

# LA MUSCLE WORKOUT

ISSUE 12 / 2020

THE ROLE OF  
VITAMINS  
IN SPORTS

THE CHOICE  
OF *CELEBS*

**5** STRETCHES  
YOU MUST  
DO

10 NATURAL WAYS  
TO REDUCE HIGH  
BLOOD PRESSURE

Q&A  
WITH **LA  
MUSCLE**  
FOUNDER

*HOW TO GET  
THAT X-FACTOR  
AND SUCCEED*

HOW TO  
DEAL WITH  
**HATERS**



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## WORKOUT WELCOME

What a year 2020 has been. It has been a year that has brought out the best in some, the worst in others and affected some people in such a dramatic way that they have made life-changing decisions.

What about you? Have you let the pandemic help you become healthier and fitter or have you gone the other way?

Throughout the Covid-19 pandemic, LA Muscle has been a reassuring source of inspiration, health and fitness for many people. Early on, LA Muscle put in place safe practices that enabled it to continue serving customers all over the world. In fact, LA Muscle has seen an unprecedented period of growth during the pandemic.

Fitness is something that can be part of your life, through good and bad times. Paying attention to your fitness and getting fitter and healthier is never going to have a bad effect. It will always make you happier, healthier and give you hope when things may go wrong in life - or in the world.

After-all, what was the one thing that you could still do during the pandemic? It was exercise! Even in lockdown and with no hope of seeing an end to the hard times, exercising was still allowed and became part of many people's lives. You may not have had toilet rolls, but you could still go for a run!

This edition of the LA Muscle Workout magazine is dedicated to the normal fitness and bodybuilding lifestyle as well as health and well-being. No matter what happens in life, there are some companies that you just know you can rely on and they will always be there to help you reach your goals and be a reminder of the good times.

I hope we don't see another pandemic and truly hope people have learnt from this terrible experience. However even if things go wrong again in the world, LA Muscle will be there to ensure you stay healthy and fit and keep your focus on getting your body in tip-top shape.

Stay healthy.

**Parham Donyai**  
Founder, LA Muscle

### WORKOUT MAGAZINE

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## IN THIS ISSUE

### ARE POWER LIFTERS INSANE?

ADAM HAMILTON ..... 4

### GET ENOUGH OF THIS CRITICAL ENERGY NUTRIENT

LAZARO ALMENARES ..... 8

### WHAT ROLE DO VITAMINS AND MINERALS PLAY IN PHYSICAL ACTIVITY?

BLAKE MOWATT ..... 12

### SPORT-SPECIFIC TRAINING

LEON GORDON ..... 16

### MIND, BODY & SPIRIT

PETER MASSON ..... 20

### 5 STRETCHES YOU SHOULD DO IF YOU SIT ALL DAY

LINA GERACI ..... 24

### 10 QUICK QUESTIONS WITH LA MUSCLE FOUNDER & CEO

..... 30

### 10 NATURAL WAYS TO REDUCE HIGH BLOOD PRESSURE

..... 42

### HOW TO DEAL WITH HATERS

..... 48

### WHY YOU FAIL

..... 50

### HOW TO GET THAT X-FACTOR AND SUCCEED?

..... 52



# ARE POWER LIFTERS INSANE?

My warm up is complete and I am preparing for my first working set of squats; my favourite lift. The bar is loaded to 200kg, almost 3 times my bodyweight and I need to squat twice. I wrap my wrists tight enough to cut off circulation. The pre-workout has now fully kicked in and I begin the transition in my head from a calm, approachable state to zoned out, aggressive state. I become something like an aggravated mental patient hanging on the edge of sanity, but somehow completely focused on the step-by-step cues needed to complete the lift.

**“THROUGH MY FEW YEARS OF TRAINING, I HAVE REGULARLY LOOKED AT A LOADED BARBELL AND THOUGHT “I’M GONNA LIFT THIS AND IF I DON’T, ITS GONNA BREAK MY BACK. LET’S GO!”**

I buckle up my belt, inhale a dose of smelling salts and get under the bar. Pressing my back up against it in the optimum place resting on my rear deltoids, I tighten my lats, fill my lungs and stand up. It feels like I have a car on my shoulders. The 10kg added from the last warm up set has made a world of difference; it's the heaviest weight I've lifting in the 6-week training block. With great effort, I take 2 steps back and find my starting position. I start my set. The first rep is hard, down slow and controlled followed by a grind to stand back up. The second rep, down slow and controlled followed by 3 seconds in hell. The job is done. I rack the bar and take a look at my program. Next set: 210kg for another 2. Yet for some insane reason, I am excited, I can't wait. I start my break timer and take my rest.

