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August 2006

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DARE 2 FEEL THE HEAT!!!

Since the the FDA began restrictions on ephedra, there has been a void of effective fat-burning supplements. Most companies have come out with products that will give you a stimulatory effect, but lack the ability to burn body fat. Others just don't deliver the punch we need to keep us going all day. The Beast® **2Shredded™** doesn't just burn body fat, it **OBLITERATES** it. **2Shredded™** contains a proprietary combination of ingredients that will heat you up, shred you up and keep your energy levels jacked all day long.

At the core of the **2Shredded™** formula lies the PCA stack. Many of you may be familiar with the ECA stack that took the supplement world by storm not too long ago. That stack consisted of Ephedra, Caffeine, and Aspirin. The PCA stack contains the Caffeine and Aspirin components but introduces Phyllembelin in place of ephedra. Phyllembelin is a powerful extract that like ephedra, acts as an adrenaline potentiator. **2Shredded™** then takes thermogenic fat burning to a new level by combining the PCA Stack with cAMP, Synephrine, Norsynephrine, Evodiamine and other cutting-edge compounds that will literally melt body fat before your eyes.



The importance of optimum thyroid function can never be understated especially when trying to get lean. **2Shredded™** combines the thyroid potentiators Iodotyrosine and 3,5-Diiodo-L-Tyrosine to kick the thyroid into high gear allowing for maximum thermogenesis. **2Shredded™** also prevents the retention of excess water and curbs cravings for those on restricted diets.

2Shredded™ is the most powerful Hardcore Thermogenic in the Industry.

Get 2 Shredded™ Today!!!

SUPPLEMENT FACTS

Serving Size: 3 Capsules

Servings per container: 40

Proprietary Blend	1325mg	Amount per serving	% DV*
FAT INCINERATING THERMOGENIC COMPLEX		1233mg	**
With the P.C.A. STACK			
Phyllembelin	} P.C.A. Stack		
Caffeine Anhydrous			
White Willow Bark (25% Salicin)			
Synephrine HCL 95%			
OctopaLean HCL (Norsynephrine HCL 98%)			
cAMP (cyclic adenosine-3'-5'-monophosphate)			
Evodia Rutacarpae (20% Evodiamine)			
Green Tea Extract (50% ECGC)			
Acacia Rigidula Extract 70%			
Clary Sage Extract (Sclareolide)			
Naringin Extract			
Vanadium Orotate			
Chromium Polynicotinate			
THYROID STIMULATING COMPLEX		1365mcg	**
3,5 Diiodo-L-tyrosine, Iodotyrosine			
DIURETIC Co-Factors		90mg	**
Horsetail Extract			
Dandelion Root Extract			

* Based on 2000 calorie diet.

** Daily value not established.

The **2 Shredded™** formula contains the most advanced ingredients for:

- **Maximum Reduction of Body fat**
- **Increased Energy Levels.**
- **Optimum Thyroid Function**
- **Prevention of Excess Water Retention**
- **Control of Food Cravings**

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AVC SHOW

NO-Shotgun™: may fuel episodes of psychotic physical and biochemical intensity to induce Muscle Hyperplasia, HX-1™ & HX-2™

The science of exponential muscle growth!

There are three ways muscles can get larger. The first and most limiting is called muscle **Hypertrophy**. This is where you practically kill yourself in the gym to force your genetically pre-existing amount of muscle to get larger in size. Are you the chosen "1 in 10,000" that God blessed with a ton of fast twitch muscle? Probably not. So for you, training to make your genetically limited amount of muscle increase in size really sucks. Visualize a white male who trains intensely and eats right for 10 solid years and then a typical brother walks into the gym for the first time and is leaner and more muscular having never touched a weight. **White men can't jump for a reason – they don't have enough fast twitch muscle!** But, there are also plenty of black people and persons of all races who struggle with their God given genetics. The great news is that **Hyperplasia** can level the playing field!

Hyperplasia occurs when existing muscle actually forms new muscle fibers and can occur by two different mechanisms. The first is actual fiber division resulting in splitting or branching of existing muscle to form more muscle fibers. **Hyperplasia X-1 (HX-1)** occurs during muscle trauma such as heavy negative reps and high volume/high intensity training. **Redline's®** unparalleled energy technology contained in **NO-Shotgun™** is the driving force behind the intensity you need to trigger **HX-1**-induced muscle growth. I'll get real with you, without insanely attacking the weights, **HX-1** just isn't going to freakin' happen. **Redline's®** the catalyst that fuels episodes of psychotic physical intensity!

Hyperplasia X-2 or HX-2 is new muscle fiber that forms when muscle fiber precursor cells known as satellite cells are stimulated. This is where the **NO-Shotgun™** matrix shines a potent biochemical light. **NO2** (Nitric Oxide—I'm talking real Nitric Oxide, not some fake-@\$\$ supplement)-induced vasodilation (opening up the veins and capillaries) literally floods the muscle with massive amounts of powerful muscle building "EX" (Ethyl Ester HCl) compounds. If you review the studies on arginine or glutamine, these amino acids were infused into the blood intravenously to stimulate Nitric Oxide or GH (growth hormone). This is why simple **AKG** chemical salts of Arginine (Arginine **AKG**) have proven to be ineffective at increasing muscle size in three clinical studies. **YES, IF YOU PURCHASED ANY NO2-TYPE PRODUCT WITH ARGININE AKG, STUDIES SHOW YOU GOT PUNKED! DON'T FEEL BAD, THE NO A-AKG SCAM RIPPED YOUR FRIENDS OFF TOO FOR ABOUT \$75,000,000!** Take home message: three studies prove **NO2**-type products containing Arginine **AKG** simply do NOT work. Further, Arginine should be consumed with Citrulline in order to produce nitric oxide. **NO-Shotgun™** contains the sophisticated compound, Arginine Ethyl Ester HCl (**AEX™**) which does not need to be injected and is further enhanced with Citrulline – necessary to facilitate **NO** production. Along with these ingredients, Ellagic Acid works in concert with **AEX™** and Citrulline to further improve **NO** output.

There's more: **NO**-induced vasodilation results in killer pumps in the gym. The greater the pump the more muscle fiber trauma. The pain associated with "The Pump" is what Arnold referred to as "better than

sex". The Nitric Oxide vasodilating effect of the muscle is very similar to that which occurs in the genital region when one takes **Viagra®** or **Cialis®**. The pump is so pronounced in the muscle (or genitals) that it is painful due to **NO**'s opening of the veins, arteries and capillaries like flood gates. This condition brought on by **NO** (Nitric Oxide) over fills the muscle with nutrient dense blood to produce a **NASTY PUMP™**! Consequently, Arnold was way ahead of his time when he associated the pain/pleasure response generated by a **great muscle pump as better than SEX!** Follow me closely here! The physiologic response to **NO** causes extra trauma to occur when the blood-engorged™ muscle is subjected to **INTENSE** weight training. Greater injury to the muscle is a result of significantly increased internal pressure (the blood-engorged™ pump) within the muscle when muscle fibers rub violently against each other during training. It is my personal theory that when the vascular (veins etc.) system floods the **DAMAGED MUSCLE** with powerful nitrogenic and scientifically proven protein synthesis stimulating compounds like, Branched Chain Amino Acid Ethyl Esters along with Beta-Alanine Ethyl Ester and Creatine Ethyl Ester, massive physiologic changes in the muscle take place and muscle fibers can be split and new satellite cells can be formed to actually cause muscle **HYPERPLASIA!** **This is where both mechanisms of hyperplasia, HX-1 AND HX-2 take place i.e., where new satellite cells are formed and muscle fibers branch and split. Until now, gaining ungodly amounts of HX-1 and HX-2-induced muscle occurred only by getting jacked on a poly-pharmacy of bodybuilding drugs.** And, obviously with a massive pump and the off-the chain bioactive compounds present, so to are existing muscle cells getting larger. It's the muscle hypertrophic/hyperplastic™ **TRIFECTA** for gaining and even creating new lean muscle tissue! The **NO-Shotgun™** subculture will be



the first generation to be able to actually create new muscle tissue (hyperplasia) without injecting massive amounts of steroids, testosterone, insulin and **IGF-1!**

Lastly, why have caffeine present when caffeine interferes with creatine absorption? Well studies show that caffeine inter-feres with regular creatine absorption. **CEX®**, the first ever Creatine Ethyl Ester, appears to be unaffected by caffeine because of its superior ethyl esterified chemical structure stabilized with an HCl molecule. Further, **Redline's®** explosive energy technology allows one to train with the insanity and intensity that initiates the process of splitting muscle fibers and causing new satellite cell formation to reach our goal of **HYPERPLASIA!** Hopefully when I run into you at the gym,-

NO SHOTGUN™

Muscle Hyperplasia, HX-1™ & HX-2™

Arnold Classic or Olympia, you'll have your own outrageous NO-Shotgun™ story to share with me. Just to give you a heads up—don't take NO-Shotgun™ if you're going to walk around with your man-boobs and cry estrogen-induced tears that you're sore and can't move for three days. This is what Shotgun is designed to do! During my personal chest workout with NO-Shotgun™, I benched weight that I hadn't done since my competitive days, then after endless set and reps, wrapped up training with a personal best 51 dips. The next day, I through three, 45 lb plates and a quarter on each side of the Hammer® shoulder press for 9 reps and did the Rear Delt machine with 170 for 14 reps, that was three more reps with 40 more pounds which is an insane increase for the small posterior deltoid muscle. This is what I mean when I say, NO-Shotgun™ is the catalyst that fuels episodes of psychotic physical intensity.

There's another special creatine in NO-Shotgun™ that allowed rats to swim several hundred percent longer than the control group who incidentally drowned. Sad but true, the take home message here is don't let your NO-Shotgun™ using buddy or competitor bury you! The blood-engorged pumps, the killer workouts, staying hard long after the gym and actually making noticeable gains in muscularity are what you and I live for.

I've enthusiastically worked many late nights conducting medical research & into the wee hours of the morning in VPX's state of the art laboratory to produce NO-Shotgun™ and am so confident that it's the best product in its class that I'm making an opening offer right now to any supplement company of **\$100,000** if they can conclusively prove that their product is better in a double blind University Study at producing lean muscle, greater ATP production, more explosive workouts & initiating Nitric Oxide-induced - blood engorged pumps!

Jack Owoc,
VPX CEO and Chief Scientific Officer



NO-Shotgun's™ Muscle, Appearance and Performance Enhancing Ingredients

ETHYL ESTER(EX) TECHNOLOGY INSURES MAXIMUM ABSORPTION AND UPTAKE – NO-Shotgun™ contains the key amino acids (mentioned below), creatine and other radical compound innovations that are engineered with Ethyl Ester pharmaceutical delivery enhancements. This means that these important muscle building compounds enter into the bloodstream AND THE MUSCLE almost 100% intact. Shotgun's Ethyl Ester (EX) Technology is far superior to regular Amino Acids, Creatine, and Arginine where you might only absorb 13% to 37% and only 4% might actually get into the muscle! This special and highly advanced EX technology shuttles all NO-Shotgun™ compounds across the muscle cell membrane where they can cause explosive growth!

1) BCAAEX™ (Branched Chain Amino Acid Ethyl Ester) Matrix – Another first in the exclusive array of compounds found only in NO Shotgun! BCAAEX™ are the Ethyl Ester version of these key muscle protein synthesizing amino acids. BCAA's have been shown to promote lean muscle mass by increasing protein synthesis and nitrogen retention in muscle tissue. Studies have shown that subjects who consume BCAA's while dieting have greater levels of lean muscle mass retention. And, another study showed that BCAA consumption had a powerful nutrient partitioning effect resulting in rapid fat loss in the abdominal and thigh regions, two areas of concern for many men and women in regards to fat loss. Consequently, this makes BCAAEX/NO-Shotgun™ a prime choice for contest prep or any other intense dieting. NO-Shotgun™ also contains the potent Arginase enzyme inhibitor, L-Nor Valine! This novel Nor Branched Chain Ethyl Ester Amino maximizes the active life of the AEX™ (Arginine Ethyl Ester) by preventing the body from destroying AEX™ and allows it to increase GH and Nitric Oxide for extended periods of time.

2) Arginine Ethyl Ester HCl or AEX™ – mechanism of action is boosting nitric oxide (NO) production

» The Key to Massive Growth!

which amplifies the effects of all muscle building compounds. Boosting nitric oxide in muscle tissue can have many anabolic effects including increased nutrient transport and vasodilation (increased blood flow which leads to massive muscle pumps!). Arginine can even boost natural Growth Hormone (GH) levels as seen in a study published in the journal, *Medicine and Science in Sports and Exercise*. A published study conducted at Sinai Hospital in Baltimore showed that two weeks of arginine supplementation in healthy, older individuals increased serum IGF-1 (insulin-like growth factor) levels and created an improved and positive nitrogen balance (creating a more anabolic state for growth). **DON'T BE FOOLED—THIS IS NOT A SIMPLE CHEMICAL SALT LIKE "OLD SCHOOL" ARGININE AKG**, this is a powerful, stabilized Arginine Ester that is highly bioactive. Think about it, would you want an outdated six year old computer or the latest version? Well, AEX™ is the latest and greatest!

3) Creatine Ethyl Ester HCl (CEX™) – We know that creatine is the most proven and potent supplement to increase lean muscle mass and strength. This specific "EX" form takes creatine to a whole new level! CEX™ is a membrane permeable form of creatine that can enter muscle cells without bothering with the regular creatine transporters like sugar etc. This means up to 98% can enter the muscle compared to regular creatine where only 4% makes it into the muscle! CEX™ does not cause bloating, cramping, or stomach discomfort because it doesn't sit in the stomach — it gets into muscle tissue fast to support the more production of ATP for massive intracellular volumization, muscle size, power, and strength!

4) L-Glutamine Ethyl Ester HCl (GEX™) – This powerful amino acid is the most abundant amino acid found in human muscle and plasma. GEX™ addresses the major Glutamine absorption problem by allowing it to be maximally absorbed—as much as 80% of regular L-glutamine cannot be absorbed by the gut. L-glutamine can help increase muscle "fullness", increase protein synthesis (the making of muscle), and decrease catabolism (the breakdown of protein). It can also boost immune function, boost GH levels, enhance glycogen re-synthesis, and boost anti-inflammatory cell function. New research shows glutamine is highly correlated with glutathione (the muscles most powerful antioxidant) and can help protect muscles from damage. According to some very interesting research out of the Swedish University of Agricultural Sciences, glutamine concentration is 10% higher in type II muscle fibers vs. VA I fibers. Type II muscle fibers have a large disposition for growth and are used mainly in weight training. After exercise, the same researchers showed a 45 % decrease in glutamine in both fiber types. This is why GEX™ is critical for muscle growth and serious pumps.

