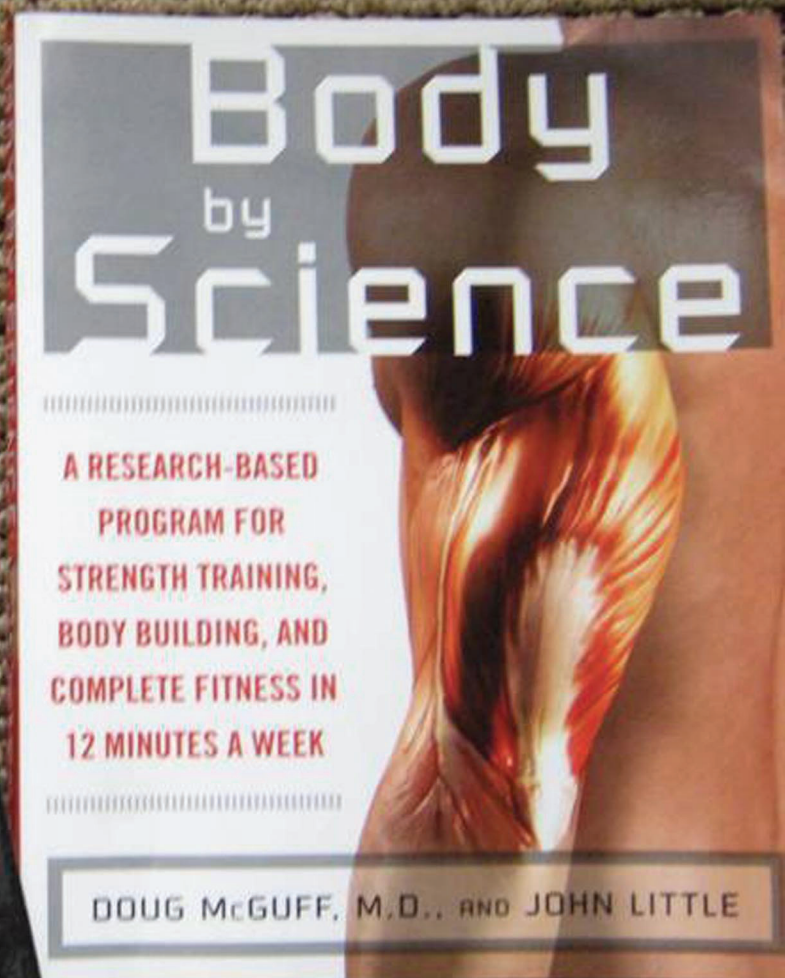
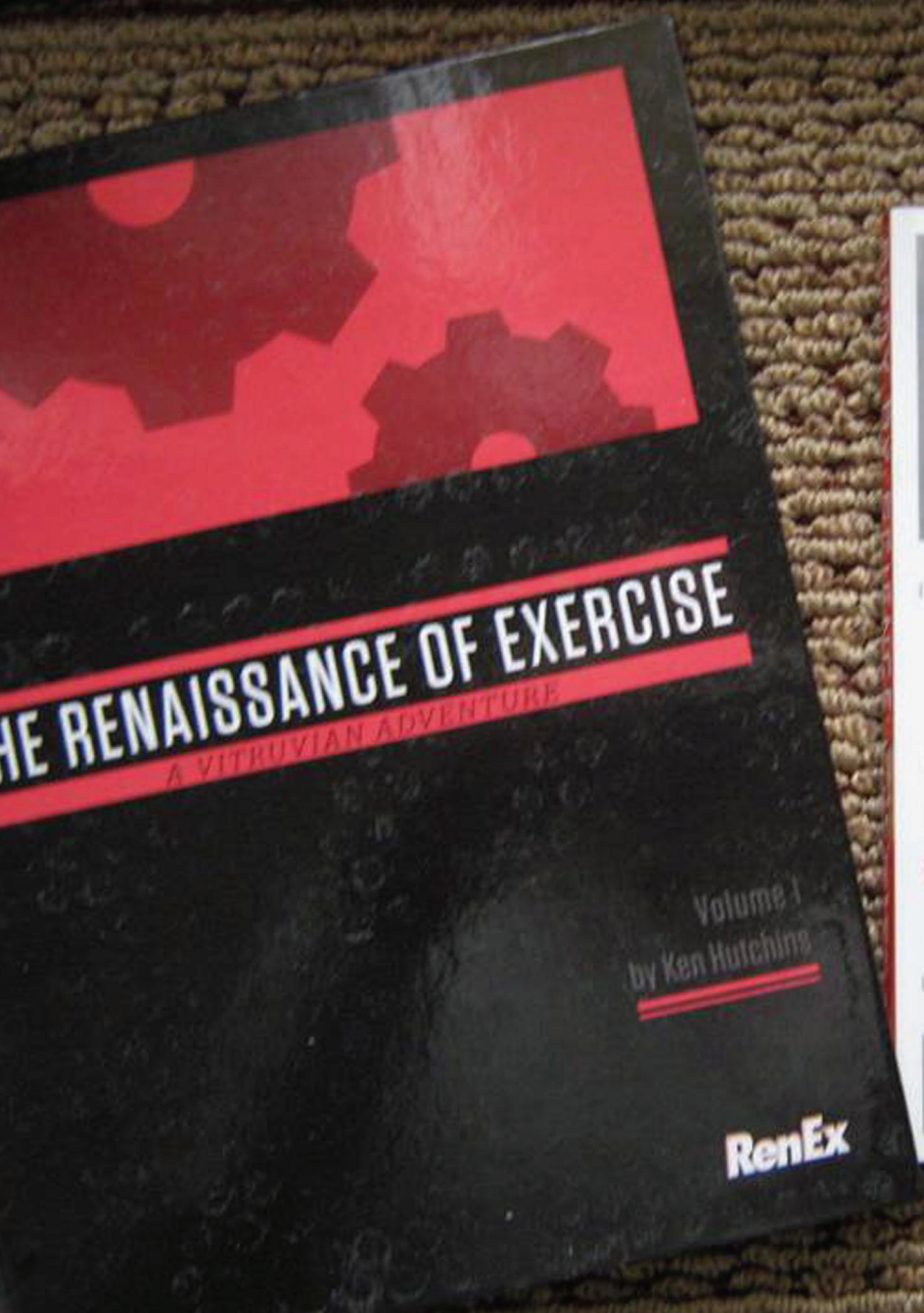