Powerlifting is a sport consisting of 3 attempts at maximal weight on three lifts; squat, bench and deadlift. An athlete's result is the total of their heaviest successful attempt in each lift, combined. At a competitive level, athletes will lift weight up to 4 times their bodyweight. Are powerlifters borderline crazy? Are they unstable? They are certainly somewhat addicts who flirt with insanity. In my experience as a national level powerlifter, I believe we put ourselves through hell. We push ourselves to the physical and mental limit for years just to lift a couple of extra kilos and achieve personal records. But that's not all. We also develop the ability to take our minds to a dark thoughtless place before we attempt a lift, where none of the risks exist; which there are many. Through my few years of training, I have regularly looked at a loaded barbell and thought “I'm gonna lift this and if I don't, its gonna break my back. Let's go!”.

By **Adam Hamilton**,  
Qualified PT & Competitive  
Powerlifter





Various athletes have their respective extremes. A long-distance runner's ability to block out fatigue and take their endurance to a whole new level, or a gymnast's precision, skill and bravery to perform acrobatic stunts that could easily result in injury. None of them would be described as mentally crazy or twisted, like you could describe a base jumper or a bare-knuckle boxer. Are powerlifters the bull riders of the gym?

In August 2019, I took part in the British Championship finals. It was my second ever competition after qualifying the previous April by coming first in the British South West Regionals. I put my body through 23 weeks of competition prep programming, and in this time, I took my strength and confidence to a peak higher than ever before. On my way to the nationals, despite dehydration and hunger from fasting for 15 hours to pass my weigh in, I felt like I was ready for war! Even with such a lack of energy in me, I was fired up and ready to lift a house. I weighed in, fuelled up and the nationals began. I went out for my first squat and the judges failed me for depth. Competitive powerlifting will humble you. I went out for

my second attempt, went deeper and got red lighted again for depth. It felt like my depth was more than enough; I felt so hard done by. I had only one more chance and after being failed for my first two, I felt demoralised to the extent that I questioned why I was there. Surely, I couldn't go deeper than that? After cursing the judge following the failed second attempt, I was in the mindset that they would probably fail me anyway. Then it came back, my excitement for lifting heavy shit and after a couple of minutes my disappointment faded.

**“WE ALSO DEVELOP THE ABILITY TO TAKE OUR MINDS TO A DARK THOUGHTLESS PLACE BEFORE WE ATTEMPT A LIFT, WHERE NONE OF THE RISKS EXIST; WHICH THERE ARE MANY.”**



This was the same excitement that carried me through all those top sets in the gym and the buzz that got me ready for my next set when the previous one was an abyss of pain. I was back in that familiar place where I didn't care about anything in the world except lifting ridiculous weight. I went out for my third attempt and squatted deeper than ever before. 3 white lights, a good rep. Was I happy? No. I felt like shit, like a nobody amongst a platform of the strongest in the country. I didn't hit the numbers I wanted, but that anger will fuel me. This experience has helped me realise that I need to alter my training techniques and I look forward to getting back on the platform and establishing my place with the top lifters and higher numbers. Powerlifting really will humble you, but are we insane? I don't know, maybe!

By **Adam Hamilton,**  
Qualified PT & Competitive Powerlifter



By Lazaro Almenares,  
Qualified PT

# GET ENOUGH OF THIS CRITICAL ENERGY NUTRIENT

WHO WOULD HAVE IMAGINED IT? THERE ARE ENDLESS THREATS TO YOUR HEALTH OUT THERE. FROM DANGEROUS PRESCRIPTION DRUGS TO THE ANTIBIOTICS AND CHEMICALS HIDDEN IN YOUR STEAK DINNER. COUNTLESS WAYS FOR YOUR HEALTH TO TAKE A TURN FOR THE WORSE, BUT DESPITE THOSE DANGERS IT COULD TURN OUT TO BE THE LACK OF AN EVERYDAY NUTRIENT THAT DESTROYS YOUR HEALTH. IN FACT, WHEN YOU DON'T GET ENOUGH OF THIS CRITICAL "ENERGY" NUTRIENT YOUR RISK FOR EVERYTHING FROM OSTEOPOROSIS TO HEART DISEASE CAN SHOOT RIGHT THROUGH THE ROOF. HECK, IF IT GETS BAD ENOUGH, YOU CAN PRACTICALLY START WASTING AWAY.

I'm talking about protein, of course, and if you're ready to stop reading because you think you're safe, don't. It turns out that many adults over 50 aren't getting enough protein and it could be hitting the fast forward button on aging and even end up sending you to an early grave.

Many older adults are low on protein too. I bet you thought bodybuilders and growing kids were the only folks who need to worry about getting enough protein. Well nothing could be further from the truth. Protein is essential at every stage in life. In fact, when we hit middle age, protein becomes even more critical.

