



# Newsletter

VOLUME 1 ISSUE 1

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## Welcome to bfit4life monthly newsletter



Hi All,

Delighted you are taking the time out to read my monthly newsletter. With today's hectic lifestyles it is more important than ever that we take the time to think a little about our Health & Welfare as one of my clients did. Read her story in this month's issue and see what a difference a change in your lifestyle can make! Please share this newsletter with your friends.

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*Before*



## Success Story

*You know all those clothes you have in your wardrobe that don't fit you but you keep in case you may one day think you may fit back into them? Well I have just thrown all those out, because even they are too big for me!! Learn how I went from Size 22 to Size 10 in just 6 months.*

I was the classic working Mum; demanding job and two young children to deal with. When I wasn't working, I was trying to make it up to the kids because of the guilt that every working Mum feels, so making some personal time wasn't an option in my mind's eye. A routine health screening at work brought to light that I was beginning to develop serious health problems; high cholesterol with the prospect of diabetes with high blood pressure on the way if I did not take corrective action. The realisation that neglecting my personal welfare was in fact being *selfish* to my kids and not *selfless*, as I had lead myself to believe.

The road to redemption did not start immediately. I knew I needed help but was unsure where to start. After years of trying and failing the Quick Fix diets, I knew the only way to go was Healthy Eating & Exercise but I wasn't sure I had the nerve to face the gym, thinking surely that's where all the slim people go, but then maybe that's why they are slim !!

So I started to swim 4 times a week and eat a little better, after 3 months I had lost 7lbs. I realised quickly that, at this rate of progress, I was unlikely to ever succeed and that I needed to revise my idea of what exactly Health Eating & Exercise meant.



*After*

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My good friends Frank & Julie had recommended I try a Personal Trainer, and I had noticed Damien's poster up in gym so I decided first to mail him and see as a trainer if he dealt with obesity. Shortly afterwards we met up for a chat and Damien assured me that anyone can succeed if they just follow his directions with hard work & commitment (initially only 3 hours per week!!), he would guarantee success and so I began.....

## Month 1

I guess the first month is always the hardest. I had never done any weight training before in my life and, aside from a couple lengths of breaststroke, my cardio levels were not up to much. So I started my weight training on 17<sup>th</sup> February. While I was unable to walk the next day after the experience, it was not as bad as I expected. Damien ensured everything was set up for me and made sure I focussed on the exercises I was trying to perform. I was too busy sweating and concentrating to notice if anyone else was watching, or laughing at me in the gym!!!

For the next few weeks I completed the weight circuit twice a week with Damien and he gradually showed me how to use the equipment and fill in my program as I gained the confidence to go up to the weights room on my own. In this time I also did some interval training on the treadmill and made one critical change to my diet, protein & nuts for breakfast. As Damien says it takes 21 days to form a habit, and by the end of Month 1, I now had two good habits - I trained three times a week and had a good breakfast everyday.



## Month 2 (mid Mar to April)

By this stage I was confident to go up to the gym and complete my program on my own. I still found it difficult but was determined to persist. Damien continued to work with me on my diet, replacing refined processed food with fresh meat, fish, salad, vegetables & fruit, eliminating soda & alcohol and increasing the quantity of water. I still trained with Damien once a week and these were always the hardest sessions. Damien pushes you really hard and ensures you perform to the maximum of your ability, never letting you stand still and inspiring you to achieve more. Each week Damien measured my body fat % and reviewed my food diary for the week to make sure I stayed on track and to chart my progress. Near the end of March, Damien changed my program. This took me out of my comfort zone as I had become familiar and comfortable with the old program and so was my body so it was time for a change. People I knew had started to notice the changes in me and I felt so much better. Now was my first big challenge, I was due to go on holidays to Florida for two weeks. Damien designed a program I could complete in the villa without any weights. I still remember this vividly - I had naively believed this would be easier. I was unable to sit comfortably on the flight to Orlando as my ass and legs hurt so much! So the holidays, did I blow it? Well the answer is no, not quite! I didn't do brilliantly but I came home 4lbs lighter and I had worked out 5 times. I arrived home on Saturday and got straight back up to the gym on Sunday. By mid April, I had lost over 2 stone and my energy levels were much higher

## Month 3 (mid Apr to May)

In month 2 I had been very anxious about the food and found it quite difficult to manage if I had to eat out. I often left long gaps between meals until I got home and could cook for myself. Eating out for every meal except breakfast for 2 whole weeks taught me how to make the best food choices from any menu, and how to mix and match menu items so I always had enough of the right foods to eat.

