



FLEXIFY



**YOUR COMPREHENSIVE GUIDE TO  
THE PURSUIT OF BETTER HEALTH &  
PERFORMANCE**

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# ABOUT US



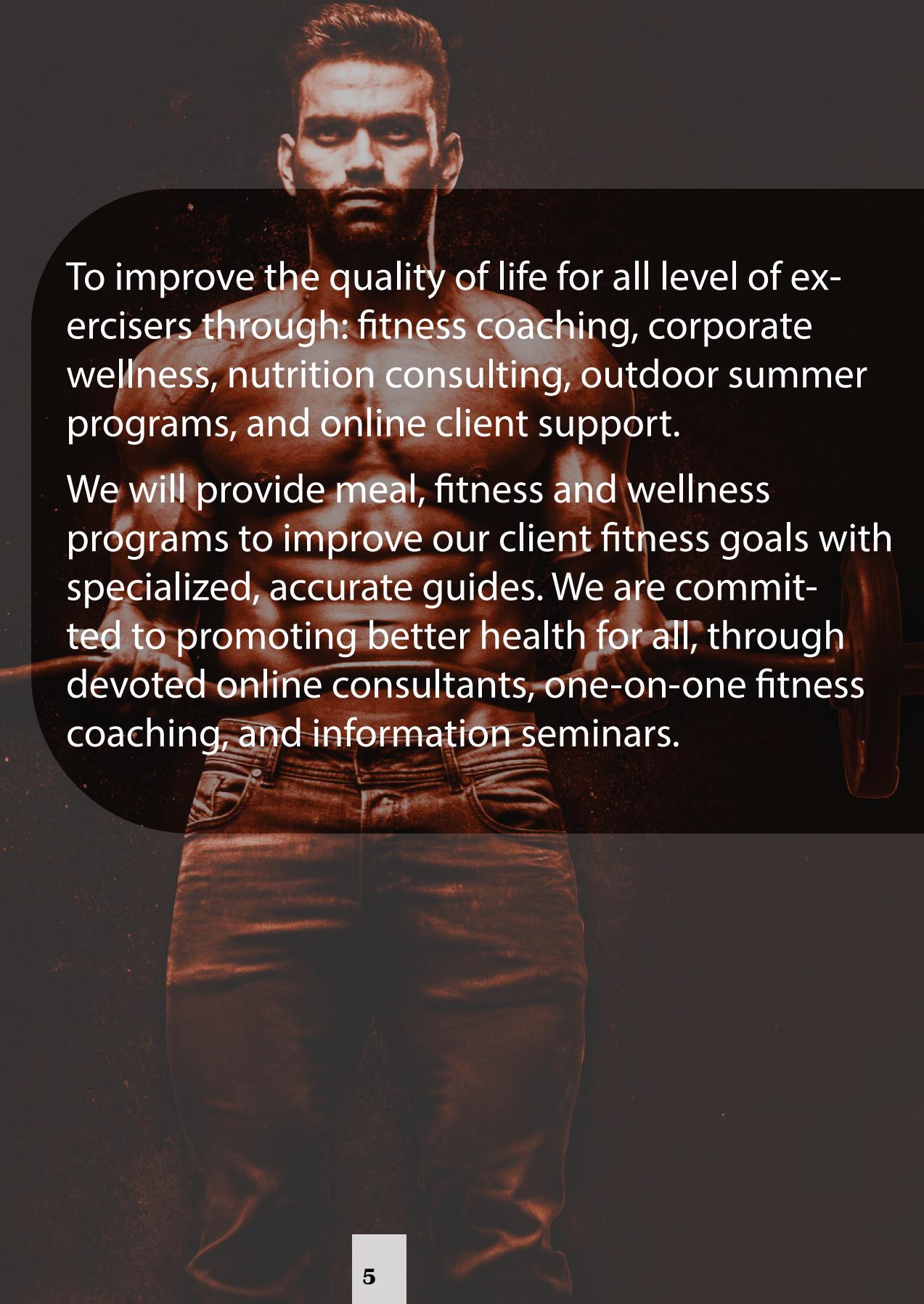
We are a health and wellness consulting network, specializing in individual fitness program design, personal training, and nutrition counseling. Whether you are interested in weight management, muscle building or sport specific training such as hockey, basket- ball or track and field; our growing team of certified consultants bring together a diversity of coaching methods such as; flexibility training, kick boxing, power training, speed training, suspension training and yoga to deliver your goals.

Our mobile fitness programs allow us to deliver quality of service, in the comfort of your home.

To be recognized as a leader in the health and wellness industry; through our personalized user manuals, one on one fitness coaching, online user profiles and educational tools.

To challenge the status quo through relentless pursuit of better business practices, that are value-based and outcome-driven; with a team of qualified and enthusiastic professionals.

## OUR MISSION



To improve the quality of life for all level of exercisers through: fitness coaching, corporate wellness, nutrition consulting, outdoor summer programs, and online client support.

We will provide meal, fitness and wellness programs to improve our client fitness goals with specialized, accurate guides. We are committed to promoting better health for all, through devoted online consultants, one-on-one fitness coaching, and information seminars.

## OUR VISION

# OUR VALUES

## QUALITY OF SERVICE

Delivering the best service to each client, while earning their confidence through our comprehensive programs and fitness coaching sessions.

1

2

## THE POSITIVE SPIRIT

Reinforcing a positive attitude in our clients by delivering tangible results. A positive attitude inspires productivity and consistency in achieving any health and fitness goal.

## SUSTAINABILITY

Embracing sustainability allowing us to provide continued support to our clients, with updates to their programs, and contributing free monthly newsletters.