5) Methyl Hydroxy Chalcone Polymer (MHCP) – This compound is found only in NO-Shotgun™! MHCP improves cellular glucose utilization and increases the sensitivity of insulin receptors in laboratory studies. Research conducted at Iowa State University and published in 2001 concluded that MHCP is a super effective insulin mimetic! Since insulin helps transport amino acids and glucose into muscle tissue, the other ingredients in Shotgun are further amplified. **AND**, you will get fuller muscle pumps due to the increased glycogen storage! Professional bodybuilders inject insulin because insulin makes you HUGE. In fact, insulin is more anabolic than testosterone, steroids and GH (Growth Hormone). MHCP is as close to real insulin as it gets.

6) Beta-Alanine Ethyl Ester HCl (BAEX™) – Another compound found only in NO-Shotgun™! This beta amino acid is also sometimes referred to as carnosine. Research shows that it supports lean muscle mass and can enhance muscle fiber synthesis. This nutrient actually helps create carnosine in muscle tissue. Carnosine is mainly found in muscle tissue and can help buffer H+ (normalizing PH) so we can exercise longer and harder-basically; it helps delay fatigue. Research shows that the higher the carnosine levels in muscle, the greater the power. Regular carnosine is not absorbed well, so the BAEX™ is used to maximize carnosine production in muscle tissue. A recent study showed that just 4 weeks of Beta-Alanine supplementation significantly increased lean muscle mass. More reps and less fatigue equal muscle growth! Beta-Alanine Ethyl Ester rocks!

7) Redline® Energy Technology – There's a reason Redline® is #1 in GNC® and Vitamin Shoppe® – It kicks serious @\$\$! Redline's® the catalyst that fuels episodes of psychotic physical intensity and also promotes rapid fat loss! And, NO-Shotgun™ contains Redline's potent energy technology! If that wasn't potent enough, NO-Shotgun™ also contains citrulline, a compound that **MUST** be used in conjunction with Arginine to cause the release of NO (Nitric Oxide) and Ellagic Acid to boost further jack up Nitric Oxide and modify cytochrome p450*! Further, KIC is added to synergistically work with the world's most powerful BCAA called, Leucine Ethyl Ester HCl to induce serious anabolism (muscle growth)!



FREE: DVD AND/OR TEE SHIRT

NO-Shotgun™ is not yet available in stores. Call 800-954-7904 Now for offers to get a FREE NO-Shotgun™ TEE Shirt and DVD of the most dramatic real time footage of a pro bodybuilder swelled up to 287 pounds on NO-Shotgun™!



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August 2006



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shoulder training 34

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my two cents



"I easily lost 23 pounds of UGLY fat"^P

"— helped me lose weight where I needed it the most— my butt and thighs."

Ugly fat, according to who? This ad should have read. "I felt that my pregnancy weight gain was affecting my mobility and overall health, so I got help from ___ and now, at this healthy weight, I don't have to worry about high blood pressure.

I sat next to a lady on a four and a half hour plane ride the other night that actually took up half of my seat—literally. Now, that is someone that needs to lose weight (or buy two seats or pay for half of mine).

As publisher of a health and fitness magazine, I see many ads for fat burners and never give it a second thought. Hey, we all want to lose weight, right?

I never gave it a second until someone very close to me started showing all the signs of anorexia nervosa (self starvation to the point of death, if untreated).

She lost fifteen pounds in a matter of weeks off of her already trim figure. *She was only 13 years old.*

One in five teenage girls have an eating disorder and the numbers are growing to epidemic rates. The girls at the highest risk are ages 13-14.

Only to know an anorexic, (or be one) do you understand the horrific toll it takes on ones life. It is a harder behavior to kick than heroin and often continues for life. That life is one very much like heroin addiction—in and out of hospitals, gaunt, greyish complexion, unstable relationships and so forth.

This is a very serious illness —so often overlooked, (even praised) in our culture— until it is too late. The current statistic are too overwhelming to ignore.

If caught *very early*, like any other illness, it can be cured.

So, I'd like to provide some important tips on how to spot these signs in a teenager in your life. If you see these signs in *any* teenager you know, don't wait a day.

1) *the most obvious, weight loss of 15% of body weight*

2) *exercises a lot, not for fun, but with weight loss in mind. (stepper, crunches—the boring stuff, even adults hate to do!)*

3) *sudden interest in cooking.*

4) *talks about food all the time*

5) *takes very small bites when eating.*

It is our responsibility to send out the message that it is *okay* to be any size, (except perhaps the size of the lady that took up a seat and a half on a plane). It is optimal health we are striving for—not perfect bodies. If we remember that, we can teach it to our young. **It is important not to criticize your own weight in front of children**, especially teenage girls. They are learning from *us* that we must be thin to be okay. If a weight related ad were to be distributed in Fuji, the photos would have been reversed. The thin picture would be the "before" weight. And the woman would be totally thrilled to achieve the sexy, *full figure* that everyone admires.

If we keep an eye out and be aware of the messages we are sending out, we can cut this disease in half. If we turn off the TV and close the beauty magazines and we may be able to eliminate anorexia completely.

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more powerful than vitamin C or E. In fact, exhaustive research regarding the benefits of the xanthone-rich mangosteen has been conducted and reported in such renowned and influential scientific journals as the Journal of Pharmacology, Biochemical Pharmacology, Free Radical Research, Phy-

Southeast Asia that it is known as the **Queen of Fruits** and the **Fruit of the Gods**. Its health benefits and delicious taste are no secret to them. It's no wonder that during harvest time, it is the most popular and most expensive fruit at the markets.

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tochemistry, the Journal of Enzyme Inhibitors, Environmental Health Perspectives, and many others.

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BEGINS: SEPT. 22 - DEC. 15, 2006

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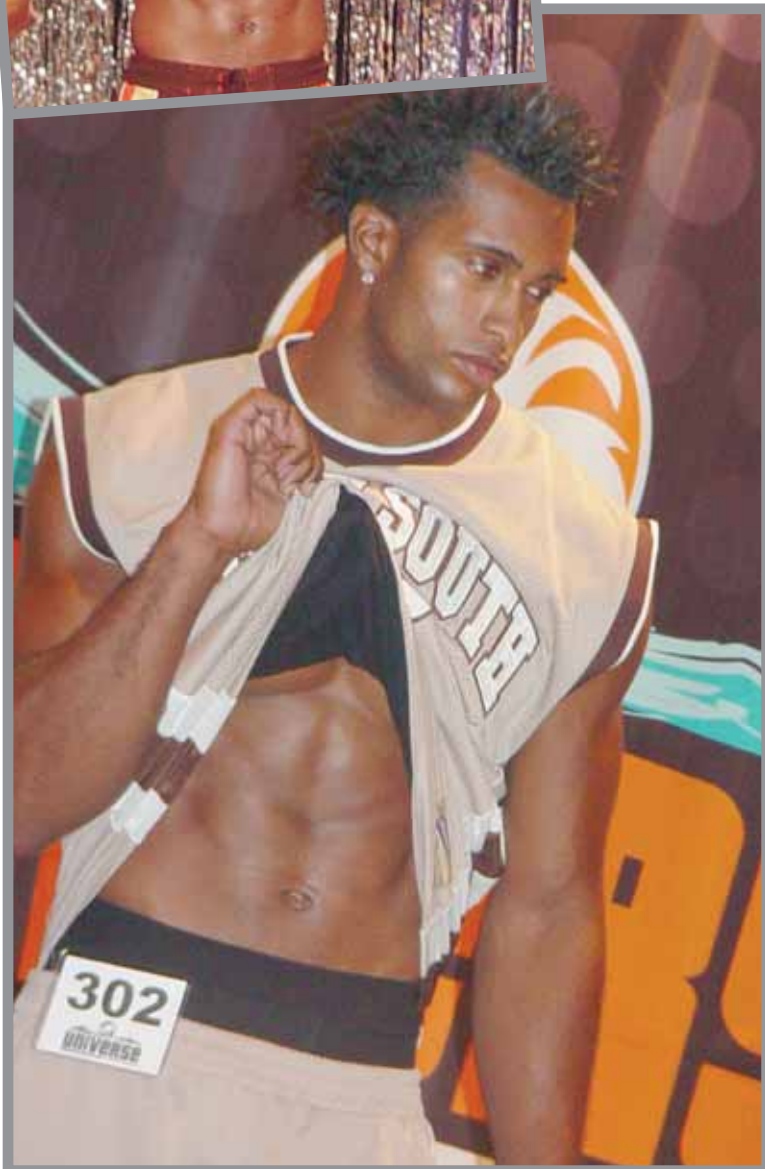
june 23-25 miami, fl



R.L. Bond 1st



Morgan Howe 3rd, Julie Marsland 1st, Simon Sixeye 2nd



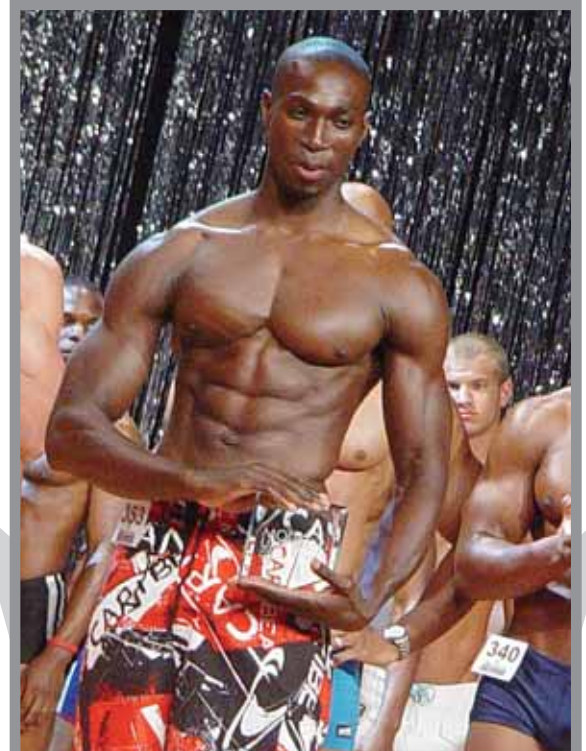
Matus Valent 3rd



Matus Valent 3rd



Andre Douglas 4th



Anthony Thomas 2nd

next month ...bodybuilding
and fitness!

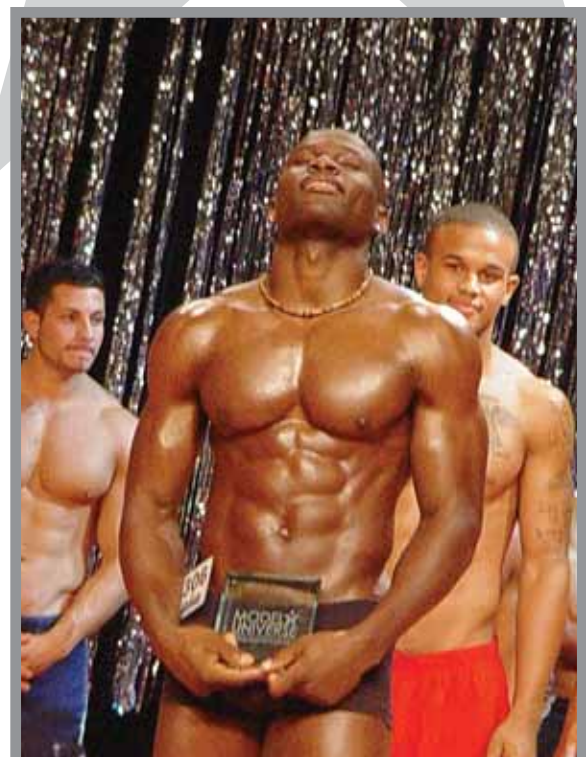
**alot more
photos on
the next
page!**



Morgan Howe 3rd



Eboni Imhotep 5th



Akuete Kpodar 5th
Natural Muscle August 2006



Kia McKay



Nancy Munoz



Kenia Lizama



Ocean Bloom



Kelly Williams



Mirella Morales



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Jamie Eason



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Jorge Tapias



Chris Challenger



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Johannes Mahmood



Daniel Escalante



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more photos on the next page- placings on page 54!



Alfredo Orozco



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By Danielle Nagel, APCA
Personal Chef/ Fitness Professional
Nutrition & Natural Health Consultant

www.fitandbeyond.com
Photos and meals prepared by:
The Fit Gourmet©

Turn up the heat...

Penne'

with Eggplant
Turkey Sausage
and Feta

Did you know that at one time, women in the Orient used a black dye made from eggplant to stain their teeth a gun metal gray? The dye probably came from the same dark purple eggplant we see in the marketplace today.



Penne' with Eggplant, Turkey Sausage & Feta

INGREDIENTS:

- 4½ cups cubed peeled eggplant (about 1 pound)
- 1 large yellow pepper, cut into ½ inch pieces
- ½ pound turkey sausage
- 4 garlic cloves, minced



- 2 tablespoons tomato paste
- 1 tablespoon dried oregano or 1 teaspoon fresh chopped oregano
- ¼-½ teaspoon crushed red pepper
- 1 (14.5-ounce) can diced tomatoes, undrained
- 6 cups hot cooked penne (about 10 ounces uncooked tube-shaped pasta)
- ½ cup (2 ounces) crumbled feta cheese
- ¼ cup chopped fresh parsley

DIRECTIONS:

1. In a large skillet over medium-high heat cook eggplant, peppers, sausage, and garlic for 5 minutes or until sausage is browned and eggplant and peppers are tender. Add tomato paste, oregano, pepper and diced tomatoes and continue cooking over medium heat 5 minutes, stirring occasionally.
2. Place pasta in a large bowl. Add tomato mixture, cheese, and parsley; toss well.

Homemade Turkey Sausage

(8 servings)

- 1/2 pound ground turkey
- 1/4 cup onion - finely chopped
- 1/4 cup dried apples - crumbled or finely chopped (can be replaced by 1/2 cup fresh apple - but not as good)
- 1 egg white - beaten
- 3 Tablespoons quick-cooking oats
- 2 Tablespoon fresh parsley - finely chopped
- 1/2 teaspoon salt
- 1/2 teaspoon ground sage
- 1/4 teaspoon pepper
- 1/4 teaspoon ground nutmeg
- 1 dash ground red pepper
- cooking spray



- Lightly coat a 10-inch skillet with coating spray. Set aside.
- Place three or 4 paper towels on another plate and set aside.
- In a medium bowl, combine the onion, apples, egg white, oats, parsley and all spices. Add the ground turkey and mix well.
- Shape mixture into eight 2-inch wide patties. Preheat the skillet over medium heat. Place patties in skillet. Cook over medium heat for 10 to 12 minutes, turning once until sausage is browned and completely done.
- Transfer patties to paper towel-lined plate to pat of excess grease. Transfer to serving plates and enjoy.

