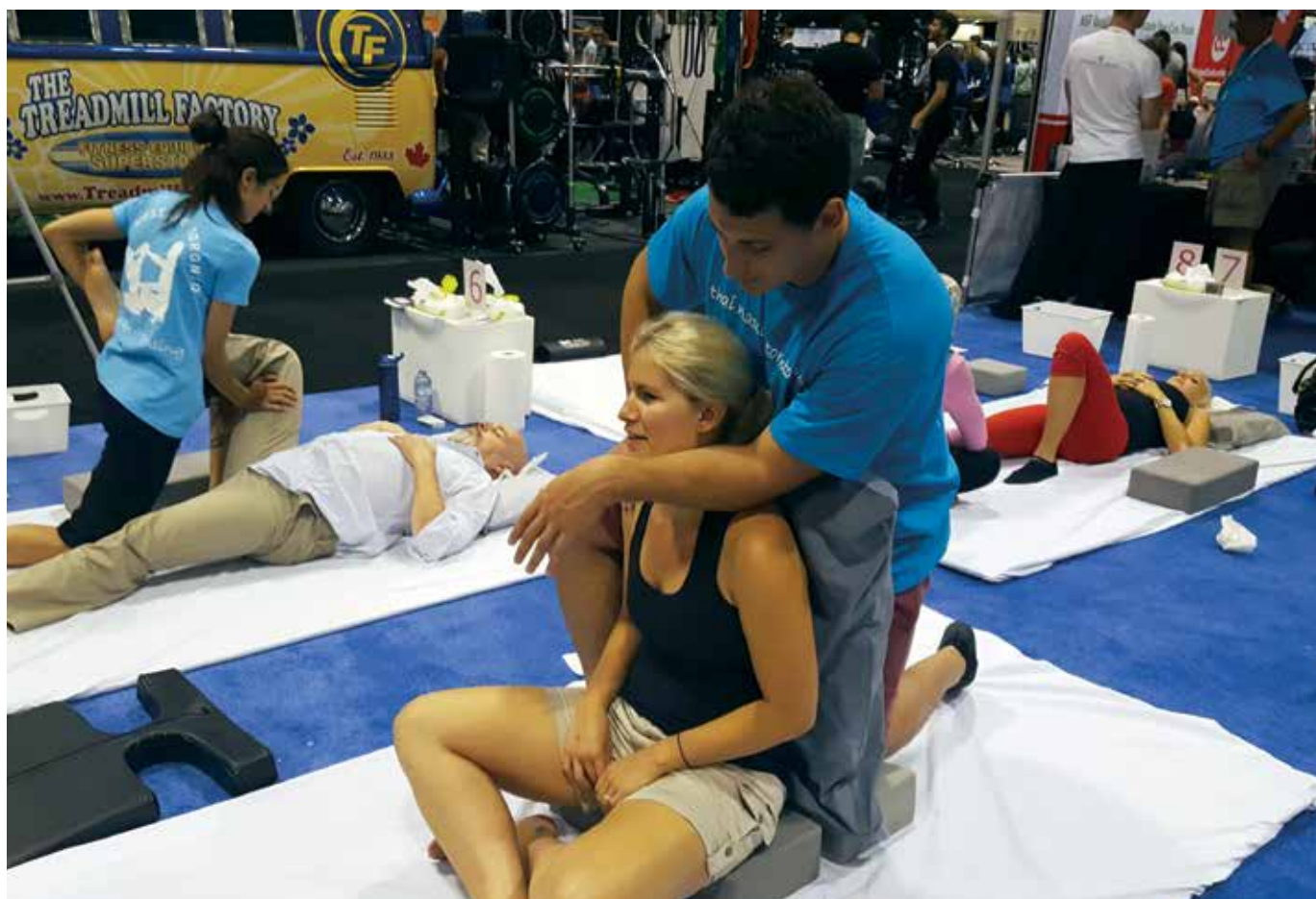
Greco fitness is a boutique fitness studio that offers a higher standard of fitness to its members. Our legendary circuit training programs offer the best full-body workout in the shortest period and are suitable for all fitness levels. Our main mission is to Transform Bodies, Lift Spirits and Strengthen Minds.

## Happy Bees Honey

We are ON Bee Keepers that focus on creating wonderful products that are all natural. Come and try some 100% ON Honey products and taste the difference!

## Infotrade Media Co., Ltd.

Infotrade is a media company that specializes in global trade advertising. Each year we publish English language purchasing guide-Sports Trader & Outdoor. Providing up-to-date product information, we help to create



endless business opportunities for buyers and sellers. Sports Trader & Outdoor also offers information on international shows and profiles of exceptional companies.

#### Isagenix

Team Isagenix consists of endurance and professional athletes, bodybuilders, fitness competitors and personal trainers who use Isagenix to fuel their performance. Why not share the passion? Become a member of Team Isagenix and join an elite group of athletes who share the same goals. Contact Toni Nisbet: toninesbit@bell.net or (705)206-2040

#### ItWorks Crazy Wrap Adventure

ItWorks Global was founded by Mark&Cindy Pentecost. Started in 2001 with a Body Contouring Wrap. In 2005, premium supplements and a health-nutrition line was added. This is a Home-based Business Opportunity in the Telecommunications Industry and ItWorks is now in 21 Countries. Please see us at our booth [www.wellnessfit.myitworks.com](http://www.wellnessfit.myitworks.com)

#### K's NRG Whole Food Energy Bars

K's NRG Whole Food Energy Bars are nutrient-dense, vegan, gluten-free energy bars that provide natural sustained energy from an exclusive combination of select plant-based ingredients. Available in four delicious varieties: Original, Cherry, Chocolate and Coconut Chocolate--K's NRG bars contribute towards your optimal nutrition.

#### Kangen Water

Discover Enagic's Kangen Water®. Dramatically improve athletic performance and recover your muscles from soreness and cramping. 6X better hydration; superior electrolyte replenishment; faster muscle recovery; stronger performance; longer endurance. Try it and see for yourself! Business opportunities are available! Please contact Sandy Kimpel 519-658-1234; [sandy@sandykimpel.com](mailto:sandy@sandykimpel.com) or website: [www.sandykimpel.com](http://www.sandykimpel.com)

#### Land Art

Founded in 1992, Canadian company Land Art has quickly become a leader of liquid supplements. Our Chlorophyll, Aloe Vera and our range of joint products allow better absorption and efficacy. Visit [www.landart.ca](http://www.landart.ca) for more information or visit our booth.

#### Lorna Jane

Made for women by women, Lorna Jane is an iconic Australian brand and a global leader in women's technical fashion. Believing a woman should never sacrifice style for comfort, Lorna Jane merges fashion with performance technology to create innovative, fashionable and high-performing activewear, releasing 80 - 100 new styles every month.

#### M. NETWORK

75% are dehydrated yet, proper hydration is at the core of every process in our body crucial to staying sharp and primed both mentally and physically. Additionally, majority lack key nutrition. M•STIKS provide a heightened water experience, exceptional taste and targeted benefits. Incredible flavor, healthy low-calorie supplements that go beyond just hydration.

#### MadeGood®

MadeGood® Granola Minis and Bars are made in a dedicated facility free from the 8 common allergens: peanut, tree nuts, wheat, dairy, egg, soy, sesame, fish and shellfish. They are also organic, gluten free, Non-GMO project verified and contain the nutrients in one full serving of vegetables from six different sources. Website: [www.madegoodfoods.com](http://www.madegoodfoods.com)

#### Magnum Nutraceuticals

Magnum Nutraceuticals is dedicated to integrity in producing the highest quality sports nutrition supplements. Magnum's highly advanced formulas are made with only Pharmaceutical Grade ingredients guaranteeing their products will be far more effective in a much shorter period of time. Magnum goes this extra distance to provide the absolute highest quality ingredients possible, making Magnum the brand to trust.

#### Massage Band, Inc.

Massage Band, Inc. is the only company in the world that utilizes resistance bands during their massage sessions. This enables the client to be interactive during their session and it also speeds up the recovery process. Massage Band has and will continue to revolutionize the massage industry.

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# Flatten Your Abs Forever!