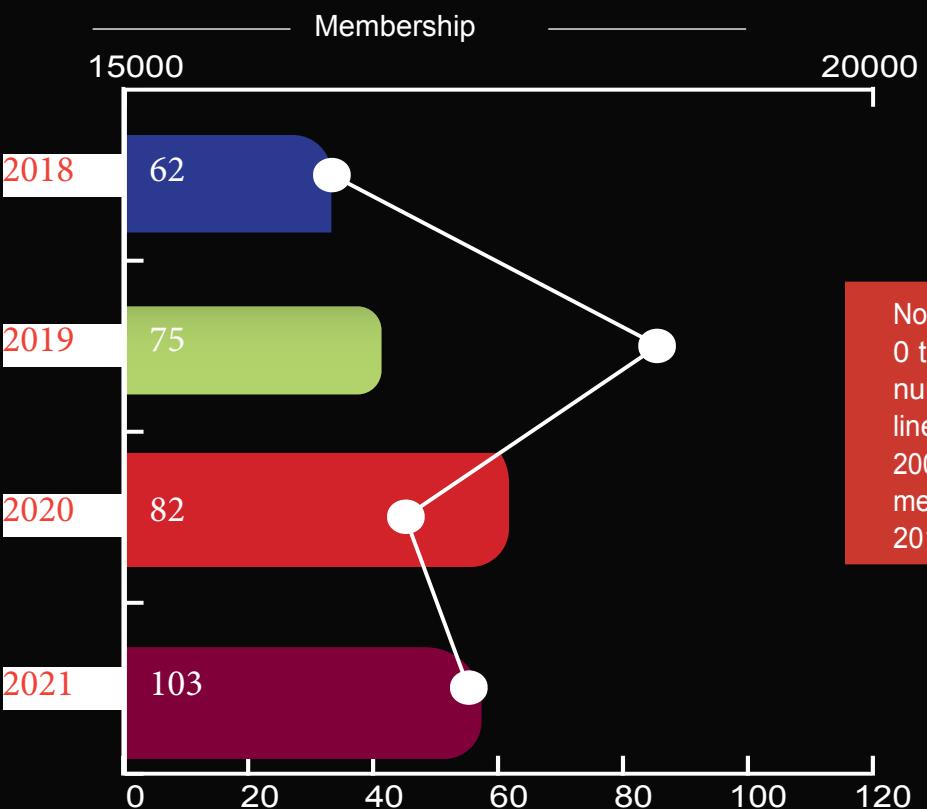
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## CREATIVITY

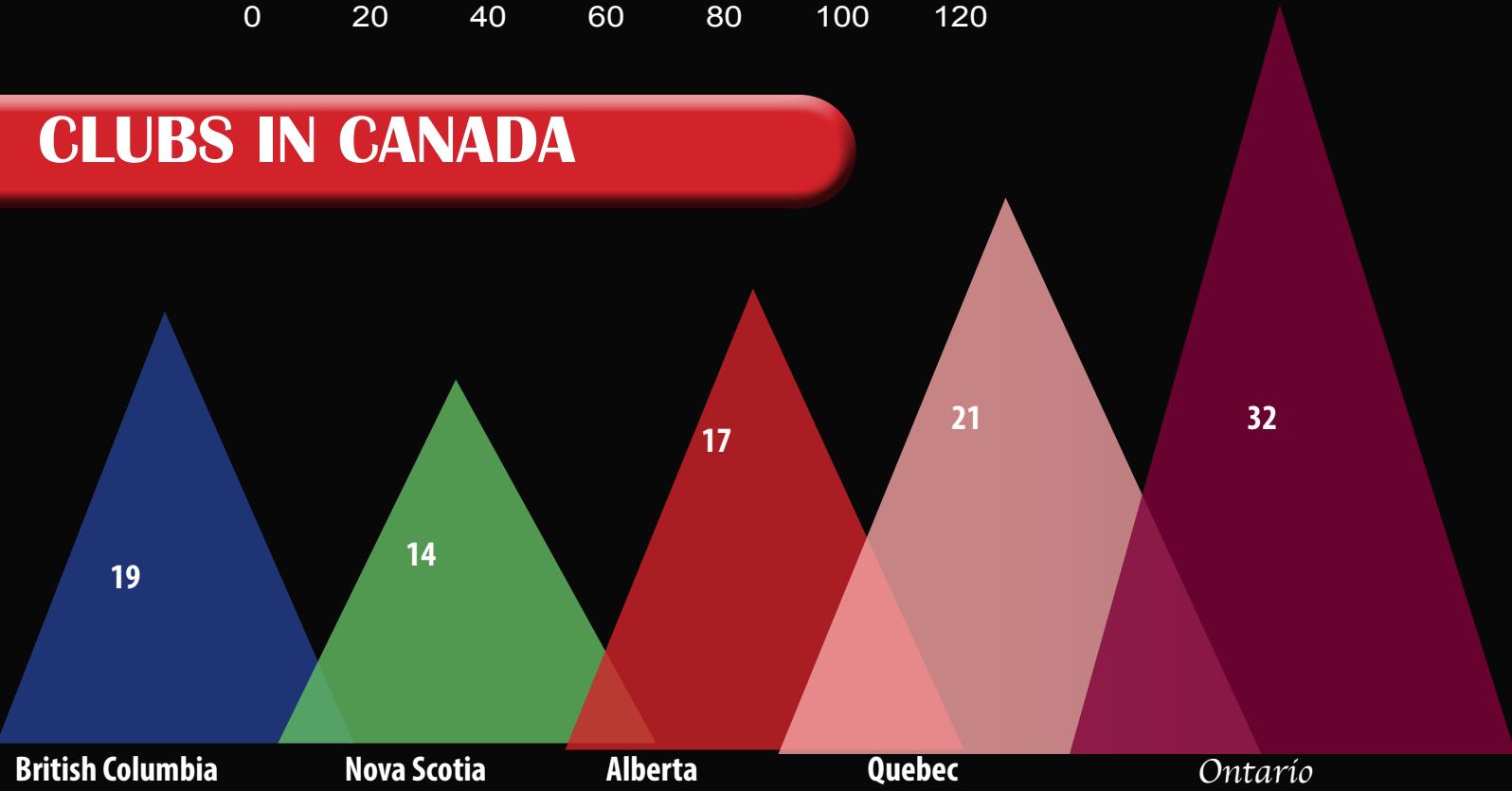
Encouraging & promoting creativity in program design through our growing network of fitness consultants to yield client results. Creativity promotes one's success.

# AT A GLANCE



Note: The bar graph (value 0 to 120) represents the number of clubs and the line graph (value 15000 to 20000) represents the total membership from the year 2018 to 2021 respectively.

# CLUBS IN CANADA



# YOUR FITNESS GOALS

## 5 MOST IMPORTANT FACTORS FOR SUCCESS

### IS YOUR GOAL REALISTIC?

Setting a reasonable goal will naturally prevent and help manage your stress levels.

