

# canfitpro

the official  
magazine

## CANADIAN FITNESS PROFESSIONALS

January/February 2017

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# Inspire Healthy Living Through Fitness Education



Trina Medves:  
canfitpro's 2016  
Fitness Instructor  
Specialist of the Year

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**The Official Magazine of Canadian Fitness Professionals**

**EDITORIAL DISCLAIMER:** We recognize that fitness professionals look to canfitpro for current and reliable information about the fitness industry. There are many opinions on every topic we cover, which is one of the reasons our industry is so interesting. However, the opinions of authors may or may not reflect those of canfitpro. In addition, canfitpro reserves the right to refuse any advertising and bears no responsibility for advertisers' messages. When applying information learned here to themselves, their clients and their class participants, we expect readers to think critically and to use common sense.

**OUR PURPOSE**  
Inspire Healthy Living Through Fitness Education

JANUARY/FEBRUARY 2017

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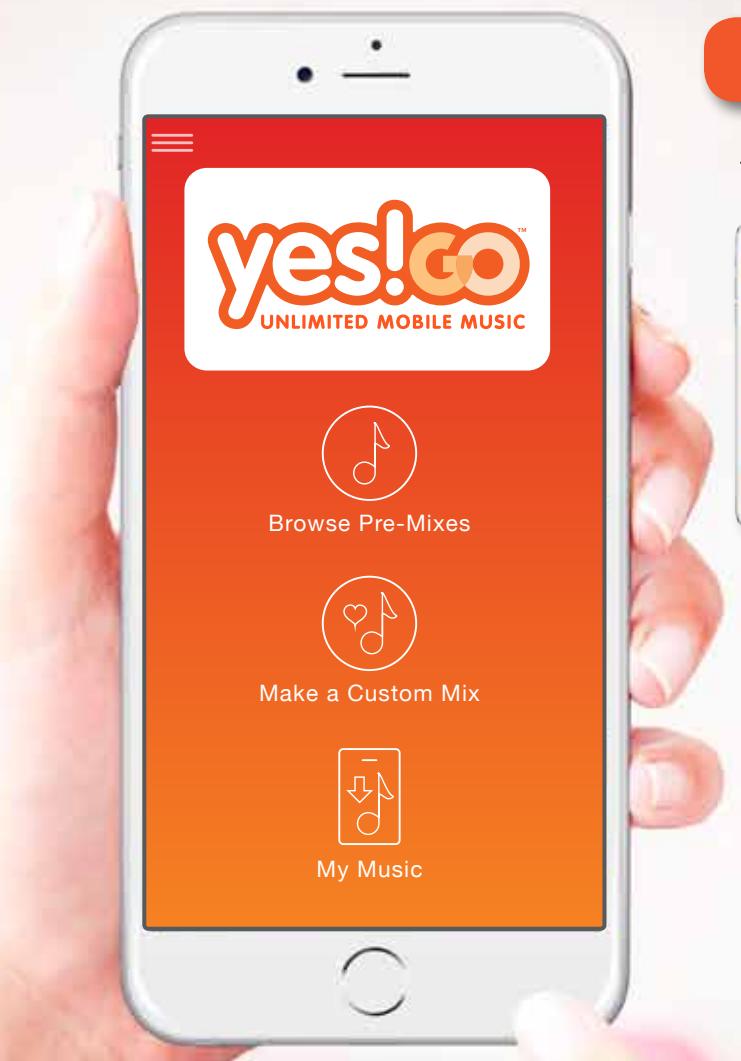
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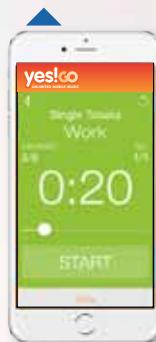
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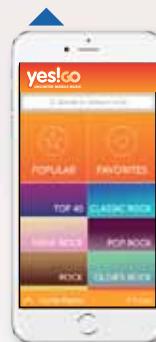
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ROD MACDONALD  
EDITOR

In late 2015 and into 2016 we endeavoured to ask you, our members, along with **canfitpro** staff and others, how you felt our purpose should be phrased. We knew that while our mission and vision accurately captured what we do and look to accomplish, we sought to create a higher-level, more concise statement about why we exist.

We methodically and thoughtfully surveyed our members, looked at other companies and organizations both inside and outside the fitness industry, as well as had thoughtful discussions with the teams within **canfitpro** about how to easily communicate why we exist.

Interestingly, we “knew” why, but wanted to create one concise statement that would sum it all up and be easy to remember, unlike the mission and vision statements common to companies of the 1990s that too often got engraved in a plaque that collects dust on a wall somewhere. This was meant to not only speak to you as members, but to all stakeholders, including staff, sponsors, exhibitors, advertisers, presenters, volunteers and PRO TRAINERS. With all the input that we received, our purpose statement became:

## “Inspire Healthy Living Through Fitness Education”

How did we get to that statement and why should it matter to you? We asked you what statement best represented **canfitpro**’s purpose (amongst several choices), but what was most revealing were the comments that accompanied the responses. We read every comment and considered the words and the meaning you shared with us. The reason this should matter to you is twofold:

1) We sincerely care about what you think and feel regarding your experience with **canfitpro** and what, as members, matter to you. We could have made some unilateral decision, but instead took the time to ask the question, get the answers, and consider what best reflected what all the stakeholders of **canfitpro** wanted.

2) We looked to create a purpose statement that reflected not only **canfitpro** as an organization, but could serve as a purpose statement for any fitness professional or facility. We want to inspire healthy living through fitness education, and we believe you do as well. As such, we invite you to embrace this new purpose statement not only as our purpose statement, but OUR purpose statement, meaning that it is collectively yours as well.

We invite you to take this purpose statement to heart and continue to do the good work that you are already doing. Continue to inspire your clients and class participants to live healthier lives through the fitness education you receive and give them in turn.

Thank you for supporting **canfitpro** in being a world leader in fitness education and for being the individual leaders you all are for the people whose lives you change for the better every day. Let’s make 2017 our collective best year ever.

A handwritten signature in blue ink that reads "Rod".

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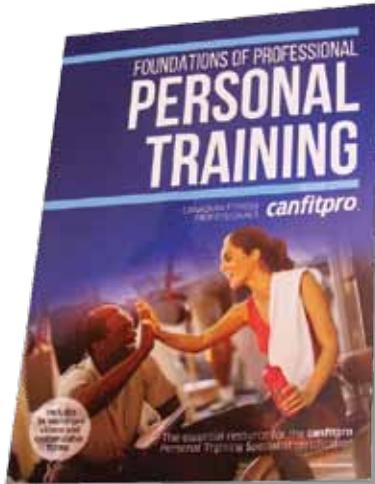
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- Periodized program design and delivery
- The business of personal training



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Spring into fall with Educational Workshops and Lectures at the **canfitpro** Academy! For a complete list of events, check out [canfitpro.com/academy](http://canfitpro.com/academy).

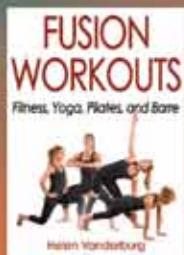
- **SEXUAL HEALTH = TOTAL HEALTH webinar**  
Dr. Stephen d'E WIT - Monday January 30, 2017
- **Brain Fitness: Use The Body You Have To Get The Brain You Want**  
Jill Hewlett - Saturday February 4, 2017
- **Fundamentals of Battling Ropes Training, Kettlebells Level 1 and 2**  
Dan Henderson - Friday February 10 - Sunday February 12, 2017
- **Demystifying Nutrition - Part Two**  
Lorne Opler - Saturday February 18, 2017
- **Savasanahhh Foundations (W/S)**  
Drew Hume - Sunday March 19, 2017

For more information, please check out [canfitpro.com/academy](http://canfitpro.com/academy)



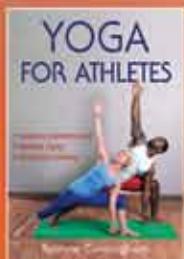
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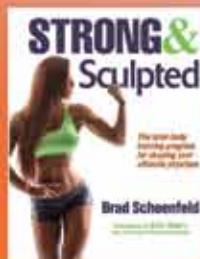
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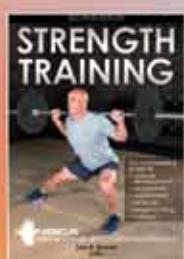
So many of today's top athletes have made yoga an essential component in their training and conditioning programs. Now you can benefit too with *Yoga for Athletes*. Author and instructor Rianne Cunningham has worked with some of the top names in sports.

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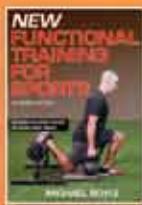
*Strong & Sculpted* draws on Brad Schoenfeld's years of experience in training world-class figure competitors and celebrity clients, distilling his philosophy into straightforward, successful plans for female fitness enthusiasts looking to get real results from their workouts.