But you eat meat and probably some beans too. So you're getting plenty, right? Not necessarily. A new report found that a high percentage of older people aren't getting enough protein. Sluggish and slow? This could be why.

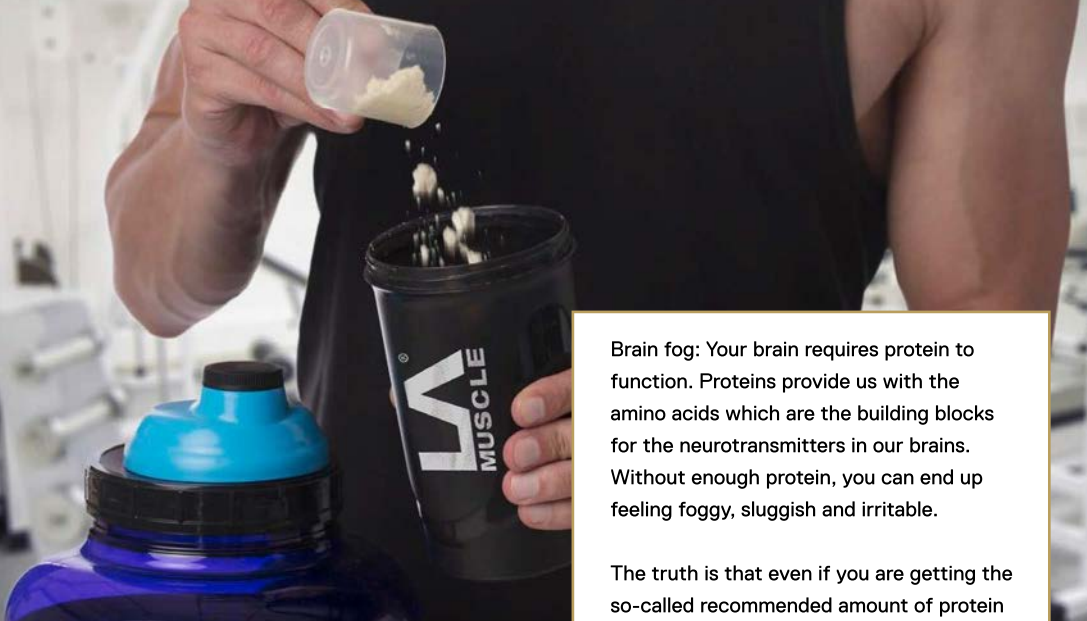
**PROTEIN IS ESSENTIAL  
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EVEN MORE CRITICAL.**

The current official recommendation is around 58 grams of protein a day for someone who is around 72kg. Frankly, even that isn't nearly enough to begin with, if you're a senior. More on that later. Now more than ever, people over 50 are still missing that modest mark. They found there are consequences. These are some of the functions impacted by it:

- FINE MOTOR SKILLS, SUCH AS USING A KNIFE AND FORK OR DRINKING FROM A CUP
- GROSS MOTOR FUNCTIONS, SUCH AS STANDING, WALKING AND PREPPING FOOD
- SOCIALIZATION, SUCH AS EASE OF LEAVING THE HOUSE AND SOCIAL EVENTS
- GRIP STRENGTH. SHOCKINGLY, PEOPLE OF ALL AGES HAVE TROUBLE IN THIS AREA AND OVERALL GRIP STRENGTH PLUMMETED TOO
- TOO LITTLE PROTEIN CAN HARM YOUR HEALTH. NOT GETTING ENOUGH PROTEIN PUTS YOU AT RISK FOR SERIOUS HEALTH ISSUES







LET'S FOCUS ON FOUR SPECIFIC AREAS THAT COULD BE AFFECTED BY A LACK OF PROTEIN:

**Weakened immune system:** Your immune system requires plenty of protein to do its job. In fact, the antibodies your body creates to help fight disease are actually made of the stuff. Not getting enough protein impairs your T-cell system leading to increased infections, and puts your health and life in danger.

**Bone problems:** Plenty of protein is needed to maintain healthy bones no matter your age. Your bones require protein to absorb calcium and stay strong. In seniors who already have brittle bones, eating more protein could help reduce bone loss and fracture risk.

**Wasting:** Your muscles are made of protein. The proteins in the foods you eat are broken down into muscle-building amino acids. Protein helps us maintain muscle strength and build new muscle. When you don't get enough protein, it leads to muscle weakness and wasting and your risk for falls and fractures can go through the roof.