A Holistic approach can flatten abs far more effectively than just exercise

By Paul Chek

**A** common challenge for fitness professionals is explaining to clients why they cannot crunch their way to flat abs. Magazines are full of exercises on how to flatten your stomach, preying on the social obsession for washboard abs. Images are retouched to create the illusion of sculpted abs on models who clearly have not lifted a dumbbell recently. It is easy to see how people get the idea that if they just do enough of the right exercises, they'll get the midsection they desire.

Astute observers will have seen individuals who obviously work out regularly and are otherwise toned, yet still display distended lower abdominals. Exercise alone is clearly not the whole solution. Among the many challenges that can express themselves as dysfunction in the abdominal wall, one issue is all too often overlooked, and when addressed can flatten abs far more effectively than just exercise.

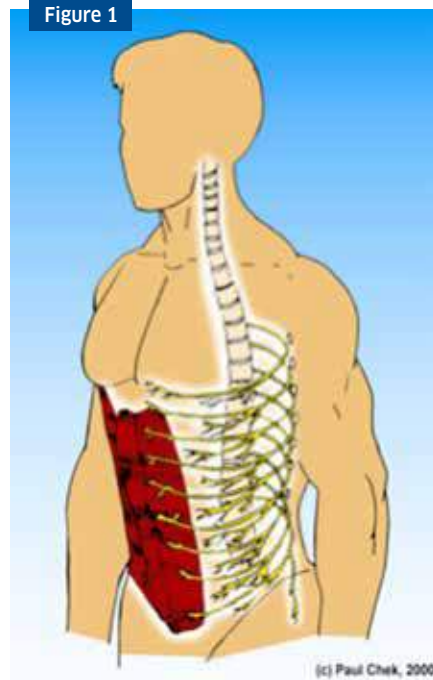
## What Lies Beneath

Below the abdominal musculature is a complex of organs; a common sense statement but a fact that is often ignored when

assessing clients. Each organ shares an intimate relationship with the bones, joints, ligaments, tendons, muscles, glands, and nerve centers that come from related developmental tissues (Ref. 1). For example, the small intestine shares sensory experiences with the upper abdominal muscles via the nerves from the 5th through 9th segments of the thoracic spine (Figure 1). The colon on the other hand, gets its sensory nerves from the 9th thoracic segment all the way to the 3rd lumbar segment and shares innervation with the lower abdominal muscles.

The brain cannot differentiate between pain in the muscle and pain in the organs with which those muscles share sensory nerves. Whenever any tissue is in pain, all the related tissues behave as though they are in pain. This is critical to understand if you want to flatten your abs because it means that whatever you consume, your bowel habits, and the general health of your internal organs, have a greater influence over how nice your abdominal wall looks and functions than do your exercises! Once we remove the little devils in the gut – be they fungi, parasites, bad bacteria, overly-processed foods or gut irritants such as foods

Figure 1



(c) Paul Chek, 2000



Figure 2

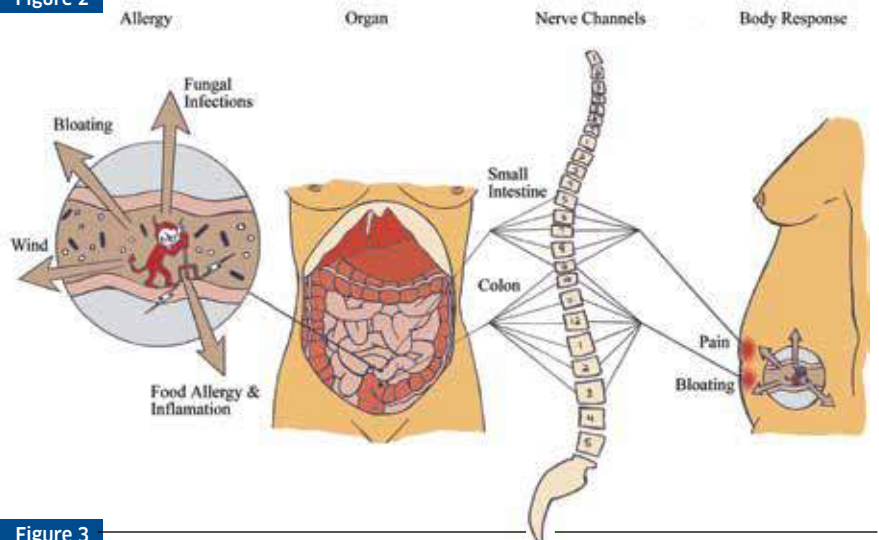
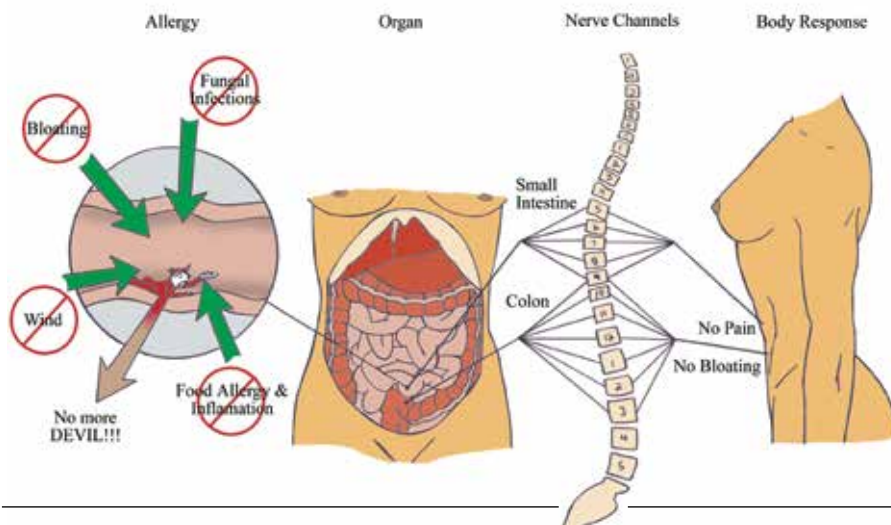


Figure 3



to which we are allergic or intolerant – and restore optimal bowel habits, the abdominal wall no longer acts like it is being attacked by the little devils (Figures 2 and 3)! Only when the underlying organs are healthy will any exercise program be truly effective.

### Holistic Strategies for Flattening Abs

1. Use some means of evaluating the health and function of a client's internal physiology, such as simple questionnaires, in addition to the usual assessments performed by fitness professionals. My book *How to Eat, Move and Be Healthy!* contains Health and Lifestyle Questionnaires and a system for ranking the scores to identify which issues to address first (Ref. 2).

2. Assess the function of the abdominal wall using several different tests for upper and lower abs, and start the client at the appropriate level for them. See my course, *Scientific Core Conditioning*, for a battery of tests and exercises if you need inspiration (Ref. 3). Each client's program should be tailored for their individual needs. If you are not assessing, you are guessing!

3. Develop a network of allied healthcare professionals to whom you can refer clients. As a fitness professional, you will not be able to address all your clients' issues. You can however, develop skills to recognize those problems and refer your clients to the most appropriate person who can help them overcome the issue.

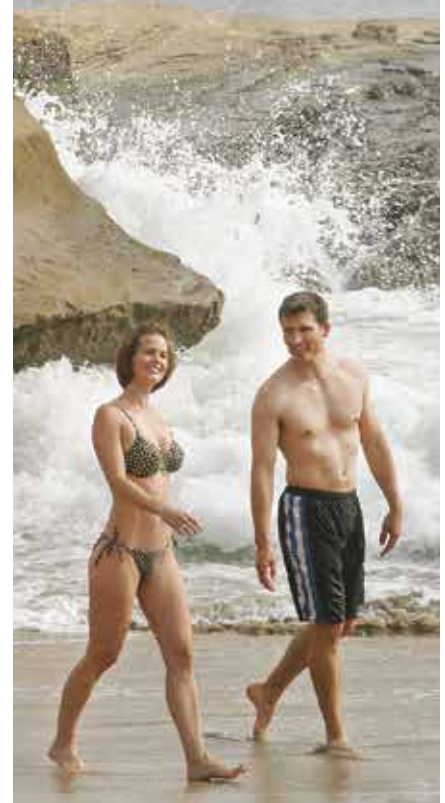
Paul Chek, internationally acclaimed speaker, consultant and Holistic Health Practitioner, is the author of six books and numerous courses for health and fitness professionals. Paul is the founder of the C.H.E.K Institute, based in San Diego, CA ([www.chekinstitute.com](http://www.chekinstitute.com)) and the creator of the P~P~S Success Mastery Program. He is presenting several workshops and lectures at the canfitpro world fitness expo event in August.