Way better and fresher tasting than the turkey sausage you buy in those crazy tubes.

<http://www.mrbreakfast.com>

Purchasing Eggplant: Smaller, immature eggplants are best. Full-size puffy ones may have hard seeds and can be bitter. Choose a firm, smooth-skinned eggplant that is heavy for its size; avoid those with soft or brown spots. Gently push with your thumb or forefinger. If the flesh gives slightly but then bounces back, it is ripe. If the indentation remains, it is overripe and the insides will be mushy. If there is no give, the eggplant was picked too early. Also make sure an eggplant isn't dry inside, knock on it with your knuckles. If you hear a hollow sound, don't buy it. NOTE: Whether or not there is an appreciable difference, I don't know.

Storing Eggplant: Eggplants are very perishable and become bitter with age. They should be stored in a cool, dry place and used within a day or two of purchase. To store in the refrigerator, place in a plastic bag. If you plan to cook it the same day you buy it, leave it out at room temperature.

Preparing Eggplant: When young, the skin of most eggplants are edible; older eggplants should be peeled. since the flesh discolors rapidly, an eggplant should be cut just before using.

There are many varieties which range from dark purple to pale mauve, and from yellow to white. The longer purple variety is the most commonly eaten. It is one of the more popular vegetables in the world, and it is a staple of Italian cooking throughout Italy. For hundreds of years, it was grown only in Sicily and southern Italy.

It's 'BETTA' with FETA

Feta is a classic and famous Greek curd cheese whose tradition dates back thousands of years and is still made by shepherds in the Greek mountains with unpasteurized milk. It was originally made with goat's or sheep's milk, but today much is often made commercially with pasteurized cow's milk (the firmer cow's milk version is made for export). The curdled milk (curdled with rennet) is separated and allowed to drain in a special mold or a cloth bag. It is cut into large slices (feta means 'slice') that are salted and then packed in barrels filled with whey or brine. Salted and cured in a brine solution (which can be either water or whey) for a week to several months (this is why it is sometimes called a 'pickled' cheese). Feta dries out rapidly when removed from the brine.



fit over 40

By IFBB Pro Cynthia Bridges

incontinence issues

Q. My trainer has me warm up on or sometimes do jump squats on a mini trampoline. When I do this, I sometimes experience incontinence issues. I want to do what my trainer asks me to do but I am embarrassed to speak with him regarding this. Do you know what causes this or is there anything I can do on my own to help this so I do not have to go running off to the ladies room every time I use the mini trampoline?

A. Thank you so much for asking this important question. I work with a great deal of woman/ mothers mostly over forty years of age that have experienced the same thing as you. Since the pelvic floor muscles are just another muscle group I have incorporated exercises for this into my client's training regimes. We spend hours each week training our chests, backs, abs, legs, etc.... so why not train these very important pelvic floor muscles. These muscles aid in keeping the pelvic organs in place and working well. The leaking of urine you are experiencing may have been caused by a few factors such as pregnancy, childbirth, or possibly being over weight. These events may be responsible for weak or damaged pelvic floor muscles, which then can cause bladder control issues amongst other things. Just like any other muscles, the pelvic floor muscles can be strengthened through exercise. These pelvic muscle exercises are also know as "kegel" exercises. I bet you never thought of doing kegels in the gym as part of your training routine. I have my clients perform kegels in between their regular sets of other exercises. It is best to perform kegels in three different positions (sitting, standing, and lying down). Using all three positions make the muscles strongest. Basically hit it from all angles just as we do with other body parts. Try to picture that the pelvic floor muscles are a series of muscles that stretch between your legs like a hammock. This muscle along with

another that is shaped like a triangle do most of the work when performing pelvic floor exercises. Now that you have a mental picture, use that mind muscle connection to contract and release those muscles. They are the ones used when you try to stop the flow of urine when sitting on the toilet. If you can do that you are using the correct muscles. It may feel like a pulling sensation. Do not squeeze other muscles (ie. stomach, legs, and glutes) at the same time. Just squeeze the pelvic muscles and do not hold your breathe during the contraction. Breathe as you would with other weight lifting exercise (exhaling on effort). You should do quick kegels and slow kegels. When doing quick kegels, rapidly contract and release these muscles. During the slow kegels, tighten the muscles for 5-10 seconds and then release. You can start with a set of 10 kegels four times per day. With each week, slowly increase the number of reps as well as the length of time the contractions are held.

I hope this helps you keep jumping on the mini trampoline, you can even do these without your trainer's knowledge. Pretty soon he will be wondering why you are not running off to the restroom like before. Remember it is great to be strong, and I mean "All Over." Good luck, and here are a few more points to remember:

- ✎ Weak pelvic muscles often cause bladder control problems.
- ✎ Daily exercise can strengthen pelvic muscles.
- ✎ These exercises often improve bladder control.
- ✎ You can ask your doctor or nurse if you are not sure, if you are squeezing the right muscles.
- ✎ Tighten your pelvic muscles prior to sneezing, lifting, or jumping. This can prevent pelvic muscle damage.
- ✎ See your doctor if symptoms do not improve.

For anyone with any specific questions, particularly pertaining mothers and women over 40, please feel free to forward your questions to the Editor at Natural Muscle or me personally at cynbfit@yahoo.com

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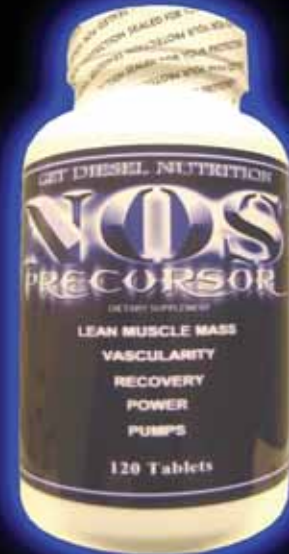
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pz's perspective



by: Pz

photo by: Solus Creations

cleaning more than your closet

The joy of moving. Whether you're upgrading or downsizing, renting or buying, the drill is the same—a major production. No matter how much you plan or how much help you have it's still the same—and never fun. I'm reminded because I recently did just that. A strange thing happens when you move. Like it or not, you are forced to take an inventory of your belongings and decide what is and isn't worth keeping. Most of what you run across, as you painstakingly sort through closets and drawers, search under beds and over counters, rummage around high and low, you haven't seen in ages much less used. Yet, you pack it, box upon box, and lug it along to your new home with all the other stuff and things you're sure you'll use or wear or have some dire need for eventually, someday. Certain things you can't bear to part with no matter. You're not even sure why these things are around and take up space, but they remain. Even that oversized shirt belonging to your ex that you once so lovingly wore to bed manages to resurface, having been sandwiched in-between 2 sweaters way in the back on the top shelf—out of sight and long ago out of mind. Do you save that, too, for sentimental reasons, or do you finally say it's time to get busy and clean house?

Our surroundings have a great influence over our sense of well-being. When we allow clutter to gather we get bogged down in the disorder. When we hold on to things that aren't having some impact or usefulness in our lives

at the present we do nothing good for ourselves or for others. I'm reminded of the expression—a rolling stone gathers no moss. Most of us are weighted down and covered in muck. Then, there's the other inventory that one takes. It's the inventory of life—our life. It's something we rarely do. It's something that is just as important, and even more necessary, as evaluating our possessions. We can get bogged down in more ways than one and lose our focus and our reason for being. Stop and take stock of all that is around you. Assess more than just your property. You don't have to move to clean your closet. You don't have to change addresses to get a new lease. You don't have to set up house in a different place to get your house in order. You don't have to wait. You can get started right here, right now, right where you are

PZ'S POINTERS TO A HOUSE IN ORDER:

Things that need keeping—Of course certain items are exempt, draw a free pass, and should gratefully be kept because they have special and priceless value. A family heirloom or grandma's pearls are items of this nature. Some things ARE meant to be kept close to the heart, and perhaps even handed down to future generations, but are also meant not to be forgotten. Collections that have meaning and give pleasure should be showcased and shared not hidden away in a dusty attic or messy garage. Some things are meant to be kept but are also meant to be used. Don't save that

expensive china or crystal for a special occasion. What good is it sitting idle on display? Take it out of that cabinet and make use of it. They're only dishes and glasses. Treat the things that have value with care, but utilize and enjoy them. You deserve to. Remember—tomorrow is not a given.

Outlived its/their usefulness—

Some things have a shelf life—an expiration date. Some people do too. We have a tendency to hold on to possessions and people well beyond their allotted time. Shoes and jeans and purses are just as imperative to weed out as are Suzi and Sandy and Sam. There is a time and a season for all things and when the season has come to move on, don't be afraid to let go. When you look you will find examples in your life where you can put this into practice. You do a disservice to yourself and to others when you can't or won't put your energy in other places. Don't view this as a bad thing. Nobody is a bad person nor have they done anything wrong. It's part of the cycle of life. Not everyone will be there with you or for you from the beginning to the end. The reason is they're not supposed to be. When you let go of those who need to be let out to pasture you leave room to allow new faces and new experiences to enter your world.

Pick quality over quantity—

We've become a nation of mindless consumers. Think of how little is manufactured in America today, still we buy more and more until our cup-

boards are stuffed and our cups are overflowing. Less is more is a slogan foreign to many of us. Keeping up with the Joneses is the philosophy that appears to be alive and well. There is nothing wrong with wanting material objects and all the creature comforts life has to offer. It's when we gorge ourselves with oversized and super-sized, and more and more of anything and everything, just because it's there and just because we can; we lose our sense and sensibility. Life should not be lived like a limitless all-you-can-eat buffet where we stack the food so high it runs together and becomes meaningless and mediocre. Some of what we buy is inferior and downright worthless. It may be cheap, but it doesn't last. Be discerning in the things you buy. When possible, buy the best you can afford. The same principle applies to your life. To have a quality life you have to give your best to shine. You want the best in return. Spending more money and exerting more effort in fewer and smarter ways sets a standard of quality and a tone of excellence from which we can all benefit.

Create a fresh and renewed environment—

Some times all we need to lift us up is fresh surroundings. We have the ability to create that feeling in exactly the same place where we currently live. We don't have to move to make that a reality. Rearrange the furniture, make a new headboard, paint a wall safflower or burnt orange, build a workout room—change something in your immediate space that will be

noticed and obvious. Make it something you will use or enjoy. Invest something of yourself and you'll get an even bigger payoff.

Even if it comes back in style—

Take a few minutes and examine the clothes in your closets and drawers. How many of them do you actually wear with any consistency? My guess is you have much more than you'll ever need. Styles and trends come and go. Our clothes fall into the categories of in style and not in style. Most of us aren't wearing the bulk of the pieces we own in either category, no matter the trends. We so often get into a habit of wearing a few favorite pieces with predictable regularity. Time and again we reach for those familiar jeans—to the exclusion of the other gobs of pants lining our walls—partly, because they're broken in and fit so nicely, but mainly because we just washed them and they're right there in our sight and within reach. We have a couple of tops that we become attached to as well, and the rest lie folded—stack upon stack. That's okay, but why hold on to clothes for the wrong reasons? We probably haven't had the bulk of those tops and bottoms on our back in months—maybe years. If you're one of those individuals whose closets are packed with clothes that are not in style at the moment, but you save them for a time when they will be again—start there first. Then, work your way through the rest of the stuff. I'll be generous and give you a two-year/two season gauge. If you haven't worn it in that span of time—it's time to say bye-bye. There are people who are struggling and can really use your clothes. Find an organization where the things you donate go directly to the folks you intend to help. Often contributions are mismanaged and picked over by grubby employees before they are actually distributed to those who need it most.

Even if you lose weight—Some people have a wardrobe that consists of many different sizes. This is especially true for women. As their weight fluctuates they buy clothes to accommodate that size. I know of women whose clothes range from size 4 to size 12. They may currently wear a size 8 but hold on to the rest thinking—for better or for worse—that they may need those clothes again. Don't keep clothes you can't wear in the present. I don't care what size you are, holding on to that belt because you're sure it will one day fit entirely around

your waist is a waste of more than just space. Donate it to someone who needs it and can wear it now.

Don't stop taking risks—Many of us could use a good shaking up in our lives. We get so afraid to fail and become so complacent with our current situation we stay where we are with the wrong partner or in the wrong career or in the wrong environment while we cling to the wrong mindset. Playing it safe represents stability or at least we feel it fends off instability. Taking chances with the unknown is risky business. Do you want to live your life wondering or thinking or imagining what could have happened if you had only stuck your neck out or taken the leap? When we stop taking chances we lose our spontaneity and the zest goes out the window. Sure, you may try and fail, but what if you throw caution to the wind and actually succeed? You wouldn't want to miss out on that possibility would you?

Drowning in a sea of spandex—

Other than cotton—spandex has to be the most phenomenal material ever created. Invented in 1959 by a scientist at DuPont, this amazing fiber is stronger, more durable and has higher retraction force than rubber. Interestingly, the name was coined from an anagram of 'expands' due to the exceptional properties of elasticity and stretch ability. If you spend any time working out or in the gym you most likely have a sea of spandex. Maybe you attend competitions and shows and are given lots of freebies or buy at huge discounts. Most exercise wear on the market includes some percentage of spandex. Problem with spandex is it's the material that keeps on giving, in that it just doesn't wear out. With a little care in washing and handling, and short of some inadvertent human error, anything spandex can keep its form and appearance for a very long time. I probably own twenty pairs of black leotards alone—and wear less than a third of them. That's not counting the countless other colors and variations. Spandex tops and jackets also line my drawers and hang in my closets—most in perfect condition—like brand new. Some still have tags. I can probably go for years and not make another spandex purchase of any kind—but, of course I won't. This move gave me the chance to sift through the sea of stuff in this category and fill quite a few boxes. I'm

only passing on the suitable pieces. I don't suggest you give away raggedy items—it's a little like used underwear—who wants those—yuck? Clean out the spandex and related exercise garb—tanks, tees, muscle shirts and the like. Give some away and you'll never even notice they're gone.

