



# FITNESS MASTER

Your comprehensive guide to the pursuit of better  
health & performance

# CONTENTS

|  |    |
|--|----|
| ABOUT US .....                             | 3  |
| OUR VISION .....                           | 3  |
| OUR MISSION .....                          | 3  |
| OUR VALUES.....                            | 4  |
| AT A GLANCE .....                          | 5  |
| NUMBERS OF CLUBS 2018 - 2021.....          | 5  |
| CLUBS BY PROVINCE (2021) .....             | 5  |
| YOUR FITNESS GOALS .....                   | 6  |
| 5 MOST IMPORTANT FACTORS FOR SUCCESS ..... | 6  |
| CANADA HEALTH & FITNESS OVERVIEW .....     | 8  |
| BODY FAT & BMI .....                       | 10 |
| HOW TO DETERMINE<br>YOUR BMR .....         | 11 |
| NUTRITIONAL<br>PROGRAMS .....              | 12 |

|   |    |
|---|----|
| KEY BENEFITS .....                                    | 13 |
| OUR NUTRITIONAL SCHOOL OF THOUGHT.....                | 13 |
| NUTRITION 101.....                                    | 14 |
| NUTRITION AND YOUR PERFORMANCE .....                  | 15 |
| MACRO-NUTRIENTS .....                                 | 16 |
| A CLOSER LOOK .....                                   | 16 |
| MICRO-NUTRIENTS .....                                 | 18 |
| WATER ON<br>PERFORMANCE .....                         | 19 |
| BASICS IN PHYSICAL .....                              | 20 |
| EXERCISE 101.....                                     | 20 |
| COMPONENTS OF AN EFFICIENT FITNESS PRO-<br>GRAM ..... | 21 |
| IMPROVE .....   | 21 |
| PRIMARY COMPONENTS.....                               | 22 |
| SECONDARY COMPONENTS .....                            | 22 |
| ARE YOU READY FOR ACTIVITY?.....                      | 23 |

# 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.

## OUR VISION

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.

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.