### A POSITIVE ATTITUDE

Setting a goal encourages a positive mental attitude and minimizes feelings of discouragement.

### DETERMINATION

Once set, your goal will help boost your confidence and enhance your focus and concentration.

### MOTIVATION

A realistic goal will improve your strategic technique and increase your intrinsic motivation to excel.

### COMMITMENT

Your goal will improve your quality of physical training, healthy nutritional practice, and ultimately boost your performance.

This requires your commitment to your training and nutrition programs through logging.

***"The importance of setting a goal is paramount to our members success. We have set out a guideline for setting an appropriate goal, so that members can achieve and maintain their results"***

# CANADA HEALTH AND FITNESS OVERVIEW

Results from the 2018 and 2019 Canadian Health Measures Survey (CHMS) show that about one in two Canadian adults aged 18 to 79 meet the most recent recommended target of accumulating at least 150 minutes per week of moderate-to-vigorous intensity physical activity (MVPA). The results also show variations by age group, with younger Canadians more likely to meet the recommendation than older Canadians.

Through the years, physical activity recommendations have evolved with our increasing understanding of the relationship between physical activity and health. The new Canadian 24-Hour Movement Guidelines for Adults aged 18-64 years and for Adults aged 65 years and older, were released in October 2020 by the Canadian Society for Exercise Physiology. They were developed in response to increased interest

in understanding how various movement-related behaviours (e.g. physical activity, sleep and sedentary behaviour) interact to influence the overall health of adults. According to these guidelines, the new physical activity recommendation targets an accumulation of at least 150 minutes of MVPA per week. These guidelines are in line with physical activity recommendations from the World Health Organization (WHO) and are being adopted by other countries as well.

**49.2**  
(2018 and 2019)

Adults meeting the 2020 physical activity target recommended in the Canadian 24-Hour Movement Guidelines.

**49.2**  
(2018 and 2019)

Adults meeting the 2020 physical activity target recommended in the Canadian 24-Hour Movement Guidelines.

Approximately

**87%**

of Canadians agree that people know they need to be more physically active.

Adults

Children & youth



30                  40                  50  
Percentage Meeting Guidelines(%)

Millennials



Generation



Baby Boomers



Traditionalists



# BODY FAT AND BMI, WHAT'S THE CONNECTION?

Body fat is a vital aspect of daily body functions including mental performance. A healthy percentage of body fat cushions the joints and protects the organs. It also helps regulate your body temperature, stores vitamins and helps sustain the body when food is minimal. Serious health risks have been associated with either too much body fat, or too little body fat, and this is where BMI comes in. The Body Mass Index is a guideline used to measure increased risk for serious disease such as hypertension, type II diabetes, prostate cancer, dyslipidemia, stroke, breast cancer, gallbladder disease, colon cancer, osteoarthritis, respiratory problems, sleep apnea, and coronary heart disease. The BMI guideline can also be used by athletes to fine-tune their performance.

## BODY MASS INDEX

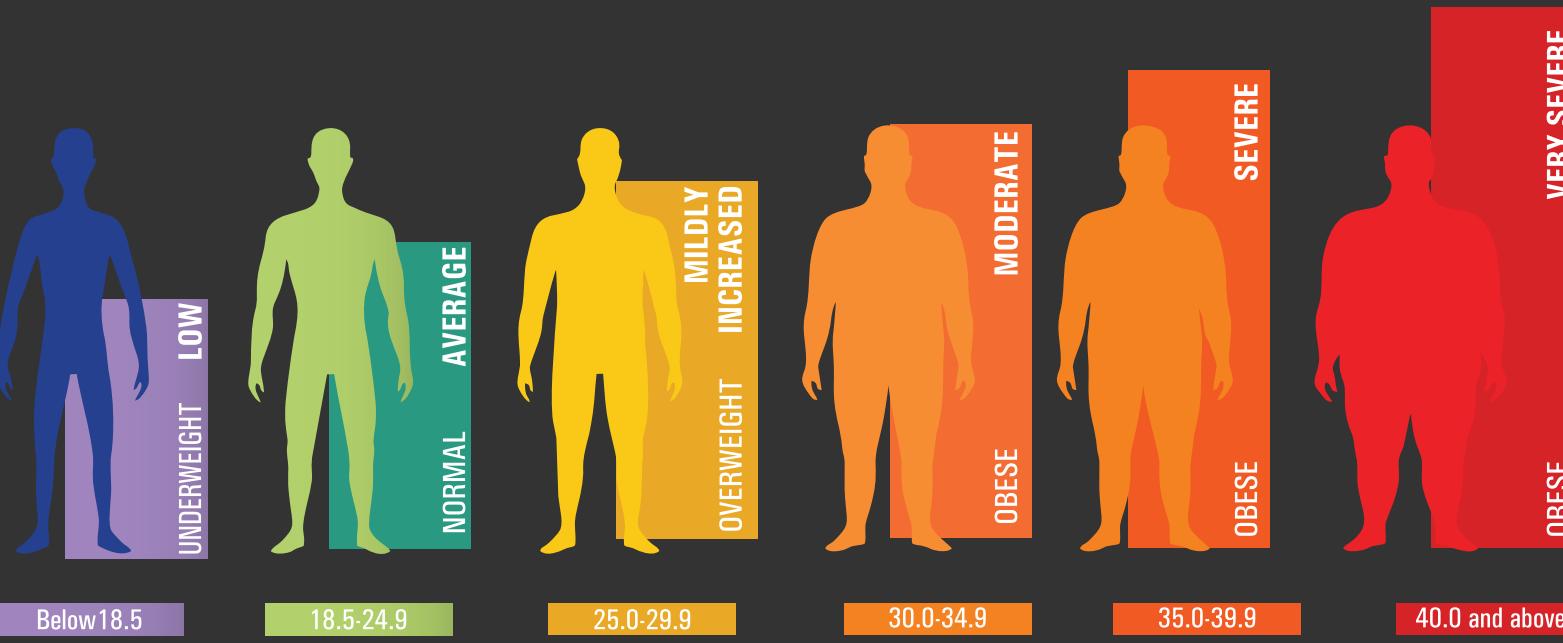
Your BMI can be easily calculated using inches and pounds or meters and kilograms.