Making recycling a way of life—I know—separating plastic from paper from cardboard from cans can be a real pain. It's easier to do what's easy—to throw everything out mixed together in one big bag. How you do away with old computers or cell phones or batteries or electronic gadgets can be a little more problematic. Most people don't even know what TO

do when it comes to recycling. They think if they put their newspapers and water jugs in a blue bin and sit them out on the curb that's all there is. There are those who don't even perform that small duty. They are either too lazy or too ignorant to bother. It's no secret that the planet is being affected by our way of life. The decisions we make and actions we take are amassing an ugly toll. No longer can we ignore the damage we continue to inflict upon Mother Earth. This represents the biggest clean-up of all. Not sure about what you can do to help in your everyday life? Then, go to www.greenerchoices.org for some ideas. Have questions about how to dispose of more obscure items? At www.obviously.com/recycle you'll discover a wealth of interesting consumer information. We all must become better stewards of our world. If we know better we can begin to do better. Don't think this is someone else's problem or that your efforts are

too miniscule to matter. Every single one of us DOES matter. Every single one of us CAN help. Help pass on the word. Live your life by example and show others you care enough and want them to care, too. How many dumps can we build? How many land fills can we fill? How many cell phones and computers and diapers and tires can this country stand until we're over run like an invasion of the machines? We have the technology to break down materials into usable parts and use them again. That's like magic—a miracle of sorts. The products we no



longer find useful in our lives can be useful in the lives of others. There are networks in place to make that happen. Recycling has to become a way of life for everyone—not just for a few conscientious and caring individuals. This is only the tip of the iceberg. We must all be part of the solution for a healthier and brighter future.

Give yourself credit—Maybe your house is in pretty decent order. Maybe you're doing a lot of things right. Maybe you're being especially good to yourself, hanging out with the best folks and living your life to the best of your ability. Maybe you won't settle for just any job or any partner or any circumstance that doesn't provide you

continued on page 56

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(Before • Age 41)

(Acute & critical
total body Fat Loss!™)

■ 12 weeks after.
Body Fat: **14.2%**



(Before)



(Before)



(After • Lost 21.3% of Body Fat)



**Eliminate Abdominal Fat.¹
Improve Leg Definition.²
Obtain Rock Hard Buns/Glutes.³**

WIN \$50,000 JUST BY GETTING IN SHAPE!

Zero Impact™ Fitness Challenge & Showdown™



before

**That's right you
and two friends
can win **\$50,000**
CASH for
getting in shape!**



after

Together with our national sponsor and official testing center, **Vitamin Shoppe**, we're looking for motivated people who want to get in incredible shape, have opportunity to win \$50,000 and gain national exposure for yourself and two team mates.

The **Zero Impact Fitness Challenge & Showdown** is your opportunity to potentially win **\$50,000** for losing body fat & gaining muscle! Imagine an opportunity for you and two team mates to win **\$50,000** for getting in the best shape of your life!!!

In the **Zero Impact Fitness Challenge & Showdown** whichever team loses the most body-fat and gains the most muscle cumulatively will win, which means **OBJECTIVE JUDGING!** That's right the winning team is established on objective numbers and not subjective comparison judging! Such the case, if any of the three team members loses even one ounce of muscle, they are out. To win the grand prize of **\$50,000** the team with the best combined fat-loss to muscle-gain record must then beat the 2006 Na-

opment and HPM! **Instant celebrity status!**

The Top 2 teams get all expenses paid to either the Mr. Olympia in Las Vegas or Arnold Classic in Columbus, Ohio!

The Top 5 teams will be featured in **Human Performance Magazine™** and flown to South Florida for the winner announcement and celebration party.

To help you and your team achieve the best results possible the ***Zero Impact Diet Kit** available at

Vitamin Shoppe has all the tools necessary to help get you & your team on the right track and hopefully into the winners circle. Each Zero Impact Diet Kit will contain a month supply of **REDLINE** gel caps, Zero Impact low carb

protein and meal replacement powders, **THINFAT** and **Fiberteq**; a quick start guide, Zero Impact booklet and training DVD, supplement protocols, meal plans, recipes plus free samples and other special features.

*It is not necessary to purchase of the Zero Impact Diet Kit to enter this contest.

The objective of the ZI Fitness Challenge is for a team of three (3) individuals to lose as much fat and gain muscle as much muscle as possible. In order to for

the winning team to be awarded the \$50,000, all they have to do is to beat the results of winners of the 2006, 911 Fitness Challenge.

The **Zero Impact Fitness Challenge** begins August 25th, 2006 and will run twelve weeks ending November 17th, 2006.

tional 911 Fitness Challenge Champions, at the **Zero Impact Fitness Showdown**.

Along with the grand prize of **\$50,000 CASH**, additional prizes include:

The top team will be featured in **Muscle and Fitness**, **Flex**, **Men's Fitness**, **Natural Muscle**, **Muscular Devel-**



before

after



ZERO IMPACT™ **High Protein** **Meal Replacement** **Bars (MRB's™)**

Each **Zero Impact High Protein MRB** contains 30 grams un-denatured quality proteins, low glycemic carbohydrates, fiber, and naturally occurring essential fats from nuts, seeds, grains; CLA and Sesamin.

ZERO Impact MRB's contain no soy, maltitol, hydrogenated oils or trans fats; artificial flavors, sweeteners or colors. Every effort has been made to make sure the sugars contained in Zero Impact MRB's™ are low DE (dextrose equivalent), and therefore have significantly



less impact on blood sugar levels and glycemic index.

Zero Impact MRB's contain no maltitol or other sugar alcohols that are known to illicit a laxative effect or cause gastrointestinal problems. Therefore, you can enjoy an entire Zero Impact MRB without worry that shortly after consuming you'll suffer with stomach upset, bloating, intestinal cramping and/or diarrhea.

Zero Impact MRB's are setting a new standard for what "clean" high protein supplemental nutrition should be: 30 grams high quality protein; nothing artificial; stable blood sugar levels; healthy fats, fiber, and low glycemic carbohydrates!

Compare ingredients and nutrition facts to other high protein bars and see the difference. Then dig into a **Zero Impact MRB** and understand what a **true** high protein bar should taste and feel like!

For more information on **Zero Impact MRB's** or other high quality VPX products, log on to www.vpxsports.com or call 800-954-7904.

the **Success Continues...**

Team Redline 12 weeks After!



(Team Redline® Before)

(Record)
127 lbs fat loss
82 lbs of muscle gained in
-12 weeks!-

	PRE WORKOUT	POST WORKOUT	PROGRESS
WEIGHT	215.0	209.4	
FAT%	19.7	5.9	
(LBS)	42.4	12.4	30.0
MUSCLE	172.6	197.4	24.8

	PRE WORKOUT	POST WORKOUT	PROGRESS
WEIGHT	230.0	208.4	
FAT%	25.7	5.8	
(LBS)	59.1	12.1	47.0
MUSCLE	170.9	196.3	25.4

	PRE WORKOUT	POST WORKOUT	PROGRESS
WEIGHT	227.0	209.4	
FAT%	29.3	7.7	
(LBS)	66.5	16.1	50.4
MUSCLE	160.5	193.3	32.8



(Before)



(After • Lost 10.3% of Body Fat)



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*When combined with increased exercise and the Zero Impact™ Diet. Results are not typical. Use only as a dietary supplement. The persons here on may or may not have remunerated. These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



Mark Alvisi
Bodybuilder/Model

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Muscle

Misha Stiger
Spokes Model

Burn

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Before

8 weeks ago my bodyfat was
15% and my weight was at 215.
I started incorporating
**REDTEST, DPX CUTS,
MYOFIBER & LIPOBURN**
in my diet and the rest is history!!!

My bodyfat is now at
4% and my current weight is 208!
These products work!!!!
Enough said!!!
Mark Alvisi



After



1.866.570.LEAN



shoulder training

By Eric Hoult B.S., Pro Bodybuilder
Special Feature: Mia Carrera
 Photos by axisdzn.com

Smartest Diet Tips Ever!

Still looking for some new tips that will help you maintain or even drop a few pounds. Here are a few tips that are so simple they might just be some of the smartest diet tips ever!!!

1. Start eating a big breakfast. It helps you eat fewer total calories throughout the day.
2. Use mustard instead of mayo! 1 tbsp of mustard has zero calories...1 tbsp of mayo has 90 calories.
3. Don't "graze" yourself fat. You can easily munch 600 calories of pretzels or cereal without realizing it.
4. How much pasta is too much? A serving of pasta is 1 cup, but most people routinely eat 4 cups.
5. Remember, EAT before you meet. Have a small meal before you go to any parties: a hardboiled Egg, Apple, and a Thirst quencher (water, seltzer, diet soda, tea).
6. Try 2 weeks without sweets. It's amazing how your cravings vanish.
7. Brush your teeth right after dinner to remind you: No more food.
8. Overeating is not the result of exercise. Exercise at any level helps curb your appetite immediately following the workout.
9. How much water should you drink? Drink 8 ounces an hour before you train and another 4 to 8 ounces every 15 to 20 minutes during your workout. Finish with at least 16 ounces after you're done exercising.
10. Think yoga's too serene to burn calories? Think again. You can burn 250 to 350 calories during an hour-long class (that's as much as you'd burn from an hour of walking)! Plus, you'll improve muscle strength, flexibility, and endurance. I hope you enjoyed your new tips! Be smart and keep it simple.



This month special feature is Mia Carrera one of NGA's newest pro figure competitor. Her current workout schedule is:

Monday: Back
Tuesday: Quads & Hamstrings.
Wednesday: Shoulders/Triceps/Biceps
Thursday: Hamstrings.
Friday: Glutes.

Mia currently incorporates at least one hour of Cardio every other day into her training routine. Her favorite type of cardio is running and has recently taken up cycling. Email Mia if you have any questions at miacarrerafitness@yahoo.com

Remember to always start out light and slow when attempting any exercises in these articles. Always consult a professional trainer, if you are having any problems performing these exercises. Proper technique with moderate weight will always give you faster results, compared to heavy training with sloppy form. Until next issues training segment, make time for your health & fitness goals.

Be Intense and train smart.

great delt training routine on the next page



One Arm Dumbbell Rear Delt Raises

Muscle Position and Execution:

- ☐ Brace your self with one hand, knees slightly bent, leaning slightly forward
- ☐ Feet should be together and shoulders should always remain square
- ☐ Keep your arm straight and hand in a neutral position
- ☐ Step 1- Raise the dumbbell slowly until arm is parallel with the floor
- ☐ Step 2- Blow out your air at the top of each movement
- ☐ Step 3- Slight pause at the top of movement and repeat steps

Tips and Form:

- ☐ These should be done at a moderate tempo
- ☐ Do not over extend at the top of each movement. This could cause damage to your shoulder
- ☐ Always keep a tight Closed Grip
- ☐ Keep torso tight and head in an upright position
- ☐ Always use one fluid motion throughout movement- NO BOUNCING



Muscle Anatomy: The deltoid is a large, thick, triangular shaped muscle, which give the shoulder its rounded appearance. It surrounds the shoulder-joint in front behind and the outer side of the shoulder. It arises from the outer third of the anterior border of the clavicle. The thick tendon attaches to the outer shaft of the humerus bone. This muscle is remarkably coarse in texture, and is composed of fusiform muscle and pennate muscle. Pennate muscle proportionately moves heavier loads than a fusiform muscle. The medial head is made up of a lot of pennate muscle fiber.

Muscleology: The front Deltoid acts to raise the arm straight out from the body to the overhead position. Anterior Deltoid acts assisting the pectoralis major when raising the arm forward or pressing the arms out, and during narrow over head pressing movements. Posterior Deltoids work in conjunction with the teres major and the latissimus dorsi in drawing the arms in a backward motion



Barbell Overhead Front Press

Muscle Position and Execution:

- ☐ Sitting on a bench with your feet close together
- ☐ Keep your feet flat on the ground, keep your torso tight, and sit up straight
- ☐ Start with hands out wider the shoulder width
- ☐ Press barbell straight up in front of your body pushing your arms out straight
- ☐ Step 1- arms should be in a wider than shoulder width position
- ☐ Step 2- Push arms up in a controlled fashion
- ☐ Step 3- Blow out air on the way up and breathe in on the way down
- ☐ Step 4- At the top of each movement, remember to squeeze, and pause slightly at the top

Tips and Form:

- ☐ Always keep your shoulders square
- ☐ Keep your feet together, and push barbell to the top of your head
- ☐ Always start off with a light weight to warm up the shoulder joint
- ☐ Always sit up straight and keep torso tight





Dumbbell Front Raise

Muscle Position and Execution:

- ☐ In a standing position place feet together
- ☐ Hand position should be in an (pronated) overhand position
- ☐ Bring dumbbells to eye level at the top of each movement
- ☐ Step 1-Keeping arms tight, come down slowly with dumbbell, keeping upper torso tight, take a breath before being each movement.
- ☐ Step 2-Bring the dumbbell in front of the leg in the down position, keeping grip tight. Elbow should be slightly bent at the bottom of movement.
- ☐ Step 3- Slight pause at the top of the movement, blow out the air on the way up.

Tips and Form:

- ☐ Always keep your feet flat on the ground
- ☐ Always keep a tight grip with a closed grip (thumb wrapped around index finger)
- ☐ Use a weight that you can control at the top and bottom of each movement
- ☐ Always keep the shoulders and the feet in a square position
- ☐ Release the air slowly and controlled when performing each rep
- ☐ **BOUNCING** at the top or bottom of exercise, could cause future problems with shoulder joints



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90 Degree Dumbbell Lateral Raise

Muscle Position and Execution:

- ☐ In a standing position keep the feet together.
- ☐ Knee slightly bent, keeping torso tight
- ☐ Start with your hands in a reverse position (palms facing outward)
- ☐ Step 1 Keep your arms slightly bent at the bottom
- ☐ Step 2 Raising arms out to the side of your body keeping arms bent to a 90 degree angle
- ☐ Step 3 Raise the arms until you get parallel to the floor
- ☐ Step 4 Coming back down to starting position in a controlled fashion

Tips and Form:

- ☐ Very important to use a weight that is not too heavy
- ☐ Very important to keep your arms to a 90 degree angle, try not to bend elbows to much.
- ☐ Do reps in a controlled fashion, Do not swing the weight up
- ☐ Always keep shoulders square and shoulders tight throughout the movement





By Dr. Charles W. Rice, Jr.
Chiropractic Physician
Certified Clinical Nutritionist

keep your heart beating

right on time

Your body is a finely tuned symphony of organs, muscles and metabolism. Nearly everything that makes you, you happens automatically. The regular beating of your heart is usually never noticed. Over 100,000 times a day, the heart beats. When your heart does not beat like it should it usually gets our attention. Irregular heart beat or arrhythmia can be a serious, life threatening condition. You can prevent arrhythmia and maybe even treat the problem with nutrition.

The coordinated contraction of cardiac muscle is controlled by special bundles of tissue in the heart. Electrical impulses from the pacemaker trigger contrac-

beat variability. This is thought to be due to the influence of the parasympathetic nervous system that encourages relaxation. Think of it as a high performance racing engine that has a rough idle but purrs at speed. People with the least amount of heart beat variability may be at risk for heart attack. Some degree of heart beat variability is ben-

eficial but too much is a problem. A cardiac arrhythmia occurs when the heart

The medications used to treat cardiac arrhythmia have a lot of side effects. Some research suggests that controlling heart rate with medication reduces rhythm problems but may not decrease the risk of death. In any case nutritional supplementation can be of benefit and may help prevent or treat some cases of arrhythmia.

