

August 2017 Newsletter



What's happening

Orientation for New Clients

Our 'New Client Orientation' includes a tour of the Studio & all our services, our Casual & Member options plus Specials, a goody bag, postural analysis, & how to use our Reformers & Vibes.

New Instructor - Nicole

We are excited to welcome Nicole as our latest Lucas team member. Nicole is multi talented! She teaches Pilates, Vibe, Stretch, Butt n' Barre, CardioPunch & Define. Plus with her strong dance background we are looking at Introducing FreeStyle Dance.

Spring is Coming - 12 Week Challenge Time!

Start any time, full body composition & postural analyses, nutritional guidance, private PT sessions & small group classes.

Class Bookings

Booking via the MindBody App or our website is not essential for *most classes*, but we appreciate when you do!

Bookings *are* Essential however for

Tuesday & Friday 6am Reformer classes

If you've booked but can't make it, please cancel

by 9pm the day before

as a courtesy to our diligent early morning Instructors.

Thank you!



Client of the month - Louise Smith

What do you love most about Lucas Studios?

What I love Most is the relaxed atmosphere and being able to exercise at my own level.



Louise attended 33 classes last month, and makes time to attend the Studio most days despite her hectic work schedule.

How long have you been coming to Lucas Studios?

I've been coming to Lucas Studios on and off for 3 years, work permitting.

What benefits have you noticed since becoming a member of Lucas Studios?

I have found that I have become a lot stronger and flexible .

What is your favourite class and why?

Although I don't have a favourite class I do love Reformer Pilates, Vibe, and Stretch & Relax.

Would you recommend Lucas Studios?

I have recom mend Lucas Studio to others before and will keep recom mending!

News Bites

Big & Strong Doesn't Last as Long: In the battle of the sexes, new research suggests that men may be stronger physically but women have much greater muscle endurance than men.



Eat Purple for Heart & Brain: Foods with a deep dark rich pigment like purple grapes, red cabbage & blueberries, get their colour from polyphenols that protect your arteries & brain, against heart disease & dementia.



Say Fizzle to Fizzy Drinks: Drinking a daily (regular or diet) cola, doubles your risk of High Blood Pressure, High Insulin Levels & Tummy Fat, which in turn increases your risk Heart Disease, Diabetes & Obesity.



Social Butterflies Live Longer: A meta-study of more than 300,000 participants across all ages reveals that adults get a 50% boost in longevity if they have a solid social network. So get social!



Meat = Colorectal Cancer: Colorectal Cancer is the 3rd commonest Cancer but highly preventable. Eating beef, pork, or lamb weekly ups your risk of Colorectal Cancer, & every serve of *processed* meat, like sausages, bacon, cured & deli meats,

per day increases that risk by another 50%!



FAT & FIT - Fact or Fiction?



The idea that you can be fat and fit arose from a study that found a subset of overweight people who appeared to lack adverse health effects of excess weight, leading researchers to classify these people as 'metabolically healthy obese'.

This was taken up by the media & the concept of 'fat but fit' was born, & quickly became accepted as applicable to mainstream overweight people.

However, we now know that even that subset of overweight people, despite an apparent clean bill of health, are still at significantly increased risk.

Being overweight or obese increases your risk of heart disease by up to 28%, even if you appear healthy in terms of blood pressure and sugar levels.

The findings add to a growing body of evidence that suggests being 'fat but fit' is a myth.

There is no longer support for the concept of 'healthy obese'. People with excess weight who might be classed as 'healthy' just haven't yet developed a measurable unhealthy metabolic profile. But they do, just later in their timeline, then they have an event, such as a heart attack. So if you are overweight or obese, even if your blood pressure, blood sugar & other markers appear within the normal range, you are still a health risk.



Calling all Men - Pilates, Prostate Cancer & Sexual Performance

Now that we have your attention!
Activating deep core muscles (including the pelvic floor muscles) as done in every Pilates exercise is not only associated with lowering the risk of *developing* prostate cancer, but is also very effective in *prevention* and *recovery*, helping with urinary leakage and erectile dysfunction in post-prostate surgery.

It is actually *recommended* for men scheduled to have prostate surgery to begin pelvic floor strengthening long before the



surgery itself, which rapidly decreases recovery time of bladder, bowel and erectile difficulties.

There are many other benefits of Pilates for men. In fact, Pilates was developed by a man, for men. The circumstance that it has vastly become popular for women is simply because it has so many health benefits; it develops long lean muscles and it is versatile enough to be suitable for all age groups and ability levels. In addition to this, Pilates largely focuses on correcting other postural imbalances that lead to discomfort and pain in other areas of the body.

And finally, ***Pilates enhances Sexual Performance*** - yes, you read that right. Through the strengthening of your pelvic floor muscles, men are able have greater control that leads them to last longer, and have stronger contractions when they orgasm, creating a better sensation.



