

Richly Rewarding Living

Your Monthly Newsletter For Maximizing Life's R.O.I.™

"The more you put into it, the more you get out of it"

For Clients and Friends of Fit-4-Life, Inc.

The Magical 'Exer-Shoe'...Ain't So Magical

Claim: "Skechers Shape-Ups are a great way to exercise while you go about your busy day. 'Shape Up While You Walk' by toning your butt, leg and abdominal muscles, burn more calories, fight cellulite, improve your posture and circulation and reduces knee joint stress." "Get in shape without setting foot in a gym." "Fitflops, 'the flip flop with the gym built-in'."

Reality: A growing number of doctors are warning that toning shoes don't deliver on their marketing promises and could cause injuries by, among other things, changing a person's gait, or way of walking.

The makers of "toning shoes" say the shoes can help give wearers more shapely butts, legs and abs, often without the need for gym workouts. The 'toning shoe' trend represent the fastest-growing segment of the \$17 billion-a-year athletic footwear industry. It's a market driven by a customer base that is 90% women.

Busy moms and working women who spend much of the day on their feet, such as teachers, hairstylists, and restaurant servers, are among the most devoted buyers of toning shoes, which typically sell for \$100 to \$250.

The designs of toning shoes vary, but generally they have pods or curves in the bottom that create instability. They try to replicate the gentle, heel-to-toe motion of walking on a soft, sandy beach. That imbalance makes the wearer work harder to maintain his or her balance, and shoe-makers say, it relates to about 11 to 41 percent increased muscle activity in the legs, glutes, and calves.

Back To School Deals! Small Group Bootcamp Workouts

***New AM Workout Times =
Tues/Thurs/Fri 9:30 -10:30AM***

\$89/month for unlimited workouts (8 workouts/wk)

\$119 for 8 Class Pass (Only pay for the workouts you can attend)

If you miss a workout attend any of the other workouts. Tues/Thurs 4:30-5:30PM, 6-7PM, & Sat 9AM.

30 Minute One-on-One Express Workouts

Same great one-on-one workouts in a shortened 30 minute format.

- 12 Workouts for 2 Payments of \$270 (\$45/workout)
- 24 Workouts for 3 Payments of \$320 (\$40/workout)

Partner 30 Minute Training NOW Available!
(call for special pricing)

Contact me at kevinhensel@fitlifeinc.com
or call 856-751-0033

Some doctors, including Barbara de Lateur, distinguished service professor of physical medicine and rehabilitation at Johns Hopkins University's School of Medicine, warn that toning shoes create their advertised benefit by destabilizing how a person walks and say that wearing the shoes can result in strained Achilles tendons. De Latuer also says the shoes can be a particular problem for older consumers or those who have difficulty keeping their balance.

And some foot specialists find the shoes to be clunky, heavy and unstable. Dr. Paul Langer, a podiatrist at Minnesota Orthopaedic Specialists, wore a pair of toning shoes as an experiment. "I can say that after a day in clinic, my legs feel tired and the shoes feel way heavy (they are much heavier than conventional shoes)," he says. "Because the shoes are unstable, muscles must work harder to stabilize the foot and leg. I would never propose that these shoes would replace a conventional fitness routine."

There have been small studies showing increases in muscular activity with the use of curved soles. Reebok said independent lab tests showed that EasyTone shoes generated up to 28 percent more butt muscle activation, compared with ordinary sneakers, because of the mini balance balls in the bottom of the shoe. Skechers said it conducted a six-week test that showed Shape Ups users lost an average of 3.25 pounds.

According to doctors who have questioned the effectiveness and safety of toning shoes, there are elements of truth to the ads. But many of the doctors want more independent studies on the shoes, rather than industry-financed research. Other doctors, such as de Lateur, say they have seen enough to conclude that the shoes mostly represent hype.

In the end, there just isn't enough data to show the pros outweigh the cons. Save your money and stick to a conventional 'tried and true' fitness program.

8 Fitness Do's and Don'ts

Here's what you need to know to avoid common fitness mistakes and get the most out of your exercise routine.