BE STRONG... again!

Edition: One

Helping You Understand What Exercise Is Really All About...



The 21st Century Exercise

ETTA goes beyond traditional exercise with the RenEx (TM) protocol. With this protocol you can transform your body in 15-20 minutes once a week. Once a week is actually a requirement for the production of BEST Results. Your body needs recovery time after ETTA to build new muscles. You can continue your recreation and sports activities in addition to ETTA.

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- Strength Training
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 - Improve cardio-vascular functioning
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 - hi-intensity
 - Ample recovery time
- Private one-on-one
 - Personal strength exercise instruction
- Feel results in three weeks
- First session and introduction free

May We Help You With Your Questions or Concerns?

EXERCISE THRU THE AGES, INC



828.421.0961

199 Sloan Road, Franklin, NC

BE STRONG... again!

Edition: One

Published by Exercise Thru The Ages, Inc., 199 Sloan Road, Franklin, North Carolina 28734

Editor-in-Chief: Richard Hotchkiss | Creative Art Director: Lisa Bengtson

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Exercise for the 21st Century

by Richard Hotchkiss, Master Certified Instructor

This article is about exercise, BUT probably not as you have read and understand it. It is a scientific approach and the type of exercise we do at Exercise Thru The Ages (ETTA). You will learn what it is, how to do it, when to do it, how often to do it, and the difference between exercise and recreation.

Improved physical conditioning is brought about by applying a stressor to the body, which the body perceives as a negative stimulus. This means we want to work the muscles to exhaustion in a fairly short time so the body will adapt to the stress by building more muscle. Why would you want more muscle? INCREASED STRENGTH.

Intense Exercise + Recovery Time = Increased Strength.