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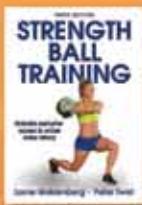


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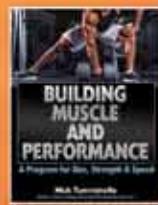
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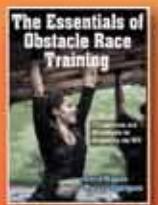
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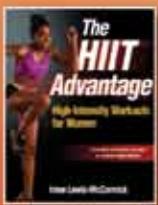
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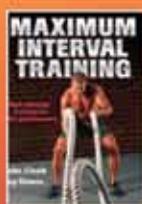
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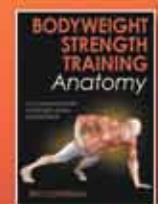
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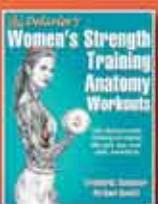
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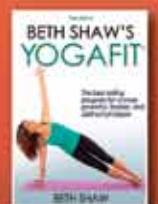
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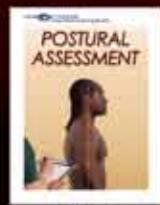
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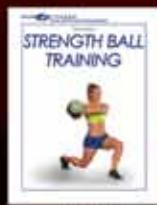
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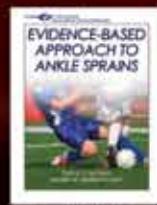
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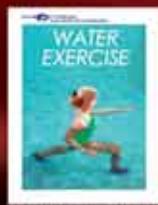
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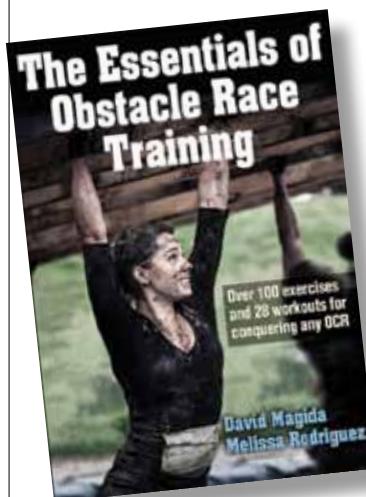
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**DivaGirl Fitness** is an online community dedicated to help women get fit, have fun and feel sexy! DivaGirl Fitness offers various instructional workshops including: Sexy Fitness, Sexy Dance Sweat, Dance Grooves I, Dance Grooves II and Sexy Bollywood. Members receive a 10 percent discount on all instructional workshops.

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**inmetrainer** offers courses for personal trainers eager to increase their personal training business by up to six figures! As a member of canfitpro, you are eligible for a 10 percent discount off this course.

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### Tosca Reno's Eat-Clean For Wellness : cancer, anti-aging, and sex

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In the days before our Vancouver Fitness Expo we had the pleasure of welcoming 6 new PRO TRAINERS and Associates in our Training Camp. They are passionate leaders in the fitness industry who look forward to helping you grow your careers! Please join me in congratulating:

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- **Sue Conder** - PTS - Burnaby North
- **Ranjit Heer** - PTS - Surrey NW
- **Jessika Campbell** - PTS Associate - Edmonton, AB
- **Gareth Kelly** - PTS - Victoria
- **Nick Middleton** - PTS Associate - Surrey SW

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**“Although no one can go back and make a new start, anyone can start from now and make a brand new ending.”**

-Carl Bard

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## WARM-UP

# PRO TRAINER Showcase



## MIKE KELLY

**canfitpro Programs Taught:** PTS

**Why did you become a PRO TRAINER?**

As a trainer, I've always been very passionate about helping people get healthier and as an extension of that, teaching other new trainers how to do this, enables me to reach more people. I truly care about my students and get a great sense of fulfilment when I've come up with an alternative way to look at something, as so to help a student better understand a concept they might otherwise be struggling with. I can say, as an "older" trainer, who recently went back to school myself, teaching with passion seems to be in short supply these days. Teaching for canfitpro is great as much of their fitness philosophy aligns with my own.

**What have you learned as a**

**PRO TRAINER?**

I've trained and certified a lot of people over the past ten years with canfitpro and despite that; I've learned not to make any assumptions that each course will be a carbon copy of a prior course session. The fact is, students are different and as such, have different learning styles - some may be kinaesthetic learners, while others may be more auditory - I try to teach in whatever way helps an individual student understand the concepts at hand. As an active trainer, myself, at my own studio gym in Ottawa, I draw on many years of training a wide range of people, from athletes to every day and mom & pops looking to lose weight. To improve my PRO TRAINER teaching credibility, I've also learned that it's beneficial to practice what I teach - otherwise it's difficult to tell people how to get fit, if you're not fit yourself (a great motivator).

**What's your favourite section of the Personal Trainer Specialist course and why?**

Teaching how the various planes and anatomical movements work in concert together would be my favourite section of the course, as it's very interactive. Understanding how the body is designed to move has always been awe inspiring - the problem most people have in the gym is that they don't understand how the body is supposed to move, so they can end up with chronic injuries from working out (all while limiting their potential). Think of a simple dumbbell curl to work your bicep - in this case, your arm is designed to move through a certain direction/angle, yet so many people get it wrong, possibly ending up with epicondylitis. I also like to teach by way of analogies, so I'm constantly working to come up with methods to make difficult concepts more easily understood for students.

**What motivates you to be the best PRO TRAINER you can be?**

There are far too many people in Canada in their 30s and up, that are hurting physically and mentally, all while slowly becoming trapped in their bodies (as they age and/or become obese). As such, I'm on a mission to get as many people back on the right track as possible - although I'm writing a book that looks at fitness in a different way as so to reach the masses, I think I've made a good dent already, by way of all the new trainers I've helped bring into the market place. In addition, when I receive a testimonial from a student telling me that I've helped change their life or made a topic they've found so difficult to understand, seem a lot simpler, I feel great.

**In a year from now, what do you hope to achieve?**

With obesity on the rise, we can't expect the pharmaceutical industry to save us from ourselves, so we need good trainers to help safely guide clients on their fitness journeys. If one thinks of the number of certified trainers compared to the number of obese individuals in Canada, there is a shortage of trainers required to fill the massive ratio gap. I'll always be teaching, so in the next year, I want to continue to empower more people to be knowledgeable and passionate about helping others get fit. I'm also a voracious learner, having recently started back to school for a psychology degree (a valuable tool when helping people get fit) and I hope to be that much closer to achieving my education goals.

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# Your Results Are Your Certification

## Why More Education Is Not Always the Answer

By Bedros Keuilian

We should be very clear about what certifications will and will not do for your business:

- Certifications *will* increase your knowledge base and help you further develop your product or training.
- Certifications *will not* automatically win you more clients.

This is a common mistake among fitness business owners, especially those who are new at it. If your business growth has plateaued and you are not sure how to reach the next step, it can be very easy to reach out for a shiny new certification. However, if you are not careful you can end up wasting a lot of time and money going down that route.

### WHAT YOUR PROSPECTS SEE

Your prospects are looking for one thing and one thing only: results. In the eyes of your prospects, your results are your certification.

However, you also have to remember that your prospects are on guard. They have all been burned before by scam diets and phoney products, and they struggle to relate to people who are as fit and health-conscious as we are.

That is why your job as a marketer is to show that you are human

and trustworthy. Connect with your prospects on a personal level and then show them your results. Flashing a huge list of certifications will not make you more relatable. If anything, it might make you more intimidating.

### MINDSET CHECK

Ask yourself this question and be completely honest with yourself:

*At this point in your career, is there really anything you don't know about how to train your clients?*

If the answer is "yes," then by all means look into certification programs.

If the answer is "no," then you need to stop and re-evaluate your mindset.

Because if you are already confident in your training abilities but are still looking around for certifications, it could be that you are trying to avoid the difficult, necessary work of going out and selling yourself.

We all understand how scary it is to put ourselves out in the public eye and ask people to buy from us, but you have to realize that selling is the one thing that will absolutely make or break your business.

If you already have the product, go out and sell it. That is your responsibility.



Bedros Keuilian is the founder of the franchise Fit Body Boot Camp and an online fitness marketing expert. Between his information products and his live coaching programs, he has helped many fitness professionals build 6 and 7 figure businesses. Contact Bedros at (800) 261-0208 or visit his website at [www.ptpower.com](http://www.ptpower.com).

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# Movement FOOD

“Let food be thy medicine and medicine be thy food.” – Hippocrates

By Gray Cook, MSPT, OCS, CSCS

**T**hose words were very wise advice in a time, much like the present, when factions of society were looking for performance enhancement, medical miracles and easier ways to energize the human body.

Interestingly, we think with greater clarity about eating than we do about moving. In his book, *In Defense of Food*, Michael Pollan deconstructs our assumptions and unnecessary anxieties about food. To oversimplify his body of work: Food is a whole and natural thing. Real food is full of many subcomponents that, in isolation, may be beneficial, may be toxic or could throw you out of balance.

However, we live in an age of supplements. Instead of drinking green tea, we just want to identify the few good things in green tea that we can stick into a pill, a candy bar or some bubble gum.

*It does not work that way with food. It does not work that way in movement or exercise either.*

Vitamins and nutrients are much better used to pull you out of a state of dysfunction than force you into a state of optimization. Our assumptions about vitamins, minerals or nutritional supplements are skewed. Supplements do not substitute authentic regenerative behaviours such as eating and resting. And they certainly do not offer a competitive advantage or performance octane boost.

