

The Good Life

official newsletter publication of TLC Fitness Consulting

March 2004

This issue was created, produced, and sent to you by
Tiffany Crate, owner and director of [TLC Fitness Consulting](#).

In this issue:

Editorial by Tiffany
TLC News
Retail Pro Shop
Green Card Award
Delicious Quote
In-line Skate Clinic

Q & A Time
Fun with Research
Nutrition Bites
Recipe Box
Help Spread the Good Life
Your Comments Requested

Water— that life-sustaining substance we can't do without. It makes up 60% to 70% of our bodies! We can go for weeks without food (albeit suffering malnutrition symptoms), but without water, we really malfunction and can die in a matter of days. Water requirements vary depending on circumstances; on ordinary days when we don't sweat much, 50 oz. over the course of the day will usually suffice, but when it's very cold or very hot, when we sweat profusely, and when we consume dehydrating substances like caffeine, alcohol, or excessive sugar or salt, water needs go up considerably. Most people will need about 70 - 90 oz. or more in such scenarios.

With Chicago's popular Shamrock Shuffle race coming up on Sunday, March 28, runners should drink about 20 oz. of water 1 - 2 hours prior to the race and then another 8 oz. 30 minutes before starting. Afterward, it's best to drink a sports beverage (Gatorade, Powerade, etc.) rather than plain water, in order to replenish not just your water losses, but also the important minerals known as *electrolytes*— sodium, potassium, chloride, calcium, phosphorus, and iron. Intense exercisers sweat out these minerals and must take care to put some back into their systems. Most sedentary folks don't need to turn to sports drinks because they don't lose significant amounts of electrolytes.

While obtaining sufficient water is often a concern for exercisers, *hyponatremia* can occur *when exercisers take in too much water*, causing an imbalance in fluid-electrolyte levels and leading to an abnormally low plasma sodium concentration. The early symptoms of hyponatremia include gastrointestinal distress and bloating. If this condition persists, the result can be a rapid influx of water into the brain which causes swelling of the brain. This manifests as more serious symptoms like confusion, wheezing, throbbing headache, swollen extremities, fatigue, and lack of coordination. The worst case scenario is possible seizure, coma, and even death. Hyponatremia usually occurs because athletes ingest large amounts of water but inadequate sodium. So for moderate- to high-intensity exercise sessions lasting longer than 45 minutes, it is recommended that athletes switch from water to a sports beverage at that point.

In Pursuit of Excellence,

Tiffany Crate, M.S., C.P.T.
Master Fitness By Phone® Coach
(773) 252-6511
tiffany@tlcfitness.net

TLC News

Tribune Feature Article— On Tuesday March 9th, **Tiffany Crate** will be featured in a special health and fitness section of the Chicago Tribune! The article will highlight the benefits and flat-out fun of her **Fitness By Phone® Coaching program**. The newspaper postponed this special section from its original date of February 10th. Some things are worth waiting for!

The **“Kick In The Pants” Lifestyle Change Contest** is more than half finished and the contestants are striving full steam ahead to win the grand prize! At the conclusion of the 12-week contest in April, the winner will receive **\$1,000.00 cash and \$270.00 of fitness equipment**. Watch the April edition of The Good Life newsletter for the big announcement of the Kick In The Pants winner...

This April, TLC will offer a **Beginner’s In-line Skating Clinic** for those who want to learn fundamental skills for skating safely and effectively. This clinic will consist of two sessions, each lasting one hour. Read the Special Clinic section below for details.

To hear more details about **Fitness By Phone®** and to receive a FREE special report, “The Carbo Controversy”, call Tiffany today. **(773) 252-6511**

Although The Good Life is still being sent out from an AOL email address, please use **Tiffany’s personal email address** tiffany@tlcfitness.net for any correspondence.