When performed properly, this exercise is done in accordance with muscle and joint function in a clinically controlled environment and within the constraints of safety. Therefore, physical conditioning should not consume much time. To be productive, a stimulus must be of high intensity, and when a workout is performed at a high level of intensity, the body cannot sustain it for a long period of time. Ideally, a total workout of five exercises, meaningfully loading the muscular structures to inroad their strength, should take a maximum of 20 minutes. This is called Time Efficient Exercise. In addition, after such an intense workout the body needs time to recover and build the new muscle. Without recovery time the body will actually get weaker over time and the whole purpose of exercise will be defeated. The normal recovery time is about 7 days. Some situations require 10 to 14 days,

In 1992 I joined a local health club and worked out for 3 or 4 days a week - a couple of hours each day. I did 3 sets of 10 repetitions on just about every machine in the place. I noticed over time that I was not building any noticeable muscle or gaining much strength. So, I began to research what was missing in my routine. That's when I discovered High Intensity Exercise. Now, I work out once a week for 20 minutes and am stronger than I was after 15 years of repetition for hours on end.

Between the age of 20 and 30 our bodies begin to lose muscle at the rate of about 10 ounces of muscle mass per year - just over 6 pounds per decade! A person can lose 30% of their muscle cells between the ages of 20 and 70. Sarcopenia is the term for age related muscle loss. It is not due to the aging process itself but to disuse atrophy and becomes self-perpetuating. If you watch young children play you will notice they never do anything at a constant speed. They dash and then stop. Then dash again and then stop again. This type of activity lasts through school but we leave school, get a job or a family and we no longer dash and rest. We move at a fairly constant speed which has an effect on our muscles.



What happens when we lose muscle? First, we are weaker and cannot do the things we once could do. In many cases our legs

no longer support us, our backs no longer hold us upright and most importantly, our muscles do not return blood to our hearts with the same volume and energy they once did. This requires the heart to work harder and faster to supply blood to the body because it is not getting the supply back. With proper exercise one restores fiber and tonus to the muscles which in turn restores proper venous blood flow to the heart.

Now... **What kind of exercise should one do?** We can divide the body into roughly three segments: upper body, core, and lower body. While they are not independent there are specific exercises that work best for each segment. I prefer machines for my workouts but one can do body weight exercises either dynamic or isometric. Isometric exercises do not require movement. Some examples are: Half squat, leaning against the wall, holding a milk jug. Hold all of these examples for 90 seconds. For dynamics, you can do push-ups, either on your knees or on your toes, full squats, pull ups, raise gallon milk jugs and lower them. For dynamic workouts, all movements should be Very Slow. (Raise the weight for a count of 10 and lower the weight for a count of 10. Do these until you can do no more and then hold still for an additional 10 seconds.

What is most important about high intensity exercise is Safety and Protocol. The protocol calls for a twenty second repetition. This means you raise the weights for 10 seconds and lower the weights for 10 seconds. One minute to do 3 repetitions. This is the hard part - When I instruct people to exercise to exhaustion, their mind sub-consciously rebels and panic sets in. It is a hard point to learn but everyone who sticks with our program will learn to recognize the panic signals and stick with the protocol. And, last, Safety. Some people have a fear that lifting weights could cause injury. The way weight lifting is done in health clubs the fear is justified. They do not understand that $\text{Force} = \text{Mass} \times \text{Acceleration}$. The faster you go the more force you generate to create more opportunity for injury.

At ETTA, we have three machines that address each segment and a total of more than 10 different exercises.



Fig.A

One machine, called the Ipopd, or Digital Pull-over, Pull-Down (see Fig.A), has no moving parts like a normal gym machine. No weights, just pads where you rest your arms or wrists. This is probably the safest machine in the world. There is a digital read-out that records the pressure you put on the pads and allows you to monitor your progress through the entire exercise. Somewhat like bio-feedback. This machine takes care of the upper body including the arms and some of the core muscles. We can do six exercises for the arms and upper torso plus four for the neck muscles.

The second machine is called the Ventral Torso (see Fig.B). This takes care of the core muscles as well as some of the arm muscles. There is only one exercise done on this machine and most people are thankful there is only one!