For adults aged 20 years or older, your BMI falls into one of the following categories. The Body Mass Index is not ideal for pregnant women and athletes.

## HOW TO DETERMINE YOUR BMR (BASAL METABOLIC RATE)

This will determine rate at which you metabolize calories

Body weight (kg) X 24 (hrs in a day) X (multiplier) - Based on correlating BMI Statistic.



Body Mass Index	Weight Status	Multiplier	Health Risk
Below 18.5	Underweight	1.0	Low
18.5-24.9	Normal	.95	Average
25.0-29.9	Overweight	.90	Mildly Increased
30.0-34.9	Obese	.85	Moderate
35.0-39.9	Obese	.85	Severe
40.0 and above	Obese	.85	Very Severe

Percentage of adults meeting the new and old weekly moderate-to-vigorous physical activity (MVPA) recommendation, accumulation of all minutes compared with the 10-minute session requirement, by age group and sex, Canadians aged 18 to 79, 2018 and 2019, %

# ABOUT OUR NUTRITIONAL PROGRAMS

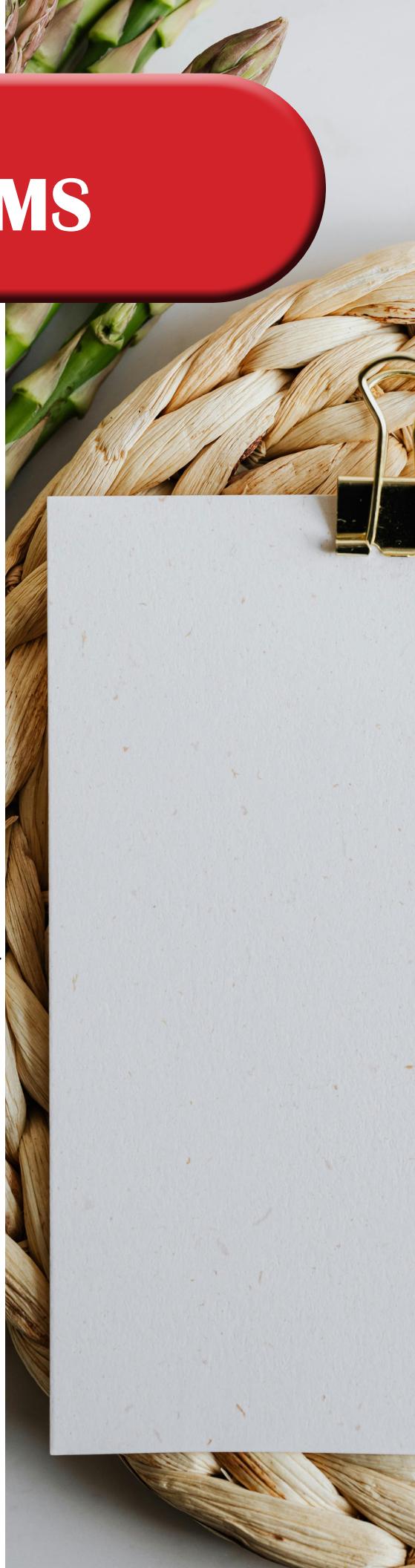
Scientific surveys have recently revealed that the majority of athletes and non-athletes do not have a working knowledge of what actually constitutes an effective nutrition program. Unfortunately, this encourages athletes and individuals looking for results to resort to poor and unsafe nutritional practices that are counterproductive to improving performance.

Our nutritional programs and principles will enable you to reach your athletic peak quicker and safer, while building upon the foundation of optimal health and maximizing your performance. Our programs will also explore nutrient modulation specific to your needs, so that your results are true, and do not lead to rebound effects after achieving your goals.

Nutrition as we most know it consists of food consumption and elements that make up these foods, but it doesn't actually stop there. In fact, nutrition is the actual process of eating, and the conversion of these foods, into functional, structural body components such as muscle, fat, skin and even hair. It is required for growth, bodily functions, repairs, performance and overall health. It is important to note that different functions require special nutrients.

Eating for muscle mass requires certain levels of protein; improving mental performance requires a healthy source of fats; maintaining efficient metabolic processes requires adequate fibre intake; and in order to improve your performance you will need to ensure that these nutrients are consumed at the right time, and in proper amounts.

You are what you eat! All of the individual components of what composes an effective nutritional program will be important for recovery and your ability to perform at peak levels.



# OUR NUTRITIONAL SCHOOL OF THOUGHT

## THREE PROGRAMMING FACTORS THAT GO INTO MEAL PLANNING:

### MAXIMUM PERFORMANCE

This practice includes not only eating for optimum health, but also to increase your output. This may include manipulation of fat, protein, and carbohydrate consumption and even micro-nutrients to enhance your athletic performance and recovery.

### OPTIMUM HEALTH

Optimum nutrition takes into account nutrients needed for their antioxidant properties, which will aid in free radical and toxin reduction. It will also include both forms of non-essential and essential nutrients which normally equate to amounts twice those of basic daily recommendations.

### SURVIVAL

This is the baseline of nutrition typically set through government standards of what a person should be consuming on a daily basis in order to maintain adequate allowance of nutrients.

***"Adequate nutrition and physical activity is the key to longevity" –C. Jones***

## KEY BENEFITS

1. YOU WILL BOOST YOUR PERFORMANCE.
2. LEARN TO MAKE THE RIGHT CHOICES.
3. OUR PLANS BRING MEASURABLE RESULTS.



# NUTRITION 101

## NUTRITION AND YOUR PERFORMANCE

### COVERING THE BASICS

The basics of what constitutes good nutrition, includes the four food groups meant to promote the concept of a balanced diet. These food groups are:

Fruits and Vegetables



Meats, Fish, Poultry



Dairy



Breads and Cereals



Following the general food guide practices are usually effective for non-athletes as it provides the individual with adequate nutritional content, i.e. nutrition for survival and in most cases optimal health.

Performance nutrition for athletes on the other hand is scientifically quantitative in order to enhance output. This entails nutrition for maximum performance and Ideally, this form of nutrition still requires the baseline characteristics of general nutrition practices.