References:

1. *Human Embryology and Teratology 2nd edition* by Ronan R. O'Rahilly, Fabiola Müller. Wiley-Liss, 1996.
2. *How to Eat, Move and Be Healthy!* by Paul Chek. C.H.E.K Institute, 2004.
3. *Scientific Core Conditioning* (correspondence course) by Paul Chek. C.H.E.K Institute, 1998-2011.

## What's the Secret to Flat Abs?

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# The Hook-Up Workout

Incorporate upper-cuts and hooks to emphasize and strengthen the abdominals

By Ross O'Donnell

**T**he “Hook-up” workout has nothing to do with meeting singles at the bar but now that we have your attention let’s get your clients throwing some punches to strengthen their abdominals!

As a personal trainer, I’m often asked about how to vary programs and equipment from the more traditional workouts and in particular, abdominal work. “Focus pads” or “punching mitts” are relatively inexpensive and most personal trainers and gyms now have them accessible for their clients/members. Incorporating a focus pad routine into your client’s workout can provide cardio and resistance training all in one amazing alternative workout that will constantly focus on the abdominals. Throwing a punch against the weight of the pads provides excellent resistance to build lean muscle and bone density while the constant, quick hand and arm motions, combined with the footwork, increases heart rate for an intense cardio session.

Since much of the hook and upper-cut punch power comes from the abdominal muscles, your client will be working them on every strike. The rectus abdominus (located on the front of the torso) and the obliques (located on the sides of the torso) act as stabilizers and are in constant use when punching. Upper-cuts and hooks can be thrown with the front or rear hand to change emphasis on the abdominals while also increasing coordination and mental focus. Before integrating this into your clients’ programming, a few things need to be considered:

- All punches are thrown with the body from the feet up. The arms and hands are an extension of the power generated from the feet, up through the core (abdominal muscles) and landed with the hands.
- If you are practicing with empty hands, shadow boxing or punching in the mirror, you won’t need gloves or wraps.
- When making a fist, do not have your thumb exposed to the striking area or tucked into the fist.



- Imagine a center line down the middle of your body and the finish position should be center mass, ensuring you strike with the front first two knuckles.

- I always recommend you first feel competent with the punching mechanic and motion before adding wraps and gloves so that you can see hand positioning. Once you and your client are comfortable, be sure to wrap and use gloves to protect the small bones in the hand.

- With the upper-cut, concentrate on bringing the elbow back to the rib cage and

drive the punch straight up, turning the fist so that the palm is facing you.

• The hook is a difficult punch to master but you want to keep the line from the elbow to the fist horizontal. Do not bend at the wrist and do not create an angle of more than 90-110 degrees from forearm to upper arm as this will increase the possibility of strain on the bicep muscles.

Some effective, yet easy combinations to start with include the following:

1. Left Upper Cut , Right Upper Cut
2. Right Upper Cut, Left Upper Cut
3. Left uppercut & right hook
4. Right uppercut & left hook

Get your client in close to the focus pads as these are fighting punches intended to be thrown in close quarters. Have them stay crouched, feet shoulder width apart, use

short punches and avoid swinging or flailing the arms. Exhale and tighten the abs on each punch, concentrating on drawing the power from the abdominals but also incorporating hips, legs, and foot rotation.

At this year's canfitpro world fitness expo, I will personally be offering the opportunity to certify as a Fitness Kickboxing Instructor in levels 1, 2 and 3. I look forward to seeing you there!



Ross O'Donnell is the president and CEO of Fitness Kickboxing Canada Inc. (FKCI). FKCI is proud to be the preferred MMA Certification Provider for canfitpro. For information or to register for a certification, please visit [fitnesskickboxingcanada.ca](http://fitnesskickboxingcanada.ca).

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- August 11 - MMA Conditioning - Level 1 Instructor's Course - Spruce Grove
- August 20 - Fitness Kickboxing - Level 1 Instructor's Course - Calgary
- August 26 - Fitness Kickboxing - Level 1 Instructor's Course - Okotoks
- September 10 - Fitness Kickboxing Level 1 Instructor's Course - Calgary

### British Columbia

- July 8 - Fitness Kickboxing - Level 2 Instructor's Course - Burnaby
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- August 27 - MMA Conditioning - Level 1 Instructor's Course - Burnaby

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- September 17 - Fitness Kickboxing - Level 1 Instructor's Course - Ottawa

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# The Pelvic Floor

More than a buzzword, the pelvic floor is here to stay. Get informed and improve core and pelvic floor function in all your clients.

(Disclaimer): Please note that the following content may not be suitable for all readers.



By Julia Di Paolo, Kim Vopni and Samantha Montpetit-Huynh

**T**hink for a moment about your client population. How many women do you train? How many of those women have been pregnant and given birth? The current norm is that women become pregnant, give birth (often with interventions) and then opt for boot camp style classes at six weeks postpartum to help them ‘get their body back’. While exercise should absolutely play a role in motherhood, the demands of intense fitness classes or workouts too soon postpartum is simply not ideal. The essentials of recovery and pelvic floor/core re-training are simply

overlooked, which is contributing to a rise in pelvic floor and core dysfunction such as incontinence, pelvic organ prolapse, and diastasis recti (separation of the rectus abdominis).

These challenges are not only seen in women, nor are they only seen in women who have had children. *Everyone* has a pelvic floor and while male and female pelvic floors are different, many training and re-training principles are the same and it goes well beyond ‘do your kegels’.

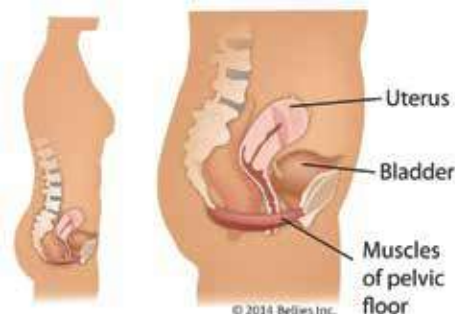
The most common thing people think of when they think of pelvic floor exercise is kegels, which is better than nothing, but there is so much more to know and that can be done. There currently exists a lack of

knowledge and understanding of the importance of the pelvic floor as well as how fitness can play a vital role in improving core and pelvic floor function in *all* of your clients.

The pelvic floor is a highly vascular and highly innervated part of the body. It is a group of muscles, ligaments, connective tissue, and nerves that play some pretty important roles in the body. It is a part of the body that really doesn’t get much attention when everything is working as it should but as soon as something is not working it becomes the only thing a person can think about because it affects so many aspects of day to day living.

## Supports Your Spine and Pelvis

The pelvic floor attaches to the pubic joint in front, the tailbone in the back, and the two sit bones on the sides. The muscles, ligaments, and connective tissue, layer and inter-connect to provide support to the bony attachment points of the spine (at the tailbone) and the pelvis (at the sit bones and the pubic joint). If the pelvic floor is injured, or weak (hyper or hypotonic), it can impair the ability to provide support which can then turn into back pain, tailbone pain, pubic joint pain, pelvic pain, and overall instability in the core. ▶





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## Core Control/Stabilization

The pelvic floor is part of the core and is integral to our control and stability. The pelvic floor muscles are part of the deep inner system of core stabilization and they work together with the abdominals and multifidus to control movement of the lumbopelvic unit during our activities. The pelvic floor is really the foundation of our core and when it lacks the ability to control and stabilize, we become unable to manage the loads we face in exercise and daily movement such as picking up our children, holding a plank, running, and our favourite fitness class.

## Continence

A key role of the pelvic floor is to help us choose when to pee. When we get the urge to urinate, the pelvic floor muscles help control whether or not we make it to a bathroom in time – this is a pretty important ability! The pelvic floor also prevents urine from leaking during exertion such as a cough, sneeze, laugh or jump. If the pelvic floor is weak, lacks timing and coordination, has any nerve damage or is not properly aligned with its core function partners, then we lose the ability to make it to the bathroom in time and we leak during activities that cause an increase in intra-abdominal pressure.

## Respiration

The pelvic floor muscles work together with the breathing diaphragm for proper respiration. The pelvic floor lengthens (eccentrically contracts) during inspiration and shortens (concentrically contracts) during expiration. If the pelvic floor is weak or not properly aligned, breathing is impaired and we become inefficient at taking air in and delivering it to the rest of our body, particularly during exercise.