A Magic Pill ...

In the bottle before you is a pill, a marvel of modern medicine that regulates gene transcription throughout your body, helping prevent heart disease, stroke, diabetes, obesity, cancer, gallstones & diverticulitis. This pill improves your strength, balance & bone density. Arthritic symptoms improve. Your blood volume increases, & you burn fat better. Your immunity improves. You grow new capillaries in your heart, muscles & brain, improving blood flow & delivery of oxygen & nutrients. Your attention span increases. The pill helps regulate your appetite & you eat healthier. You feel better, younger. **You are younger** as shown on physiologic measures....



There is just one catch. There's no such pill. What we've just described is the effect of ... Exercise. Exercise is that pill.

"We've spent years studying numerous nutritional and lifestyle factors. Good nutrition is essential for health, but once-promising discoveries, like antioxidant supplements, have turned out not to be magic pills. **The single thing that comes close to a magic bullet, in terms of its strong and universal benefits, is exercise.**"

Frank Hu, associate professor of nutrition & epidemiology at the Harvard School of Public Health (SPH).

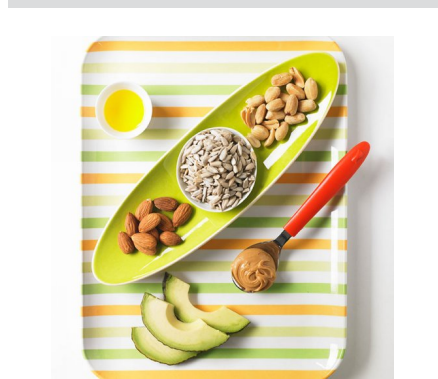
(We just couldn't resist the Donald lol).



Five More FAT Myths

Myth #1 Eating Fat Makes You Fat

All food can be stored as fat. Too much of any food (carbohydrates, protein, or fat) can make you “fat”. Fat is *essential* to keep you alive & healthy. It's involved in so many bodily processes; absorption of vitamins, production of hormones & brain function. Avocados, nuts, flaxseeds, and olive oil are all fabulous fats to include in your diet.



Myth #2 Eating Saturated Fat Causes Heart Disease

Many believe dietary saturated fat clogs arteries resulting in coronary heart disease. But a recent article resulting out of a collaboration between a team of cardiologists cites reviews that show no association between saturated fat & a greater risk of heart disease.

They say that instead we need to:

- (i). eat “real food”;
- (ii).do regular physical activity; and
- (iii). minimise chronic stress.



Real Food is unprocessed, unrefined, as close to its original state as possible, like fresh fruits and vegetables.

Exercise plays an essential role in preventing heart disease & can increase life expectancy by years.



Chronic stress is a risk factor for coronary heart disease as it puts the body's inflammatory response on a continuous state of high alert.



Myth #3 High Cholesterol Is Bad

Good Cholesterol is called high-density lipoprotein (HDL). The best predictor of heart disease risk is how much of your total cholesterol is HDL, not your total cholesterol per se. So if your total cholesterol number is high but most of that is HDL then that is a good thing. Substituting refined carbs with healthful high-fat foods like olive oil, avocado, flaxseeds and nuts, can significantly increase your HDL.



Myth #4 Eating Cholesterol Increases Your Cholesterol

25% of our cholesterol comes from diet, 75% is produced by our liver. Much of the cholesterol that's found in food can't be absorbed by our bodies, & most of the cholesterol in our gut was made by our body. Our body tightly regulates the amount of cholesterol in the blood by controlling internal production; when cholesterol intake goes down, the body makes more. When cholesterol intake goes up, the body makes less. Eating cholesterol isn't going to give you a heart attack. So if you eat eggs, you can

ditch the egg-white only policy.

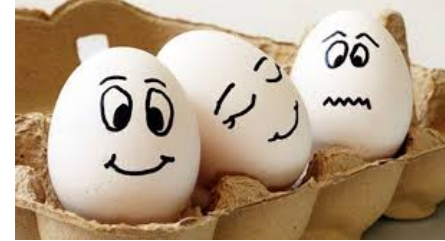
Myth #5 Cholesterol is Bad for Your Brain

Cholesterol is essential to the brain. The brain is only about 2% of body weight, yet contains about a quarter of the total cholesterol in the body.

Cholesterol is everywhere in the brain, with multiple critical functions without which the brain cannot function. The brain actively takes up supposedly unhealthy low density lipoprotein or 'LDL' cholesterol.

A gene defect that leads to impaired cholesterol uptake by the brain is associated with enhanced risk of Alzheimer's. Low cholesterol levels tend to increase dementia risk.

Interestingly dietary avoidance of fats & cholesterol along with over-zealous prescription of cholesterol-reducing medications has occurred over the same decades in which there has been a parallel rise in Alzheimer's.



CONTACT US



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"