*But how does this apply to movement?*

Exercise is a movement supplement, not movement food. We do it largely for hopes of a better future in movement. Furthermore, no single exercise demonstrates overall human movement capabilities. As babies, toddlers and children, we are biologically driven to play. We develop fundamental pat-

terns and physical capacities in those early explorations of our environment through our senses and movement. As we age, certain parts of our movement landscape draw our attention and we continue to play.

Regardless of the ways we choose to explore movement, we can break it down to an elemental level and find your movement food. The best starting point is to look at the four different levels of movement:

- **Movement Health:** Do you have the basic constituents to both move in a healthful way and have that movement benefit you in a healthful way? What is the minimal effective dose of movement for your entire system?

- **Movement Function:** Can you take all of the attributes of movement health and organize them to become a movement-competent learning machine? Movement function does not mean you know or are

good at anything. You simply have the movement patterns to create feedback loops.

• **Movement Fitness:** This is your capacity to express energy for basic locomotion or manipulation. Movement fitness is non-specific with capacity and basic physical resources.

• **Movement Skill:** Your complexity or ability to do your thing. Some of us specialize. Skill is when you point your physical capacity at a specific task, activity, goal or game and demonstrate technical and tactical ability in an efficient and effective way.

### What is your best movement food?

As you move up through movement, from health to skill, or as we evaluate you down through movement, we deconstruct the minimum effective dose of health, function, fitness and skill to determine where you should be working. What's the minimum effective dose? We often learn that what we assumed was wrong with us is not really our weakest link. Your body is extremely sensitive to the movements that you choose to do, and the ones that you choose not to do.

### Sounds like diet, right?

I hope you are inspired to break down

the level of movements by throwing your assumptions out the window and looking at a clean measuring stick for the four different categories of movement. Are you consuming food or supplements at each of these levels? At the top level, enjoy that what you want to do the most, whether it be cycling, rock climbing, hiking, or playing a competitive sport. If you do it right, your skill load will give you an appreciative level of fitness. That fitness will bestow a certain level of function, and that maintained function will help you maintain your health. It works backwards.

At the very top rung of movement, find those things that make you smile and put you in a flow state. Does it mean that you will not have supplementary work to do? You will likely have supplementary work to do, but that's a temporary obstacle to get you into balance and harmony for the long haul in life.

If you have used a supplement for years instead of weeks or months, it is time to start asking questions. Many people have embraced functional movement technology and continued to do supplements. However, my team would have pulled you off of that corrective a long time ago and readjusted your entire scope of health, function, fitness or skill/competition. I would not just add a particular supplement because you have a bad movement pattern. Once I show that the movement pattern could improve

with correctives, the first thing I would say is, "Ok, how can you do that without this corrective?" By doing more of X and doing significantly less of Y, and never doing Z again, because it is simply not a food that you need or that agrees with you.

Please do not simply trust me...test me. Start with a simple look at organism and environment; because where you need work may not be where you are working.

We use our tests that way at Functional Movement Systems. Not to promote one methodology over another, but to help you find medicine in your movement, and movement in your medicine.



Gray Cook is practicing physical therapist, an orthopaedic certified specialist, and a certified strength and conditioning specialist. He is the founder of Functional Movement Systems, a company that promotes the concept of movement pattern screening and assessment. His work and ideas are at the forefront of fitness, conditioning, injury prevention and rehabilitation. You'll find him lecturing on these topics several weekends each month, worldwide. Gray received his graduate physical therapy education at the University of Miami School of Medicine with a research focus on orthopaedics and sports rehabilitation.



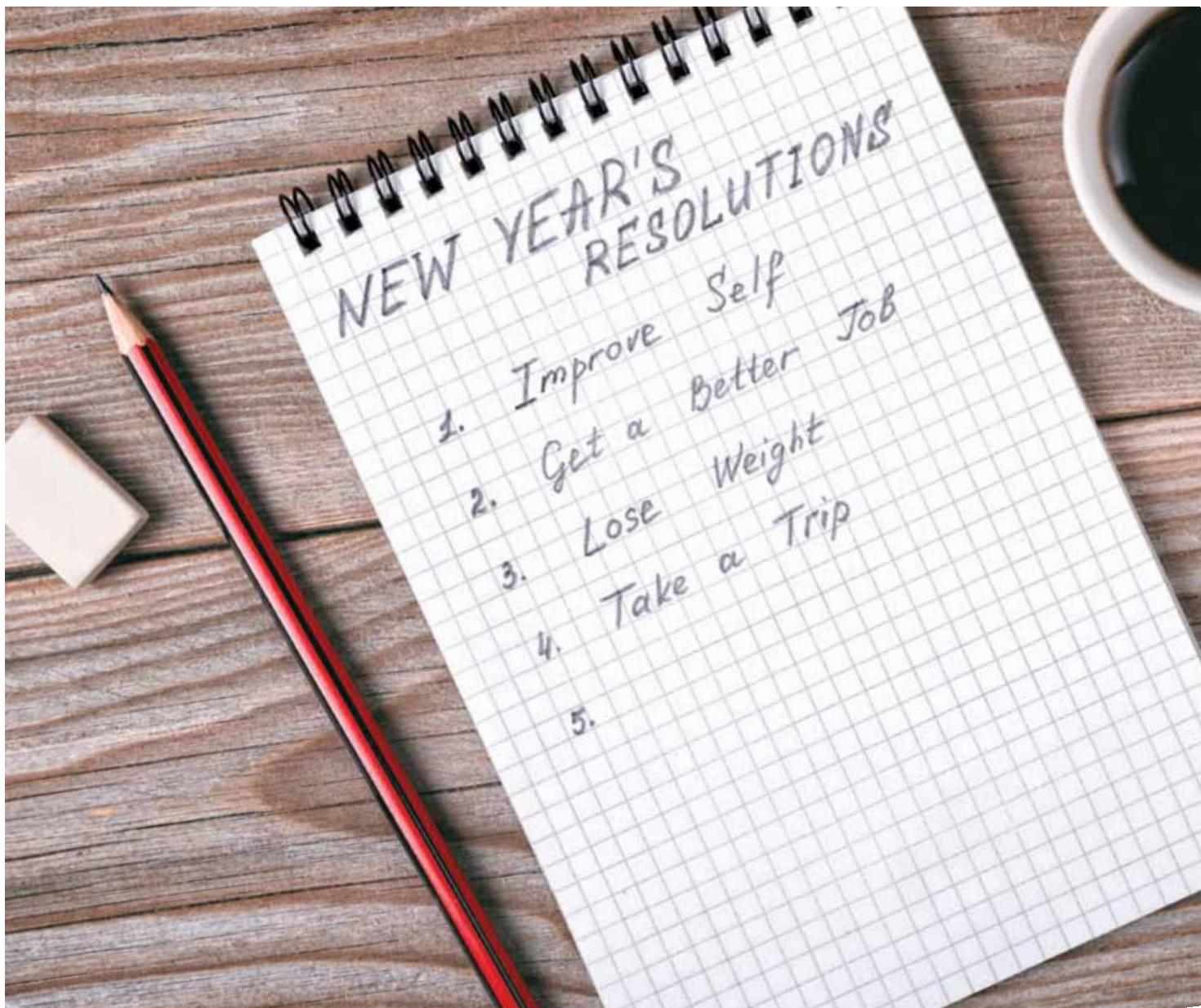
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# The ABCs Of Effective New Year's Resolutions for You and Your Clients

By Paul Chek

**A**ccording to research performed at the University of Scranton, the #1 new year's resolution is to lose weight and the #5 resolution is staying fit and healthy. However, since the research indicates that only 8% are successful in achieving their goals, how are you going to effectively help your clients if most people who make new year's resolutions fail? Here are some core concepts around choosing goals so that you can set your clients up for success.

## Who Am I?

Though this may seem like a BIG question to ask yourself, it is THE QUESTION, for without having a clear sense of who you are it is virtually impossible to create a roadmap to take you to where you want to go. Ask yourself:

- What are your authentic likes and dislikes?
- What you need to feel safe in the world?
- What you are naturally gifted with as a person?



**"We can have all the plans in the world, but if we don't have adequate belief in ourselves, the risk of non-completion rises proportionately."**

this project; anything less than a 7/10 for willingness usually suggests your dream isn't strong enough.

5. What equipment, supplies and resources will I need?

### B = BELIEF

We can have all the plans in the world, but if we don't have adequate belief in ourselves, the risk of non-completion rises proportionately. To help grow your self-belief, set realistically achievable process and outcome goals.

**Outcome goals** address the realistic, measurable, achievable end-product or outcome. These are the SMART goals taught in many goal-settings programs. SMART goals are Specific, Measurable, Achievable, Realistic, Timely.

No matter how smart your goals are, people get distracted or disillusioned along the way. To help prevent this, set **Process goals**, which measure and reward your progress through the time it takes to achieve the goal. I call this creating and traversing the Rainbow Bridge. Ask yourself "Where am I NOW, where am I going and what realistic steps can I make in my rainbow transition?" These are what you use to turn into your process goals.