## Holds The Internal Organs in Place

The pelvic floor muscles are key in supporting our internal organs. The bladder, uterus (in women), and rectum, are all supported by the pelvic floor and if the pelvic floor is weak, damaged or not well aligned then its ability to support the organs becomes compromised resulting in pelvic organ prolapse – when the organs descend or bulge into the vagina.

## Sex

The pelvic floor muscles are integral in sexual satisfaction or lack thereof. Too tight and sex can be painful (dyspareunia), too lax and the woman may not feel any stimulation. If there is nerve damage from childbirth, surgery or injury, the muscles may not have the proper innervation to fire when needed or in a balanced way, which can affect sex as well as all of the other functions we mentioned.

Statistics show that over 60% of women

are living with common types of pelvic floor challenges, such as incontinence and prolapse. This number is misleading though as it is only reported cases. Many people suffer in silence and never report their situation either because they are embarrassed or because they don't know that help exists. Statistics also tell us that over 50% of women who have diastasis recti also have some form of pelvic floor dysfunction.

It's time to start talking about what has historically been taboo. We need to normalize the conversation and start bringing the pelvic floor and inner core into our fitness programming using the following recommendations as first steps.

## Get informed

Pelvic floor courses used to be reserved for physiotherapists, but there are now a variety of options available for you to learn how to screen for pelvic floor dysfunction and diastasis recti in your clients, as well as how to prescribe movement to clients living

**“It's time to start talking about what has historically been taboo.”**

with these conditions so that they can see the symptoms improve or even disappear. As fitness professionals, we are not in a position to diagnose but we can open up conversations, create a collaborative referral network and work within our scope to ensure movement does not contribute to or exacerbate a decline in overall core function.

## Improve your intake

We all do some sort of a health assessment prior to working with a client. It's time to up the ante and add in questioning about pelvic health such as, *“Do you leak pee when you laugh, cough, run or jump? Do you ever feel like you can't make it to the bathroom in time? Do you feel like you are always going to the bathroom? Do you find yourself going 'just in case'? Do you have any heaviness in your pelvis or a sense that something is falling out? Do you have difficulty inserting a tampon or keeping one in? Do you have pain during intercourse?”* These questions may seem like they would be difficult to ask, but by asking them directly, and with confidence, you will play a role in normalizing the conversation around pelvic floor dysfunction and put people on a

path to core restoration rather than blindly prescribing movement that could be making matters worse.

## Connect to the core

There is a lot that you as a fitness professional can do to help your clients connect with their inner core and pelvic floor. Alignment and posture work can help your clients better find and activate their inner core. Try adding some visualization and cues to your clients' workouts. The general re-training principle is to engage the core and pelvic floor on the exhale. For women, exhale and 'imagine picking up a blueberry with your vagina or anus', or 'sip a milkshake through a straw with your vagina.' For guys you can imagine 'pulling your scrotum away from a sharp pin', or 'bring the turtle into the shell' as you exhale. You will be sure to get a few giggles, but these cues can truly make a difference! There is no one best core/pelvic floor cue, rather what cue is best for a specific person. Try them out yourself and then try them with your clients!

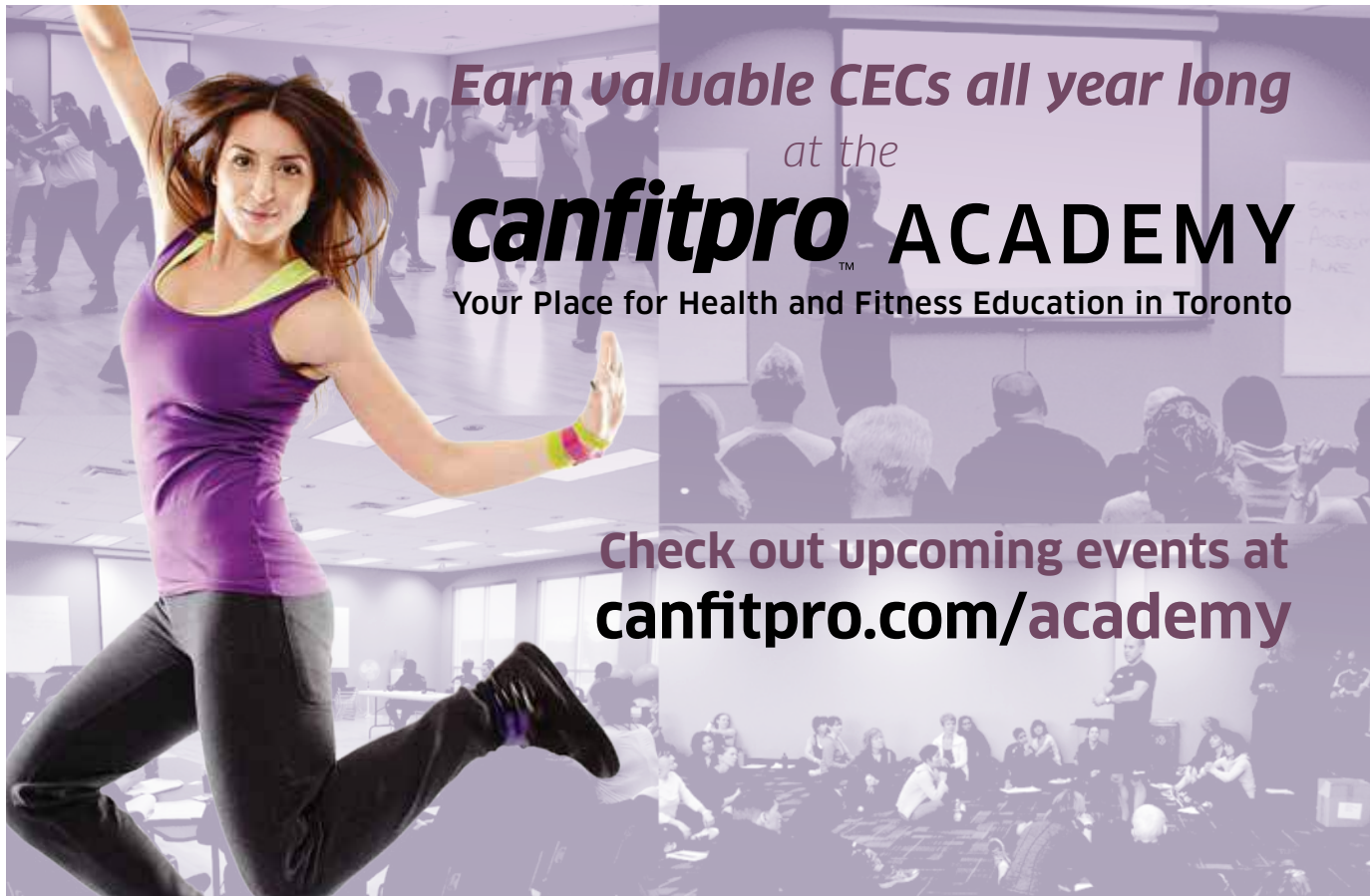
## Bring the core into movement

If people have been told anything about pelvic floor fitness, it is to 'go home and do your kegels.' Kegels do have their place but they are not for everyone. Kegels are a static exercise and we need the pelvic floor to work dynamically in movement. Learning which movements recruit the pelvic floor the most is helpful, as is applying the above visualization and cues to those movements. Squats, bridges, and clams are some great exercises proven to involve the pelvic floor!

The pelvic floor has become a buzzword but let's make it more than just a trend. The pelvic floor is here to stay and the more you learn, the more you can help your clients train their core properly!



Julia Di Paolo, Kim Vopni and Samantha Montpetit-Huynh are the founders of Bellies Inc - core and pelvic floor wellness products for pregnancy, motherhood and menopause. Julia is a Pelvic Health Physiotherapist in Toronto, Ontario. Samantha is a Toronto Personal Trainer specializing in Ab Rehab. Kim is known as The Fitness Doula and works with pregnant and postpartum women in Vancouver, BC.



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# Turn the Beat Around

Beat based teaching returns to add fun and safety into cycling based classes

By Brennan Shirk

There is a new craze in the fitness industry regarding a “party on the bike”. If this style is going to be acceptable in terms of safety and efficiency, then it is time to clarify the difference between “party on a bike” and the more responsible style of **Beat Based Cycling**. According to a quote by Twyla Tharp, American Choreographer and Author, dance is the most fundamental of all art forms. Taking that perspective into today’s fitness world means returning to the basics and

foundation of what music offers in the 32 count phrase.