1. **Don't lift too much.** Talk with one of our staff or personal trainers to ensure you're lifting weights that are appropriate for you—otherwise you could injure your muscles. If you're ready to challenge yourself, add weights gradually and always listen to your body.
2. **Do warm-up.** Many folks tend to rush through a warm-up, either giving it minimal time or bypassing it altogether. But just like cold dough, cold muscles are as easy to work with (without risking tears) as warmed ones. Try walking and/or active stretching to prepare muscles for your workout.
3. **Don't 'jerk around'.** If a free weight is so heavy that you have to 'jerk' it up to get it to move, then you're probably straining your muscles as well—and risking injury. Find a weight you can control with a smooth lift, this goes for weight machines as well.
4. **Do stretch more.** Stretching improves range of motion and flexibility and can reduce the risk of muscle tightness and strain. Use active stretching during your warm up to loosen muscles, and end with additional static stretching right after your workout, while our muscles are still warm to get the most from it.
5. **Don't lean on the machine.** While you are doing your cardio on the stair-climber, elliptical, cross trainer, or treadmill you may be tempted to lean on the hand rails, but this may put undue stress on the wrists and back. Monitor your posture during exercise for the most effective results.
6. **Do bring a bottle.** Always bring a bottle of water with you and drink from it regularly—before you feel thirsty.
7. **Don't go overboard with food and drink.** Unless your workout lasts for more than an hour and half, you shouldn't need energy bars, gels or chews to fuel your workout. Also be wary of high-sugar, high-calorie sports drinks—always check the nutrition facts label.
8. **Do find 'just right'.** Many people either work out too intensely (risking injury) or not intensely enough and wonder why they don't see much result. Consult one of our staff or personal

Did You Know?

We offer a variety of fitness and nutritional services here at Fit-4-Life, including:

- ◆ **One-on-one personal fitness training**
- ◆ [Fitness Boocamp](#)
- ◆ **Small Group Training**
- ◆ [Korr Metabolic Analysis](#)
- ◆ [Nutritional Counseling](#)
- ◆ **7 Day Detox**
- ◆ [Corporate Wellness Programs](#)
- ◆ **Massage Therapy**
- ◆ [Shaklee Supplement Distributor](#)
- ◆ [Private Cooking Lessons](#)

For a complete listing of services visit our web site: www.personaltrainerincherryhill.com
Or just give us a call and we'll mail you an info-pak!

REFERRAL REWARDS!!!

I'd much rather pay you with free personal training sessions or lavish gifts than pay for advertising. Just refer us a friend, co-worker or family member who becomes a client and you WIN! **And the more you refer...the more you win.** There's no limit to my gratitude! Just tell the person you refer to use your name when they call or come in, and **we'll roll out the red carpet for them.** Seriously, we have a red carpet and we're not afraid to use it ☺.

CLIENT OF THE MONTH

This month's client of the month is...

Kevin Kiene

Congratulations!

Every month we choose one client who has done something exceptional and reward him or her with a

FREE Massage with Pam Kanski

(Corrective Massage Therapist - I highly recommend it!)

Watch for YOUR name here in a coming month!



"I lost 135 lbs." 41 year old Kevin Kiene is our September Success Story.

If Kevin looks familiar it's because he was our April success story.

He's down another 30 lbs since April.

I'd love to take all the credit for Kevin's 135 lb weight loss, but he lost 70 lbs before he started with us. At Fit-4-Life he lost another 62 lbs, 12% Bodyfat, and over 30 inches (8 inches off his waist), and that is a huge accomplishment. I just had to make Kevin our September Success story in recognition of his 135 lb weight loss. He's within 20-30 lbs of his goal weight.

We still torture Kevin 3x/week. He lives in Northeast Philly which is a testament to his dedication and persistence travelling all the way to Cherry Hill. I can't lie we still have some issues getting his diet on track (old habits are hard to break) and he gets a little supplement happy but the constant nutritional counseling helps keep him on track. See the secrets to his success by watching his video online at www.personaltrainerincherryhill.com

And don't forget, if you have any questions or concerns about your health, we're just an email or phone call away.

We're here to help, and don't enjoy anything more than participating in your **lifelong good health**. If you have a question about fitness, weight loss, health trends, or a supplement/nutritional product you would like checked out, email or call with your question and I'll do my best to address it in an upcoming issue (or with you personally).

I'd love to hear from you.

kevinhensel@fitlifeinc.com

856-751-0033

DO YOU KNOW THESE PEOPLE?

Welcome New Clients!

Here are the new clients that became members of our fitness family this last month! We'd like to welcome you publicly, and wish you all the best!

Kevin Cook

Linda Wilson

Susan Bookman

THANK YOU! THANK YOU! THANK YOU!

Thanks to YOU, we're the hottest Fitness Training Business in town. Our clients and friends deserve great thanks for graciously referring us to family, friends and neighbors. ***We couldn't do it without you!***

Referral Rewards: Win free sessions or lavish gifts for your referrals. Be sure to print your name as "Referred By" We'll "roll out the red carpet" for your referrals and treat them like royalty!

\$ Can You Put A Price On Looking & Feeling Great?

Fit-4-Life, Inc.

Guaranteed Results Personal Training & Boot Camp

www.PersonalTrainerInCherryHill.com * (856) 751-0033

\$ Can You Put A Price On Looking & Feeling Great?

Gift-A-Friend...Bring-A-Friend

Gift a friend of yours with this Certificate good for **1 free personal training session or one free week of fitness Boot Camp**. Or bring your friend with you (please call ahead to let us know) for a couple free buddy workouts!

We'll roll out the red carpet and treat your friend like royalty!