A 250 lbs. bodybuilder requires unique bioenergetics parameters; as would a 150lbs marathon runner



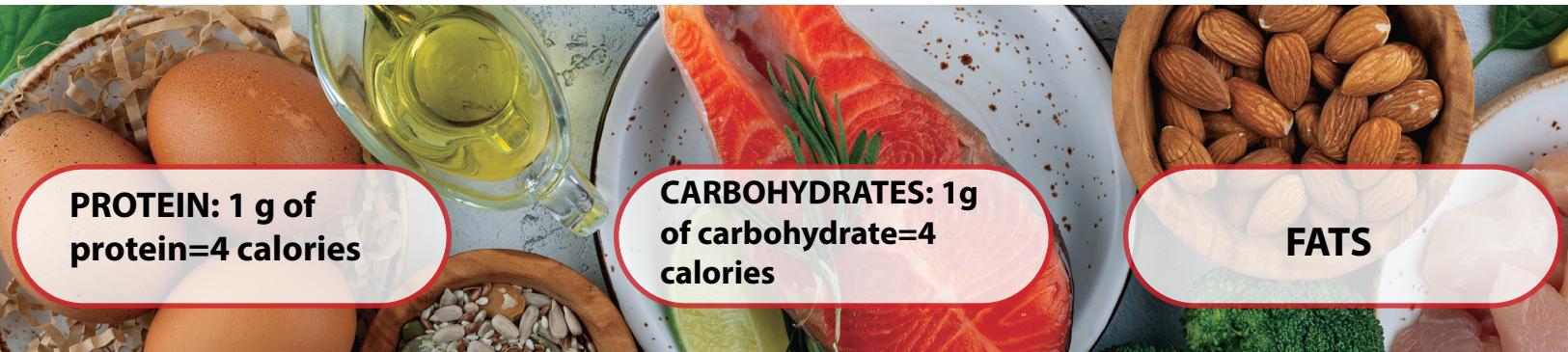
Macro - Nutrients

Are the nutrients to be consumed in large amounts on a daily basis and are quantified in ounces and grams. These particular nutrients include Protein, Carbohydrates, Fats and Water. Macro-Nutrients' primary function is to provide the body with energy and formulate growth and repair.

Micro - Nutrients

Are the nutrients to be consumed in small quantities on a daily basis and are normally quantified in milligrams (mg), micrograms (mcg) and international units (IU). Your Micro-Nutrients are your vitamin and minerals; their primary function is to regulate your metabolic rate, restore electrolyte balance, strengthen and repair bones and connective tissue.

# MACRO-NUTRIENTS A CLOSER LOOK



**PROTEIN:** 1 g of protein=4 calories

**CARBOHYDRATES:** 1g of carbohydrate=4 calories

**FATS**

This macro nutrient is essential for growth and recovery of muscle tissue. Protein, which is primarily found in meats, fish, poultry, eggs, provides the amino acids necessary to prevent muscle loss.

For individuals who are vegetarians or vegans, consider sources such as seeds, legumes and nuts, for their primary source of amino acids. Proteins are also accountable for the production of enzymes, hormones, and DNA, and make up approximately 75% of dry weight in body cells.

In order to prevent muscle wasting it is important that you have a consistent supply of amino acids throughout the day, which will promote higher energy levels, lean muscle mass, speedy recoveries, and even keep your metabolic process efficient.

Carbohydrates are the primary fuel source for your body. This molecule breaks down into glucose and provides fuel for both the brain and nervous system. It is vital in appetite control, maintaining proper blood sugar levels, and enhancing your aerobic performance.

There are several types of carbohydrates that you should note. First, complex carbohydrates, which are a more stable form of energy and are known as Polysaccharides. The other form is simpler in structure, such as fruit sugars, which do not provide sustainable forms of energy, but are ideal for post physical activity to replenish glycogen depleted through exercise. Your fibre intake which accounts for an indigestible form of carbohydrate is responsible for intestinal health, and helps regulate the absorption of sugars into the bloodstream.

This Macro Nutrient has been put through the grinder on many occasions. Concerns over fat consumption have allowed EFA (essential fatty acids) to slip under the radar. EFAs are required for cell repair, growth, brain function and weight management and also acts as inflammatory moderators.

When considering your performance, EFA plays an effective role in each cell, including muscle cells and becomes a prominent energy source while performing endurance activities such as ½ marathons.

Poor sources of fats however, are detrimental to your performance and overall physical

# MICRO-NUTRIENTS A CLOSER LOOK

As mentioned in the previous section, your Micro- Nutrients are consumed in small quantities on a daily basis and are more diverse than your Macro- Nutrients. These nutrients are the co enzymes and cofactors that are responsible for their structured roles in electrolyte balance and other metabolic processes. These vitamins and minerals are essential for performance and overall health. They are nutrients that your body cannot produce and must be obtained through proper nutrition. There are various kinds of vitamins whose primary function is to maintain growth and recovery and are organic compounds, which are required for the maintenance of cell structures. They are also classified into two categories; fat-soluble vitamins and water-soluble vitamins.

**“These vitamins and minerals are essential for performance and overall health”**

Your fat-soluble vitamins are vitamins A, D, E, and K. As the term implies, these vitamins are stored in the liver and fatty tissue. An excess of these vitamins can be toxic to your body therefore it is important to monitor supplemental intake of these particular vitamins in your diet. Your water-soluble vitamins are not as easily retained by our bodies and are typically denatured or diminished in the process of cooking. This includes; vitamin C, which is largely known for metabolic processes and antioxidant properties. Your B vitamins on the other hand, are primarily essential for energy production and function as co-enzymes.

Although minerals are inorganic nutrients and are found in the body, they too are vital for many metabolic processes that take place in the body, and structure components such as bone strength, and other connective tissue. Research has shown that although these minerals are also found in foods, our body does not always absorb all of them, hence the option of supplementation. This takes us to the point of Bioavailability, which refers to the rate of which food is ingested, enters into the blood stream through the digestive track, and is then processed by the cells where they are needed.



## VITAMINS & MINERALS

Eating a balanced diet of whole foods is the ideal way to get the proper amount of micronutrients to support the structural and functional needs of the body.