Music is meant to move you and make you want to dance. Timing music with exercise moves is a key element to providing a safe and fundamental exercise experience. For the celebration of music to come into play for fitness, such as a group cycling class, the instructor must understand the structure of music. Beats per minute, rhythm, tempo, and musical phrases are the foundations of what makes music such an important aspect of the workout. The challenge for instructors is the communication and the show and tell of these components that connect the workout with the music.

The instructor should be performing the moves in relation to the tempo and rhythm of the music while also demonstrating each sequence in tune with the musical phrasing that is driving the class. There is a tribal sense when a group of people are moving in synch with one another. However, it takes an instructor to embrace and share that musical understanding. During a fitness routine, especially a cycling workout, to keep things safe and fundamental, the instructor should count the moves with the beat of the music and therefore be empowered by the structure of Beat Based Cycling, as opposed to the looser style of “party on a bike” that does not rely on these fundamentals.

According to ‘Psychology Today’, scientists continue to study how music and mood are inherently linked. Studies prove that the music we listen to engages a wide range of neurological and biological systems that

affect our psychology. Costas Karageorghis, a sports psychologist, determined there are four factors that contribute to a song’s motivational qualities: rhythm response, musicality, cultural impact, and association.

Teaching beat based music styles in your group cycling class bring the party and fun mentality back into the cycling room in a safe and controlled environment. Basically, it makes the exercise more fun. The perceived effort is reduced while mood is elevated. The choreography in class, like standing or sitting, can work in time with the beat of the music adding to the fun factor. All of that occurs without the student realizing what is happening<sup>1</sup>, especially when the instructor is also enjoying and understanding the music and is able to turn the beat around.

Please join the Induro Cycling team at the canfitpro world fitness expo to find out more about this topic and others related to indoor group cycling.



Brennan Shirk is the founder and CEO of Induro Cycling. Brennan has obtained certifications with ACE, ACSM, WITS, 24Cycle and Induro Cycling with a Bachelor’s Degree from the University of Kansas. Induro provides theater enhanced, virtual, and beat based cycling in over 5200 facilities in 30 countries and growing.

*Reference:*

1. Jabr, Ferris. 2013. “Let’s Get Physical. The Psychology of Effective Workout Music”. Scientific American



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# Yoga On and Off the Mat

Exploring the Yamas as guidelines toward compassion and equality

By Lisa Greenbaum E-RYT 500

One of the biggest and often most underestimated impacts of Yoga is its effect on the practitioner long after the class is finished. Those who practice Yoga regularly experience general feelings of calm, clarity of mind, the ability to be more present, along with other positive

side effects such as, better sleep, ease of physical tension, and reduced stress. For these same regular practitioners, it becomes quickly apparent that there is a lot more to Yoga than simply the poses. There is a certain magic that happens when we link slow and controlled movement to breath, and for many the more this is experienced,

the further we are called to explore further concepts of Yoga such as, Yoga Philosophy and the 8-Limbs of Yoga.

The 8-Limbs of Yoga are described by Patanjali, in one of the oldest known texts on Yoga Philosophy: *The Sutras of Patanjali*. The first two limbs, Yamas and Niyamas, are described as a code of ethics, both socially and personally. The third limb is the asana or poses, the fourth limb deals with pranayama or breathing practices, and the last four limbs all describe different aspects of meditation. As our Yoga practice develops beyond our mat, it is these paths that help us along our Yoga journey. As we look to deepen our practice, it becomes not just about our physical body, but the way we interact both outwardly and inwardly. Basically, becoming more aware of our thought patterns and how they affect our emotions and relationships, including our relationship with Self.

The first limb, the Yamas, are the ways in which we interact with our external world. Translated from Sanskrit to mean *restraints*, the Yamas are guidelines for Yogi's to follow that are based in compassion and equality. There are five Yamas: non-vio-

lence, truth, non-stealing, moderation, and non-possessiveness. These are practiced as guide posts along our Yoga journey, to have us continually checking in with both our thoughts and our actions.

As with all things, there are varying degrees of practice. The following are my thoughts and ideas, which you may or may not share. My suggestion is to continue reading from other authors as well so you can determine the best practices that align with your heart. I've also chosen ideas for practice when we are on our mats during our Yoga class, as well as off our mats as we interact with the world.

### Ahimsa/Non-Harming:

This describes a path of non-violence, of extending kindness to all living creatures. Gandhi's focus of non-violence during the liberation of India was a practice of Ahimsa. Some will look at a vegan or vegetarian diet as other ways to express this path. Providing love and compassion to all beings and avoiding bringing unnecessary pain is the focus here.

*On the mat:* Focusing on listening to our bodies as we move through different poses, in particular watching ways in which we force our bodies into poses we aren't

prepared for and increasing our chances of being injured.

*Off the mat:* It seems obvious here, that we would want to avoid randomly punching someone in the face. However, what about watching our words. Harm isn't only created through name calling and blame, but it's often the sarcastic remarks casually thrown out that create a deeper impact.

### Satya/Truthfulness:

Satya is often linked to non-harming, as sometimes the truth can also be hurtful. Honesty is a trait that many find important in both personal and professional relationships. However, understanding the varying degrees of truth and what that means to you is important. Does a white lie cause more harm than good? Are you being honest with others about your feelings? Are you being true to yourself?

*On the mat:* Similar to above, are we being honest with ourselves about how a pose is feeling or whether we should be trying to push ourselves into it. Are we really listening to our bodies in the pose and adapting as needed.

*Off the mat:* Are we saying yes when we really want to say no? Are we holding

back on speaking our truth out of fear of disappointment?

### Asteya/Non-stealing:

On the surface this seems fairly easy, don't take what doesn't belong to you. Yet we steal everyday. We steal time, we steal from ourselves, and we steal from the planet. Along with this, is non-coveting and worrying what others think of us. When we compare ourselves to others, we are stealing from ourselves the opportunity to live authentically and on our own terms.

*On the mat:* Do we steal from ourselves by skipping through the final relaxation or avoiding practices for meditation? It could be said that we are robbing ourselves from the full circle of practice by letting our minds wander off at will through our practice, rather than practicing the discipline of focusing our attention to our breath. Are we present on our mat?

*Off the mat:* As trainers or teachers, do we steal from our clients by not giving them the chance to find the positioning for themselves particularly by over adjusting and trying to mold them into place. Do they rely on us to be fixed rather than learning for themselves? ►



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**Brahmacharya/Moderation:**

Also known as non-excess, this guideline helps us stay in the middle zone while experiencing pleasure and sensual experiences, without bingeing and causing harm. Chocolate cake is delicious, but isn't one piece more enjoyable than the bellyaches of eating the entire thing? Exercise is amazing and it gives us a ton of extra energy and vitality, however I'm sure many reading this article have also experienced the negative impact of over exercising.

*On the mat:* In our poses, finding the space between ouch and too easy. Enjoying a powerful flow, if that is what we are craving, but then balancing it with a long savasana.

*Off the mat:* Moderation in all things. Indulge in life's pleasures but stick to the tasting menu. Look for balance between the things you want to do and the things you need to do.

**Aparigraha/Non-possessiveness:**

We can't take it with us when we are

gone, and yet as a society we are completely obsessed with our possessions and the need to have more. This also speaks to our attachments, and how we often place such a stronghold over the things we value most. As Buddha says, *'The origin of suffering is attachments.'*

*On the mat:* It is often when we let go of the need to perform a certain pose and actually just enjoy the pose for what it is that we often succeed in it. Poses like crow or headstand, that once you tick off all the alignment cues, still requires an energetic shift. This shift only happens once you surrender and enjoy the process, rather than the desperate need to get there.

*Off the mat:* If you love something, set it free. Take inventory of your relationships and ways in which you attempt to control the outcome of experiences. Family dinners never turn out perfectly, and yet somehow they often do. Employ the attitude of gratitude.

Yoga provides the opportunity to create a deeper connection to Self. It is this felt

connection that is experienced so often on the mat that it continues to call us back again and again. As we nurture this newfound connection of mind and body, and develop a more compassionate relationship to ourselves, we are also able to experience a deeper connection to others. Remember the old saying, *'To love another, we must first love ourselves?'* In it's own subtle way, Yoga not only teaches us what this really means but how to actually experience it. This is Yoga, on and off the mat - mind, body, and soul.