Fig.B

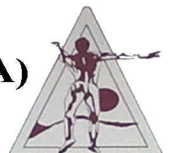


Fig.C

The third machine is the Leg Press (see Fig.C). This takes care of the lower body from the waist down. We can do “sitting up leg presses”, “laying down leg presses” (which is like a squat) and we can also work the calf muscles independently. Great Machine.

Our 10/10 protocol eliminates almost all chance of injury. Plus, you have an instructor with you at all times while you are doing the exercises, in a temperature controlled environment, and in a private setting. If you want your strength back, this is the opportunity to get it back and get it back safely.

Exercise Thru The Ages (ETTA)
828.421.0961



A Simple Way to Keep Your Muscles Strong as You Get Older

**This one step can strengthen aging muscles,
boost your immune system, and even help you manage your weight.**

Excerpt by Nan Kathryn Fuchs, PhD,

It's normal for our muscles to lose tone and become a bit flabby as we age. But just because it's normal, it doesn't mean it's good. Not only are flabby muscles unsightly, they're also a sign that we're losing muscle mass and strength. Losing muscle mass makes it harder to do the things you take for granted. Like walking up stairs. Lifting a bag of groceries. Or recovering your balance instead of falling. Losing strength also makes you more prone to injuries that can keep you from enjoying the activities you've loved for years. It's a major reason people lose mobility and end up in nursing homes. We all want to stay strong and vital for as long as possible. So many of us turn to exercise. While a regular exercise program can help, it's often not enough. We need to feed our muscles, too.

What's the best food for muscles? Protein. Your body craves protein for building muscles and for healing faster after a workout or an injury. Protein is a vital "building block" for enzymes, hormones, bones, skin, cartilage and blood, too. The problem is, as we get older, it's hard to get enough protein. We tend to eat less protein. And the protein we do eat is not digested as well as when we were younger. Poor digestion means poor absorption. So you may think you're eating plenty of protein but you're still not getting enough into your muscles and tissues.

The Best Way to Get More Protein Into Your Diet

When it comes to keeping your muscles strong, you need a well-absorbed complete protein with all the necessary fats and amino acids. The top two sources are eggs and dairy. Of these, one protein stands out. Ounce for ounce, whey protein from milk is the best muscle-building, fat-burning nutrient on the planet. That's because it has the highest amount of protein for the fewest number of calories. It contains all the amino acids your body needs, including the ones you have to get from your diet. Plus it's easier to digest than beef or egg protein. So whey protein is absorbed faster into your bloodstream, where it can quickly help you build muscles and repair tissues. But not all whey protein is created equal.

How to Choose the Best Whey Protein Powder

Here's what I look for: a whey protein concentrate, not an isolate... cold-pressed (undenatured)... from grass-fed cows... free from toxins, including pesticides and chemicals... seriously high protein content!... no artificial ingredients.

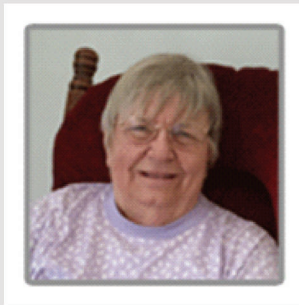
Richard Speaks

Call today to schedule Richard to speak at your organization.

828.421.0961



Thanks to ETTA



**“A year ago I couldn’t get off the floor by myself -
Now I Can!”**

“Hi. I’m Jane Mintz. I’m 82 years old and because of ETTA my days are more joyful. My pain is less over my entire body and I’m walking with a cane (when I don’t forget it!) instead of a walker. I am more motivated to socialize now and my doctor thinks I’m the greatest because I now can HIKE with him! Thank you Richard and Barbara for your contribution to my health and well being!”

Sam Beck

“When I first heard about this exercise I had been sick and had lost my muscle tone to the point that I felt I could blow away in a stiff wind. I decided to try extreme exercise for a month and was very surprised at the way I began to see results. I am now two (2) years into the program and have been stronger than I’ve been in the last 30 years. I wouldn’t have believed how good I could feel”.

Improve Your Life

**Barbara Helm is a Master Teacher of Tai Chi Chuan,
Mindfulness Meditation and is a Whole Health Coach.**

Contact Her Today to Start Your New Life!



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