Reward yourself as you achieve each of your process goals – you deserve it!

### A = ACTION

It is time to take action! Also make time to visualize and e-motionalize your goals regularly. This will help you to see the possibility of a realistic outcome, which enhances both belief in yourself and your natural flow of energy toward and into your dream project.

Follow this C-B-A process when you set your New Year's Resolutions or help your clients set theirs and I am confident that you will all achieve your goals.

Paul Chek, internationally acclaimed speaker, consultant and Holistic Health Practitioner, is the author of six books and numerous courses for health and fitness professionals. Paul is the founder of the C.H.E.K Institute, based in San Diego, CA ([www.chekinstitute.com](http://www.chekinstitute.com)) and the creator of the P~P~S Success Mastery Program.

- What makes you feel loved?

Try not to let thoughts of who you think you "should" be influence your thoughts. Be brave enough to create what you want.

## The ABCs

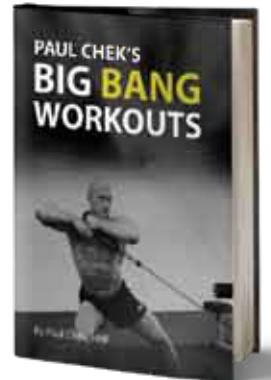
### C = CLARITY

When we have clarity, we are more likely to be realistic and make intelligent decisions in our life planning. With fitness resolutions, there are five essentials you must be clear on:

1. How much time can I invest each day/week/month?
2. How much money do I have available each week/month/year?
3. How much energy can I invest each day/week/month?
4. What is my willingness to complete

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# Faster, Higher, Stronger: Sleep and Athletic & Fitness Performance

By Mike Bracko, Ed.D., CSCS, FACSM

George Carlin had a funny quote about sleep: “People say ‘I’m going to sleep now,’ as if it were nothing. But it’s really a bizarre activity. For the next several hours, while the sun is gone, I’m going to become unconscious, temporarily losing command over everything I know and understand. When the sun returns, I will resume my life.”

The online Merriam-Webster dictionary defines sleep as “the natural periodic suspension of consciousness during which the powers of the body are restored.” For fitness and sports performance,

we want sleep to be our best friend and training partner. It could be argued that it is the sleep our clients get that improves fitness and sports performance, and to a lesser extent the training. Mah (2010) indicates sleep is an important factor for athletes’ daily training program.

## Overview of Sleep

There are five stages of sleep through which we cycle in a pattern called “sleep architecture.” In sleep architecture there are seven cycles, each lasting 1 – 1.5 hours. We start in stage one then move through the other four stages until we go into stage one again, and the cycle continues for the duration of the night. **Stage one** is an interim between consciousness and sleep where the body starts to lose muscle tone, the muscles twitch, and there is a loss of self-awareness.

**Stage two** is a light dreamless sleep and preparation for deep sleep where heart rate, body temperature, and brain activity slow down. **Stage three** is the beginning of deep sleep where the body starts to rebuild and repair. It is also the start of the secretion of human growth hormone. **Stage four** (and stage three) is the deepest and most restorative sleep, during which physical & mental energy is replenished. In stage four, blood



supply to muscles increases, tissue growth and repair continues, energy is restored, and human growth hormone continues to be secreted. **Stage five** is also called “Rapid Eye Movement” (REM) sleep because the eyes dart back and forth. Dreaming is done in stage five. Dreaming has been found to be important for healthy brain functioning, providing energy to brain and body, and creation of long-term memories. The arms

& legs have periods of paralysis which is thought to protect us from acting out our dreams (National Sleep Foundation, 2016).

### Sleep Can Improve Fitness and Sports Performance

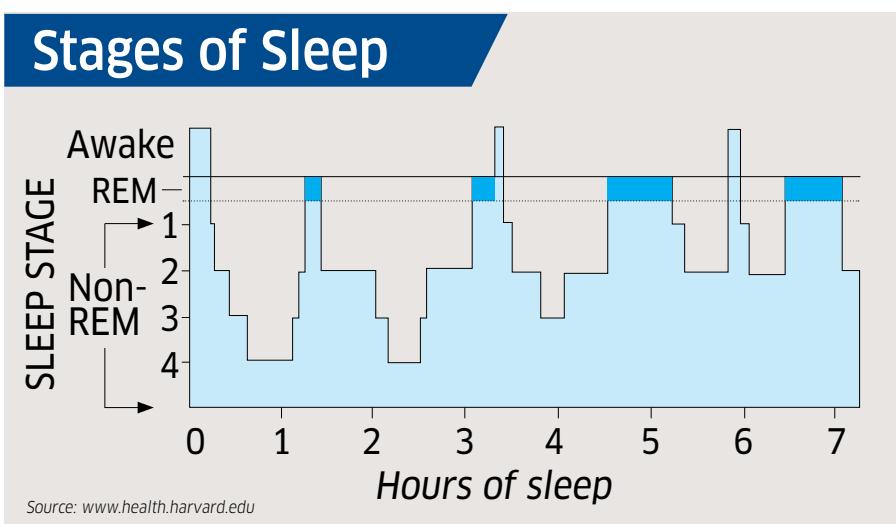
Because of the release of human growth hormone in stages 3 and 4, sleep is referred to as “The Athletes Steroid.” Human

growth hormone helps maintain and repair muscle and cells and is a key component to improving fitness and sports performance (McArdle, Katch, and Katch, 2001). Gordon Sleivert, Ph.D., formally of the Canadian Sport Centre Pacific suggests “A universal recovery strategy that is essential to both physiological adaptation and the consolidation of skill development is sleep.”

**“Sleep duration may be an important consideration for an athlete’s daily training regimen.”**

~ Cheri Mah, Ph.D., of the Stanford University Sleep Disorders Clinic and Research Laboratory indicates

Cheri Mah, Ph.D. (Stanford Sleep Clinic) indicates “sleep is an important factor in peak athletic performance” and “athletes may be able to optimize training and competition outcomes by identifying strategies to maximize the benefits of sleep.” Research on the effect of getting more sleep is done by »



Source: [www.health.harvard.edu](http://www.health.harvard.edu)

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testing athletes on sports performance when they are getting their normal amount of sleep (seven to eight hours), then increasing their sleep to nine to ten hours. After six to seven weeks the athletes are tested again. In one of the most recent sleep-sports performance studies, Schwartz & Simon (2015) studied seven female and five male college tennis players. The researchers wanted to see if serving accuracy improved after getting more sleep. In fact, after only one week of getting nine hours of sleep (compared to six to eight), serving accuracy improved by 6.10% which was statistically significant.

Mah, et al., (2011) looked at the effect of getting more sleep on eleven male college basketball players who were tested on an agility sprint test (baseline to half-court and back to baseline, then to full-court and back to baseline), number of free throws out of ten, number of 3-point field goals out of fifteen, and a self-rating of performance during and after practices and games. After six weeks of getting more sleep, the players improved agility sprint by 0.07 seconds, free throws by 0.9, 3-point field goals by 1.4, self-rating (1 – 10) during/after practices improved 6.9 to 8.8, and self-rating during/after games improved 7.8 to 8.8.

Mah (2010) studied seven Stanford University football players. They were tested on 20-yard shuttle run, 40-yard dash, and daytime sleepiness and fatigue. After six weeks of increased sleep, shuttle run time decreased by 0.10 seconds and 40-yard dash time decreased by 0.10 seconds. Daytime sleepiness and fatigue scores also decreased significantly, while vigour scores significantly improved.

Mah, Mah, and Dement (2008) studied college swimmers who were tested on 15-meter sprint time, reaction time off start blocks, turn time, and number of kick strokes. After six to seven weeks of getting more sleep the swimmers improved their

performance accordingly: 15-meter sprint = 0.51 seconds faster, reaction off start blocks = 0.15 seconds quicker, turn time = 0.10 seconds faster, and kick strokes increased by 5.0 kicks.

Samuels (2009) indicates there is an important relationship between physical recovery during sleep and a client's ability to train at maximum capacity with optimal results. With human growth hormone being secreted in stages three and four it is important to pay attention to sleep time and quality of sleep. Walker and Stickgold (2006) indicate there is a relationship between sleep and consolidation of skill memory and performance enhancement. This illustrates the importance of sleep for athletes striving for optimal performance when cognitive tasks and psychomotor vigilance are required. Finally, there is a cause & effect relationship among sleep, memory, and performance.

In conclusion, when clients get enough sleep, sports and fitness performance can be dramatically improved. Proper sleep helps athletes and fitness clients in two ways: 1) boosts performance by improved cognitive function, reaction time, hand-eye coordination, concentration, increased energy, improved mood and 2) aids in recovery from workouts. The bottom line is when clients get good sleep; they get a better work-out (and better results) which helps trainers with self-confidence and client business/training relationships.

Detailed references available by request.



Mike Bracko is a fitness educator, writer, hockey skating coach, strength & conditioning coach, and Occupational Physiologist. He presents on numerous topics on fitness, sports performance, back injury prevention, and ergonomics. Email Mike at drbrackofitness@aol.com.