The heart is controlled by the flow of ions in the pacemaker and muscle. The movement of calcium, sodium and potassium trigger impulses that pace the heart and make the muscle fibers contract. Obviously, anything that affects that movement of these ionic minerals can change heart function. Magnesium helps to balance calcium and is crucial for energy production. Some studies have found that as much as 60% of Americans do not get

are affected by the cell membranes. The cell membranes are made of fats. The type of fats in the membrane affects the function. Fish oil provides EPA and DHA, essential fats that have proven anti-arrhythmia properties. Daily doses of 1-2g of EPA/DHA from clean and pure fish oil are needed. Flax oil will not do the job. Hawthorn berries have been used therapeutically for centuries. Modern research suggests that Hawthorn has cardio tonic properties and may help in the treatment of arrhythmias.

Cardiac arrhythmia is not something to be taken lightly. If you suspect that you have a problem, seek treatment right away. Do not try to diagnose and treat yourself. Some beat-to-beat variability is normal but you cannot tell on your own. Athletes do

tion of the heart. The pace of the heart is influenced by the autonomic nervous system. When you are scared or exercise, the heart beats faster. When you are sleeping the heart beats slower. But some times the heart's timing is off. Everyone has experienced that odd sensation in the chest when the heart "skips" a beat or "flip flops". Some heart beat variability can be a sign of good health. Well-trained athletes show the greatest degree of heart

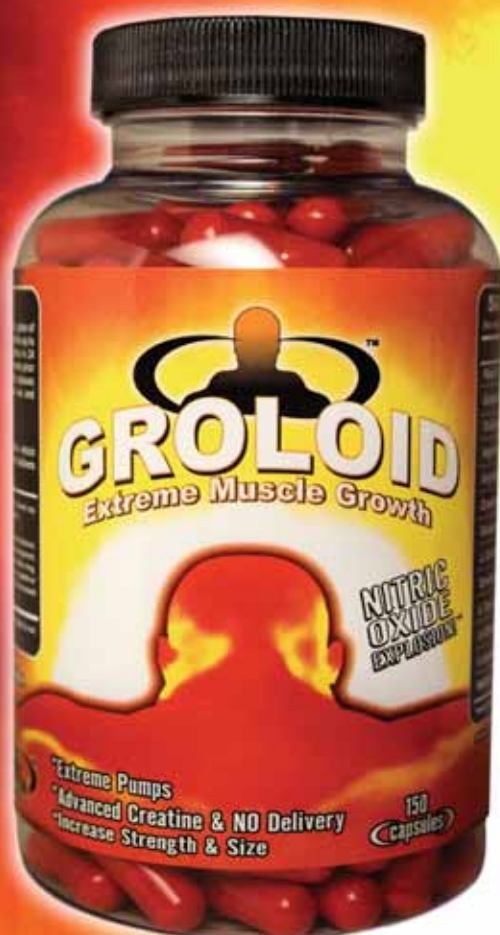
beat timing is off. There are many types of arrhythmia, some can be life threatening. An arrhythmia can only be diagnosed by your doctor usually by using an electronic monitor that you wear at home.

enough magnesium. Low magnesium can cause irregular heartbeat, muscle cramps, tremors, anxiety and weakness. A dose of 300-500mg daily in divided doses is needed. Large amount of magnesium can cause loose stool. Efficient energy production in heart muscle requires coenzyme Q-10. Numerous studies show that CoQ10 can improve the strength of heart muscle and can decrease blood pressure. Large doses appear to be needed, as much as 600mg have been used but this may be due to the poor absorbability of many CoQ10 supplements. Energy production and the flow of ion in heart tissue

fall over dead from heart problems. Supplementation with magnesium, fish oil and CoQ10 can help improve health and may prevent cardiac problems. These nutrients can also be taken with medications to treat cardiac arrhythmias.

Dr. Rice is the director of Total Health Chiropractic Center in Tampa, Florida. Contact Dr. Rice's office at (813) 269-0437 or e-mail askdrwcw@verizon.net Dr. Rice is also available to lecture to interested groups, call for more information.

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By Hugo Rivera, BSCE, CFT

What Role Do GENETICS Play In The Success of a Bodybuilder?

The question of how much genes play a role in the success of a bodybuilder is one that has been heatedly debated for a few years now. In order to answer this question however, one needs to first and foremost define what bodybuilding success means.

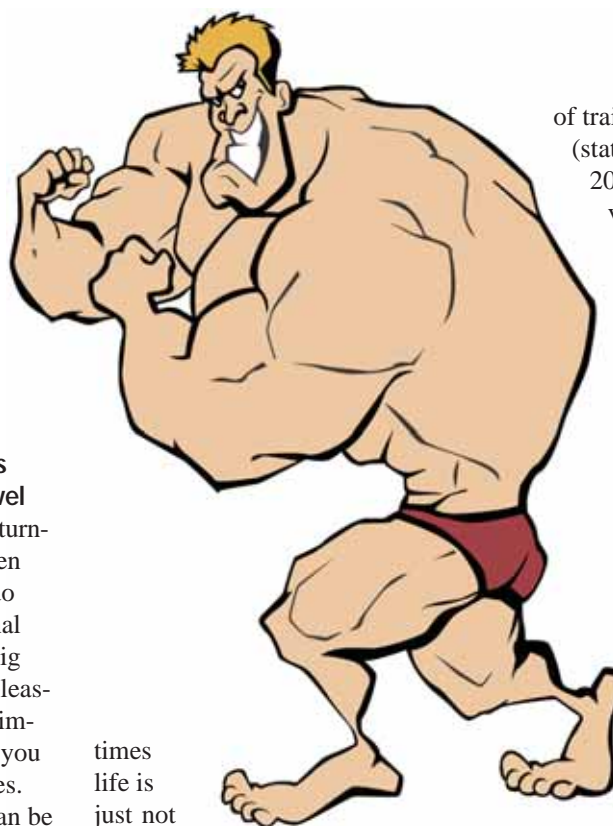
If bodybuilding success for you refers to the ability of increasing muscle mass to the point that you become much bigger than most around you, and losing body fat until you are at low single digits (such as 6-7%), then I am here to tell you that anyone can accomplish that. Where genetics come into play is that your training partner may do the same program that you are doing and perhaps respond twice as fast to it as you do (or perhaps way slower than you). I've seen people that started lifting weights looking already much better than I did after 3 years of hard training.

Typically, these people are mesomorphs, genetically gifted individuals who gain muscle rather easily and are always very lean (6% body fat or even less). Some of them, no matter how bad they eat, seem to just get bigger in the muscle department and very shredded. One of my best friends out there has such a metabolism. If you saw a picture of him when he started training, you would think he had been at it for at least 6 years.

Now, if bodybuilding success for you means winning a local bodybuilding show, provided you gain enough muscle mass through the years and then get down to 3-4% as you prepare for the show, you will most likely win as lower level shows are won through muscularity mainly (or how hard and

defined you look onstage; a function of how low your body fat is). So again, genetics will only play a role when it comes to how easy or hard it will be for you to achieve the 3-4% body fat while keeping your muscle mass. In this case, genetics will not affect the outcome provided that you are determined enough.

However, if bodybuilding success for you means winning a high level national bodybuilding show and turning into an IFBB Professional, then here is where I say that genetics do play a role. At a high level national show you not only have to be a big guy, but your shape needs to be pleasing and your symmetry has to be impeccable. In this case, it is best if you were born with long muscle bellies. For example, while high calves can be maximized in size they will always look inferior to calves that are attached closer to the ankle and are developed to the fullest. The same goes for the rest of the muscles. In addition, at this level muscle shape is also a consideration. Some people have what judges call very nice lines, which is a term that describes how pleasing the physique looks to the eye. Arnold Schwarzenegger had very nice lines. However, some people, no matter how hard they try, may never attain the shape that the judges are looking for just because of the way that their muscles are shaped. It is an unfortunate reality, no different than if someone like me whose height is 5'4" would be trying to become a pro at basketball. I can play basketball and maybe win a game around my street but turning pro is a whole different ballgame (no pun intended). Some-



times life is just not fair. Also, at this level, mesomorphic guys will have a very distinct advantage over you.

In conclusion, I will share a story with you. When I first started training I was told that I had no genetics for bodybuilding and that I would never have any calves. I pushed myself to the maximum, pounding my calves with a vengeance and now they are one of my best body parts. As far as the rest of my body, while I have to eat very clean foods year round (something that really does not bother me) in order to stay at 6% body fat and have to do two sessions of 45 minutes of cardio in order to get down to a 4% body fat, I have surpassed all my expectations as to what I thought I could achieve in bodybuilding. On 2001, after 11 years

of training I won a steroid tested show (statewide level) unanimously. On 2002 I took 4th on the Team Universe (another tested show in NY that is at the National level).

These days I weigh 185 at 4% and 196 at 6%. I must say that I am finally pretty happy with how I look and thrilled of the fact that I have surpassed all of my own expectations.

So how do you know if you have good genetics? Push yourself to the maximum day in and day out with your training program, stick to your diet and supplements regimen, rest enough and keep this up for several years. By the time several years go by, while you may or may not be able to win a national bodybuilding show or turn pro, I guarantee that you will be way ahead of what you thought you could accomplish and certainly way bigger and defined than most around you.

About The Author

Hugo Rivera, *About.com's Bodybuilding Guide* and *ISSA Certified Fitness Trainer*, is a nationally-known best-selling author of over 8 books on bodybuilding, weight loss and fitness, including "The Body Sculpting Bible for Men", "The Body Sculpting Bible for Women", "The Hardgainer's Bodybuilding Handbook", and his successful, self published e-book, "Body Re-Engineering".

You can visit Hugo Rivera at www.Bodybuilding.About.com and www.HRFit.net.

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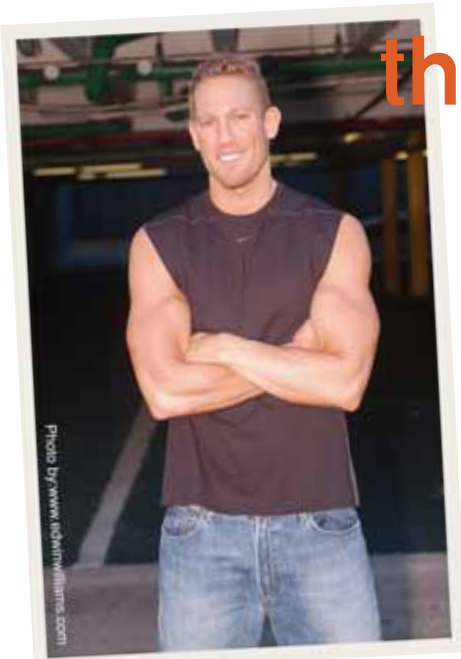
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Model Gina Ostarly Winner of the NPC 2006 Shannon Day Panama City Figure Classic



the hardgainer

5 Tips For A Complete Physique Transformation

By Russ Yeager, the Hardgainer

I'm sure you have seen the numerous 'Before and After' physique transformation pictures in the bodybuilding and fitness magazines and on the internet. They seem to be everywhere, right? You have probably even wondered if it is really possible to make such a dramatic change in only a few short months. I had my doubts as well; that is until I became one of those people in the magazines! That's right, I was named 18-35 year old class champion in the AST Sports Science World Championships physique transformation contest, allowing me to gain exposure in many of the fitness and bodybuilding magazines and all over the internet. How did I do it? Let me tell you first that it took much more than a "magic supplement" and a good photographer. It was the most dedicated and disciplined 13 weeks of my life, but it was all well worth it when I was able to finally succeed in building the type of body I have always dreamed of! Would you like to do the same? With the right tools, information, motivation, and dedication, you absolutely can!

Now, let me tell you right from the start that making this kind of dramatic transformation (especially in a 3-4 month time frame) is not easy at all! It takes a tremendous amount of hard work, dedication and commitment on your part. I can't emphasize that enough so if you are not willing to put in the type of commitment necessary then it is probably not a good idea to embark on a transformation journey at this time.

However, if you are fed up with mediocre or no results and ready to get into the best shape of your life then read on, soak in the information, get motivated, get to work, and in as little as 12 weeks you can be a completely different you!

1) Have a Reason Why

Before you embark on something as dramatic as a total physique transformation you have to have a very good reason "why" you are doing this. If not, there is simply NO WAY you will stick to your plans and reach your goal. Period! The reason can be to win a physique transformation contest, a body-

building contest, or to make your ex's head spin when you see him or her at your reunion. It does not matter what that reason is, only that it is important to YOU. Make sure you take the time to ask yourself exactly why you are doing this, and be sure to remind yourself of this reason(s) throughout your transformation journey.

2) Motivation

Motivation and your reason why work together synergistically. It's great to have a reason why, but it's important that you generate the type of motivation necessary to make sure you follow through by doing what you are supposed to do. Motivation is the reason that we get out of bed in the morning and start our days. It is what drives us to get to the gym and work harder than the day before. Motivation is the reason that great ideas are turned into great accomplishments. Motivation is what drives us to get things done!

3) Have a Deadline

In order to make a significant physique transformation you MUST have a clear starting date and end date. Trust me on this one! You don't necessarily have to compete in a contest, but without a clear deadline it is way too easy to get off track. Without a deadline it becomes much easier to have the piece of pizza or cheesecake at dinner. Why not? You can finish your transformation goal "a little later" than planned. You see where this is going? A firm deadline creates focus and purpose. Focus and purpose produces results!

4) Keep a Training Journal

A training journal is a very valuable tool during any health and fitness program. It allows you to accurately track your progress, but more importantly holds you personally accountable for everything you do or don't do. If you want to make a truly outstanding physique transformation then keeping a training journal is ABOLUTELY ESSENTIAL! If

you can't discipline yourself enough to keep track of your workouts and nutrition then you can forget about making the kind of transformation that has friends and family shocked and amazed at how incredible you look. Review (or have your fitness coach or personal trainer review) your training journal on at least a weekly basis as well. This will literally force you to do what you are supposed to do because who wants to let their fitness coach read that they are not staying on track? Once you get the hang of keeping a journal it actually becomes quite enjoyable. You don't have to stick to strictly sets, reps, and calories. Write about how you felt that day or a particular challenge you overcame. A training journal kept during a physique transformation can serve as an excellent resource for future fitness endeavors, and can also be used to motivate others to make their own transformation.