### VITAMINS

VITAMIN A	SOURCES
<ul style="list-style-type: none"> <li>butternut squash</li> <li>carrots</li> <li>kale</li> <li>liver</li> <li>mango</li> <li>spinach</li> <li>sweet potatoes</li> </ul>	

### VITAMIN B

VITAMIN B	SOURCES
<ul style="list-style-type: none"> <li>butternut squash</li> <li>carrots</li> <li>kale</li> <li>liver</li> <li>mango</li> <li>spinach</li> <li>sweet potatoes</li> </ul>	

### VITAMIN C

VITAMIN C	SOURCES
<ul style="list-style-type: none"> <li>bell pepper</li> <li>Brussels sprouts</li> <li>citrus fruits</li> <li>kiwi</li> <li>tomato</li> </ul>	

### VITAMIN D

VITAMIN D	SOURCES
<ul style="list-style-type: none"> <li>sunshine</li> <li>eggs</li> <li>fortified milk</li> <li>salmon</li> <li>tuna</li> </ul>	

### VITAMIN E

VITAMIN E	SOURCES
<ul style="list-style-type: none"> <li>fortified cereals</li> <li>seeds</li> <li>nuts</li> <li>vegetable oil</li> </ul>	

### VITAMIN K

VITAMIN K	SOURCES
<ul style="list-style-type: none"> <li>asparagus</li> <li>broccoli</li> <li>Brussels sprouts</li> <li>dark leafy greens</li> </ul>	

### MINERALS

CALCIUM	SOURCES
<ul style="list-style-type: none"> <li>cheese</li> <li>fortified cereals</li> <li>milk and soy milk</li> <li>yogurt</li> </ul>	

### IODINE

IODINE	SOURCES
<ul style="list-style-type: none"> <li>baked potato with skin</li> <li>cod</li> <li>dried seaweed</li> <li>iodized salt</li> <li>milk</li> </ul>	

# WATER ON PERFORMANCE

Your performance relies greatly on proper hydration; this is grossly underestimated. Water is the most abundant nutrient in your body and arguably the most important.

Without an adequate source of water, your bodily functions will deteriorate.

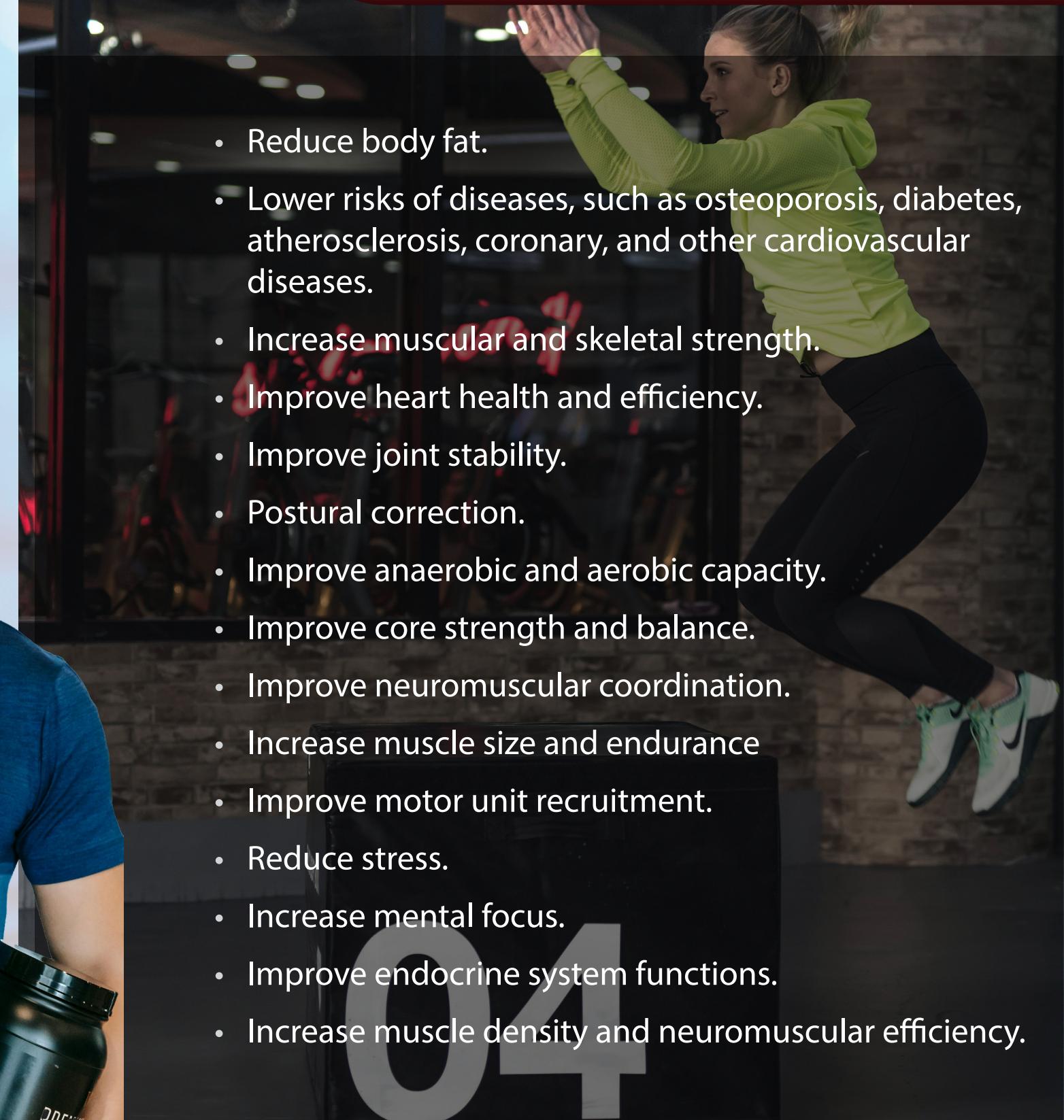
This will affect functions such as core temperature, which negatively affects all metabolic pathways and energy systems. This will ultimately reduce your cardiovascular functions and physical capacity to perform.

If you are thirsty, you are already in a state of dehydration. As a general guideline to maintain your hydration levels, you can measure your fluid intake based on your output and frequency. If you are fully hydrated your frequency of urination will be approximately every 1.5/2hrs, if you are urinating no more than a few times a day, you may want to increase your water consumption.



