



Tailored News



Issue 5 February 2010

Shop 3 cnr Hilarion & Lilburne Road. Duncraig

Welcome to Your 2010 Resolution



Happy 2010 and Thank YOU to all of you for your support through 2009. It is the first anniversary at our new premises. For those of you who have committed and kept up the training, we are seeing some really fantastic RESULTS.Keep it up, it's so great to see and hear the positive vibes.

I also want to Thank You our own amazing trainers who have worked so hard to keep you on your toes. Malin, Matt, Chris, Michelle, Betsy and also Linda. They have all been terrific and the best trainers we could wish for, hard core dudettes and dudes !

It's now time to get those 2010 New Years Resolutions into ACTION

What a great time of year to get your body and your mind into action. Make your New Years resolution REALITY. Speak to our trainers to get your NEW goals under way. You may be in the middle of a program, but that does not mean you can't change your options to make your goals reality. We are flexible in what we can do for you. Do you need to address NUTRITION ? If so stay tuned and read on. Do you need to add more sessions, personal training or small group ? TALK TO US..



SUNDAY February 28st

SOCIAL Bbq

WHAT: Mid morning Social Get together picnic. Swim, walk or just relax and then eat and have some fun.

FROM 9.30am onwards. Come 8-8.30am to watch Hillarys Triathlon at Whitfords Nodes

WHO: Clients, trainers, family and friends.

BRING: Sun/wind shelter and picnic or bbq food.

WHERE: Hillarys Boat Marina—grassed area—watch for balloons. **Hope to see you there**

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Your Options

- ◆ One on one training
- ◆ Train with a friend
- ◆ Train with 2 friends
- ◆ Small groups up to 8 people
- ◆ Cycle
- ◆ Boxercise
- ◆ Circuit resistance and cardio training
- ◆ Pilates
- ◆ Over 50's, 60's,70's
- ◆ Teen Train

How to achieve your Fitness Goal through Routine

TO GET THE RESULTS you want, you must incorporate your health and fitness tasks into your everyday ROUTINE.

A routine will reinforce the changes you have made to your life and make them habit. The opposite is chaos, in which it is hard to see consistent results.

Will your next month have-

more routine or more chaos?

Ideas for Routine

- Prepare and pack your lunch the night before.
- Pack exercise gear in a small bag for any opportunistic walks
- Protect exercise times with a policy that only emergencies can interrupt your movement time.

- Say no to people who suck time when you need to exercise or relax.

- Put a cap on the number of business/social events you say yes to.

Plan and schedule fun time with the kids so they don't hijack you from your routine. They will appreciate it too.

Routine = Results!

Need a Goal ? or just try some Cross Training

Mini Fun Triathlon training

Whitfords Nodes park opposite the Hillarys yacht club

Every Friday night 6-7pm \$10 per class.

Join us for a Friday night extra exercise Train for a tri or just for training to keep away from those Friday night goodies. We alternate swimming, running and riding each week.

MINI TRIATHLON-EVENT DATE 11th April.
150m swim—7km ride—2km run



Try a 45 min cycle class Monday 630pm or Wednesday 545pm

HBF RUN FOR A REASON

The inaugural event will be held on Sunday 23 May 2010, starting and ending at the WACA.

Choose 4.5km or 14km for a real fat burner.

HBF members save 20% on entry fees. To register, visit hbfrun.com.au

FREEWAY BIKE RIDE

Join us for the yearly freeway bike ride.

Great day, great fun, great achievement—at your pace no worries. See you at the finish line.

Post race meet in Joondalup for some brunch.

Register Now at

freewaybikehike.com.au

GOOD LUCK to Dean, Melissa and Warwick in the Rotto Swim this coming weekend. We look forward to hearing it ALL :) We certainly take our hats off to you guys—well done.

Support with Nutrition

www.metabolicjumpstart.com.au

WHAT YOU GET for \$29.95

Body shape assessment & health risk profile plus your own Metabolic rate for: baseline, lifestyle & exercise with a Personal calorie burning times for specific foods

- > Menu plan showing meals & snacks in correct portions
- > Nutrition targets for kJ, calories, fat, protein & carbs
- > An easy guide with daily food group exchange targets

We are all about exercise for Health BUT we will endeavour to also support you with a Nutritional Focus moving forward

> Mix & Match food guide with **Matt's easy**-to-follow rules .
Read more see page 3.

MATTS U-TUBE video advice

Google metabolic jumpstart u-tube and get video info and advice on alcohol, yoghurt, workout food etc

Maximum Metabolism Seminar

Thank you to all those who attended last Tuesday nights Nutritional seminar. How to eat for a super fast fat burning metabolism. Anyone who missed out can buy the presentation for **\$10 on CD or DVD.**

Thank you also to all those who provided **FEEDBACK**, that way we can give you the tools you need and want. Soon we will commence education on real live examples, portion sizes etc. Keep **your eye out in the studio.....**

Happenings Inside the Studio

BEAT THE PRICE INCREASE

We have been forced to increase prices from the 1st of March. Rental increases coupled with the new addition of the GST has made this un-avoidable.

The good news is that you are able to keep your current prices by renewing or up grading your pack and payment arrangement to commit for a longer time periods. Please see Ann to discuss your options.

New prices will be published

from the 1st March, some prices have already taken effect.

If you know anyone who has been contemplating getting Fit and healthy — Now is the perfect time to invest in their Health.