5) Controlling Calories

To make a truly amazing physique transformation you need to be very lean so that the body you have sculpted with all your hard work is not camouflaged by body fat. There are 101 different diets that will allow you to lose body fat and reach your goals, but the bottom line is that in order to lose fat you absolutely must consume less calories than you burn on average every day, every week, and every month. Carefully and honestly assessing your calorie intake, expenditure, and progress will allow you to make sure you are staying in a slight calorie deficit so that your body burns body fat as fuel.

These five tips offer a great start for your own physique transformation. There is no way I can include everything in this one article, but you can get all 27 of my best tips in my new E-Book "27 Must-Have Tips For A Complete Physique Transformation." You can get your FREE copy by visiting www.completephysiquetransformation.com.

Russ Yeager is the owner and operator of Russ Yeager's Health and Fitness. For more information visit www.russyeager.com.

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Caffeine Anhydrous	†	**
Yerba Mate	†	**
Guarana Extract (22% Caffeine)	†	**
Citrus Aurantium Extract (6% Synephrine)(Fruit)	†	**
L-Carnitine (as L-Carnitine L-Tartrate)	†	**
White Willow Extract (Salix Alba)(15% Salicin)(Bark)	†	**
Alpha Lipoic Acid	†	**
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Bioperine	†	**
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Preventing Osteoporosis

by: sherry goggin

Osteoporosis is a very devastating disease, however it is preventable. Here are some steps you can take to decrease your risk of Osteoporosis.

Diet

First let's start with your diet. Milk, Fish, Leafy green vegetables, soy, are a few of the good sources needed to help fight Osteoporosis.

You need to build strong bones and one way to do that is by drinking your milk. Low fat and skim milk, nonfat yogurt, reduced fat cheeses are healthy sources. Fortified milk products have the vitamin D needed for proper calcium absorption also.

Fish is also a good source and rich in calcium and vitamin D - canned sardines and salmon eaten with their bone are rich in calcium, mackerel and other oily fish are rich in the vitamin D.

Soy contains calcium as well as plant estrogens which helps maintain bone density. You could substitute soy flour in the place of regular flour in different recipes. Soybean nuts is the better way to go instead of regular peanuts. Don't forget using soy cereal, soy cheeses, and soy milk.

You can use soy milk with your protein shakes but don't overdo protein. High protein can raise your excretion of calcium and you should limit yourself to the RDA of 63 grams daily for men and 50 grams daily for women.

Get your potassium, vitamin K, and calcium from leafy green vegetables including broccoli and turnip greens.

Caffeine should be limited daily to the equivalent of three cups of coffee because it causes the body to excrete calcium more readily.

As scientists suggest to eat your onions due to a study in male rats.

One of the most important supplements that plays a big role in preventing osteoporosis is Calcium. 1,000 mg. of calcium a day is needed for men and women during midlife. It will increase to 1,500 mg. and 2,000mg daily

have up to 10% lower bone-mineral density which is twice the risk of spinal fractures and a 50% increase in risk of hip fracture. A study showed that one in eight hip fractures in women is linked to long-term cigarette use and fractures heal much slower in smokers and can even heal improperly.

Excessive Alcohol prevents your body from absorbing calcium properly and you should avoid excessive alcohol.

Depression will cause your body to produce cortisol, a stress-related hormone that saps minerals from your bones. A study showed that women with clinical depression had much lower bone densities in their hips and spines.

Testing Osteoporosis:

There are ways to test for Osteoporosis and a bone-density test is the only way to predict your fracture risk. Women over 65 years of age should take the test and also younger postmenopausal women with one or more osteoporosis risk factors. This should be repeated every year or more after the initial test and this will determine your rate of bone loss and help monitor prevention and treatment efforts.

Signs can include a loss of one or two inches in your height on an annual basis. Most experts recommend (DEXA) test - Dual Energy X-ray Absorptiometry test.

Always consult with a physician before starting any exercise or diet program.

For more information please go to: www.sherrygoggin.com



Those rats fed one gram of dry onion daily experienced a 20% reduction in the bone breakdown process that can lead to osteoporosis.

Exercise

A regular exercise program including lifting weights helps stop further bone loss and may be one of the few ways to build bones as you get older. You should exercise for at least 30 minutes three times a week with walking, running, weight lifting, volleyball, or aerobic machines.

after menopause in women and after the age of 65 in men. It is necessary to take a calcium supplement as most do not get enough in their diets. Calcium should be taken in two or three doses during the day and preferable with meals as the body can absorb only a limited amount of calcium at once and make sure it contains vitamin D which facilitates the absorption of calcium.

Smoking , Excessive Alcohol, Depression

The best thing to do if you smoke is to QUIT. In older people, smokers

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-Arysta



By Skip La Cour
2x NPC Team Universe Overall Champion
5x NPC Team Universe Champion

MARKETING YOUR MUSCLE

How To Turn Your Passion For Bodybuilding Into A Career Opportunity

So, you want to earn a living as a pro bodybuilder? Well, join the crowd! There are literally thousands of men and women around the globe who share that same desire. First of all, I would never tell anyone *not* to follow their dreams. Just having a passion or a dream in your life makes you an amazingly unique person. Many people, unfortunately, do not have dreams, and therefore, can never really achieve true happiness in life. Consider yourself fortunate—you have a reason to energetically get out of bed in the morning!

EARNING A LIVING AS A PRO BODYBUILDER

There is a popular expression that goes, “If you do what you love, the money will follow.” But is this always true in the world of bodybuilding?

The percentage of probability is so incredibly small that you can make a living from bodybuilding. As a bodybuilder develops his or her physique, it is imperative that they develop their marketability along the way. This is an important aspect often ignored by the vast majority of bodybuilders today. Not marketing yourself—correctly and consistently throughout your career—makes your chances even less likely.

Let’s examine the financial opportunities of a bodybuilder for a moment. First of all, it is an extremely competitive sport. Amateur contests pay nothing and photo shoots pay very little, or nothing. Becoming a professional, which will only be achieved by a handful of people, doesn’t necessarily ensure that you’ll earn a nickel. Out of all the competitors in the world, probably under 100 of them earn a paycheck for being a bodybuilder/endorser. It takes a unique individual to earn a living in this sport, not just a genetic freak.

CONTEST WINS DO NOT NECES- SARILY EARN ENDORSEMENTS

By all means, try to be the next Ronnie Coleman, Kevin Levrone, or Chris Cormier—but they are in the genetically elite, the very top 1/10 of one percent of the bodybuilders in the entire world.

Chances are, unless you have won some major titles, it *will not* be your physique that will set you apart. As a matter of fact, if you are too outstanding of a bodybuilder, it could actually *hurt* your marketability!

Supplement companies try to appeal to a younger age group (ages 18 to 22) in most cases. This younger age group has usually been training less than 3 months and are at the very beginning stages of development. There is a new group coming into the market every day. Some opinions suggest, if your physique is too good, it will seem unattainable to them.

Even winning a major title will not necessarily do anything for you. I was told of one particular NPC national champion—by two different supplement companies—who after winning this national title, went out soliciting endorsements. He called these companies and told them who he was and that he used their products. Of course, these companies were happy this champion was using their products, but as soon as the conversation turned into any type of a paid endorsement, it quickly ended. These companies were actually *offended* that this gentleman even had the audacity to ask for money.

MARKETING YOURSELF: FINDING YOUR SPECIAL NICHE

I met Ron Harris, the associate producer for ESPN’s *American Muscle Magazine* back in 1993 when I competed in the Musclemania Natural Bodybuilding Championships. Ron and I quickly became friends and there isn’t a better person who understands the “ins and outs” of marketing bodybuilders. One of his duties for the television show is to attain talent presentable to its national audience. Ron has seen many bodybuilders come and go in

his tenure. He has seen many market themselves well and many fail miserably. I have been lucky enough to have Ron advise me in many of my bodybuilding career decisions and his wisdom and experience has been tremendously beneficial.

Here is what Harris had to say about this subject: “There are so many awesome physiques just in the United States. Truthfully, there are probably thousands of bodybuilders out there now that have far surpassed even the King of bodybuilders, Arnold Schwarzenegger. And as we all know, Arnold was given the royal treatment for his bodybuilding accomplishments. Joe Weider brought him to America, set him up with a car and apartment, and allowed him to train and eat so he could become the greatest competitor of his era. Therefore, our modern-day bodybuilders reason, their super bodies should warrant an equal display of financial gratuity.”

Harris continues, “But look at the situation in 1968. Did Joe Weider bring Arnold out to California and give him a contract just because he thought he had a great physique? Of course not. It was because Arnold could sell magazines and supplements through the combination of his muscles, his handsome face, and his charismatic personality. Then, as now, legions of young men wanted to be like Arnold. People were drawn to him. And that draw translated into sales, pure and simple, for the Weider magazines and products.”

Step back for a moment and put yourself in place of a supplement company owner. To help generate a strategy, ask yourself, why you are so special? What makes you unique? Most importantly—because businesses are in existence to make a profit—how would you increase the sales of this product?

“You would not believe the amount of people who call for sponsorship — men or women, from the amateurs to the pros,” says Angela Frizalone, in charge of advertising sales at TWINLAB. “A very small percentage of them have anything unique to offer. You *have* to have an angle,” she continues.

Many bodybuilders take the same, typical approach for attracting endorsements or sponsorship. They thumb through the current issues of the bodybuilding magazines, page by page, and compile the addresses of all the supplement, equipment, and clothing companies, and send them a letter, their photo—and a request for endorsement. What they don't realize is that's what 99.9% of the bodybuilders in the world do also. Most supplement, equipment, and clothing companies have literally hundreds of letters just like this every year. Mike Pendergrass, former owner of the now defunct LiftMaster training straps, once revealed to me, "I don't even look at them (the sponsorship request letters). They go right into the trash can."

And don't think being natural or drug-free makes you unique. The overwhelming majority of letters are from natural bodybuilders! They emphasize the fact that they are natural by putting the words "natural," "drug-free," or "drug-free for life" in CAPITALIZED, bold, italicized, underlined, or ***ALL FOUR*** different styles.

Marketing can be defined as a strategy to sell a person or product. Marketing is finding and exploiting your special niche. What can possibly be so special about doing what 99.9 percent of what everyone else is doing?

VIEWING YOURSELF AS A PROSPECTIVE EMPLOYEE

Instead of believing so much in the saying, "If you do what you love, the money will follow," your creed should be more like, "You can get everything you want in life—if you just help enough other people get what they want." A phrase I have adopted from motivational speaker, Zig Ziglar, many years ago.

Think about it for a moment, what you are doing is applying for a job—trying to get hired as an *employee* for a particular company. Approaching it from this angle, what would you want from an employee if you were an employer? In priority, you would probably want signs of good character such as integrity, honesty, a great work ethic, politeness, and someone who treats other people with respect. If you agree, you will notice that having a great physique would be considered a very *low priority* for the owners of these companies on their criteria to select potential employees. Unfortunately, the vast majority of bodybuilders have this concept totally reversed. They either imply or actually state, "Hey, I've got a great body, give me free stuff!" I've got news for you, buddy, there's thousands of people out there as big or bigger! I don't need to tell you that this method is usually unsuccessful.

You must step inside the supplement companies' minds—in "walk in their shoes," so to speak. If you owned a small supplement company, would you pay Shawn Ray \$50,000 to pose for an ad? Shawn would definitely be deserving of this with all of his accomplishments. Or would you get "no-name" who would be ecstatic about doing it for *free* — simply for the publicity? Even though his physique would not be nearly as good, using Shawn Ray would mean you would have to sell about \$100,000 worth of product — just to break even.

So, you think you have what it takes? Great! How are these companies going to know it? How will you communicate the tremendous opportunity you have to offer this company? You must develop a marketing plan and develop it *early* in your quest — if you are to fulfill your dream of earning a living as a pro bodybuilder.

THE RIGHT ATTITUDE

Here is a situation that I witnessed a couple of years ago. As I was solidifying a deal with the owner of a clothing company, he wanted to let me know, that, although we were going through with the deal, he had reservations about dealing with bodybuilders. He believes most of them have a bad attitude.

We were talking for over five minutes when, a recently turned pro bodybuilder, walked right into the middle of our conversation. He leaned up against the table to interrupt and said, "Hey, I wanted to know if you guys needed any models." The owner of the company, dumbfounded by the gentlemen's rudeness,

said he should try talking to an agency. The bodybuilder quickly retorted, "I did — and he said to come talk to you." Not knowing exactly what to say, he stood silently. The bodybuilder offered, "Well, can I give you my card?"

As he walked away, the owner looked at me and said, "That is *exactly* what I am talking about." Needless to say, that bodybuilder did not make a favorable impression. I can safely assume he probably won't be getting an endorsement contract from this company. To make matters even worse, after walking about 20 feet away, he turned around, walked back—interrupting our conversation again without excusing himself—and said, "Oh, the reason I am telling you that now is because I am in shape *right now*."

At bodybuilding contests or gyms, I see bodybuilders approach ESPN's *American Muscle Magazine producer*, Lou Zwick, and Harris, all the time. The bodybuilder tells the two of them how they are huge, and should be on the show. Lou and Ron are so numb to this occurrence now it "goes in one ear and out the other." If these bodybuilders even knew that being *big* wasn't an important prerequisite, I think that they would reconsider how they address this situation.

And don't think that once you're a pro things change. Even pros need to realize that they are replaceable. If you don't think so, try naming five professional bodybuilders who are still in the sport, doing well, that competed in 1986—just a little over a decade ago. There will always be a new "flavor of the month"—a new commodity or a new rising star.

It is also important to remember that some companies are simply just not interested in signing bodybuilders to endorsement contracts or even providing free product. This was the case in LiftMasters' situation. But just because they are not interested

now, doesn't mean that they can't be convinced of the opportunity you can provide for them.

Most supplement companies today are very profitable. In other words, they are already doing very well without you. And, they aren't usually in the business of just handing out free supplements and/or cash. Why am I throwing that in? Because I feel you must know *everything* that you're up against in order to discover the strategies that will help you reach your goals!

EARNING EXPOSURE

When it comes to marketability, the name of the game is exposure. To earn exposure, winning a contest can be very helpful—but it is not the ultimate vehicle.

Getting your picture published in the national magazines is. Very few photographers, especially the top photographers for the national bodybuilding magazines, will go to amateur shows around the country. Getting in contact

with some of the best photographers is a very important aspect in getting this much needed exposure. But how do you get these photographers interested in shooting you? The keys are finding out who they are and where they live. Next, send them pictures of yourself in great shape. Include when you can travel to them if they are interested. If they see someone they like, something in that person that will be beneficial to them, or something they can sell to the magazines—they will be more than willing to get in touch with you. Since selling pictures of you would equate to dollars in their pockets, they will be motivated to photograph the most marketable bodybuilders.

