

# Bristlecone Med-fitness

*"Damaging truth, I prefer it to advantageous error. Truth heals the pain which perhaps it evokes." -Goethe*

## Train for Life!

When Julie & I established Bristlecone Med-fitness, **it was our desire to help men & women learn to train for life.** What I mean by "life" is... not just another 6 or 8 week hype, & then back to couch potato status. But rather, we wanted to educate people about how to exercise & eat properly for lasting results. This mission has always been based on solid education in proper exercise physiology & macronutrient biology! Because, *if we simply help someone now, she can feel good for a day, **BUT** if we teach her to educate herself, she can be fit for life!*

In most health clubs ...people come, people go...it's all about today, not long term success. This shallow fitness leaves members frustrated & shamed by yet another cycle of *FAILURE!* And, let's face it, more than 85% of women are *already* in a perpetual shame cycle about their body image, eating habits, and exercise.

**Our club is different!** Our mission, business plan & personal passion has always been to help rescue individuals from this cycle of failure, and teach them to succeed for life! *Julie & I believe that a club's ability to help its members is always predicated on its ability to identify with their problems & personal pain.*

## THE HORMONAL LINK

*...true empathy is only developed after we've lived in someone else's shoes.* Julie & I are both survivors of life threatening eating disorders. Eating disorders which left us not only physically compromised, but ravaged on the inside by self-hatred, distorted body image, shamed based thought cycles & deep insecurity. As we each fought our own battle for survival, we made a promise to our self. *We would one day dedicate our life to helping others escape this destructive cycle.*

Part of my own personal journey to healing & freedom included participation in a ground breaking research study at the University of MN. The study examined the role of hormones on eating & weight problems in women. **Do hormones play a role in overeating, under-eating, appetite control (or lack thereof), abnormal fat storage & the inability to burn fat?**

Now, more than twenty years later, science has answered these questions with a resounding, *"YES!"* Unfortunately, the average woman probably won't hear the message!

## STOP THE SHAME GAME...

At our club, you will hear the message...*Hormones play a crucial role in appetite control, normal body fat % & proper fat metabolism!*

*Our mission is to bring these biological and hormonal answers to the average person & invite her to drop her shame, insecurity & poor body image at the door!*

Will our club be different than most? **Yes...we will always be educationally focused** & we will always stay true to our goal of making you not only successful, but independent. *Proper education will equip you for lasting freedom!*

From my years of training as an marathon runner, I carried a dream... to teach average women the basics behind fitness physiology & food biology, so that she could be healthy for life.

I have always believed that normal, everyday ladies should have access to cutting edge training techniques, not for competition, but for overall health & long term success.

In fact, most women are desperate for real answers! *Velocity VO2 training is one of these cutting edge techniques...*

*"No one can make you feel inferior without your consent." ... Eleanor Roosevelt*

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## VELOCITY VO2

Many of you have participated in VO2 testing. A VO2 test is a routine test performed on trained athletes to measure how efficient their bodies are at receiving and using oxygen.

A typical physician's treadmill stress test is also a VO2 test. The application is different, but it measures oxygen utilization as it relates to heart disease/cardiac & respiratory problems. If your cardiac system is compromised, you will yield a poor treadmill test & your doctor may suggest further testing.

It is universally accepted that the higher your VO2 score, the better overall health, longevity, and the lower risk of disease you will have. However, most people do not have access to VO2 testing *before there is a problem*. Unfortunately medicine is not preventive in nature, but rather very reactive!

The exciting part about access to VO2 testing is that it measures 2 very important things: *the respiratory system's ability to pull in adequate oxygen & pump it through the body (heart health), and the body's ability to utilize that delivered oxygen for fuel (ATP) for all the cellular processes (cellular health).*

## LET THE O2 FLOW!

This information really starts to hit home when you understand that cancer cells grow through fermentation, or ***WITHOUT OXYGEN!*** Increasing your body's ability to use oxygen is synonymous with better health & a reduced risk of disease! Cancer, like many other degenerative diseases, grows in the dark. As you increase your VO2 capacity, you are shining light into those places previously cut off from oxygen flow! Improving your VO2 encourages the body to literally increase the number of capillaries surrounding each muscle cell! As you can see, having a healthy VO2 is life giving!

This month we are introducing you to **VELOCITY VO2 TRAINING**. It is a powerful training method to increase your VO2 capacity through high intensity intervals. The trainers will be implementing a velocity VO2 training regimen into your PT workout. You will be given a personalized, interval program based on your current VO2 capacity. *Will it be hard?*

Yes, but don't forget why you are doing it...as you increase your VO2, you are strengthening your heart muscle, you're protecting yourself from diseases, like cancer, & you're revving up your fat burning potential! You know the saying...***No Pain, No Gain!***

## NOT A HORSE, OF COURSE

Here is an easy self test to determine your VO2 weakness...

When you exert yourself during a cardio workout (Tae Bo class, rowing machine, treadmill, etc.) do you tend to get tired because of exhaustion or muscle fatigue?

If your answer is exhaustion...you just can't keep your breath ...then, your weakness is in pulling in the oxygen through the lungs & heart. If your answer is muscle fatigue, then your weakness is in using the oxygen. You need more capillaries to deliver the O2 to the cells of the body! (And, if it's both, you are probably new to exercise and you just need to be consistent!) **In fact, sedentary people will see the largest jump in their VO2 scores...up to 20-30%.**

Here are some guidelines when comparing your VO2 score to the norm... **Untrained women = 26-42; Trained women = 40-60; Elite women = 55+.**

Remember, there is a large genetic component to VO2...some people are born with a high VO2 capacity without a lot of training. Horses, for example, have an average VO2 of 150; this makes an Olympic runner look like a couch potato! *But, all of us can improve our O2 capacity with interval training ... Good Luck!*

~Kelly & Julie