Retail Pro Shop

TLC Fitness Consulting has a variety of health and fitness products available. I only promote products that I myself use, enjoy, and believe in. You can **purchase** them **with your credit card** at [TLC Fitness Consulting](#). **Your credit card information is handled securely by Paypal.**

[Caltrac Accelerometer](#) — this high-tech piece of equipment accurately counts the calories you burn, as well as your basal metabolic rate (BMR). This product is used in my Fitness By Phone® coaching program and has revolutionized the personal training world. It is worn unobtrusively on your waistband, is easy to use, and provides you with immediate, objective feedback on the effectiveness of your workout. No more guessing games, wondering whether you’re maximizing your efforts or just spinning your wheels to no avail. **\$90.00**

[S120 Polar heart rate monitor](#) — top of the line HR monitor measures and records your heart rate, giving you immediate, objective feedback on your exercise efforts. The S120 tells you how many minutes you exercised, what your average and max heart rates were during your workout, as well as how many minutes you spent in each of three heart rate zones. You can store your heart rate information away as a file for later retrieval. This product is used in my Fitness By Phone® coaching program. It’s the best of the best. **\$120.00**

[Training Fan](#) — perfect for those who travel a lot or exercise in various environments. The size of a ruler and easy to toss in your luggage or gym bag, the Training Fan has 60 panels that are hinged at one end and spread out like a fan. The panels thoroughly illustrate exercises for three exercise scenarios: no equipment, minimal equipment, and big gym machines. Muscle groups are categorized and color-coded. No matter what your circumstances, you are guaranteed a complete, effective workout. Photos of models demonstrating the exercises and detailed text provide safe instructions. **\$25.00**

[“Nothing But Legs” Exercise Video](#) — If you have a gym membership, but aren’t using the

weight room equipment, this video is perfect for you. Tiffany Crate, Exercise Physiologist, produced and starred in this unique instructional video. A complete lower body workout, NBL teaches you seven different exercises you can do on gym equipment. You'll work all major muscle groups in your lower body, including quadriceps, hamstrings, buttocks, inner/outer thighs, low back, and calves. Guidelines are given for wisely structuring your leg workout. **\$25.00**

Stretch-out Strap — Aaahh... just what you need to lengthen those short, tight, stiff muscles. The Strap comes with an instructional chart depicting many stretches you can do with it. The unique aspect of The Strap is that it has hand grip loops all the way down the length of it so you can get comfortable leverage for the most effective stretching. It travels well because it's practically weightless. Tiffany keeps hers near the bed to stretch her hamstrings and gluteals last thing before going to sleep, or first thing before getting up for the day. **\$23.00**

Exercise Companion CD — whether you're brand new to exercise or a veteran, this highly motivating companion CD will change your cardio workout in ways you can't imagine! The narrator talks you through an entire cardio workout, with vigorous background music, supplying you with energetic, motivational phrases. The amazing hook is that the messages on the CD not only push you to work harder than you otherwise would, but they instantaneously change your whole mental outlook about life! Even Tiffany uses the CD because it elevates her workout and her attitude. **\$30.00**

Green Card Award

The "Green Card" is a very special award. The recipient of a Green Card has earned this distinction by exhibiting a commitment to exercise and good nutrition as a way of life, come rain or shine, happy times or stressful times, striving to meet the health and fitness goals that have been set, and modifying those goals when necessary. A Green Card recipient has a positive attitude, revels in the accomplishment of goals that were set, yet takes in stride the times when s/he has fallen short of meeting those goals because s/he knows that life throws curve balls sometimes and just because you go through a rough stretch doesn't mean you can't pick up tomorrow where you left off. These characteristics make such a person a joy to know and coach! Most importantly, the recipient of the coveted Green Card Award pursues excellence, lives life to the fullest, is grateful, and is genuinely interested in others' happiness.

I am proud and honored to present the March 2004 Green Card to...

Denise Skocy!

Congratulations, Denise! It is my privilege to know and work with you! Keep up your excellent habits. They will continue to serve you well.

Delicious Quote

"To dig one's own spade into one's own earth!
Has life anything better to offer than this?"

—Beverly Nichols

Special Clinic – Beginner’s In-line Skating

Who makes a good participant?

Men and women who do not yet know how to skate, but want to learn fundamental skills for skating safely and effectively. Participants will learn and practice many skating skills such as balancing, basic striding, stopping, bobbing, turning, and how to handle staircases and ramps.

Where will we meet?

We will meet at Recreation Park, which is one exit north of the Belmont exit off of Lake Shore Drive in Chicago. Recreation Park offers a variety of terrain for practicing these skills.