**For further reading** - *The Yamas & Niyamas: Exploring Yoga's Ethical Practice* by Deborah Adele is available at [www.yogafitcanada.com/shop](http://www.yogafitcanada.com/shop) The Yamas and Niyamas are also further explored in YogaFit's Level 2 certification course.

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- Canfitpro World Fitness Expo, Aug. 16 -20: Level One: Foundations, YogaFit for Warriors, Meditation and Mindfulness, YogaFit Sweat
- YogaFit for Addiction and Recovery - Sept. 9/10 - Toronto
- Level Four: Tradition - Sept. 21-24 - Toronto
- Level Three: Introspection - Sept. 23/24 - Ottawa
- Level One: Foundations - Sept. 23/24 - Toronto
- Anatomy and Alignment - Sept. 30/Oct. 1 - Toronto
- Toronto Mind Body Fitness Conference, Oct. 19-22: Level One: Foundations, YogaFit Seniors, YogaFit Prenatal, Ayurveda 1, Level Five: Unification, YogaFit for Balancing Moods, YogaFit Healthcare 2: Examining the Subtle Body, Meditation and Mindfulness, YogaFit Props
- Level Five: Unification - Oct. 28/29 - Ottawa
- Level One: Foundations - Nov. 11/12 - Hamilton
- Anatomy and Alignment 2 - Nov. 11/12 - Toronto

- YogaFit Kids - Nov. 18 - Toronto
- YogaFit Pranayama - Nov 19 - Toronto
- Level Two: Communication - Nov. 25/26 - Toronto
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**New Brunswick**

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**Newfoundland and Labrador**

- YogaFit Prenatal - Oct. 13 - St. John's
- Level One: Foundations - Oct. 14/15 - St. John's

**Quebec**

- Pré-natal (French) - July 15 - Quebec City
- Seniors (French) - July 16 - Quebec City
- Anatomy and Alignment 2 - Aug. 12/13 - Montreal
- Level Two: Communications - Aug. 26/27 - Montreal
- Niveau 2: Communication et Techniques de respiration - Sept. 9/10 - Quebec City

- Level Four: Tradition - Sept. 14-17 - Montreal
- Level One: Foundations - Sept. 23/24 - Montreal
- YogaFit HealthCare 1: Assessing the Physical Body - Oct. 12-15 - Montreal
- Niveau 1 : Les Bases de la Sécurité - Oct. 14/15 - Quebec City
- YogaFit Seniors - Oct. 21 - Montreal
- YogaFit Kids - Oct. 22 - Montreal

**British Columbia**

- Level One: Foundations - Aug. 26/27 - Vancouver
- Canfitpro Vancouver, Oct. 26 - 29: YogaFit for Personal Trainers

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# Building a Studio for Everyone:

## Considerations for effectively serving special populations



One of the greatest benefits of pursuing a career in mind-body fitness modalities is the ability to use these methods to help people in various stages of physical ability, from post-operative and post-rehab to pre- and post-natal.

Setting up a studio to effectively serve special populations clients involves considering things from three angles: environment, programming, and logistics.

### Environment

Take the client's condition into consideration when scheduling sessions. If a person has recently had surgery, their immune systems may be weak. Slot them in a less busy time, when they will be exposed to less people, and less bacteria. Does a client have heart issues or problems hearing? A quieter

studio may be beneficial. Some populations will need a higher base, such as a Cadillac or V2 Max™ Plus with a Mat Converter, and some will need to remain vertical using the Ladder Barrel or a Stability Chair™.

### Logistics

Take a look at the logistics of physically getting to the studio. A three-floor walk-up may save on rent, but it can be impossible to reach for many. Does the building have wheelchair access? Elevators? Is it possible to make entering the studio more accommodating?

Plan ahead regarding the equipment and props and have them readily accessible to keep the flow going. Think about easy modifications, mindful of not making the client adjust drastically.

### Programming

In addition to planning a class that's appropriate for the client's particular condition, it's important to consider what cuing and imagery to use. Be mindful of how you employ tactile cuing, and be aware of what

anatomical and visual imagery you use with each client.

Be aware of time. For some, a full hour may be too much. Consider breaking hour-long sessions into two half-hour segments.

Setting up an effective studio that caters to a broad range of clients is a key ingredient in generating income and sustaining a reliable client base. For a free equipment consultation, or a return on investment analysis, contact the Merrithew™ team at [equipment@merrithew.com](mailto:equipment@merrithew.com), or 1-800-910-0001 ext. 264.



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# Indulge in the Season - Summer Veggie Burger

By Tatiana Vicol

Getting together with friends and family for barbeques and backyard brunches is so much fun, and enjoying delicious and healthy food with them all is even better. These unconventional “burgers” are full of fibre, protein, complex carbohydrates, vitamins, and minerals that will feed every cell in your body, leaving you and your guests feeling satisfied and nourished!

Beets nourish the liver; flax and chia seeds provide omega 3 fatty acids, great for the nervous system, hormone balance, and the skin. Quinoa is a complete protein, which means it provides all the essential amino acids needed for body functions including muscle growth and repair. Lentils are a good source of B vitamins, especially B9 or folate (folic acid is the synthetic version of folate), important in DNA synthesis, immune function, and improved cognitive function. Garlic is an immune booster, antifungal, and is effective in the treatment of Candida and parasites.

With so many health benefits to enjoy, it's time to throw a party and share this with the special people in your life!



## Ingredients

- 1/2 cup cooked quinoa
- 1/2 cup cooked lentils
- 1 carrot
- 1 beet
- 1/2 onion
- 1 zucchini
- 1/4 cup corn kernels
- 2-3 cloves garlic
- 1 TBS chickpea flour
- 3 flax eggs (recipe below) or regular eggs
- 1 TBS chia seeds
- Himalayan pink salt or sea salt
- Black pepper
- Cayenne pepper
- Coconut oil, for frying

## Preparation

In a food processor place carrot, beet, onion, zucchini, garlic, and spices; pulse to get all ingredients chopped to a somewhat grainy consistency. Transfer to a bowl and add the flax eggs (or regular eggs), chickpea flour, chia, corn, lentils, and quinoa.

In a pan, add one teaspoon of coconut oil and warm up on medium high. With your hands and using a tablespoon as a scoop, form patties and place on the pan. Cook each side for about 4-5 minutes; add more coconut oil as needed and before adding patties on to the pan.

Place on a bed of salad or veggies and enjoy.

## FLAX EGG

### Ingredients:

- 1 TBS ground flax seeds
- 2 TBS water

### Preparation:

Combine flax and water, mix well and let sit for 5 minutes. Add more water if desired. This ration will provide the equivalent of one egg.




Tatiana Vicol is a freelance Toronto based Holistic Nutritionist specializing in Pre and Post Natal Health, Hormonal Balance, Weight Loss, and Mental Health. She is an avid Yoga teacher and fitness professional and enjoys city strolls, loves to discover unconventional breakfast and brunch spots, nature, and living a quality life through well nourished meals. She is also canfitpro's People and Culture Advisor. You can find her on Instagram @TheCorporateNutritionist.



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# Understanding the Power of Breath



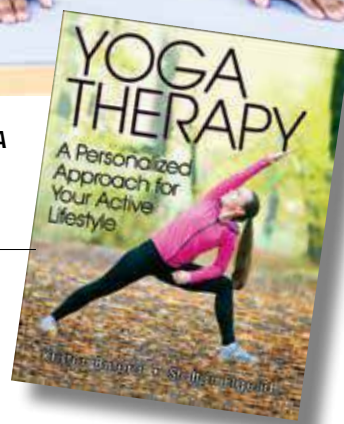
**B**reath is central to who we are. Whether it relates to our ability to work, think, sleep, or interact with others, we might claim that the breath is the core pattern that drives all other patterns. After all, what other activity do we perform six to eight million times per year? Adapting the breath helps people change along with life. Learning to consciously engage with the breath enables people to tap into a central part of themselves.