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# 3 Simple Ways

to Include **Flexibility** in Your Personal Training Workouts



By Daniela Goode

With all the different types of workouts being promoted at this time of year, it is easy to lose sight of the most basic components of a balanced fitness program. In the shadow of cardio, strength training, and high intensity exercises, many people overlook the importance of flexibility training when setting their overall fitness goals.

Considering that flexibility is known to be one of the primary components of fitness, it is interesting that so many trainers exclude it when planning their clients' programs. Perhaps this is due to the unfortunate perception that flexibility is not an important factor in developing physical capacity, or a lack of understanding of how it is related to enhanced performance. Another possibility is that some personal trainers may feel they lack the specific skills and ideas necessary to incorporate flexibility training in an effective and engaging way.

Whatever the reason, we cannot continue to ignore the importance of flexibility training. It is crucial to maximizing our clients' functional potential, and achieving the overall mobility required for optimal performance and everyday life.

Here are 3 simple ways to include flexibility with your personal training clients this year:

## 1. Plan For It

If you want your clients to place value in flexibility training, you have to treat it with the same level of importance as the other elements in their program. Take the time to select appropriate flexibility exercises for each client, and actually write them into the plan. When stretching becomes a part of a written training program, there is a higher likelihood that the stretches will be performed. Furthermore, the simple act of writing them down can also contribute to the sense of accomplishment that comes from completing a planned workout.

## 2. Do It With Them

Guiding your clients through the flexibility exercises you have programmed will ensure they actually complete them, while also giving you a few moments to do something good for your own body. In addition, the special camaraderie that is built while you spend this time with your clients can help develop the trust and familiarity that lead to increased client retention, renewal, and referrals.

## 3. Do it For Them

While you can't actually stretch on someone else's behalf, you can incorporate assisted stretches to help them train for flexibility. These techniques allow your clients to develop optimal range of motion in a way that is effective, feels great, and requires very little effort.

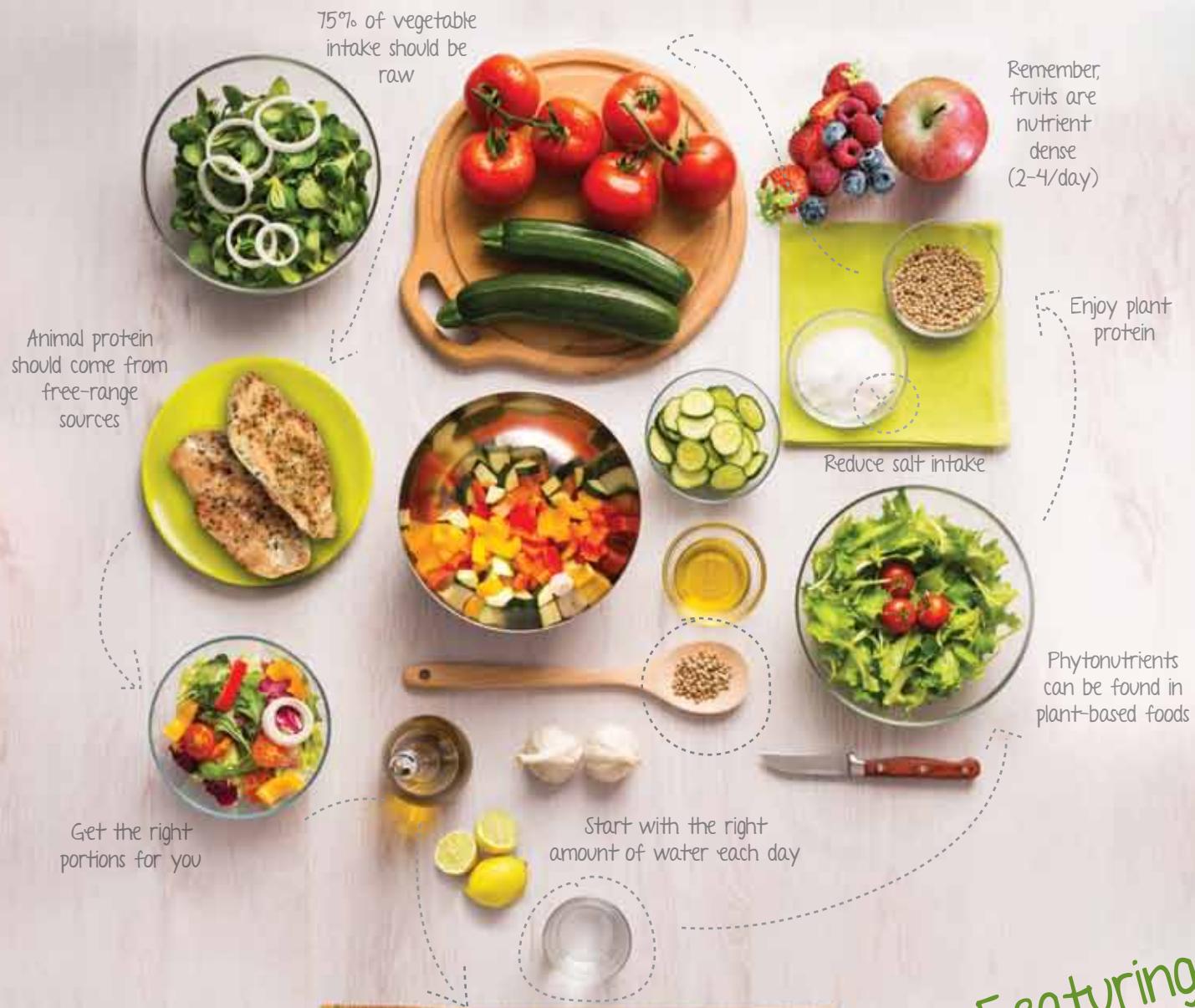
One key suggestion is to choose stretches that target multiple muscles at the same time. This will help maximize the effect of each movement, especially if you only have a few minutes to train for flexibility during each session.

In our Thai Yoga Stretching series, some of the combination stretches we recommend include supine twists, forward folds, and passive circumduction at the hips and shoulders. Whichever option you choose for incorporating flexibility training, remember to create a specific plan for it within each client's program, and to also educate them on the benefits of flexibility to their personal fitness goals, overall mobility, and the activities of their daily lives.



Daniela Goode is a Kinesiologist and Wellness Educator whose passion lies in using movement to foster vibrant health. She has taught a variety of wellness courses throughout Canada. As Co-Director of Navina Thai Yoga Therapy School, Daniela creates powerful learning opportunities by incorporating key principles of Fitness Training, Yoga Therapy, and Functional Rehabilitation. Email Daniela at daniel@navina.ca or visit www.navina.ca.

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# 5 Strategies to Help Your Clients Deal With Stress

By Claudiu Popa, PTS, OAS

Being a personal trainer sometimes requires a high degree of trustworthiness, but also comes with the valuable rewards of being credited with impacting the lives of individuals at many different levels. According to Harvard Health, 25% of the population report experiencing high levels of stress and another 50% point to moderate levels due to dozens, potentially hundreds of causes from the weather to the economy to personal situations. Clients don't engage with personal trainers because working out is a trivial undertaking, but because they need to supplement their own drive towards goals

with the expertise of a professional. The flexibility of a personal trainer to handle a vast diversity of situations, from chronic anxiety to difficult recovery is often the key element of value offered by the relationship with the personal trainer.

Whether clients experience difficulty sticking to their workout programs due to weather patterns or personal issues, personal trainers have a mandate to help them power through stressful times and make the most of their allocated time every week, every session. The idea of rest and relaxation is counterintuitive to what the personal trainer brings in such situations. Physical stress, in practically all its forms should not be a positive addition to everyday life, yet we know

it serves to alleviate mental stress and can also be relaxing. Unfortunately, only 14% of people make use of regular exercise to cope with stress. According to the Anxiety and Depression Association of America, people cope by talking to friends or family (18%), sleeping (17%), watching movies or TV (14%), as well as eating (14%) and listening to music (13%). As the poet Alexander Pope said: "strength of mind is exercise, not rest". Let's examine five strategies to bring about that strength, through regular conditioning.

## Exercise Early

The metabolic benefits of exercise add up to a mental boost and aerobic performance that have a neurochemical basis. As exer-

cise reduces the body's stress hormones, it also stimulates endorphin production, thus offering a double benefit that should be sought early on in the day. Therefore, bathing the brain in positivity will complement the body's natural energy burning activities throughout the day and raise our spirits longer than when we leave physical conditioning until late in the day, when our energy stores are low and the body is more tired, or busier with other activities (such as digestion).

## Visualize

Ever seen someone go through the motions on a universal machine or simply sleepwalk through a workout? Just as it is clear that the benefits of superficial execution are limited, so is the fact that planning each set is crucial to avoiding wasting our time with ineffective activities. The busy mind is a mind preoccupied with the stresses of the day and cannot help the body fully reap the benefits of exercise. By helping clients visualize their goals, their execution and even the contraction of their muscles, you are helping them do the hard work before they even move a muscle. Without the added stress of anticipating the impending effort, we can enjoy the exercise and indulge in more rhythmic activities from a simple stroll to a more vigorous run. Think of it as muscular meditation.

