

Resistance

February 2015

Welcome Back!

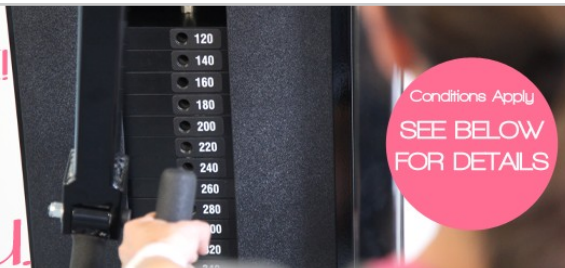
After a month of fabulous weather and, for many of us, time away from the usual grind, we head back into our normal routines. Now is a good time to schedule your exercise into your week. By setting aside a time for exercise it's harder to make excuses for skipping the gym and helps you develop a habit, making it more likely you will achieve your goals. As the saying goes, Motivation gets you started, Habit gets you there! In this vein, we have an attendance-based competition running: see below for details.

As always, if you have any questions, would like some advice, or want to try something new, come and talk to us. We love to help!

Motivation might get you started...
BUT HABIT GETS YOU THERE!

Be in to win Personal Training
Sessions just by using your
Membership regularly!

NEW YEAR. NEW YOU.



Your Personal Trainer at MedStrength

- ...Is always encouraging and **Positive** about your goals.
- ...Has got an **Energetic** and highly motivated personality in order to see you through your training program.
- ...Keeps up with **Recent** updates in the industry to provide the best possible service.
- ...Employs exercises that are **Safe** and scientific to avoid any injury.
- ...Helps you to become **Optimistic** about your body and future.
- ...Introduces you to **New** and exciting exercises.
- ...Helps you to **Achieve** and surpass your own personal goals and expectations.
- ...Encourages and involves you in **Learning** about your exercises and fitness goals

Achieve your fitness goals this year with the help of a personal trainer. Talk to us to find out more!

COMPETITION

Most of us have experienced the burst in motivation that arrives with the new year and the subsequent ebb as January passes.

The key to keeping up any new programme or routine is HABIT. Let us at MedStrength give you a little extra motivation to establish such a habit with prizes to be won simply by coming in to the gym!

Two visits a week for the 6 weeks from Feb 9th, recorded each time you use your membership fob, put you in the draw to win one of THREE 2x Personal Training Session prizes.

Golf Performance Specialist Now Available

Congratulations to Vijay for successfully completing his CHEK Golf Performance Program in Sydney recently. CHEK Golf Performance Specialists are trained to cater to the needs of golfers to improve their score and to reduce the risk of injuries. The CHEK Golf Performance Specialist Advanced Training Programs were designed by Paul Chek, author of *The Golf Biomechanics Manual* and founder of CHEK Institute in San Diego. A CHEK Performance Specialist focuses on improving function through an effective exercise program and correct training after a detailed golf-specific assessment.



Machine of the month: MedX Ab Core Isolator

The Ab Core Isolator is one of the most important core-strengthening machines at MedStrength. Strong abdominals are vital for spinal support and the patented bio-mechanical design of the Core Ab Isolator provides the highest degree of isolation for these muscles available.

Unlike other ab machines, the Core Ab Isolator neutralises the hip flexor muscles and restricts arching in the base of the spine. This provides abdominal muscle isolation, while eliminating the hazard of lower back discomfort. Aiming for increased number of repetitions on this particular machine is recommended, as the abdominal muscles are Type I muscle fibre, meaning they respond well to an increased number of reps.

Please feel free to ask a trainer on the floor to check your technique and ensure you are getting the maximum benefit from this machine.



What's Going On?

Don't forget to take advantage of our **FREE Pilates mat and stretch classes** & add great variety to your routine. Check out the timetable and book one for yourself today!

Gym cards are undergoing a few changes in response to your feedback.

You guys are so good we've had to make the **Paddleboard more challenging** with a different set of springs. Have a go next time you are in and strengthen your core!

MedStrength is joining the digital world! We are currently developing an App, due out in the next few months!

We had a great night with Olympic Gold Medallist Eric Murray late last year when he spoke to about 100 rowers and coaches from various schools around Auckland. A big thank you to all those involved for making this event such a success.



New on the Floor: Squat Rack

We have recently added a squat rack and encourage you to speak with the trainers about if it's right for you. Squat exercises have many benefits and it's not nearly as scary as it looks! Squats are one type of exercise that should be a part of nearly everybody's fitness routine, as they provide whole-body benefits such as an anabolic environment, which promotes body-wide muscle building. Squats promote mobility and balance and also help you to burn more fat. Research shows that when done properly, squats actually improve knee stability and strengthen connective tissue.



Opening Hours:

Mon - Fri	6am - 8pm
Sat	8am - 4pm
Sun	10am - 3pm