History is full of examples of cultures connecting breath, soul, and spirit in one way or another. The Bible states that God breathed life into Adam. The Hindus spoke about atman. The Greeks spoke about pneuma. The Romans spoke about *spiritus*. The Hebrews spoke about *ruach*. The Chinese spoke about *chi* or *qi*. In Hawaii, outsiders

This is an excerpt from *Yoga Therapy: A Personalized Approach for Your Active Lifestyle* by Kristen Butera and Staffan Elgelid.

were called *haoles*, translating to no breath or breathless.

In yoga we have the concept of prana, which is often translated as life force, energy, or vitality and is connected with the fourth step on the eightfold path, pranayama. Pranayama is often translated as breath control or breath mastery. We like to think of pranayama more in terms of breathing skills in general, primarily being able to use the breath as a resource for self-awareness and working from that awareness, the ability to adapt the breath to the situation. To explore that self-awareness through the breath, you have to identify, differentiate, and integrate



your breath just like you do with any other movement.

How you breathe at any given time can enhance or detract from what you are trying to accomplish. Although most of the time breathing is an involuntary act, we can be mindful and skillful enough to make it a voluntary act. Chances are if you have never

# POSITIONAL BREATH

## Exploration



a

- 1 Start in a reclined position on the floor**, on a yoga mat, or on any firm surface that will provide tactile feedback about how your body is resting on the floor. Observe your breath without changing it. Be curious and don't judge yourself.
  - Where does your breath originate from? In the abdomen? Chest? Collarbones?
  - Does your abdomen move up and out toward the ceiling as well as back and down into the floor?
  - Does the rib cage move up and out toward the ceiling as well as back and down into the floor?
  - Put your hands on the side of your body at your lower ribs (a). Can you feel expansion into your hands?



b

- 2 Roll over facedown**, crossing your arms and allowing your forehead to rest on them (b). Now repeat the same observations that you made in the reclined position. How does the feedback change? Can you feel the expansion in the back of the torso a little more? Can you use the floor to give you more feedback about what is happening in the front of the body in the abdomen and rib cage?



c

- 3 Come up to standing (c)**, paying attention to how you use your breath in the transition from face-down to upright. Did you use your breath or did you hold it? Now repeat the same observations that you did in the other two positions. Where do you feel expansion when you breathe in? Where do you feel contraction when you breathe out? How did your perception of your breath change when you were standing? Was it more difficult for you to feel your breath without the floor to give you feedback?
- 4 Are you able to perceive** that each change of position changes your potential experience of your breath? Acknowledge the breathing habits present in each of the positions.

done breathing practices before, you will be shocked by how they effect immediate changes in your life experience. At first, it might be challenging to cultivate the attention needed to notice these changes; be patient as you explore. To become a skillful breather, you may first have to uncover and remove the obstacles between yourself and a free, adaptable breath. To do this, you need to go through a familiar process with your current breathing patterns.

### To become a skillful breather, follow this process:

1. Cultivate the discipline to observe your existing breathing habits (identification).
2. Introduce new options (differentiation).
3. Adapt your breath to support and enhance all of your activities (integration).

As you start the breathing exercises, remember that having options implies that

you don't do things in the same way over and over. Your nervous system will not become adaptable if you replicate a breath exploration or any other exploration without variety. The term exploration implies variation. Once you start to explore more options for breathing, it will become challenging at times to identify whether you are, in fact, doing what you think you are doing. As you explore, try to stay curious and playful. If you notice that you are creating unnecessary strain or tension in your body, stop the exercise, pause for a few moments to notice, and then start again with an attitude of curiosity and playfulness.

The positional breath exploration offers you the chance to adapt your breath to various positions. In this breath exploration, depending on your orientation and how well you are able to perceive your breath, you may be able to notice differences in how you breathe. Observe, play, and have fun!

The positional breath exploration also

offers you the opportunity to understand how you engage with your breath and starts the process of making your breathing a more conscious act. The awareness that you gather from this exercise gives you a baseline understanding from which to begin to differentiate your breath and develop new breathing options.

*Learn more about Yoga Therapy: A Personalized Approach for Your Active Lifestyle.*



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# Finding the **IT** Factor

Meet **Johanna Ward**,  
canfitpro's 2016 Fitness  
Professional of the Year  
Finalist



## How did you first get involved in the fitness industry?

I started teaching dance-exercise almost 20 years ago. I went to a Jazzercise class in Victoria, B.C. and saw how much more motivating it is to have FUN while you exercise. I had a background in dance, so merging that with fitness was a perfect fit.

## Describe what you currently do.

I teach a variety of dance-exercise formats - danceFIT, BootyCall, Work IT (cardio-core intervals) and barre. All the classes are super high-energy and FUN with creative choreography that guarantees a 360 degree workout. I teach out of four studios in Vancouver. Some classes max at 10 people and some have up to 80! My class is often described as a "really sweaty party!"

## Describe your favourite fitness routine and why you love it.

danceFIT is always #1, however I'm really into barre right now too! I love the intensity of the workout, the focus on perfect form and the non-stop pace of the class. It's so awesome for improving posture and toning the arms.

## How has your focus on fitness changed your life or that of others?

Fitness is my happy place. There's nothing I

**"IT stands for *integrated training*. It's also about inspired time. Finding the inspiration, dedication and freedom to go for IT! Everyone has their own IT factor... the thing that motivates them to move."** - Johanna Ward will help YOU find yours!

love more than teaching a class and helping people see how capable, how strong, how beautiful, how ENOUGH they are. I feel so incredibly lucky to get to do this for a living and help change lives. And it has changed lives! I have heard from countless participants over the years that my class helped them to make fitness a lifestyle and a priority and a JOY. Instead of "having to work out" we get to work out! I'm all about helping people find their IT factor, in fitness and in life.

## What is the most valuable lesson you have learned through your fitness or life experience?

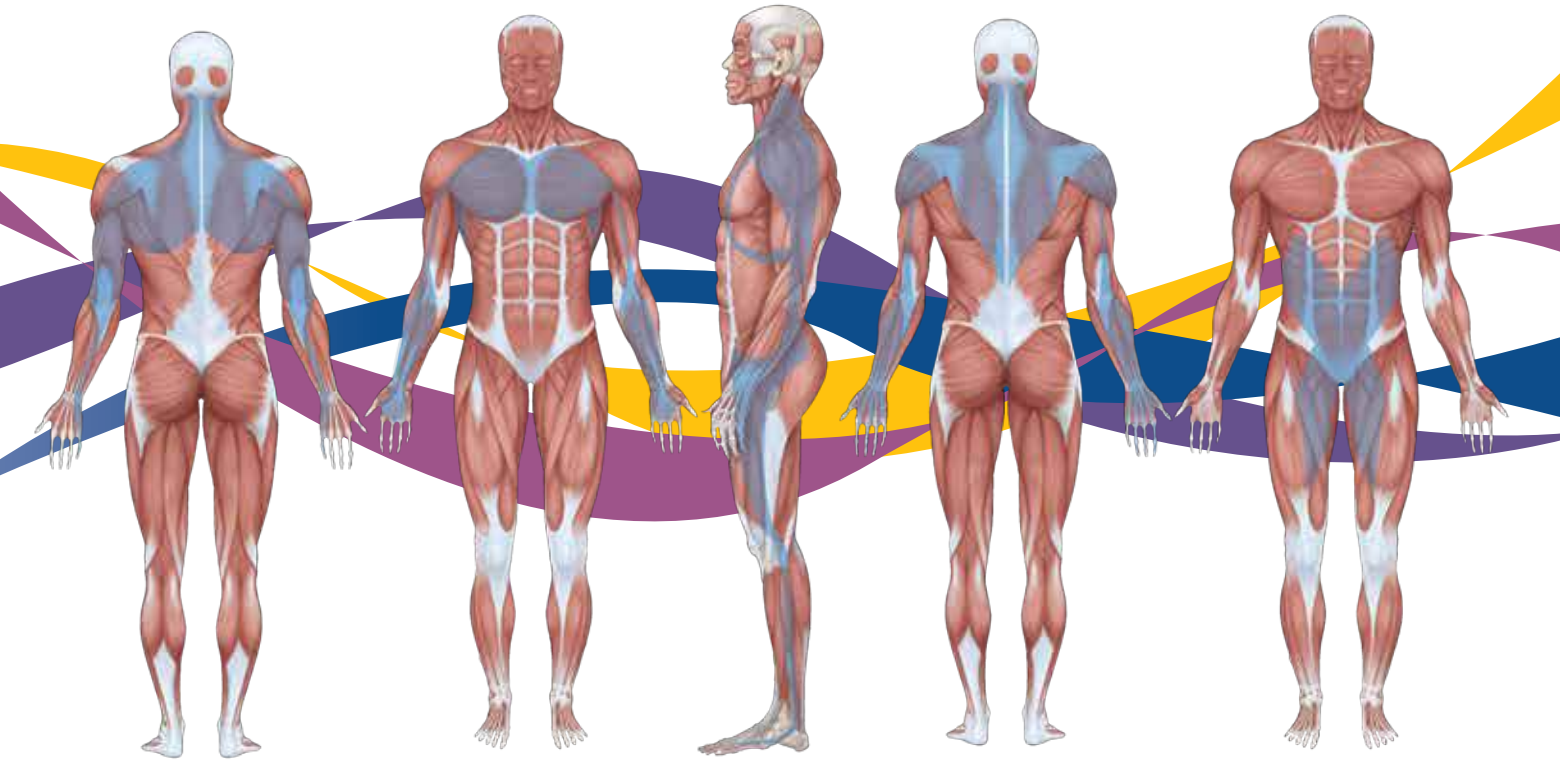
Make the most of every moment and every movement. Want to have the best class experience? Be present in your body and in your mind. Finish each move with precision and add your own flair. Appreciate what you can do, enjoy what you're learning to do, let go of judgement and look for the good. This is also how I live my life off the dance floor.

