



# Maxwell's Fitness Programs Newsletter

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WE'RE ON THE WEB!  
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## Periodization

Periodization is a fancy exercise science term which means cycling through different forms of training on a regular basis. In short, that means we need to constantly change up our workouts. Studies indicate that when the workout is changed up on a regular basis, the individual sees far greater results than if the same workout is used over and over again. Of course, the same workout is better than no workout, but using this technique is easy, so why not use it?

At Maxwell's, we have a method to our madness when we're constantly springing change on you. It's very important to mix up the exercises that you do. We mix up the speed of motion on the sets (sometimes extra slow, sometimes quicker). It's also important to periodically change the rep ranges from higher to lower and from lower to higher. This is also true for cardiovascular exercise. If you're used to doing long, slow distance training, you need to mix it up with doing interval training for a while. Whatever change we make, understand it's good. We want to see further benefits for you. Every time we're making a change, we're making a change so you can get over a plateau, or to help you avoid hitting one. When you're successful, we're successful. When you're not, we're not. We're a team.

One of the main reasons periodization works is the muscles recruited to do a particular movement are recruited by the central nervous system, and this system adapts very quickly, knowing just the right amount of muscle to send to a job. What we want to do is confuse this system so that our CNS has to recruit *more* or *different* muscle fibers than it's used to recruiting. This is simply called muscle recruitment. And for every exercise, your body develops a pattern. What we want to do is make sure your CNS stays on its toes, so to say, so we mix up the exercise to recruit different parts. It works. So let's stay in a constant state of change!

## FIBER IS YOUR FRIEND

There is even more reason to love fiber. We all know the many great qualities fiber has: keeps the digestive tract functioning at full steam, helps the stomach feel full, and is linked to many other health benefits. But did you know that fiber also lowers the glycemic index in the carbohydrates that you eat? Glycemic index refers to how quickly the carbohydrates convert to blood sugar. So, a lower glycemic index carbohydrate burns slower, which means your blood sugar will stay stable longer and you won't convert those unused carbs to fat as quickly! That's great news. We used to talk in terms of complex carbohydrates and simple carbohydrates. Now nutrition scientists know that it's more complex than that, no pun intended! But in these terms, think of high glycemic index carbs as the once-termed simple carbohydrates. The fiber link is this: It's the fiber content that, for the most part, determines whether a carbohydrate is a slow burner or a fast burner. There is a time and place for high glycemic index carbohydrates, but for the most part it's the low glycemic carbs we should be consuming throughout the day. Try to select carbohydrate sources with more than 3 grams of fiber per serving.

## MORE ON FIBER

How much fiber are you getting in your diet daily, anyway? Men should be consuming 38 grams of fiber per day, and women should be consuming 21 grams of fiber daily. Men simply need more because of higher body weight. Naturally, you can consume more than this if you'd like. Your body will tell you if you're consuming too much!

## SPOT REDUCTION

There are a lot of people out there who believe that if they work on just one particular body part, they can improve it. For example, many people complain about wanting a flatter stomach, so they do multiple sets of crunches or sit ups. And many products are marketed towards these people. But the bad news is, **THERE IS NO SUCH THING AS SPOT REDUCTION!** It doesn't matter how many crunches you do, you will not get a flatter stomach if you do not incorporate ALL the facets of fitness into your lifestyle: Strength training, cardiovascular training, and diet! When you combine these "magic" ingredients, you lower your body fat percentage, and by lowering body fat, you have more of a flat stomach! So, repeat after me: **THERE IS NO SUCH THING AS SPOT REDUCTION.** Focus on overall health, and it just comes naturally!

## SETTING THE INTENSITY OF EXERCISE

Exercise scientists like to talk in strange terms, like percentages of heart rate reserve and VO2 maximum. We have been brainwashed since college to use this fancy lingo when discussing, especially, target heart rate. This is simply due to the fact that there really is a method to the madness. There is a point at which you are getting maximal aerobic benefits. The hardest part is taking this information and helping our clients in way that is understood and practical. It's not always practical to use a heart rate monitor to get an accurate exercise pulse. And it may not be necessary if you're really good at paying attention to the body. Target heart rate is designed to put you in a heart rate range in which you get the majority of the aerobic benefits. Typically this is 50-85% of your heart rate reserve or 64-94% of your maximum heart rate. It's a broad range to suit the general population. Studies show that using Rate of Perceived Exertion (RPE) will put you in this range if, again, you pay attention. The way to find this point is to continue to increase the intensity of exercise just to the point at which you start to feel uncomfortable. Then lower the intensity to just below that point and hold that for the duration of your exercise. Most exercise scientists would bet that if you listened to your body as you went through these steps, then you'd be in your target heart rate zone. For most people this works just fine. If an athlete needs to be at a more specific range, then that can be adjusted as well. But remember, we exercise gurus have a method, and our number one priority is to make this as simple and effective as possible so more and more people are exercising and getting benefits.

## DON'T FORGET OUR REFERRAL PROGRAM!

Any time you refer someone to Maxwell's who signs up for 10 sessions, you get 10% off of your next 10 sessions. So spread the word! Tell everyone how working out has changed your health and your life.



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