## OUR MISSION

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 VALUES

## QUALITY OF SERVICE

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



## 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.



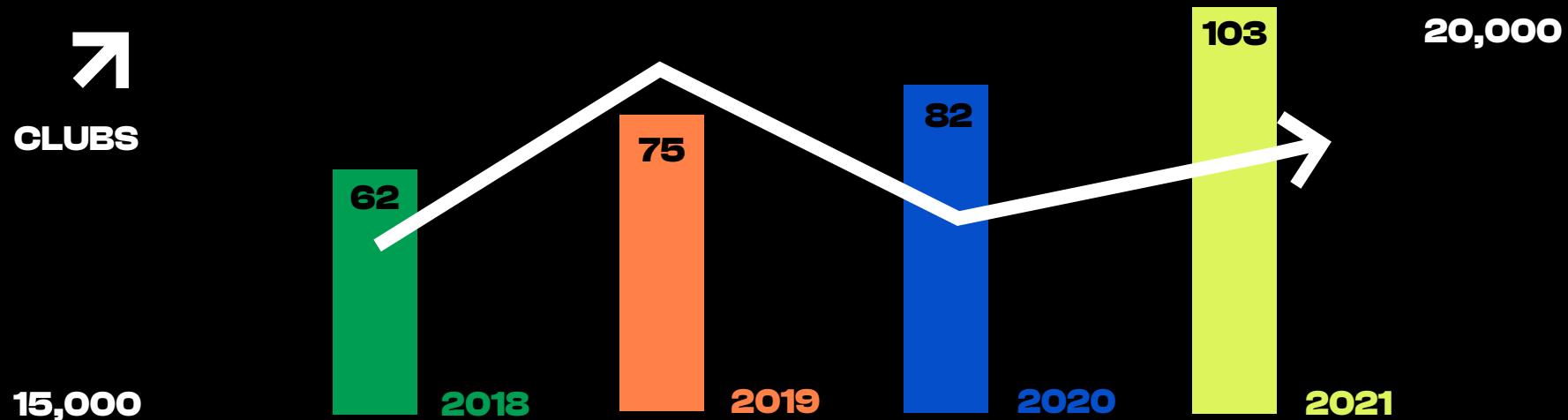
## CREATIVITY

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

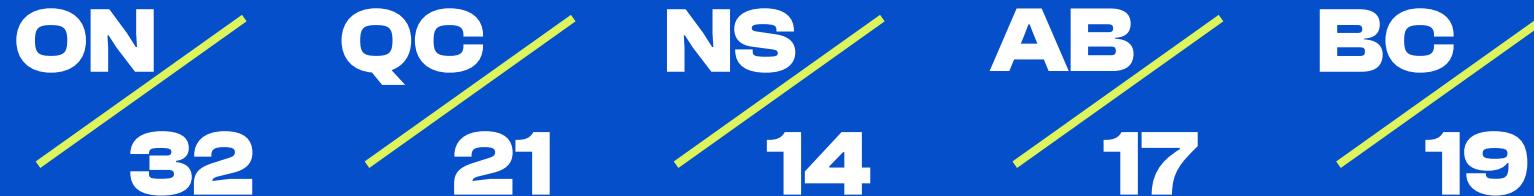


# AT A GLANCE

## NUMBERS OF CLUBS 2018 - 2021



## CLUBS BY PROVINCE (2021)



# YOUR FITNESS GOALS

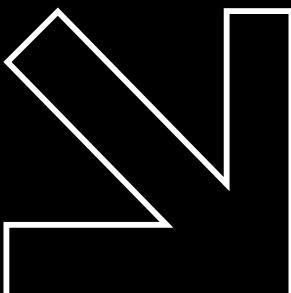
The importance of setting a goal is paramount to our members success. We have set out a guideline for setting an appropriate goal, so that members can achieve and maintain their results.

## 5 MOST IMPORTANT FACTORS FOR SUCCESS

01

### IS YOUR GOAL REALISTIC?

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



02

### A POSITIVE ATTITUDE

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



7

04

03

05

#### 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.

# CANADA HEALTH & 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.

**APPROXIMATELY  
87%**

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

Percent of Canadians who think people their age meet the physical activity guidelines:

**Millennials**

**41%**

(18 - 36 Years)

**Generations X**

**34%**

( 53 - 71 Years)

**Baby Boomers**

**32%**

(72+ Years)

**Traditionalist**

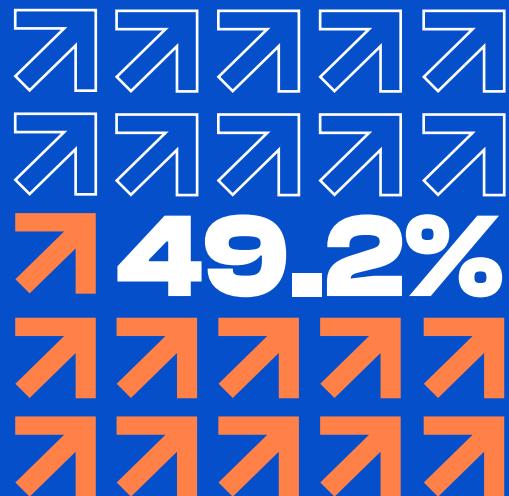
**30%**

(18 - 36 Years)

Children and Youth meeting the 2020 physical activity target recommended in the Canadian 24-Hour Movement Guidelines:

**2018 - 2019**

**Adult**



**Children & Youth**



# BODYFAT & 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)

**Body Weight**  
(Kilogram)

X

**24**  
(hours in a Day)

X

**Multiplier**  
(Based on correlating  
BMI Statistics)

= Rate of which you Metabolize Calories

| Body Mass Index | <18.5       | 18.5 - 24.9 | 25 - 29.9       | 30 - 34.9 | 35 - 39.9 | >40         |
|-----------------|-------------|-------------|-----------------|-----------|-----------|-------------|
| Multiplier      | 1.0         | 0.95        | 0.90            | 0.85      | 0.85      | 0.85        |
| Weight Status   | Underweight | Normal      | Overweight      | Obese     | Obese     | Obese       |
| Health Risk     | Low         | Average     | Mildly Increase | Moderate  | Severe    | Very Severe |