When is it?

The clinic will consist of (2) one-hour sessions that will take place on consecutive Sunday mornings, March 28 and April 4 at 9:00 am.

What is the cost?

The cost for the In-line Skating Clinic is \$40.00 per person. You must pre-register at your earliest convenience! To do so, please pay online at [TLC Fitness Consulting](#). Go to the Clinics page and click on the Add to Cart button for the Skate Clinic. Your credit card information is handled securely by Paypal. Additionally, leave a message on (773) 252-6511 with your name, telephone number and email address so that we can contact you right away.

What if I don’t have my own skates?

If you do not have your own skates, you will need to rent them. Londo Mondo has 3 locations and rents skates for \$20.00 per day, or \$7.00 per hour. If you rent for two days, you get the third day free. We recommend that you pick up your rental skates on Saturday afternoon or evening so that you can come straight to the Clinic on Sunday morning, ready to go.

Thank you and we hope to be skating with you at the end of the month!

Q & A Time – Your Questions Answered

Q: “Tiffany, I was reading in a magazine that you burn a greater percentage of fat at lower exercise intensities. So should I work out at a lower heart rate?”

– Cynthia, in Chicago, IL

A: It sounds like a dream come true, doesn’t it? Work out less and burn more fat... Cynthia, what you read about *percentage* of fat burned is true, but whoever wrote it left out the other half of the picture. Throughout my career in health and fitness, I have often seen that statement made by the media and to date, I have never seen them give the whole picture. You know why? Because if they gave the whole picture, it wouldn’t be as juicy a news bit and people wouldn’t finish reading the article!

About 15 years ago, the fat burning theory of doing slower or less intense exercise became popular. Some of you may have heard it referred to as LSD exercise— not the hallucinogenic LSD —but long-slow-duration exercise. This theory arose out of the scientific fact that the body burns more of its fuel as fat during less intense exercise. However, while a higher percentage of calories burned come from fat in this low-intensity scenario, you would burn LESS total calories. To explain, we’re going to refer to a research study by McArdle, et al that is well known in the exercise physiology world. You can use this chart to follow along with what I’m about to explain.

Exercise Intensity and Fat Utilization

NO DATA demonstrate the selective use of fat as fuel will translate into greater fat loss.

Example: (McArdle et al, 1992) (We'll call this exerciser "Peter")

Day 1 Workout:

At 50% of VO₂ Max
50% of energy from fat
220 calories burned in 30 min.
50% of 220 = 110 cals fat burned

Day 2 Workout:

At 75% of VO₂ Max
33% of energy from fat
330 calories burned in 30 min.
33% of 330 = 110 cals fat burned

"Peter" is interested in losing body fat and he has allotted 30 minutes per day to work out. One day, Peter does a 30-minute workout. He exercises at 50% of his VO₂ max (a measurement of metabolic activity or exercise intensity). At this exercise intensity—50% VO₂ max— Peter burns 220 calories and of those 220, 50%, or half, the calories come from fat. So of the 220 total calories, 110 come from fat.

The next day, Peter does another 30 minutes of exercise but at a higher intensity—75% of VO₂ max. So this time Peter burns a total of 330 calories, instead of just 220. At 75% VO₂ max, only 33% or 1/3 of Peter's fuel comes from fat, but that still translates to 110 fat calories PLUS an additional 220 calories from other fuel sources in his body!

So he has a choice: he can exercise at just 50% intensity and burn only 220 calories, or he can exercise at 75% intensity and burn 330 calories. In either scenario, he'll burn the same number of calories from fat. Which option do you suppose he should choose? It's obvious he should choose the 75% option so he'll burn more calories in the same amount of time!

To lose weight, Cynthia, you must burn up more calories than you consume. It is a scientific fact that exercise which burns a greater percentage of fat does not translate into greater fat loss because it always goes back to calories in and calories out. Therefore, if weight loss or weight maintenance is the goal, one should look at the total caloric expenditure of exercise, as opposed to the type of fuel burned.

Do you have a question for Tiffany? Email her at tiffany@tlcfitness.net.