## Compensate

In the words of the late Gilda Radner, "it's always something". There is no shortage of excuses, challenges and problems. There's always a constraint, and that is why you're here as a fitness professional. You're here to compensate for negativity, physical limitations, time constraints and inclement weather. You're a key part of the equation and your job, quite literally, is to help clients see their way through to the completion of a workout. People know they will feel better afterwards, they just need the handholding to address whatever muscle tightness, personal issue or unpredictable challenge has cropped up today. Do that, and your relationships will be stronger than a regular personal training engagement could ever be. If you're the client, then remember to be clear and direct about what you see as the hurdle impeding your exercise goals. Give your personal trainer the opportunity to rise to the occasion and more often than not, they will. You two make a great team.

## Replenish

Physical exercise means placing a stress on your body. Do it right, and it reduces the stress on your mind. Do it wrong and your health is at risk. To fuel the body's ability to support that chain of positive effect, you simply need to keep it hydrated and well rested. This is simply put, easily followed but also often neglected. Drink sufficiently

by keeping a bottle handy, whether you're at work or at the gym. Your body and mind will thank you.

## Anticipate

You don't need to get "all Zen" to enjoy a productive workout. Remember to seek comfort, avoid distractions and interruptions and have the right mental attitude to make the most out of the time you spend on yourself. Anticipate challenges, plan for success and enjoy your achievements, whether you're a personal trainer or a client. It will train your brain to get into the zone, experience mindfulness, stay positive and crave the accomplishment of each and every session.

**"You will never get  
any more out of life  
than you expect."**

- Bruce Lee

**"So expect to get a lot  
out of life."**

- Claudiu's corollary

Learning to challenge clients through adversity means demonstrating goal setting and achievement, a skill that will immediately be applied by your clients in every facet of their lives. Complementing a stressful life with an intense workout is a technique that drives the most productive people to stay motivated and become successful in every season. So coach your clients to stay ahead of the weather – be it their own internal weather pattern or the meteorological kind – and reap the benefits of being a trusted advisor.

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Claudiu Popa, PTS, OAS, enjoys strength training and fitness conditioning, specializes in older adult fitness, appreciates working with exceptional clients and collaborating with outstanding professionals. Claudiu is the founder of *Workout Smart* and can be reached in confidence at Claudiu@WorkoutSmart.ca. Be sure to follow him at Twitter.com/WorkoutSmart and on http://Facebook.com/WorkoutSmart.



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# The Facts of Fascial Fitness

By the MERRITHEW™ team

**T**he latest trend in fitness is one that has implications for the whole body. Fascial fitness, or the health of the connective tissue that is interwoven throughout the entirety of the body's flesh and bones, is the latest buzzword on the lips of those in the know in the fitness industry. But what is it, exactly? And what role does it play in exercise and fitness?

Fascia is interwoven throughout all of the tissues of the body. If you were to remove all the muscle, bone, flesh and organs, leaving only the fascial system, you would see the outline of every bone, every muscle and every organ. The role the fascial system plays in overall health and physical function is crucial.

Though incredibly important, fascia is still one of the least understood tissues of the body. Which is why MERRITHEW is excited to announce brand-new programming based on the latest in cutting-edge fascial research. MERRITHEW Fascial Movement

courses and workshops are intended for fitness professionals, movement therapists, personal trainers, yoga instructors, Pilates trainers, a variety of somatically-driven movement modalities and manual therapists looking for simple movement techniques to enhance their therapeutic practices. A solid understanding of functional anatomy and biomechanics is a prerequisite. Those interested in the Fascial Movement Instructor Trainer Course need to have completed the Fascial Movement Foundation Course prior to applying, and hold certification, training and/or teaching experience in STOTT PILATES®, personal training, strength and conditioning, physio/physical therapy, yoga, athletic trainer or other mind-body disciplines such as Feldenkrais or The Franklin Method.

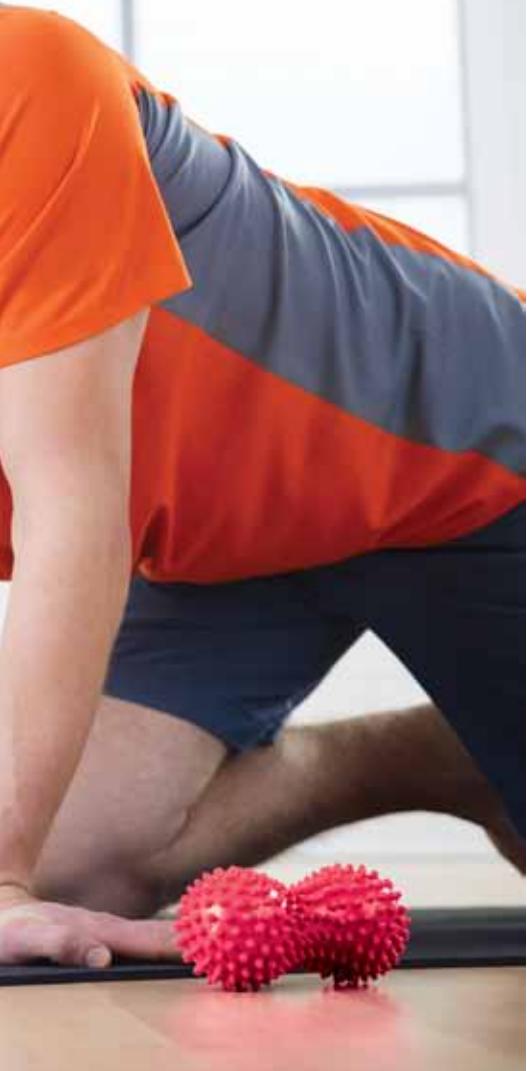
The lecture component of the course reviews basic fascial anatomy and physiology and explores the latest research findings on the neuromyofascial skeletal system. The practical application component of the course reviews basic fascial anatomy and physiology and explores the latest research findings on the neuromyofascial skeletal

system. The practical application component of the course introduces the proprietary MERRITHEW Fascial Movement Variables. These movement variables are applicable to all forms of exercise, including Pilates, yoga, dance, barre, athletic conditioning, sports performance and rehabilitation.

Many courses on the market are specific to a particular way to train the fascia, for example fascial release or training related to myofascial lines. MERRITHEW's own ZEN•GA® program is a mindful movement modality that focuses on mindfulness training, with courses and workshops that include exercises that explore fascia but don't teach fascial anatomy. The MERRITHEW Fascial Movement courses teach the neuromyofascial system in-depth, and how it relates to movement training, making the knowledge applicable to a variety of modalities and adding another layer of fascial knowledge and helping to define what is experienced in ZEN•GA programming.

The team at MERRITHEW have developed very specific proprietary fascial movement variables that speak to all constituents of the fascial system at a micro and macro





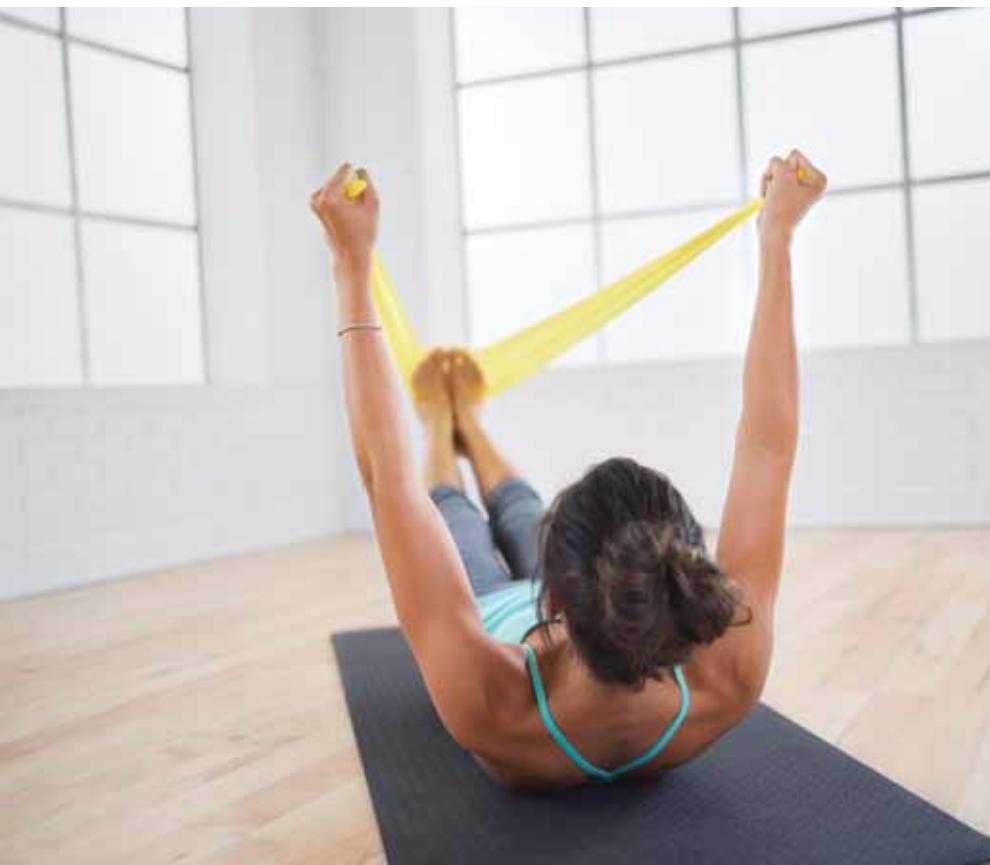
level, such as tensegrity, sensory nerves and their function, cellular metabolism and the effect of this on the construction of the fascial network. The programs also offer movement strategies that apply to a wide range of movement modalities and therapeutics. Participants can expect to learn to identify the components of fascia and explain its role and relevance to movement, articulate the difference between tensegrity and traditional force and lever-based biomechanics, define the MERRITHEW Fascial Movement Variables (FMV): Bounce, Sense, Expand and Hydrate and develop programs for clients of all levels using MERRITHEW FMV's.