As for the training I now had 2 new programs that I alternated between each time I trained. It added a variety to the training and at this stage Damien also increased the workload. I now weight trained 4 times per week with 1 cardio session on the treadmill when I could fit it in. To recover from holidays, Damien asked to follow a stricter diet for 2 weeks - Boot camp. By mid May, I was 3 stone down and still feeling great. Julie & Frank came back from their travels and were amazed by the changes in me. I had a bottle of champagne to celebrate with them; I was very happy with what I had achieved but even happier as I was now 100% confident I could achieve my final target. I have not had a drink since! I haven't decided to be teetotaler and maybe I will have a drink on my birthday!

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## Month 4,5 & 6 (mid May to Aug)

Month 4 onwards, things got a lot easier, as my new found good habits became engraved on my lifestyle. I now train 4 to 5 times per week, and I eat a healthy diet. Friends no longer comment when I refuse the offer of a drink. To add variety to my cardio, Damien added boxing and rowing interval training, in addition to introducing 2 new weight training programs every 3 weeks. I really love the boxing and I row with a buddy once a week at work, which motivates me to do that. The weight training I love, admittedly it is tough at the time, but then you feel so great afterwards and the results you are achieving motivate you to keep on target:



I think back to last February and I could barely squat, I needed support to stand back up, now I can do it with 35kgs on my back. It is hard to believe the progress you can make and I now 6 stone or 90lbs lighter to prove it! It will never get easy because as you improve Damien will change your program so that both you and your body remain challenged. Some people ask me what will happen to my body when I stop and I reply 'why I would stop?' This is a healthy lifestyle choice, and health is for life. Was it hard work? Well the answer to that is yes, but then a lot of the worthwhile things we achieve in life are hard work. The ability to work hard is in all of us, what you need to do is get your priorities right. Examine your life and look at the obstacles that are preventing you opting for a healthier lifestyle, resolve these issues and most of all believe in yourself, the ability to be successful is in us all.

### So the journey continues

I started out on this journey because of health concerns, looking great has been a wonderful bonus, but whatever the motivation, the most wonderful thing is how much energy I now have. My 41<sup>st</sup> birthday is rapidly approaching but am I worried? No. I feel better now than I did in my 20s so I plan to put into practice that life truly begins in your 40s and it is never too late to change!!! I still have further to go to get to my target, but I am confident I will get there.

Every journey needs a guide and I couldn't have done it without Damien. He is a talented professional whose commitment, motivation & knowledge will impress you, as well as change your life. He is tough, driven, and energetic but has a great sense of humour and will give you the courage and inspiration to achieve your goals and exceed your own expectations. If you have the determination, Damien will show you the way. You will be amazed by what you can achieve.

## Tip of the Month

It takes 21 days to form a habit, so let's start the month off with the first step towards a Healthier lifestyle.

Perhaps the most alien concept for my new clients is I ask them to include protein and nuts at breakfast. It is the most important meal of the day that should never be missed. After you have completed your breakfast you should take a fish oil supplement.

Fish oil is rich in Omega 3, an essential fat for a healthy lifestyle. There are numerous benefits of fish oil and I will be covering these in a later newsletter. It can be taken in liquid or capsule form, but make sure it is a pharmaceutical grade, so heavy metals have been eliminated. The amount to take will be dictated by your body fat and should be spread out throughout the day

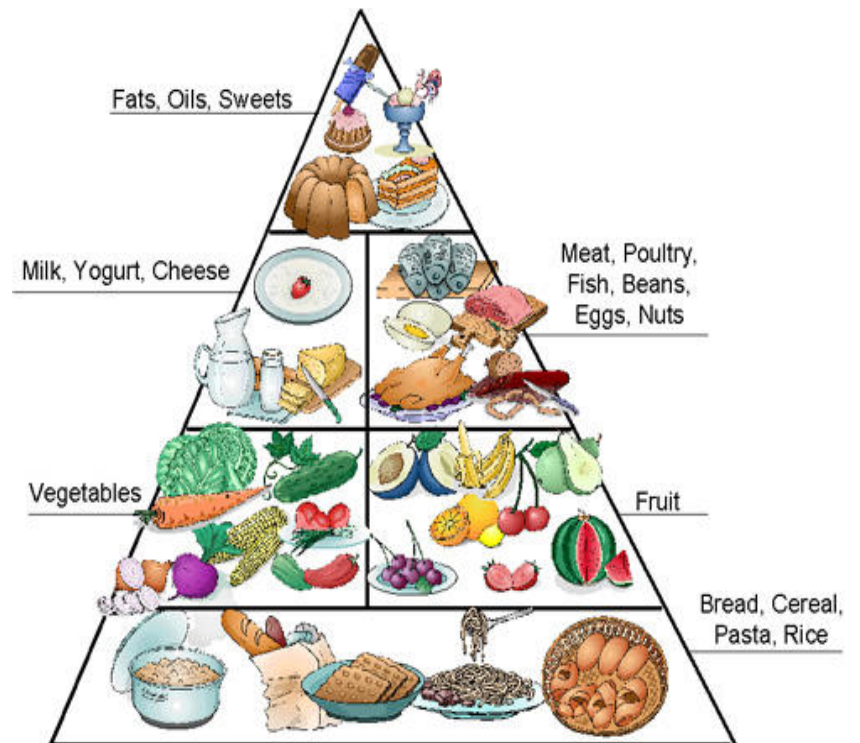
Eating protein for breakfast is not only excellent for the immune system but helps keep your blood sugar level stabilised hence avoiding those mid morning cravings for that sugar fix of a chocolate bar or pastry.