Fun with Research

By the time many children enter adolescence, body dissatisfaction is firmly entrenched. Approximately 50% of preteen girls had dieted in the past, while 20% of boys had. Interestingly, boys' favored method of altering body shape was exercise, not changing diet or eating patterns.

Although boys tend to go through a short phase of relative dissatisfaction with their appearance in early adolescence, the physical changes associated with puberty soon bring them closer to the masculine ideal— broader shoulders, taller, and more muscular. But for girls, puberty only makes things worse— increases in body weight and body fat, especially in the hips and upper thighs, propel them even further from the cultural ideal of unnatural slimness, such that by age 17, 8 out of 10 girls are reportedly unhappy with what they see in the mirror.

— IDEA Health and Fitness Source, November-December 2003

Commentary: Where does this nonsense begin? Parents' examples set the scene with comments like, "I feel so fat today," "Do I look fat in this dress?" "I need to lose these love handles," and "I'm not going to eat any bread this week." Pile onto this the typical, outrageously unordinary media image of a "beautiful" woman with her narrow boy hips, 12% body fat, and airbrushed buttocks (to hide the cellulite), and it's no wonder girls are disgusted with themselves before they even go on their first date! The media image of a "handsome" man is equally unrealistic with his ripped abdominals, bulging arm muscles, and super tanned skin, and the incidence of eating disorders in boys is catching up with that of girls.

Parents and teachers need to examine the kinds of examples they are setting for children because if kids are unintentionally taught to rely on media images for examples of what their body shape should look like, they will spend the rest of their lives beating themselves up for not living up to those unrealistic standards.

At first glance, the recent trend in Hollywood to accept curvier women celebrities appears to be a good thing... but look closer— all they're doing is saying curvy is "in style" right NOW. They're not endorsing the fact that curves, a healthy body fat percentage, and a normal sized pelvis is the way human females are supposed to be AT ALL TIMES, forever, no matter what the fashion industry may proclaim! That's what needs to change; everybody needs to permanently accept that women have more fat on their bodies than men do, end of story.



Nutrition Bites



Did you know your body actually burns more calories when you consume complex carbohydrates than when you consume fat? It's true— the body expends only 3 calories to convert an extra 100 calories of dietary fat to storage fat, but the ingestion of an extra 100 calories of complex carbohydrates requires that the body expend 25 calories to convert it to fat for storage. Pretty neat!

But wait, I have another helpful tidbit. Fat storage is accelerated if dietary fat is combined with simple sugar in the same meal, such as a hamburger with a sugared cola drink. Sugar triggers the release of extra insulin. Insulin activates fat cell enzymes that promote movement of fat from the blood to the fat cells.

So you see, the conversion process for carbohydrates is more costly than that for fats and provides another reason for reducing fat consumption and increasing complex carbohydrate consumption. Remember, complex carbs are vegetables, fruit, whole grains, beans, lentils, roots, and tubers— pretty much all plant life that is still in it's original state, not refined or processed.

Recipe Box

Squirrel Mix

- roasted soy nuts
- dried cranberries
- gold raisins
- carob chips
- raw almonds
- raw cashews
- pumpkin seeds
- sunflower seeds

Mix together equal parts of all ingredients for a wonderfully textured, healthy snack. You may find out that you prefer different amounts of certain ingredients, so feel free to tinker with the proportions. This mix is a perfectly wise combination of nutritious goodies, but all of them are calorie-dense. People get into trouble (overfeeding) when they eat handful after handful unconsciously, with no idea how much they've put away! So limit yourself to 2/3 cup.

Help Spread The Good Life to Others

Do you like The Good Life? Is there someone who you think would enjoy The Good Life, too? I invite you to share their email address with me and I'll send them a FREE subscription to The Good Life, compliments of YOU! I will never abuse their email address, sell it, or share it with anyone else.

Your Comments

Do you have a comment, a question, or perhaps a suggestion? I welcome your comments, so please email them to me at tiffany@tlcfitness.net.

Unsubscribe Information

To unsubscribe, send an email with the word "Unsubscribe" in the subject line.

**(Copyright) 2004 by Tiffany Crate/TLC Fitness Consulting.
All Rights Reserved.**

It is unlawful to reprint any of this publication or host it on your web site without explicit permission.