What is SIMPLY STRONG?

SIMPLY STRONG provides one-on-one personal training at our private fitness training studio in Eugene, Oregon, equipped with state-of-the-art exercise machines and equipment. Our expert personal trainers specialize in a unique slow-motion method of strength training which helps people achieve maximum fitness benefits with just one 15-minute training session per week. This special exercise method involves performing the lifting phase of each weightlifting repetition in approximately 10 seconds, and performing the lowering phase of each repetition in approximately 10 seconds. Once a person learns how to perform the movements effectively, enough resistance is used so that deep muscular fatigue is achieved within 1 to 2 minutes on each exercise.

Slowing the lifting speed reduces momentum on each repetition, and loads the muscles more effectively. This makes the exercise both harder and more productive. Several studies have shown that SIMPLY STRONG's specialized slow-motion strength training produces approximately 50% more improvements than regular weight training.[1,2] And what that means for you is greater strength, enhanced body shape, more endurance, improved metabolism, stronger bones, and more.

SIMPLY STRONG is appropriate for people of any age and any level of fitness. Our personal trainers have worked with everyone from 13-year-olds to 88-year-olds, and beginning exercisers to elite athletes. Having said that, the people most often attracted to our unique approach are:

Beginners who are new to strength training and want to learn how to exercise effectively and safely.

People who prefer a private and personal workout environment with state-of-the-art equipment

People who don't want to spend any extra time exercising beyond what's needed to get terrific fitness

SIMPLY STRONG's unique exercise approach can add to your life in a number of ways.

Studies show that slow-motion strength training produces approximately 50% more improvement than regular weight training.[1,2] And it takes just 15 minutes, once a week to produce such fantastic results.

Remodel and Reshape Your Body

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[1] Wayne L. Westcott, PhD. (and others), *Effects of Regular and Slow Speed Resistance Training on Muscle Strength, Journal of Sports Medicine and Physical Fitness, 2001, Vol 41, Iss2. Pp 154-158*

[2] The Nautilus Book, Ellington Darden PhD. , Copyright 1990 Comtemporary Books, Chicago, IL, P.85

Adults who don't strength train lose an average of a half pound of lean muscle tissue each year starting at age 25.[3,4] As an example, a typical 55 year-old woman will have 15 pounds less lean muscle (and significantly more fat) than what she had at 25. Muscle takes up less space than fat, so this typical 55-year-old woman has arms and thighs that are softer and less firm, wears a larger clothing size, and has a slower metabolism that burns fewer calories each day.[5]

Effective strength training reverses that decline. It increases your body's metabolism, causing you to burn more fat and calories all day long, even while sleeping. Strength training reshapes and tones your legs and arms. And if you follow an effective nutrition plan at the same time, your faster metabolism will help give you a smaller waist, slimmer thighs, and reduced hips. Adding muscle and losing fat will make your body firmer, smaller, and more shapely.[6]

Greater Health

Slow-motion strength training not only improves your appearance, but your health too. Effective strength training can:

Increase Bone Density[7] (we have clients who have reversed their osteoporosis)

Improve Cholesterol Levels[8,9,10] (some slow-motion strength training subjects double their "good" HDL cholesterol)

Lower Blood Pressure[11,12]

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[3] Evans, W. and Rosenberg, I. (1992) *Biomarkers, New York: Simon and Schuster.*

[4] Forbes, G.B. (1976). "*The adult decline in lean body mass," Human Biology, 48:161-73*

[5] Keyes, A. Taylor, H.L. and Grande, F. (1973). *"Basal Metabolism and Age of Adult Man," Metabolism, 22:579-87*

[6] Campbell, W., Crim, M., Young, V., and Evans, W. (1994). *Increased energy requirements and changes in body composition with resistance training in older adults. American Journal of Clinical Nutrition, 60: 167-175*

[7] Menkes, A., Mazel, S., Redmond, R. et al. (1993). *Strength training increases regional bones mineral density and bone remodeling in middle-aged and older men. Journal of Applied Physiology, 74:2478-2484*

[8] Stone, M., Blessing, D., Byrd, R., et al. (1982). *Physiological effects of a short term resistive training program on middle-aged untrained men. National Strength and Conditioning Association Journal, 4:16-20*

[9] Hurley, B., Hagberg, J., Goldberg, A., et al. (1988). *Resistance training can reduce coronary risk factors without altering VO2 max or percent body fat. Medicine and Science in Sports and Exercise, 20:150-154*

[10] Hurley, B. (1994). *Does strength training improve health status? Strength and Conditioning Journal, 16:7-13*

[11] Harris, K. and Holly, R. (1987). *Physiological response to circuit weight training in borderline hypertensive subjects. Medicine and Science in Sports and Exercise, 19:246-252*

[12] Wescott, W. and Guy, J. (1996). *A physical evolution. Sedentary adults see market improvements in as little as two days a week. IDEA Today, 14 (9): 58-65*

Reduce Low Back Pain[13]

More Fun

By getting stronger, you'll experience less effort in your everyday activities (like carrying groceries or walking up the stairs), as well as greater prowess and enjoyment at anything you do for fun (like golfing, skiing, or playing with your kids or grand kids).

Overall, you'll gain energy and self confidence. And you'll be "in and out" in no time– all it takes is 15 minutes, once a week!

[13] Risch, S., Nowell, N. Pollock, M., et al. (1993). *Lumbar strengthening in chronic low back pain patients. Spine, 18:232-238*