## What has been your greatest challenge and how did you overcome it?

One of the biggest life lessons for me has been around self-compassion. I find for so many of us it is easy to be instinctively kind to others, yet less so to ourselves. This hinders us from reaching goals, this keeps us in anxiety and stress, basically holding us back and potentially negatively affecting our health. I'm still a work in progress but I'm working on it!

## What health and fitness advice do you have for other canfitpro members to enhance their lifestyles?

Do what you love in every possible area of your life. If you don't like kale, don't put it in your smoothie. Find something you do like that has similar benefits. If you're teaching a format that doesn't inspire you, find one that does. This approach not only makes life easier to lead, it's also more enjoyable and I believe that's a pretty great road to travel on toward success.



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# 150

## Reasons to Exercise!

Canada will be celebrating its 150th anniversary of Confederation this summer so it seems like a fitting opportunity to remind ourselves why exercise is so important to our physical, mental, and even spiritual health. We drew upon all the research and compiled this list for you to share with those around you and to keep inspiring Canadians to live healthy and happy for the next 150 years!

1. A fit body is a healthy body.
2. It feels good.
3. Your heart will be stronger.
4. Prevents muscle loss.
5. Your bones will be stronger.
6. Improve cholesterol levels.
7. Increases your metabolism.
8. Improves self-confidence.
9. Helps to combat depression.
10. Improves posture.
11. Burns more calories than sitting on the couch.
12. Prevents diabetes.
13. Reduces the risk of heart attack.
14. Strong is sexy.
15. Helps maintain a healthy weight.
16. Improves balance.
17. Improves energy.
18. Improves self-esteem.
19. Keeps you mentally sharp.
20. Your body is meant to move.
21. Helps you eat healthier.
22. Makes your clothes fit better.
23. You'll be able to play with your kids/grandkids.
24. Helps to slow down aging.
25. Your skin will glow.
26. Swimsuit season is always around the corner.
27. Lowers risk of (certain) cancers.
28. Gives you a strong core.
29. Eases back pain.
30. It's a great stress-buster.
31. It adds years to your life.
32. It adds life to your years.
33. Helps you sleep better.
34. Improves blood pressure.
35. Boosts productivity.
36. Makes you a good role model.
37. You don't have to feel guilty about having dessert.
38. Burns off last night's dessert.
39. Increases endorphins.
40. Makes vacuuming less of a chore.
41. Climbing stairs is easier.
42. Groceries are easier to carry.
43. Maintains immune function.
44. Reduces body fat.
45. Improves your sex life.
46. Reduces anxiety.
47. Lowers risk of dementia.
48. Improves your learning ability.
49. You'll get sick less often.
50. Improves skin tone.
51. Improves joint function.
52. Boosts creativity.
53. Makes life more exciting.
54. Improves body image.
55. Decreases risk of osteoporosis.
56. Increases sport performance.
57. Helps control addictions.
58. Improves coordination.
59. Increases agility.
60. Increases pain resistance.
61. Increases endurance.
62. Prevents colds.
63. Reduces PMS.
64. Reduces allergy symptoms.
65. Reduces risk of metabolic syndrome.
66. Helps with fertility.
67. Makes you respect your body.
68. Improves breathing efficiency.
69. Speeds up recovery from injury or illness.
70. Improves flexibility.
71. You want toned arms.
72. It's fun to work out with friends.
73. You can meet new friends.



- 74. Eases chronic pain.
- 75. Relieves symptoms of menopause.
- 76. Regulates body rhythms.
- 77. Prevent gallstones.
- 78. Be more motivated.
- 79. Promotes a positive attitude.
- 80. Improve personal growth.
- 81. Provides a sense of accomplishment.
- 82. Improves oxygen supply to cells.
- 83. Helps with self-control.
- 84. Keeps your brain fit.
- 85. Helps prevent strokes.
- 86. Increases speed.
- 87. Reduces symptoms of asthma.
- 88. Improves mental alertness.
- 89. Stimulates growth of brain cells.
- 90. Improves digestion.
- 91. Develops focus.

- 92. Teaches team work.
- 93. Improves reflexes.
- 94. Develops resilience.
- 95. Teaches life lessons.
- 96. Improves quality of life.
- 97. Promotes positive thoughts.
- 98. Promotes positive behaviours.
- 99. Gives you goals to work toward.
- 100. You look good naked.
- 101. Helps prevent falls.
- 102. Helps prevent injuries.
- 103. Improves sex drive.
- 104. Reduces risk of workplace burnout.
- 105. Helps manage symptoms of ADHD.
- 106. You'll feel bad if you don't.
- 107. A great way to spend 'me' time.
- 108. Helps you drink more water.
- 109. Reduces health care costs.
- 110. You'll like what you see in the mirror.
- 111. A good reason to wear those Lululemon pants.
- 112. A great way to spend time outside.
- 113. You want a better life.
- 114. You want to see the scale drop.
- 115. You want to be stronger than your excuses.
- 116. Alleviates belly bloat.

- 117. The next vacation, wedding or reunion is always coming.
- 118. Cheaper than therapy.
- 119. Strengthens your spirit.
- 120. Feel a part of something.
- 121. You want to do a real push-up.
- 122. You want to do a real pull-up.
- 123. Shopping for clothes is much more fun.
- 124. You want to shave time off your running pace.
- 125. It doesn't have to be expensive.
- 126. You made a commitment to yourself.
- 127. You want a great butt.
- 128. Improves liver function.
- 129. Corrects muscle imbalances.
- 130. Helps alleviate varicose veins.
- 131. Improves circulation.
- 132. Enhances neuromuscular relaxation.
- 133. Helps you get past self-imposed limitations.
- 134. Develop a greater appreciation for life.
- 135. Makes you smile more.
- 136. Improves problem-solving ability.
- 137. It doesn't require a lot of equipment.
- 138. Improves body awareness.
- 139. People will look at you and say "You look great!"
- 140. Improves glycogen storage.
- 141. Enables body to use nutrients more effectively.
- 142. Improves multitasking and task switching.
- 143. Make better plans and stay organized.
- 144. Boosts emotional intelligence.
- 145. Increases willpower and determination.
- 146. Helps control emotions.
- 147. Improves short term and long term memory.
- 148. Reduces the incidence of migraines and headaches.
- 149. Increases happiness.
- 150. Because you're worth it!

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nuPasta

## Nutrition Facts Valeur nutritive

Serving size 1 package (210 g)  
portion 1 paquet (210 g)

Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 25	
<b>Fat / Lipides</b> 1 g	<b>2 %</b>
Saturated / saturés 0 g + Trans / trans 0 g	<b>0 %</b>
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 0 mg	<b>0 %</b>
<b>Carbohydrate / Glucides</b> 6 g	<b>2 %</b>
Fibre / Fibres 6 g	<b>24 %</b>
Sugars / Sucres 0 g	
<b>Protein / Protéines</b> 1 g	
Vitamin A / Vitamine A	0 %
Calcium / Calcium	8 %
Iron / Fer	4 %