Whether the fitness goal is rehabilitation, athletic conditioning, performance training or working with special populations, a deeper knowledge of anatomy and the role fascia plays in the body can only strengthen and support it.



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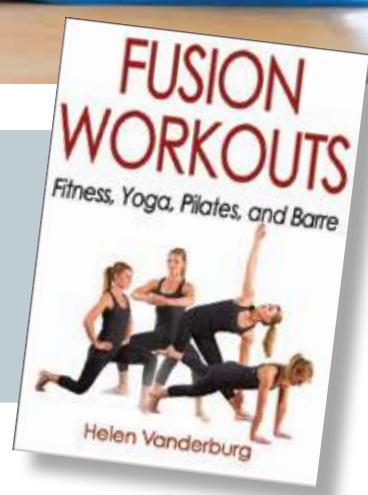
# Stress and Weight Gain



If one of your goals for participating in a fusion workout is weight management, it is important to understand how mental anxiety and physical stress affect weight gain.

When the body experiences eustress (positive stress) as in exercise, or distress (negative stress) as in worry, the body releases powerful hormones to combat it. These hormones give you greater energy and strength when you are involved in a physical workout. During the recovery phase of the workout, your body naturally lowers this hormonal level. Without recovery of perceived stress, these hormones remain in the bloodstream and begin to wreak havoc on the body. Two of the negative side effects are an increased release of

This is an excerpt from *Fusion Workouts* by Helen Vanderburg.



insulin into the blood stream and increased fat storage (often in the midsection of the body). The body, in its brilliance, will store fat in the place it can most easily access it the next time you need it. This is why you need to spend the time practicing calming exercises in combination with the more physically challenging exercises. Many dietitians and nutritionists promote calming exercises as well as deep breathing for weight management. »



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## Forward Bends

Forward bends are calming in general. The action of the torso moving forward and the closing of the front of the chest decreases the heart rate and slows the breathing rate. Notice this natural response in your body as you move in and out of forward bends.

### SEATED FORWARD BEND

#### Starting Position

Begin in a seated position with the legs together straight out in front of the hips, and place the hands on the floor beside the hips. Sit on the center of the sitting bones and lift up through the spine to the top of the head.

#### Action

Hinge forward from the hips while maintaining a tall posture, taking the chest forward as the torso extends over the legs. Keep the shoulders relaxed. Lengthen the neck and keep the shoulders slightly back to open the front of the chest. Use the hands to help you to hinge forward by pressing them into the floor beside the hips. When you cannot hinge any farther, allow the spine to flex over the legs and the arms to reach toward the feet (see figure). If you can comfortably reach your feet, place the hands on the outsides of the feet. Relax into this position.

#### Alignment

Hinge forward from the hip and keep the spine in a long and lengthened position. Avoid excessive rounding of the upper back and lifting of the shoulders.

#### Breath

Inhale to sit tall. Exhale to move into the forward bend. Breathe naturally to relax. Focus on the exhalation to let go of unwanted tension. Hold for 5 to 10 deep breaths.

#### Progressions and Modifications

- Bend the knees slightly to help relax the hamstrings.
- Sit on a rolled mat or yoga block to elevate the hips and make it easier to bend forward.
- Place a yoga belt around the feet to help move deeper into the stretch.

#### Mindfulness

Bring awareness to the anatomical line along the back of the body. Begin on the bottom of the foot, travel up the back of the leg,



and move over the hip and up the spine to your head. In a forward bend, you are lengthening this entire back line of the body.

### WIDE-LEGGED FORWARD BEND

#### Starting Position

Begin in a seated position with your legs straight out and in a V-shape. Your kneecaps point up, the ankles are flexed, and the toes point to the ceiling. Sit on the center of the sitting bones and lift through the spine through the top of the head. Place your hands on the floor in front of the torso.

#### Action

Hinge forward while maintaining a tall posture, moving the torso forward and then toward the floor between the legs. Keep the shoulders relaxed and down and away from the ears. Maintain an open chest position. Use your hands to support yourself as you move the torso toward the floor. When you cannot hinge any farther, allow the spine to gently flex (see figure). Relax into this position.

#### Alignment

As you hinge forward, keep the legs in the start position, with the knees pointed up toward the ceiling. Keep the shoulder relaxed down and the upper back long and extended.

#### Breath

Inhale to sit tall. Exhale to move forward into the bend. Breathe naturally to relax. Focus on the exhalation to let go of unwanted tension. Hold for 5 to 10 deep breaths.

#### Progressions and Modifications

- Bend the knees slightly to help relax the hamstrings.
- Sit on a rolled mat or yoga block to elevate the hips to make it easier to bend forward.
- Place your hands behind your hips and press them into the floor to assist in hinging forward.

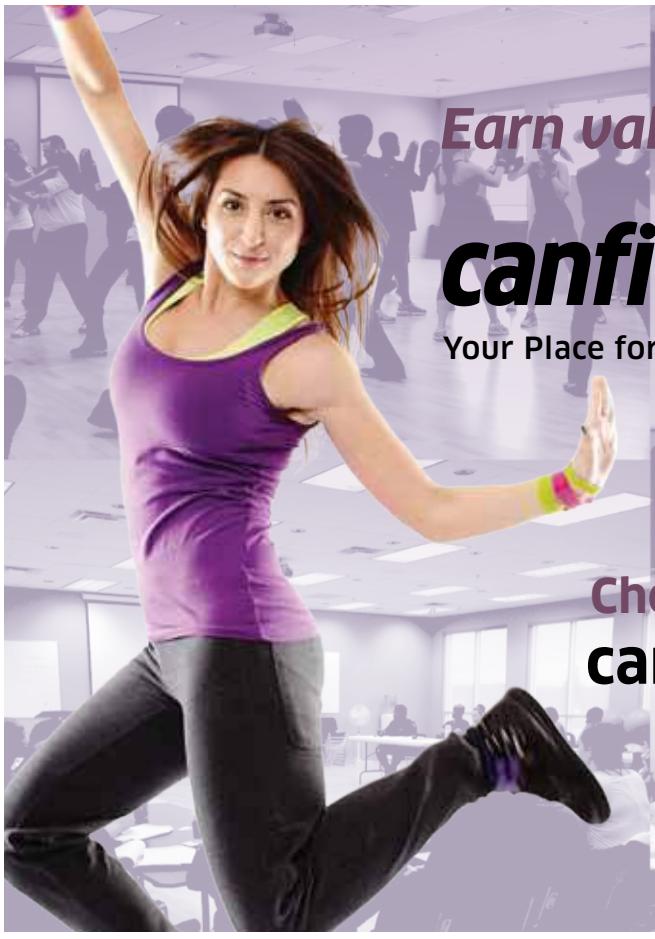
#### Mindfulness

Focus your attention on the movement of the hips. The legs should stay still as you hinge forward, allowing the hips to rotate over the femur bones. Experience the sensation of lifting the sitting bones to move the torso forward.



**HUMAN KINETICS**

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# Introducing canfitpro's 2016 Fitness Instructor Specialist of the Year, Trina Medves

When I started out in the fitness industry, I had no idea it would eventually become my full-time career or that it would lead me to the title of canfitpro's Fitness Instructor Specialist of the Year. I was your typical aerobics teacher grape-vining my way around the room and inspiring women to sweat, have fun and get healthy.

Instructing was always part-time for me, but there was a big shift when my first child was born. I could not imagine pursuing my passion for fitness and health full time before then so I quit my corporate job to teach classes more regularly. When my second

child was born, I decided to go all in and start my own fitness business, Fit4Females focused on women's health. Today with three children, I strive to be the best that I can be.

I have been coaching and instructing women since 1999 to feel their best and be the best version of themselves. I strive for excellence and settling for less was never an option. Giving back was always a top priority since starting my business nine and a half years ago.

My passion for excellence is what led me to the nomination process for the Fitness



Instructor Specialist of the Year. Every year I attended the Toronto fitness expo; I would sit in the crowd and say "I want to be on that stage, winning that award". On August 14, 2016, I was officially awarded the **2016 canfitpro** Fitness Instructor Specialist of the Year.