# BASICS IN PHYSICAL EXERCISE 101

- Reduce body fat.
- Lower risks of diseases, such as osteoporosis, diabetes, atherosclerosis, coronary, and other cardiovascular diseases.
- Increase muscular and skeletal strength.
- Improve heart health and efficiency.
- Improve joint stability.
- Postural correction.
- Improve anaerobic and aerobic capacity.
- Improve core strength and balance.
- Improve neuromuscular coordination.
- Increase muscle size and endurance
- Improve motor unit recruitment.
- Reduce stress.
- Increase mental focus.
- Improve endocrine system functions.
- Increase muscle density and neuromuscular efficiency.



# TRADITIONAL COMPONENTS OF AN EFFICIENT FITNESS PROGRAM

Research shows a direct correlation between individuals who are not involved in physical activities or lead a sedentary lifestyle and the increased risk potential of diseases, poor physical health and mental health.

The two sub categories that will determine how your program structure and progress in physical activity.

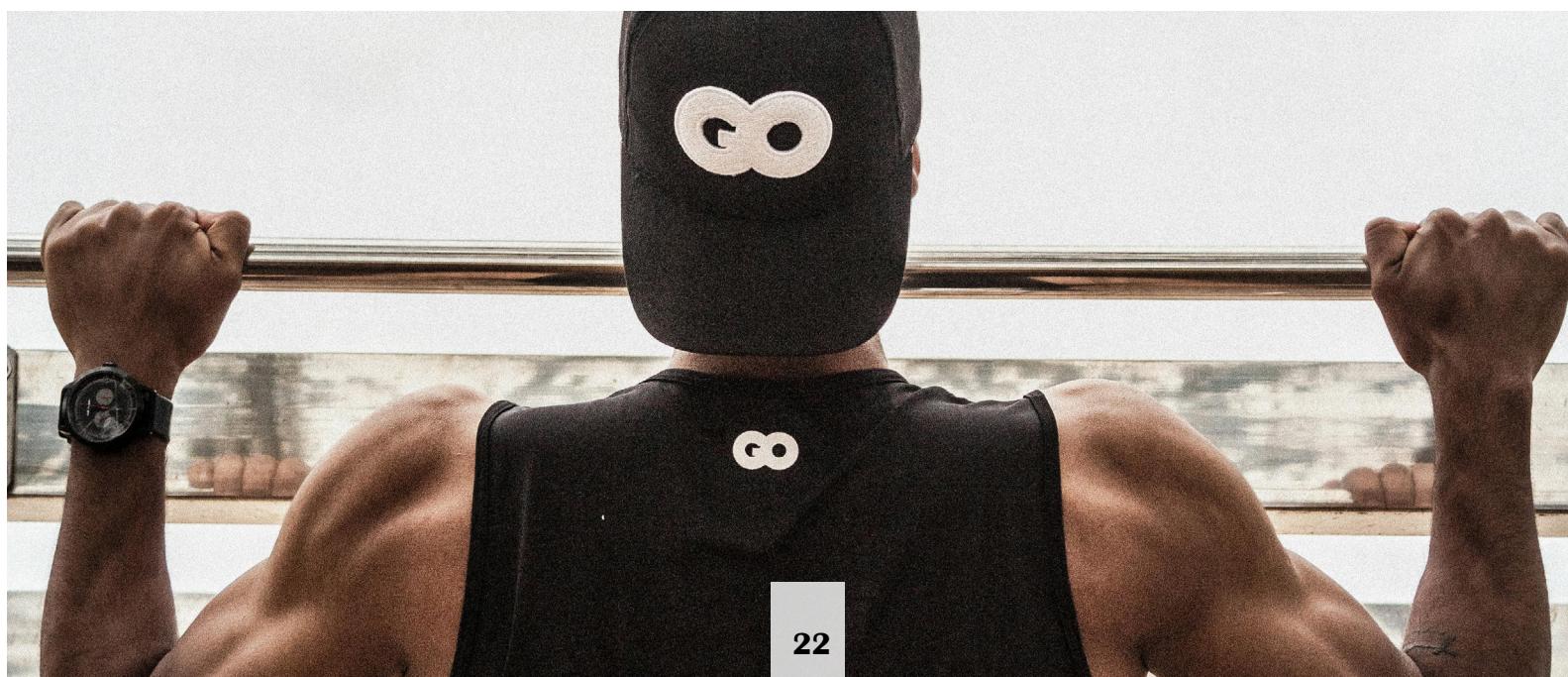
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## A) PRIMARY COMPONENTS

2

## A) SECONDARY COMPONENTS

Training programs will work for you because each manual will be specifically designed to accommodate your level of training while progressing toward your goal. We will...



# PRIMARY COMPONENTS

## Strength Flexibility

Cardio-respiratory endurance (lung and heart efficiency) Body Composition

# SECONDARY COMPONENTS

## ENDURANCE

STRENGTH: This identifies your ability to maintain output with continuous repetitions without fatigue. SPEED: specifically addresses your ability to contract your muscles while performing at maximum intensity. ISO-MUSCULAR: isolates a particular muscle group for sustained sub-maximum force.

## BALANCE

DYNAMIC: Ability to maintain your centre of gravity while being mobile in exercise. STATIC: Ability to maintain your centre of gravity, in one position.

## AGILITY

This will incorporate both dynamic and static balance, and also various forms of strength such as starting, limited, and explosive strength while moving in formations that requires you to be agile.

## COORDINATION

Ability to recruit and coordinate various muscle groups to produce controlled movements whether in exercise or daily activities.

## FOCUS

Maintaining mental focus while training is paramount to all other. Your mind controls your lifts, strength, movements, and contributes to the safety of your training.

## POWER

The ability to combine explosive strength and starting strength in one or a series of movements.

## RANGE OF MOTION

Common in most individuals in lack of ROM. This is the ability to fully contract your muscles.

# BUILDING YOUR PRIMARY AND SECONDARY COMPONENTS

## TRAINING VARIATIONS

### AEROBIC TRAINING

THIS FORM OF TRAINING REQUIRES THE USE OF OXYGEN IN ORDER TO FUEL THE ENERGY SYSTEM.

Building aerobic endurance is important for adequate lung and heart efficiency which will directly enhance your performance in the gym and outside during daily activities.