SUGGESTION BOX

Please feel free to give us feedback and suggestions for improving our service to you. Box posi-



tion on top of pigeon holes.

YOUR TRAINERS just got smarter and meaner :) We attended the annual WAFIC all weekend FITNESS conference to ensure we provide the best possible service to you and we remain at the forefront of all the latest research & education. We want to ensure you get the benefits and the best possible service that we can with our commitment to superior knowledge & service.

Client Of the Month Success Stories

Everybody gets a small reward for their success

October PHILL For committing 100% to his goal. Putting in at every session, burning extra calories, doing extra cardio home and working away "Is that Phil here again?" Phill has lost 9 kilos, decreased his blood pressure medication and is truly so much younger than his true young years.

November SUSAN What an extraordinary come back from Susan who has undergone some surgery earlier last year and is continuing to go for her goal through life's ups and downs.



Phill



Susan

woman" Congratulations Susan you are getting steady and consistent results. Keep up the walking too.

December JULIE Well Done to Julie who hasn't taken the foot of the accelerator since she started. 5.5 kilos in her first 7 weeks and still going strong. Following her diet plan and being here every session giving it 150%. We love your determination, even when life is not all roses. Julie is committed, determined and wants this. Go Girl, we are cheering you on **January -ERIN** has got some fantastic results through persevering and hard work. She has worked with



Julie

continued to do extra cardio before personal training sessions. Through Christmas she stepped up her training adding group training as well. She committed, she worked hard and she reaped the rewards. Erin is a well deserving Christmas winner.

February—Catherine took on the 6 WEEK CHALLENGE and has given it her all. She came from no exercise at all - to committing herself 100% with diet and exercise, sometimes exercising up to one and a half hours per day. She has even given up the alcohol for the month of FEB FAST.

Look at this chic go.



Catherine

Jump start Your Metabolism TODAY

Matt O'Neil is one of Australias most renowned dieticians with regular appearances on Sunrise and Mens Health.

Tailored Fitness have become partners to the "Metabolic Jumpstart" Program taking Australia by storm.

We know that 70-80% of the Fat Loss equation has to be diet so we must address diet to get RESULTS. Everyone that has been on the

program have lost both kilos and body fat. Robyn who has lost 3% bodyfat in 6 weeks says "I think Metabolic Jump start has put me on the right path for a future of healthy eating and looking after myself"

Sign up on-line at www.metabolicjumpstart.com or get your voucher from Ann for \$29.95.

Jump start Today :)

Get an individualized eating plan—that also gives you food group targets per day for optimum nutrition and education for life—\$29.95

Loyalty Program—save \$\$\$

HEALTH PROFESSIONALS DISCOUNT We are on the look out to partner with Health Professionals to give you reliable and quality service at a price that will only be offered to Tailored Fitness Clients.

So far we have introduced deals with Shens massage at Whitford City and Peppi from West Coast Occupational Therapy services in Joondalup.

Shens Massage—5% discount on massages on presentation of Tailored Fitness business card.

Occupational Health—50 % saving on initial consultation. For treatment of soft tissue conditions—muscle and tendons and trigger points. See leaflets in studio for service info.



LOCAL BUSINESS—YOU TOO ?

One of our notice boards is dedicated to supporting you and our local business—please approach me to advertise your business with a special intro offer and we can mutually benefit from referring clients.

So keep your eyes on the look out for new business offers

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IT'S ALL ABOUT YOU



Special offers

Refer a friend and receive a complimentary training session as our thank you to you

Two WEEKS FREE Unlimited Group Training for You and a Friend *New clients only



The Missing Link to Weight Loss—Is this you ?

The weekend of the 14th and 15th of Feb saw the 3rd annual gathering of 370 Fitness Professionals and Personal Trainers for the WA annual Fitness Conference at the Perth Convention Centre.

Both Australian and overseas Fitness leaders presented some of the latest research and information on nutrition and exercise.

Susie Burrell is one of Australia's leading dietitians, and works at The Children's Hospital Westmead in the area of childhood obesity and insulin resistance. Susie said that as many as 20% of people who just cannot seem to lose weight many suffer from "insulin resistance", the precursor to diabetes 2. Insulin resistance inhibits the cell uptake of glucose and so the body cannot effi-



ciently "burn" this energy resulting in storage of the energy, weight gain and a reduction in the hormone insulin's ability to work effectively.

There are particularly many women out there who feel misunderstood and frustrated that they just can't seem to lose weight, no matter

what they do . It is a condition not often tested by doctors, because it is expensive, but it can in fact be managed by a combination of medication, diet and exercise. More Personal Trainers are

now aware of the condition and can better work with clients to get a holistic approach to coach on exercise and lifestyle changes.

Does this sound like you ?

are overweight or obese with a body mass index (BMI) more than 30. Carry excess fat in the middle "muffin top" or pear shape. are over 40 years of age. are Latino, African American, Native American or Asian American. have close family members with type 2 diabetes, high blood pressure or arteriosclerosis. have had gestational diabetes. have high blood pressure, high blood triglycerides, low HDL cholesterol or arteriosclerosis (for example, have other components of the metabolic syndrome). have polycystic ovarian disease. have acanthosis nigricans

For more information and symptoms see Ann and /or see your local GP or dietician. Remember we are here to work with you.

INSULIN RESISTANCE—THE MISSING LINK