The award means more than just being a good fitness instructor. It represents going above and beyond, being focused, standing out from the crowd of excellent leaders, and inspiring not only your clientele, but future fitness leaders while giving back to your community. As such, being awarded the Fitness Instructor Specialist of the Year is one of the highest honours as a fitness professional in Canada. It is something I have always strived for, but never knew I could achieve due to a roadblock I hit in my personal and professional life.

In 2014, I was living silently in chronic pain with a misdiagnosed injury. I could hardly walk, was borderline depressed and was stripped of my mobility and of all of the things that I loved to do. I didn't know if I would teach again, if my business would fall apart or how I would come back, but I did. I had hip surgery on May 23, 2014 for a labral tear and cam impingement, spent two years rehabbing, and never turned back.

I would encourage my peers to aim high and get nominated for this prestigious award, as anything is possible if you give it your all. The award process was just as valuable as the award itself as it forces you to reflect on your entire year, where you started, what you had to overcome and what you have accomplished.

As for winning the award itself, my life has been on overdrive since then. I feel like I haven't had a chance to really soak in the surreal feeling of winning as I decided to use the momentum to launch a new and improved website with the money awarded by fitchek, to make it more user-friendly for my current and future clientele.

Between my new online training programs, in studio classes, contributing to the newspaper and my TV appearance, I am just getting started.

It has been busy to say the least, but it has given me a bigger platform to help transform more women who have forgotten to take care of themselves and not even a half a year has passed! I can't wait to see what lies ahead.

In 2017, I will be allowing all of the hard work I have put in the past months since winning to flourish. I will allow myself to soak in how 2016 changed my life. I might even splurge on a nap too!

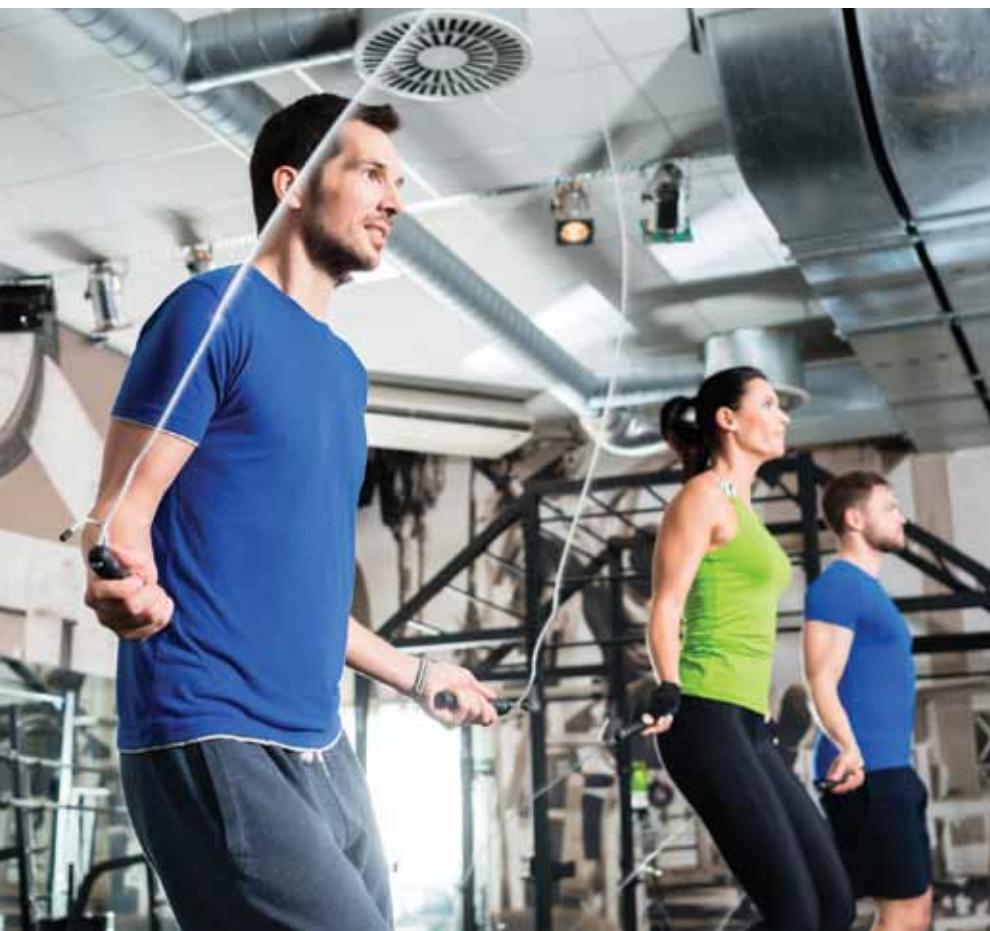
Thank you **canfitpro** for making this award possible. It forces us to be better, learn more, grow and get out of our comfort zone. Being recognized as the Fitness Instructor Specialist of the Year is something that we should all strive for as fitness professionals. Be authentic, do what you love most and know that there is only one you so deliver to your fullest.

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Trina Medves is owner and head trainer of Fit4Females. Contact Trina at 905-379-1066 or visit [www.Fit4Females.com](http://www.Fit4Females.com).

## Here are just a few of the things that I have accomplished since winning:

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- I was **featured in an article** for the biggest newspaper in my area, *The Hamilton Spectator*, for the emphasis and focus I put on post natal rehab ensuring moms are receiving the best workout advice and that they are working properly to rehab their body.
  - I appeared on two segments as a **guest fitness expert** on *Kitty Talk* for Rogers TV discussing fitness and health related issues.
  - I am **mentoring another fitness instructor specialist** to come aboard my team. Teaching is one of my favourite things and inspiring other fitness leaders is a big passion for me.
  - I am **launching another Online Train with Trina fitness program** for women who are unable to get to me in studio.
  - I have **donated several free Fit4Females Karma memberships** to women who needed my programs, but could not afford it.
  - I've **spoken to several other fitness professionals** who have contacted me for tips and inspiration.
  - **Fit4Females recently won 1st place** in *The Hamilton Spectator* for best women's only fitness club and gold for best boot camp.
  - I connected with international recording artist, **Jully Black**, to help market the Empowered in my Skin Event and was asked to speak at the April 2017 event.
  - I am **chatting with a multinational company** about possibly being featured in their magazine.
  - I am **mentoring more women in my programs** to be the best version of themselves with a renewed sense of empowerment.



# What exercise are you doing in 2017?

Over 1,400 canfitpro fitness professionals were surveyed in December to predict what they felt the most effective fitness trends would be in 2017 and they have been compiled in a top ten list. This is the third edition of this survey that distinguishes between what is popular and what actually will be effective. Here are the results:

## 1. High-Intensity Interval Training (HIIT)

HIIT involves intense periods of exercise followed by brief durations of rest. This high intensity approach is increasingly popular because it provides a good workout in a shorter time than steady-state cardio and because it works for all fitness levels.

## 2. Functional fitness

Functional fitness uses multiple muscle groups to strengthen in a holistic way, versus one specific muscle group at a time. Functional fitness programs include

practical, balance-challenging movements that simulate activities like shovelling snow, carrying groceries, or unloading the car.

## 3. Older adult training

Older adult training moved up three positions from number 6 in 2016, based on the growing demand from Baby Boomers looking to adopt healthier habits to maintain their health and quality of life into their 60s and beyond.

## 4. Express workouts

Express workouts encourage participants to do multiple exercises at a fast pace to generate maximum results. This is an effective approach for people on a tight schedule – perfect for lunch time or after work.

## 5. Nutrition and healthy eating programs

Combining exercise with healthy eating is the best approach to see the results of your efforts sooner – whether it's weight loss or advancing your overall fitness level.

## 6. Circuit training and boot camps

Circuit training involves a series of exercises performed in rotation with minimal rest. A fitness boot camp mixes traditional callisthenic and body weight exercises with interval training and strength training.

## 7. Wearable technology

Wearable technology is making its way up in the top 10 list (from number 13 in 2016) as more Canadians adopt tech-powered fitness trackers like MYZONE, FitBit, Garmin and others to track their activity, sleep and hydration.

## 8. Group personal training/small class training

Group personal training involves small groups doing a series of exercises at their own rate, coached by a fitness professional. Participants benefit from the motivation and competitive spirit of working out in a group, as well as the expertise and tips provided by the trainer leading the class.

## 9. Body weight training (using your body as resistance)

Using your own body weight to create resistance is a growing workout trend among Canadian fitness professionals and consumers. This form of exercise builds strength and muscle and burns fat without the need for equipment, making it easy to get started and less intimidating for beginners.

## 10. Personal training

More Canadians than ever are choosing to work with personal trainers to accelerate their workout results. Trainers create customized fitness plans, offer advice for healthy eating and provide one-on-one motivational coaching to reach fitness goals safely and with proper form.

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Fat / Lipides	1 g 2 %
Saturated / saturés	0 g 0 %
+ Trans/ trans	0 g
Cholesterol / Cholestérol	0 mg
Sodium / Sodium	0 mg 0 %
Carbohydrate / Glucides	6 g 2 %
Fibre / Fibres	6 g 24 %
Sugars / Sucres	0 g
Protein / Protéines	1 g



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