You will have to conduct these photo shoots for free. Any bodybuilder, unless you are a high-level amateur or pro, should not expect any type of compensation for these photo shoots. Also, be aware that at all costs incurred — airfare, hotel, rental car, etc.—are at your expense. Getting that publicity will not only take a great physique and getting the right contacts, it will take a certain financial investment.

Once you have been published in a magazine, it is important to use that as a stepping stone to:

GET EVEN MORE EXPOSURE, OR GET THAT EXPOSURE AS A VEHICLE TO INTRODUCE YOURSELF TO COMPANIES.

Photographer, Jim Amentler, often talks of being approached by many frustrated bodybuilders. They wonder why they are not getting the publicity they

**"You can get everything you want in life — if you just help enough other people get what they want."
—Zig Ziglar**

NGA Heart of America Natural Classic

On May 13th 2006, 58 competitors came to Peoria, IL to compete in the 11th annual NGA Heart of America Natural Classic. This was the biggest show in the 11 year history, and has become one of the premier drug free events in Illinois. Every single competitor had to take a polygraph and urine test to insure that they are 7 years drug free. The show is a pro-qualifier in the NGA, with pro-cards being handed out to the overall winners in Men's bodybuilding, women's body building and women's figure. Awards were given to the top 5 in each class, as well as best body part awards and best poser awards for Men and Women. Overall winners also received a gym bag full of \$300.00 worth of supplements, etc. Guest poser was NGA natural pro, Earl the Pearl Snyder. This was out largest figure class ever, with 20 competitors in the figure. There were enough women in the figure to have 3 height classes and a master's figure class as well. Promoters John Abraham and Brad Schupp brought in 3 NGA Pros to the judge's panel, headed up by Robert Green, Natural NGA Mr. Universe. Over 700 people came to watch the night show, a record crowd, to cheer on these great drug free athletes.

After the great day, a free buffet and party was waiting for the athletes. Everyone came to eat and enjoy the camaraderie of a Natural Show. The stage is set for 2007. May 12th in Peoria, IL. It promises to be bigger and better than ever. For more information contact John Abraham at john.abraham@ncmc.com or go to www.hoanaturalclassic.com.



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- **ISS Research** (*Oh Yeah Bars, Satur-8*)
- **Labrada Products** (*Lean Body, Charge*)
- **Luna Bars**
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- **MHP - Maximum Human Performance** (*Trac, Up Your Mass*)
- **MMUSA Creatine Serum** (*ATP, Xtra, Thermo, Stratos*)
- **Muscle-Link** (*Muscle Meals, Creasol*)
- **Muscle Sandwich Bars**
- **MuscleTech** (*Hydroxycut, Cell-Tech, Nitro-Tech*)
- **Nature's Best** (*Isopure*)
- **Next Proteins** (*Designer Protein, Detour Bars*)
- **Nutrabolics** (*AE2, NOZ, Diablo*)
- **Nutrex Research** (*Lipo-6, Vitrix*)
- **NVE Pharmaceuticals** (*Stacker*)
- **Optimum Nutrition** (*Pro Complex, Serious Mass*)
- **PDS** (*The Natural Bar*)
- **Pharmagenx** (*Ventilean, Mojo*)
- **Powerfoods** (*Powerbar, Harvest, Powergel*)
- **Premier Nutrition** (*Eight, Odyssey, Protein 40 Bars*)
- **Primaforce** (*Substance, Thermal Rage*)
- **Pro Fight Supplements** (*Pitbull, JPF-1*)
- **Prolab Nutrition** (*Cuts, NLarge, Matrix*)
- **Promax** (*Promax, Oatgaceous, Rampage Bars*)
- **Protan Performance Brands**
- **S.A.N. Nutrition** (*Vault, Tight, V12*)
- **Scivation** (*Neurostim, Xtend*)
- **Six Star Nutritionals**
- **South Beach Diet Bars**
- **SportPharma** (*Just Whey*)
- **Syntrax** (*Nectar*)
- **Think Products** (*Think Bars*)
- **Trimspa**
- **Twinlab** (*Ripped Fuel, Diet Fuel, Amino Fuel*)
- **Universal Nutrition** (*Animal Pak, Doctors Carb Rite Bars*)
- **Vyotech Nutritionals** (*Viraloid*)
- **Weider** (*Tiger Milk Bars*)
- **Worldwide Sports Nutrition** (*Pure Protein Bars*)
- **Zone Perfect Bars**

**NATURAL
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a rookie **TAKES** **THE STAGE**

by David Norrie

When I walked into my hotel room at the Hyatt in downtown Miami for Muscle Mania, I put down my bags, took off my shirt and the first thing I did was look into the mirror. A step to the left, and another backward and there I was, in the perfect light. A universal feeling of happiness overcame me. Six long weeks of training, cardio and diet all coming together in the perfect light, seeing lines and cuts I didn't know I possessed.

I hadn't even stepped on stage for my first competition and there I was already asking my friend Corey when the next show was coming up. "Hey this bodybuilding thing might be addictive," I thought.

I was green. A rookie. There was the urge to work-out before I went to bed and again in the morning. Corey had done a dozen shows. Here I was drilling him with questions; 'can we eat?'. 'What can we eat? Carbs? More protein?' Do we train heavy? Do we lift at all?

He was ready to slap me I was so anxious. But you get your body to this point where you feel you're at your best, an absolute masterpiece, and there is this fear that one wrong move and you'll wake up looking

like Charles Barkley instead of Charles Atlas.

EGO TRIP

I don't know anyone who is into fitness competitions or bodybuilding who isn't somewhat narcissistic. It kind of goes with the territory. A hearty ego helps. But tell someone you're going to put them in a hotel with 400 of the best physiques in the country and they'd be lying not to admit it is more than a little intimidating.

Sitting alone during registration you can't help but look around and size up the competition. Funny how



everybody in the room was going through the same thought process.

There was even more sizing up backstage getting ready. Although the mind is intoxicated as the result of a wacky diet there is plenty of alone time to wonder what you could've done differently. Did I train hard enough? Over train? Second guessing yourself will do you no benefit at this juncture.

At this point though the faces are a little more familiar and the down time, which there is plenty of, has fostered more than enough opportunity to get to know your fellow competitors. It is then that you discover despite different nationalities, body types and hometowns that we're all more alike than different. The guy you pegged as an eccentric egomaniac is actually pretty down to earth and humble and you wish one another the best of luck.

STAGE FRIGHT

The distinctive smell of pro tan permeates the air as gym bags lie scattered among the room. Marie Corp sergeants haven't seen this many push-ups being done at once. It's go time and

we are all trying to get that perfect pump.

Remember to flex even the most obscure of muscles. Try to maintain a smile at the same time. Don't fall or enter the stage out of turn. Wait a minute, I thought this was supposed to be a mindless sport? My mind was going crazy. In a couple minutes all the hard work will unfold. Seems a bittersweet ending to six weeks or training. Sixty seconds on stage.

While you wait behind the curtain part of you wants to go out there and soak up the applause and another part just wants to get it over with and eat.

Once I stepped on stage I felt that rush of adrenaline. Confidence overwhelmed me and it all came together. Working as a sports reporter I had covered several competitions in my hometown of Miami always wondering what it felt like from the other side. Now I knew the feeling and the emotion that fuels competitors.

I didn't win. Didn't even make the top 10. But when I returned back to Tampa and my friends asked me how it went I said with confidence, it was excellent and I won a personal victory just by making it to the stage. And that's the honest truth.

In my opinion there are a small percentage of elite bodybuilders who go out expecting to win and relying on victory for their livelihood. But in my journey into this world of physical perfection I found that the majority compete for the sake of competition and expect nothing more than to enjoy the fruits of their labor. Satisfaction comes in that one brief moment in which perfection can never be touched but comes within arms reach.



some go with minimal clothes and some choose to cover up completely. But I realized it was very likely that

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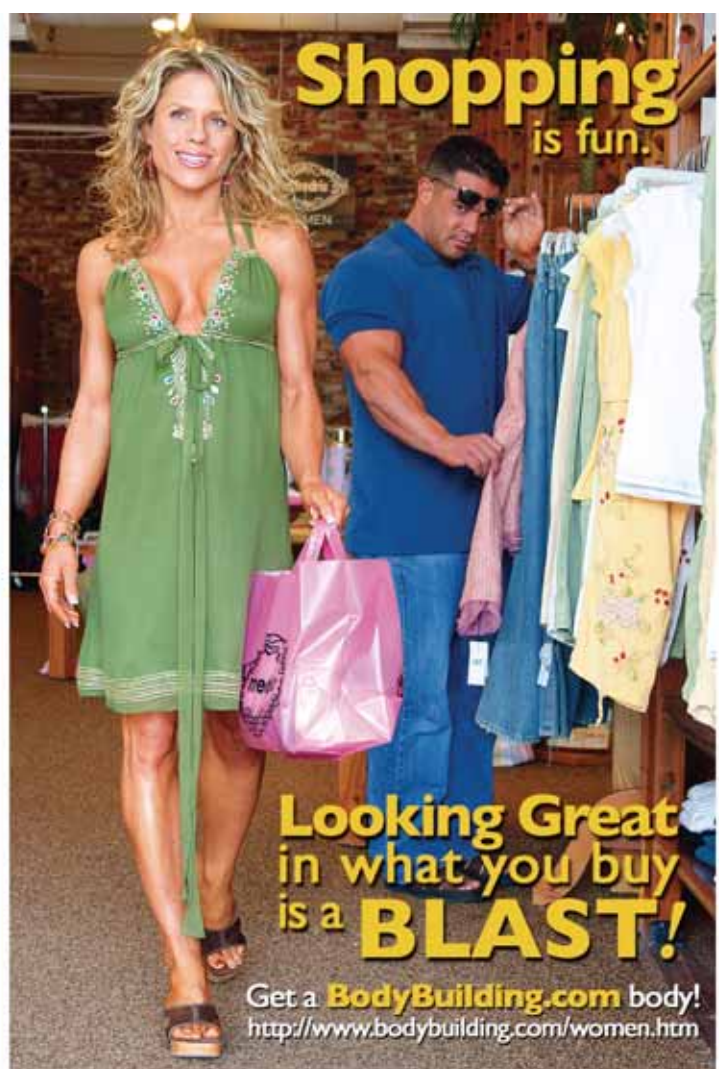
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WELCOME

to my world

interview and photos by:
Dr. "Coach" Atherton

This month I feature an athlete and model whose potential is unlimited, and I do not say this lightly! Koya Webb is one of those people that demands and keeps your attention. I now have shot her on 3 different occasions and the results are impressive, to say the least!. Last year at Fitness Universe, I was shooting next to a lady that kept telling me that her niece was someone I need to shoot. Turns out, when Koya came on stage, she pulls my shirt and exclaims, "That's her, that's my niece – you need to shoot her!" Turns out, Koya's Aunt was correct and I did shoot her later in my studio in Great Falls, VA. I am confident you will like the results. Welcome to MY WORLD



Marital Status: Single
Education: Bachelor's in Exercise Science
Minor in Business Administration
Age: 24
Height: 5'11"
Weight: 150

KOYA WEBB

What do you consider your greatest triumph(s);

My greatest triumph is realizing my purpose in life which is to be mentally, spiritually, and physically fit

List your competition(s) awards and/or athletic achievements?

Fame Sunshine State Figure Champion, March 2005 (WNSO PRO)
Fame Sunshine State Fitness Model Champion, March 2005 (WNSO PRO)
Missouri Valley Conference Champion in High Jump, Pentathlon, and Heptathlon 2004
Ultimate Fitness Events 2006, winner of Bikini and Model.

Academically or athletically?

Graduated Magna Cum Laude from Wichita State University with a major in Exercise Science and Minor in Business Administration
Certified Personal Trainer with the National Association of Sports Medicine

What do you do for a living?

I'm currently a personal trainer/life coach with Lifestyle Revelations, a public speaker, strength, conditioning, and lifestyle coach for the San Diego Siege, Model, Actress, and prepare vegan and vegetarian foods at Ranchos Restaurant. I work in Los Angeles and San Diego, CA.

How/Why did you get involved in fitness?

I won the figure and fitness model divisions at the WNSO FAME Sunshine State competition in Miami, FL in March 2005, this was my first introduction to the fitness arena. I've always admired sculpted bodies and a fellow aerobics instructor (Sandra Augustine) told me I should try figure competitions. I was skeptical at first, but thought it would be a great way to meet other fitness professionals and share my fitness ideas with others

Favorite book, movie, cheat food?

My favorite book is the Bible
My favorite movie is Chicago
My favorite cheat food is granola

Who influenced you the most athletically, Academically?

Athletically, Jackie Joyner Kersee influenced me the most because she was an awesome athlete and a well rounded person

Academically, no one really influenced me, but I began in the McNair Scholars Program at Wichita State give me a chance to write and publish journals as well as speak in my field of study

Who do you admire the most? Female?

I admire Oprah Winfrey the most because she has been through a lot, but continues to give, love, and thrive despite every set back she's faced with. She's is the epitome of a beautiful person.

Male?

I admire Nelson Mandela because he has been through the very worst times, but he inspires me because he continues to love everyone, even those who hurt him. He is a true healer of the world, truly a great man.

What did you think about your first competition?

I think it was amazing! There were so many beautiful women there and they were all so helpful. It was my first figure competition, so they helped me with poses after convincing me I had enough muscle to do the event. I missed my flight and ended up sleeping in my car because I was too tired to check into a hotel, bought my outfit the morning of the event, and entered the figure competition at the last minute. Looking back on it all, I enjoyed every minute and I think the thrill of it all helped me win.

Who do you want to emulate?

Athletically?

I want to be looked at as a versatile ~~hardworking~~ athlete with my own style. I want



to be unique so, I admire athlete's who made a name for themselves being different like Jackie Joyner Kersee, Lisa Leslie, Serena Williams, and Modonna Grimes. These women athletes are entrepreneurs as well as beautiful people and that's how I view myself.

How do you want to be remembered as an athlete?

I want to be remembered as determined, friendly, and a strong competitor

What traits do you value the most?

I want to be remembered as Honest, open minded, Fit, and Friendly character

What do you see that is good in Fitness today?

I see Fitness experts focusing more on a lifestyle change and that's the big key

What needs to change in Fitness today, in your opinion?

Sometimes politics play a big role and time in the industry denotes success or respect. I think every athlete should be judged as if it was their first time on stage or as a veteran in the industry.

What would you like to say to the readers of NMM?

Natural is the way to go because it not only helps you look great, you also reduce stress, and strengthen you bones. No one should use drugs because it will hurt you in the long run.