A protein breakfast can include the following, poultry, fish, meat or eggs. It is important to vary the type of protein on a daily basis and I suggest a five-day rotation. Make this one simple change in the next month and you will take the road to a healthier lifestyle

## Food Pyramid –will it make you Fit or Fat?

One look around the office today will tell you that men and women's body-shapes are changing. It's not for the best as bulging layers of fat are starting to hang over the waists of men and women everywhere. The Celtic Tiger did not just see the housing market expand but it witnessed the explosion of an obesity epidemic in Ireland. Rising levels of obesity has been linked with the elevated numbers of people affected by heart disease, diabetes and different forms of cancer.

This was not always the case as 100 years ago; the 2 biggest causes of death were pneumonia and Tuberculosis. Today 8 out of the top 10 causes of death are diet related, e.g. obesity, diabetes, heart disease, and cancers. What has changed since then? Our working life has changed from the energy burning jobs on the farms and building sites to the sedentary lifestyles in the office. But more importantly our dietary patterns changed in the last 100 years. What happened?



## Food Pyramid – origins

The increase in disease led to the US Department of Agriculture (USDA) developing food guides that tried to specify our body's requirements and the best foods to fulfil them. It started with its first guide Foods: Nutrient Value and Cost 100 years ago, The Basic Four-1950-1970, the Hassle-Free Diet from 1979, and of course the Food Guide Pyramid from 1992 to 2005 and My Pyramid at present. The problem with the original Food Pyramid is that the powerful food industry groups influence the guidelines to its contents. Various councils comment on the recommendations when the food diary is being compiled. This may explain why the grain industry recommends 6-11 servings per day of bread, cereal, Pasta and rice as opposed to 3-5 servings of fruit and vegetables. These foods made of white flour and white sugar have been referred to as anti-nutrients or non-foods as they displace more nutrients from eating the foods than you actually obtain from eating them.

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*The grain industry obviously has a great say in the matter as 6-11 servings per day are recommended as opposed to 3-5 servings of fruit and vegetables*

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## Food Pyramid – the issues

Processed foods are promoted because they have a longer shelf life than Organic fruits and vegetables. This enables the big producers a bigger chance to make a profit. Your health is not of interest to them. In his book "Beating the Food Giants," Paul Stitt shows us the average breakfast cereal today ranges between 46-53 percent sugar! With this knowledge, watch how much sugar people add to their cereals before eating them and how much soda pop is consumed in concert with many of these non-foods and notice the co-relation of body-fat on their love handles! This could also explain your child's change of mood when they are on a crash from the highs they experienced at the breakfast table.

## Food Pyramid – the issues - continued

The direct connection between nutrition and disease was not recognised until the late 1970's by the Dietary Guidelines Committee. In its first report, M. Hegsted, M.D., professor of Nutrition at Harvard Health claimed that it was saturated fat, cholesterol and sugar that were the cause of heart disease, certain causes of cancer, diabetes and obesity. The report did not acknowledge the important role of B vitamins found in proteins in preventing high homocysteine levels and heart disease- exactly what you need for your heart to be healthy. As a result, fats and cholesterol have been demonised as toxic and damaging. You need fats to function properly and Vit A, D, E & K are fat-soluble fats that are only found in meat, eggs, cheese and nuts. Another point about this section is that by putting beans and nuts in the same group creates a problem because it suggests that plant and animal proteins are interchangeable. Depending on plant proteins is not a good idea as the protein is inferior as animal protein is plentiful in essential amino acids that help your body grow and repair.




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*If it will fatten cattle that have 4 stomachs for digestion, it will do a great job in fattening yours*

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It is important to note that we evolved on a diet of lean meat from wild animals, which were high in Omega 3's. Cattle fed on a grain diet to increase bodyweight for market are high in saturated fat instead of organic grass fed cattle, which are not. As people restrict their protein they resort to eating refined carbohydrate. Loren Cordain author of the Paleo diet states that it takes 10,000 years to change the DNA by 0.02% so we should use the foods eaten then as our guidelines. Meat, fish, greens, vegetables, berries and nuts formed the basis of the eating patterns back then.