# NUTRITIONAL PROGRAMS

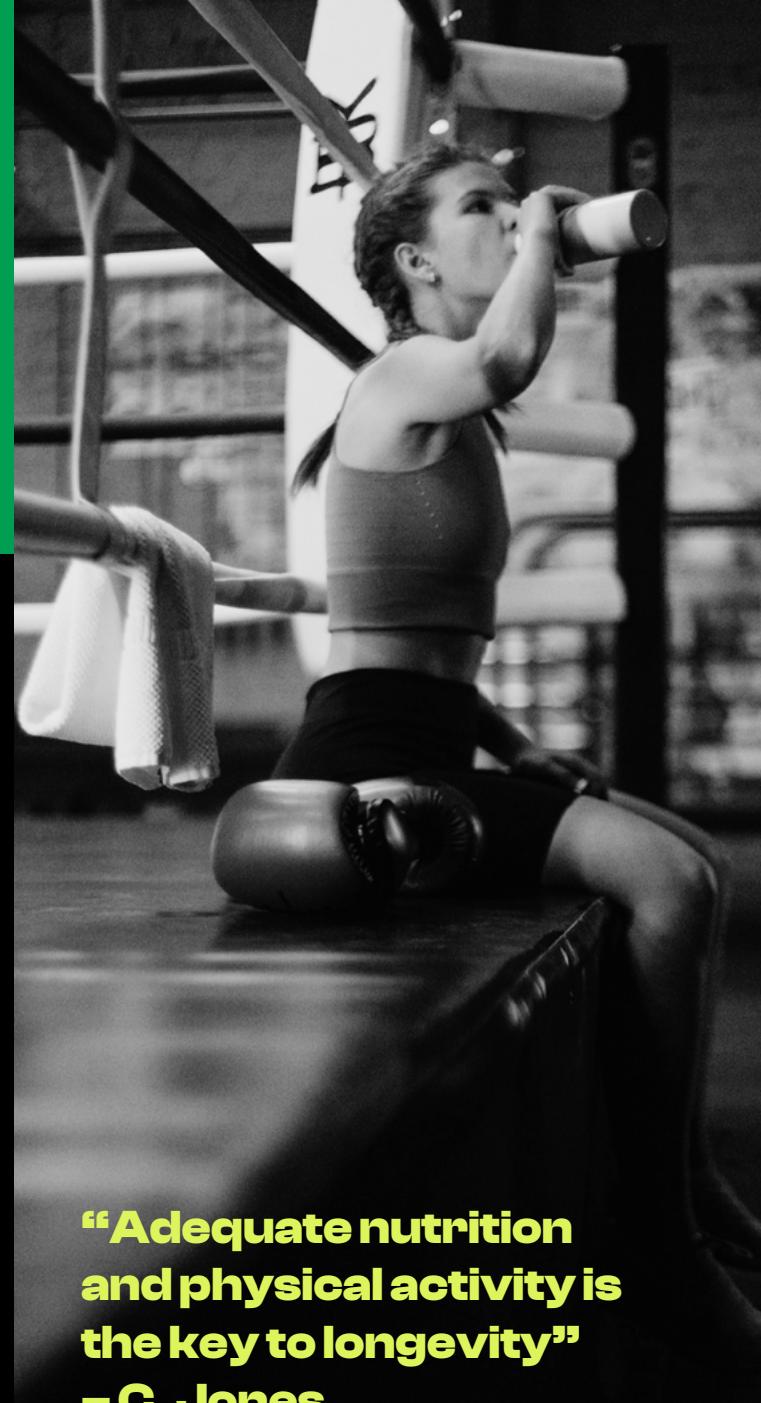
Scientific surveys have recently revealed that the majority of athletes and non-athletes do not have a working knowledge of what actually constitutes an effective nutrition program. Unfortunately, this encourages athletes and individuals looking for results to resort to poor and unsafe nutritional practices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



**“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

## OUR NUTRITIONAL SCHOOL OF THOUGHT

### THREE PROGRAMING 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.

# NUTRITION 101

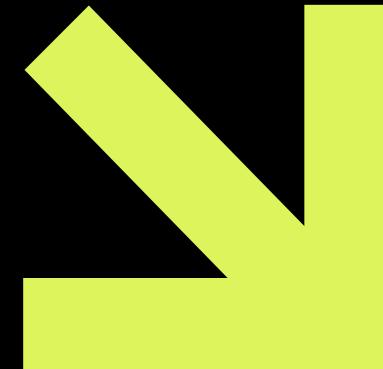
## Covering the basics

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:

These groups are then divided into two forms of nutrients; some foods may even share both forms of nutrients.

**A** 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.

**B** 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.



**1** **Fruits & Vegetables**

**2** **Meats, Fish & Poultry**

**3** **Dairy**

**4** **Breads & Cereals**



## NUTRITION AND YOUR PERFORMANCE

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

## A CLOSER LOOK

### PROTEIN

1 g of protein=4 calories

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

1 g of carbohydrate=4 calories

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.

## FATS

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  $\frac{1}{2}$  marathons.

Poor sources of fats however, are detrimental to your performance and overall physical health. This is the leading cause for many coronary diseases rampant today



# 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.

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.

A black and white photograph of a woman in a gym setting. She is wearing a dark sports bra and leggings, and is drinking water from a white water bottle while using a stationary bike. A white geometric shape consisting of a rectangle and a triangle highlights the water bottle and her torso.

# 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.

H<sub>2</sub>O

# 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.



# COMPONENTS OF AN EFFICIENT FITNESS PROGRAM

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



## PRIMARY COMPONENTS



## 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...

## IMPROVE

- 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 increased risk potential of diseases, poor physical health and mental health.

## 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.





# 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 | CONDITIONS   | YES | NO |
|-----------------------------|-----|----|--|-----|----|
| Dizziness                   |     |    | Neck Pain  |     |    |
| Acid Reflux                 |     |    | Muscle Spasms  |     |    |
| High Blood Pressure         |     |    | Lower Back Pain  |     |    |
| Shortness of Breath         |     |    |  |     |    |
| Water Retention or Bloating |     |    |  |     |    |
| Arthritis                   |     |    |  |     |    |
| Irritable Bowel Syndrome    |     |    | Visit our website for more information on specific conditions. |     |    |
| Diabetes                    |     |    |  |     |    |
| High Cholesterol            |     |    |  |     |    |
| Hypothyroidism              |     |    |  |     |    |
| Anemia                      |     |    |  |     |    |
| Heart Disease               |     |    | Nutritional Parameter  |     |    |
|                             |     |    | If you answered YES to one or more questions:                  |     |    |

**MASTER**