If you could thank 3 people in your life, who are they and why?

I would thank my Mom first for raising me and teaching me values in life that will never be forgotten.

I would thank my dad as well for providing for me and teaching me that nothing in life is fair or free

I would also like to thank Oprah. Reading her first book inspired me and changed my life in ways no one may ever know.

What is your passion?

My passion is adding a little joy to the world and letting God's light shine through me in fitness and entertainment



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Sum up your philosophy of fitness/athletes in one sentence, what would it be?

My philosophy of fitness and athletics is to get stronger mentally, spiritually, and physically everyday.

What else do you want the readers to know about you? Do you have any other comments?

Drop by my website www.koyawebb.com and let me know what you think. Live like you're never been hurt, enjoy life, and strive to be a little fitter everyday

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Order online at www.skiplacour.com. Credit card orders call 1-800-655-0986. Or, send check or money or to: Skip La Cour 712 Bancroft Road #259, Walnut Creek, CA 94598 USA.

2006 MODEL UNIVERSE PLACINGS

WOMEN’S

1	Julie Marsland	11	Christopher Challenger
2	Simone Sixeye	10	Johannes Mahmood
3	Morgan Howe	12	Christopher Harris
4	Nancy Munoz	13	James Gaspard
5	Eboni Imhotep	14	Brandon Page
6	Kenia Lizama	15	Robert Nuzzie Jr.
7	Christina Penegar	15	Angelo Castricone Jr.
8	Michele Jackler	17	Alfredo Orozco
9	Cameo Rivera	18	Evan Wadle
10	Angela Martindale	19	Eric Parham
11	Mirella Morales	20	Jorge Tapias (JT)
12	Kellie Williams	21	Rico Elbaz
13	Ocean Bloom	21	Rado Pegac
14	Jardin Fanis	22	Michael N Rose
15	Venus Ramos	24	Roger Morello
15	Shelly Smyth	25	David Maynard Jr.
17	Emily Kirby	26	Claude Rigon
18	Sherilee Newton	27	Andy Ashton
19	Anne Beetham	28	Zachary Escalante
20	Jamie Eason	29	Caleb Schlesselman
21	Kia Mckay	30	Bryant Seals
22	Amy Nigrelli	31	Lawrence Farnham
22	Lisa Calhoun	32	Pedro Marrero
24	Rochelle Rene	33	Gustavo Ruiz
25	Karen Riedel-Gallagher	34	Daniel Escalante
26	Amrit Dhaliwal	34	Jesse Olinger
27	Heather Leigh	36	Eduardo Arteaga
28	Tina Davis	37	Robert Hale
29	Elizabeth De Lima	38	Justin Cowley
30	Donna Ponzio	39	Jacques Dalce Jr.
31	Jennifer Hamilton	40	Timothy Palka
32	Kimberly Clinkscales	41	Felipe Lamay
33	Ebony Thomas	42	Dustin Farlow
34	Deborah Bell	43	Christopher Cook
35	Toneita Brown	44	Bryan Smith
		45	Fitim Mustafa
		46	David Norrie
		47	Jason Brick
		48	Frankie Byun
		49	Deleted by editor
		50	Alexander Samaniego
		51	Kostakis Kyriakou
		52	Brandon Broomfield
		53	Shane Grafman
		54	Jaime Osorio
		55	Alexis Rodriguez
		56	Ledian Torres
		57	Chris Phillips

MEN’S

Place	Name		
1	R.L.. Bond		
2	Anthony Thomas		
3	Matus Valent		
4	Andre Douglas		
5	Akuete Kpodar		
6	Jevone Smith		
7	David Pullman		
8	Adam Green M.D.		
9	Robert Momenteller		

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pz continued from page 26

with what you need to grow and thrive during your time on this earth. Maybe you've made decisions that weren't understood and sacrifices that weren't easy when you could have sold out or given in or given up. Maybe you continue to walk down that road less traveled with unwavering conviction—your eye remaining steadfast on the prize. Maybe you deserve to give yourself some acknowledgement for the person you've become and who you are today. Maybe you can be a little kinder to yourself and not be so quick to get down or feel unworthy of success and happiness. Maybe you can. Maybe you will.

Honing in on focus and purpose

—My move has come right in the midst of a huge professional project. It has happened at the most critical point and has certainly made it that much more difficult to press forward. With everything so upside down it's easy to get distracted, lose ground, and lose sight of the goal. As overwhelming as this move has been, it is no excuse to drop the ball on the rest of life. In fact, it's the perfect opportunity to evaluate where I am, where I want to be, and what I need to do to get there. I have to look at the long run and all the positive gains. I can't allow the upheaval of a move to get in the way. It's merely symbolic of any interruption or intrusion we face during the journey.

Where is your life headed? Do you have a goal or a plan or something you would rather be doing? Are you allowing outside influences, inward doubts, or overall demands and distractions of life to thwart those plans or blur those dreams. Stay true to yourself and stay firmly on the path. If you stray, don't go too far—get a grip on yourself and get back in step. Keep at it and never quit.

I'm officially in my new place and even though the transition was tough I love it and am thankful for the experience and the lessons learned. Whether you move or not everybody's closet needs cleaning. Everybody's life deserves a closer look. Take a look at your life. Look into your closets and beyond. Do the work it takes to clean them up and clean them out. Take the time it takes to fix what needs fixing, change what needs changing, and getting the rest in tip top shape. Take an inventory of what you have and who you are. Decide what it is that makes you tick. Determine what it is that gives you joy. Clear your life of the clutter and the chaos. Put your life in order and into motion. Clear the way so you can see where you're going and maybe then you'll be able to head in the right direction.

Pz is a motivational writer specializing in the area of relationships and the human condition. Have an issue or topic you'd like to feature? Contact Pz with ideas, questions or comments: pzpwr@aol.com.

Lacour continued from page 46

feel they deserve. Amentler states these are the same bodybuilders that are never available for photo shoots. What often happens is that a bodybuilder will train hard and diet meticulously for 8 to 12 weeks, win a show in awesome shape — then immediately go back home, gorge himself, and lose that conditioned body — before getting in front of any photographers. Bodybuilders need to realize that it is *essential* to be photographed in the best shape possible. This may require you to do photo shoots a couple of weeks before your show—no matter how mentally tired and nutritionally deprived, or how weak you feel.

DEVELOPING A MARKETING GAME PLAN

Here are a few suggestions for developing a marketing game plan:

Honestly assess your strengths and weaknesses. Not only physically, but also in terms of your character.

Define what is your “unique point of difference,” or that one certain thing that separates you from the thousands of others. Do this as early as possible in your career.

Aggressively market, or sell, yourself according to your strengths. Improve on your weaknesses, or even plan a way of disguising them.

When you are convinced that you are a worthwhile “employee” candidate, approach these companies and let them emphatically know what you can offer *them* and why you feel *they* would profit ten times as much as they invest in you.

Get their attention! Try to be creative in your approach. (Remember, you are competing against literally *thousands* of other bodybuilders who have the same intentions as you do.)

Get in front as many cameras as possible. Set up photo shoots in the best shape possible to get yourself in the magazines. Use this exposure to earn even more exposure.

SUMMING IT ALL UP

In conclusion Ron Harris adds, “The concept of getting ‘something for nothing’ is a well-known myth. If you are a bodybuilder and plan to get money handed to you simply because you've crafted a great physique, you're going to be buying your chicken breasts with food stamps pretty quickly. Rather than asking what the magazines, supplement manufacturers, or clothing companies can do for you, ask what you can do for them. Are you the best in some specific field, i.e., the best natural bodybuilder, (like Skip La Cour or Chris Faildo) or the best-looking bodybuilder? (Mike O'Hearn and Frank Sepe are two examples). Do you have a unique theory with a large group of followers? (Mike Mentzer) There has to be something unique about you other than the fact that you have a great body. Today, a lot of people have great bodies.”

It is important that you are optimistic, patient, and persistent in your pursuit. Only a very few will be lucky enough to garner such opportunities. With the right perspective and game plan, you will greatly enhance your odds.

Think BIG and Good luck

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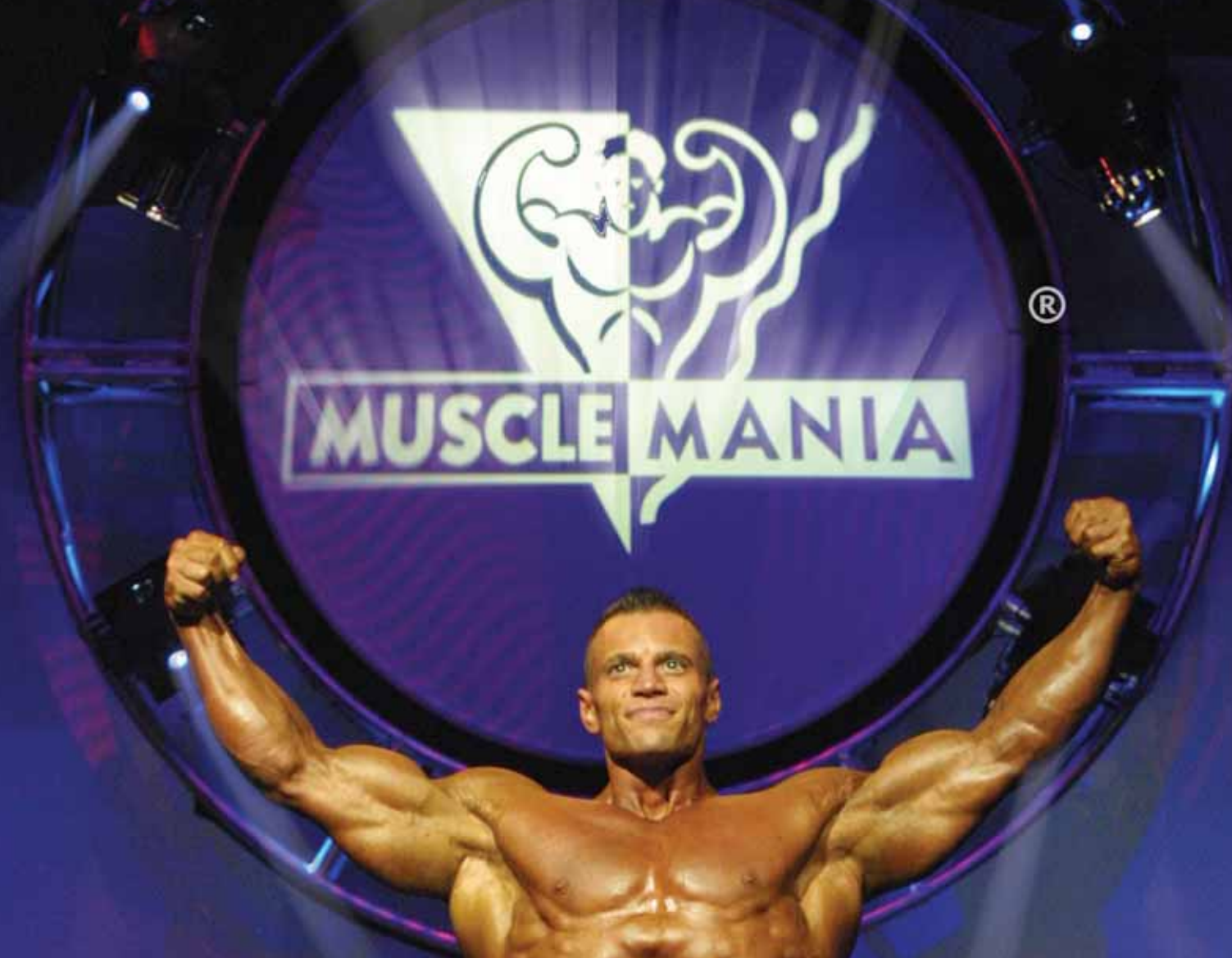
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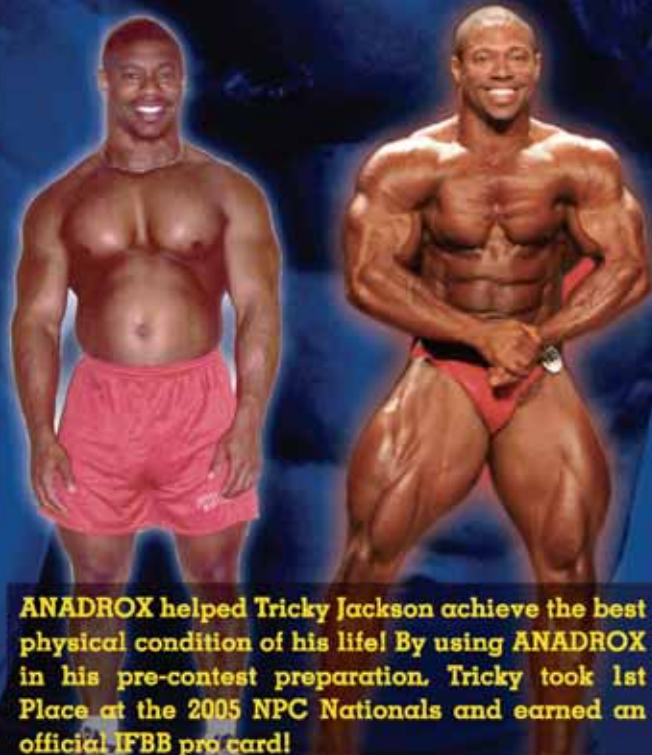
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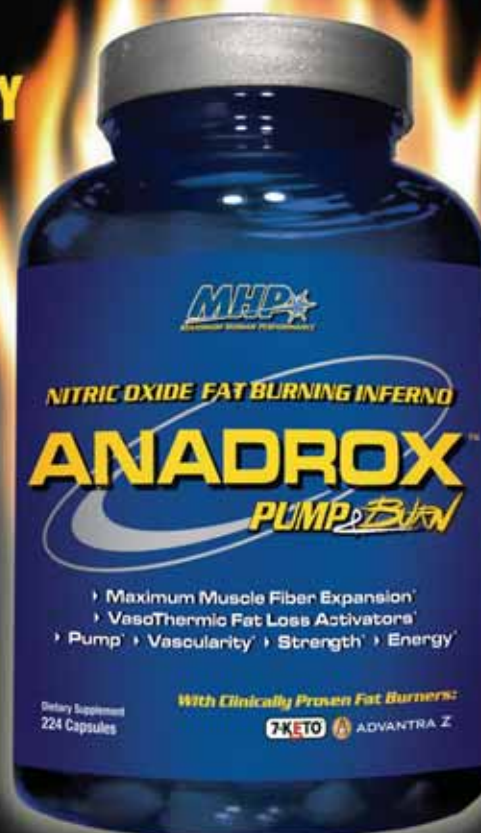
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