The current Dietary Guidelines and Food Pyramid strongly favour a low-fat, high-carbohydrate diet. The caloric proportions of proteins, fats and carbohydrates advocated by US Department of Agriculture's Food Pyramid and Dietary Guidelines are alarmingly similar to the USDA guidelines for fattening cattle and other livestock. Hence, it has obtained the name as the Feedlot Pyramid by author of the Zone diet Barry Sears. If it will fatten cattle that have 4 stomachs for digestion, it will do a great job in fattening yours. What the food pyramid fails to recognise is that we have not evolved on a diet of dairy and grains.

## Food Pyramid – The Remedy

A powerful and enduring icon - the Food Guide Pyramid does not point the way to healthy eating. Based on shaky scientific evidence & the influence of powerful lobby groups, it remained largely unchanged for 2 decades and failed to reflect major advances in the connection between diet and health. In this time, obesity levels continue to escalate.

In recognition of this, the USDA recently retired the old Food Guide Pyramid and replaced it with My Pyramid in 2005, a new symbol and "interactive food guidance system."

The good news is that this dismantles and buries the flawed Pyramid. The bad news is that the new symbol doesn't convey enough information to help you make informed choices about your diet and long-term health. And it continues to recommend foods that aren't essential to good health, and may even be detrimental in the quantities included in My Pyramid.

One important item that was recommended by the people at Harvard School of Medical Health was the inclusion of a multi-vitamin. To learn more about multi-vitamins check out my next article in the newsletter

*Read more about My Pyramid and Building a better Pyramid in next months newsletter,*




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*It continues to recommend foods that aren't essential to good health, and may even be detrimental in the quantities included in MyPyramid*

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## Not All Multi-Vitamins are Created Equal

It is important to ask tough questions when looking for the best multivitamin for you. You know you are not getting all the nutrients from mother nature anymore with the increasing usage of fertilisers robbing the soil of nutrients. But, you realise you need a multi-vitamin to help detoxify your body of toxins called free radicals especially if you are in a fat loss program as fat stores toxins and as you lose fat, you are releasing your toxins. Studies in fat loss patients in America found that those patients who lost in excess of 150lbs of bodyweight died within 18 months since all these toxins were too overwhelming for the body to deal with. So it becomes more important to make a knowledgeable decision.



This becomes a very hard task when large, unscrupulous supplement manufacturers prey on the average Joe's lack of consumer knowledge regarding supplement quality and nutrient absorption. They are more interested in the bottom line, their wealth as opposed to your health. They realise that you may not be a competitive athlete interested in maximising your performance and speeding up your recovery. Instead, they know that your buying decision will be based on two things: taking one tablet a day and price.

In order to keep the price down, they use cheap synthetic raw materials and cut corners in order to keep the price down. They are relying on you to see the cheap price and to say "that's good enough". So, it is a real challenge for you the average consumer to go a health food store and select a quality multi-vitamin/mineral supplement.

To help you make a better decision for a multi-vitamin, here are **five tips** that can help you to get your money's worth.



### Tip 1: What type of magnesium does it have?

A sign of a poor supplement is the inclusion of magnesium oxide. If it contains this ingredient, avoid that brand as it is found in 80% of multi-vitamins. Here is a simple tip - if the magnesium is good, it should have a word attached to it that ends in "ate" (e.g. magnesium taurate, magnesium fumarate, magnesium glycinate etc...)

### Tip 2: All minerals should be chelated.

Chelation means that they are bound to an amino acid, which facilitates absorption. The gold standard in the industry is Albion chelates (check for it on the label.)

### Tip 3: Check for the levels of manganese.

Your daily dose should not give you more than 5-7 mg of manganese. High dosages of manganese are neuro-toxic i.e. toxic to the brain. That is why giving soy-based formulas to infants has been linked to the increased incidence of Attention Deficit Disorder (ADD.)

### Tip 4: Gamma tocopherol should be the primary fraction of vitamin E supplied.

Many individuals and even researchers are unaware that natural Vitamin E is a family of four tocopherols and four tocotrienols, which occur in various ratios in different foods. Since humans and animals do not synthesize their own vitamin E, they primarily acquire tocopherols from plants, which are the only living things capable of making vitamin E. Gamma-Tocopherol is often the most prevalent form of vitamin E in plant foods and seeds. A cheap multi-vitamin will use a cheap synthetic form of Vit E called D-Alpha Tocopherol.

### Tip 5: Balanced in iodine and selenium content.

Both trace minerals must be present in the correct order for thyroid health to occur. Imbalanced intake of iodine and selenium should be avoided as this may impair thyroid function.

Please consider these tips when buying your supplements. They may provide you with the edge you are seeking.

*If you are interested in obtaining a quality multi-vitamin specific for females or males, Bfit4Life are delighted to be stockists of World Re-known strength coach Charles Poliquins multi-vitamins. Fem Complex for females or Complete Multivitamins for men. Email [dmaher@bfit4life.ie](mailto:dmaher@bfit4life.ie) for more info.*



## Next Month



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