Referred By: _____ Friend's Name: _____

Gift Certificate Expires:10/15/2010





Gym Rat Badge Winners

Natalia V. lost 26 lbs, ran a triathlon and hiked a mountain in Ecuador-Great!

Dan F. has lost 50 lbs and we're taking off the training wheels. Good luck!!

Shannon H. is kickin' butt with her bootcamp workouts.

Congrats to **Millie & Glen D., Amanda N., Evans & Joan K.**, for surviving the McGuire Mud Run!!

Be Inspired!

"The only way of finding the limits of the possible is by going beyond them into the impossible." ~ Arthur C. Clarke



Trainer Dan Pulling a 18 Wheeler for Ronald McDonald House Charity



Kevin Kiene after losing 135 lbs

Fit-4-Life Gets A Major Make-Over

Coming Soon!!

- ◆ New cardio, new strength equip., new media centers, more evil toys
- ◆ Check out the new renovations you won't recognize the place
 - ◆ Healthy Weeknight Cooking In 20 Minutes
 - ◆ Cooking Lesson coming in Oct



Kevin Hensel
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You'd smile too if you
Just lost 135 lbs...

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"FREE Month of Boot-camp?" ...Special Health Bulletin

*Here's Your Newest Issue of Richly Rewarding Living.
Open and Read Now to See if You Are The WINNER of
A FREE Massage By Therapist Pam Kanski*

Current Resident Or:

"Give Up...There is no 'Magic Bullet'..."

Dear Clients and Friends,

Over the past few months, I've shared some great articles with you on the latest fitness trends—'exer-games,' these new 'toning shoes' (see the main article inside), among other things.

We're all very busy, our lives are in overdrive 24/7, so we are constantly looking for shortcuts, ways to make life easier, and new ways to multi-task. (I'm guilty of doing this at times myself.)

But when it gets down to it, there is no substitute for the old-fashioned, tried-and-true methods. Especially in regards to your health and fitness. You can take shortcuts to get somewhere, cut corners to complete a project, there are even shortcuts for cleaning your house...but there are no shortcuts when it comes to your health. Sure, there are products and diets on the market that would have you believe otherwise (mainly because they want to sell you something). Don't be sold on these false claims.

Think about it...you wouldn't want your dentist to take shortcuts on your fillings, or your eye doctor in completing your eyeglasses prescription, or your surgeon in removing a tumor. No way. You'd just end up in pain and back in the doctor's office for a do-over. So why would you try to take shortcuts in other areas of your health and wellbeing?

You only get one body in this lifetime, there are no 'do-overs' or 'trade-ins'. So, there are certainly no 'magic bullets' or shortcuts when it comes to your long-term health and fitness. That's why we here at Fit-4-Life are dedicated to providing you with the tools, support, and encouraging atmosphere you need to keep you on track with your health and fitness goals. No shortcuts here, just proven, tried-and-true, sure-fire methods to get you where you want to be.

To Your Health,

P.S. Check out this month's issue for a buyer-beware on the latest fitness trends, fitness do's and don'ts, and much more!



FREE Month of Fitness Bootcamp

Fit-4-Life and Gym Source are partnering for a great savings opportunity. In the months of September and October, buy any treadmill or elliptical* at Gym Source in Cherry Hill and Gym Source will buy you a month of boot camp at Fit-4-Life!

Get 15% off any treadmill or elliptical* and also take advantage of 0% financing for 6 months. Make sure to mention you are a client of Fit-4-Life to get the discount and FREE month boot camp.

Contact Katie Johnson at Gym Source 856-324-0981 or katiej@gymsource.com for more information. Visit the Gym Source web-site at www.gymsource.com. (818 Haddonfield Rd)

*Cannot be combined with any other Gym Source offer, discount off MSRP, delivery and installation additional.

*Discount does not apply to the Octane Q35 elliptical or Cybex 425A model.



I Found You A Workout Partner

Torture Enjoys Company!

Get a 50%-75% discount if you workout with a buddy for \$20-\$36/workout.

You select the time and we'll try to find you a workout partner.

Goto www.CherryHillWorkoutBuddy.com and submit your available workout days and times so we can hook you up with a partner. You can also find out what everyone else's availability is.

Don't worry. Your email address will not be posted!!

**Visit www.CherryHillWorkoutBuddy.com
Today to find a workout partner!**

New AM Small Group Bootcamp Workouts

*****Tues/Thurs/Fri 9:30 –10:30AM*****

\$89/month for unlimited workouts (8 workouts/wk)

\$119 for 8 Class Pass (Only pay for the workouts you can attend)

If you miss a workout attend any of the other workouts. Tues/Thurs 4:30-5:30PM, 6-7PM, & Sat 9AM

Only 4 spots still available.

Call 856-751-0033 or email me kevinhensel@fitlifeinc.com ASAP to reserve your spot.

www.CherryHillBootcamp.com