Your training program will incorporate routines that will not only strength your endurance, but



improve on the  
tial factors that  
your aerobic

Our aerobic  
improve your:

- VO2 Max
- Heart Rate
- Stroke Volume
- Cardiovascular
- Cardio-respiratory Function

poten-  
may  
perfor-  
limit  
mance

training programs will

Function

### ANAEROBIC TRAINING

THIS TYPE OF TRAINING DOES NOT REQUIRE THE USE OF OXYGEN TO FUEL THE BODY.

Your anaerobic strength relies heavily upon muscular endurance, and muscular force which is enhanced when emphasis is put on muscular capacity through repetitions.

Your fitness program will also incorporate routines that will build both speed and max strength. This will enhance your explosive strength and power.

The form of training incorporates training that does not tap into aerobic energy pathways, and helps develop your ability to perform under severe oxygen deficit.

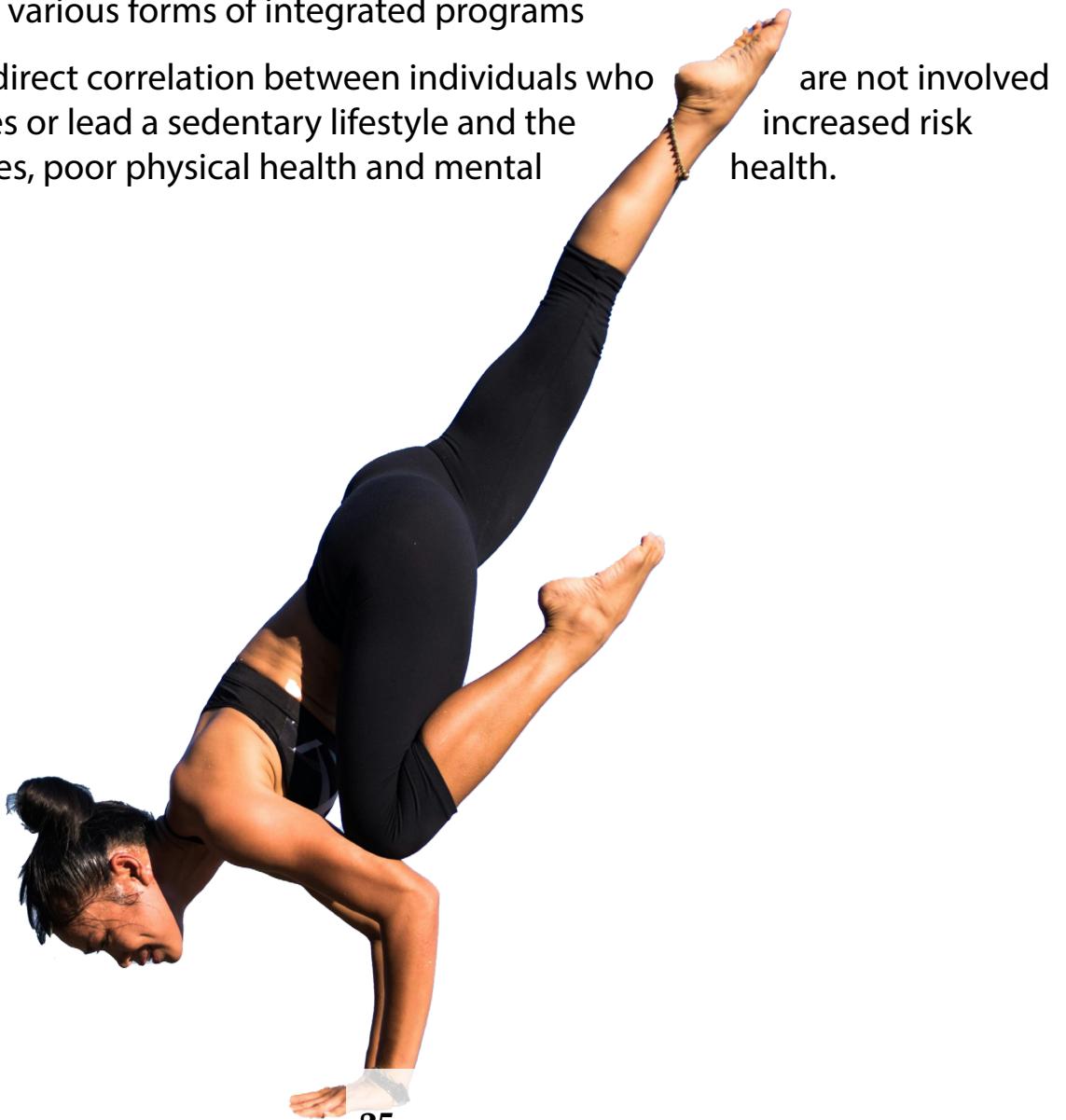
This form of training divided into two types.

- Training that relies on limit strength and maximum force output
- Training that involves speed strength and maintenance of maximum speed over varied timed intervals

Training programs will work for you because each manual will be specifically designed to accommodate your level of training while progressing toward your goal. We will...

- Improve your ability to perform all of your daily activities by building your foundation
- Improve your body composition by determining the balance of your training for muscle gains and fat loss
- Improve your ability to progress your training by addressing the factors affecting strength: anatomical, biochemical and external
- Improve your cardiovascular output, through specific aerobic strength and endurance training
- Improve your absolute strength through specific anaerobic strength and endurance training
- Improve your ability to activate stabilizers, prime movers and synergists muscle groups through various forms of integrated programs

Research shows a direct correlation between individuals who are not involved in physical activities or lead a sedentary lifestyle and the potential of diseases, poor physical health and mental health.



# ARE YOU READY FOR ACTIVITY?

## PHYSICAL ACTIVITY READINESS QUESTIONNAIRE

Name:

Age:

Height:

Current Bodyweight (lbs):

Current Waist Size (inches):

Current Body Fat (%):

### MEDICAL PROFILE

Select the following conditions that apply to you

CONDITIONS	YES	NO
Dizziness		
Acid Reflux		
High Blood Pressure		
Shortness of Breath		
Water Retention or Bloating		
Arthritis		
Irritable Bowel Syndrome		
Diabetes		
High Cholesterol		
Hypothyroidism		
Anemia		
Heart Disease		
Neck Pain		
Muscle Spasms		
Lower Back Pain		



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