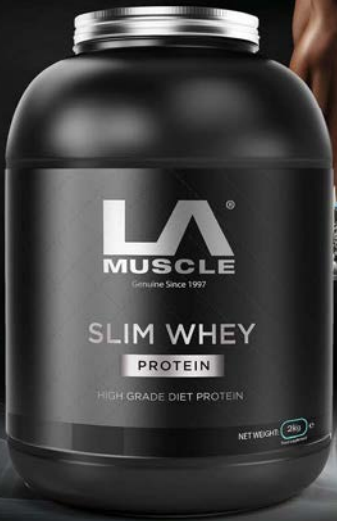
**Brain fog:** Your brain requires protein to function. Proteins provide us with the amino acids which are the building blocks for the neurotransmitters in our brains. Without enough protein, you can end up feeling foggy, sluggish and irritable.

The truth is that even if you are getting the so-called recommended amount of protein you could be falling short. In fact, many experts in senior health suggest we double the current guidelines. Luckily increasing the amount of protein you're eating is easy. You'll find plenty of healthy proteins in food such as grass-fed beef, whey protein, wild-caught fish, lentils, poultry, and free-range eggs to name a few.

**By Lázaro Almenares,  
Qualified PT**



# SLIM WHEY



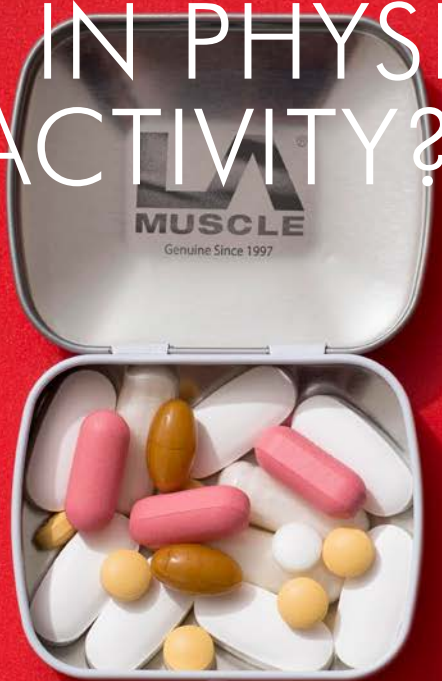
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WORKOUT



BY BLAKE MOWATT  
FITNESS EXPERT

# WHAT ROLE DO VITAMINS AND MINERALS PLAY IN PHYSICAL ACTIVITY?



When we think of vitamins and minerals our body requires, we tend to think about our general health, but what about the ones that can aid our physique performance and help us achieve new levels of performance that we possibly felt were previously unachievable.

All of these factors play a key function in maximal and submaximal physical activity:

- COFACTORS FOR ENZYME ACTIVITY
- ANTIOXIDANTS
- STRUCTURAL COMPONENTS
- NERVE AND MUSCLE CONTRACTION
- OXYGEN CARRIAGE

Research suggests those with active lifestyles may need a higher intake of micronutrients than those that live a more sedentary lifestyle. Many micronutrients play key roles in energy metabolism and, during strenuous physical activity, the rate of energy turnover in skeletal muscle may be increased up to 20-100 times the resting rate. Although an adequate vitamin and mineral status is essential for normal health, marginal deficiency states may only become apparent when the metabolic rate is high. Prolonged strenuous exercise performed on a regular basis may also result in increased losses from the body or in an increased rate of turnover, resulting in the need for an increased dietary intake.

At least 20 different minerals are required in adequate amounts to sustain normal function of tissues and cells. Many of these are required in only trace amounts, but others must be supplied in greater quantities. These are some key minerals that have been proven to play a role in impairing or improving performance.



## MINERALS

### MAGNESIUM

plays a key role in the regulation of energy metabolism, acting as a cofactor and activator for a number of enzymes, and is also involved in calcium metabolism and in the maintenance of electrical gradients across nerve and muscle cell membranes.

### CALCIUM

aids in maintaining bone health, it is also important for nerve function and the release of hormones.

### IRON

is essential for oxygen transportation, due to its role in haemoglobin formation. Not having enough iron in the body may cause fatigue and impact physical performance. Exercise may cause some iron losses or decreased absorption.



### ZINC

is also involved as a cofactor in many enzyme reactions, and has many other roles, including promotion of tissue repair and immune function. Selenium has an antioxidant function helping to protect cells against the damage that can result from free radicals and oxidative stress.

Many vitamins, particularly the water-soluble vitamins, are involved in mitochondrial energy metabolism. Therefore, it would seem that obtaining high amounts would be attractive to athletes. With that said the body generally just excrete excess through urination. Although, this practice is generally harmless, apart from potentially in a financial sense, there are some concerns over the possible harmful effects of excessive intakes of the fat-soluble vitamins (A, D, E and K). These can be stored in adipose tissue and used when required, reducing our need to constantly consume them.

## THIAMINE

Thiamine is important to several metabolic pathways, such as the breakdown of carbohydrates and branched-chain amino acids.

## NIACIN

Having too little or too much niacin can result in unpleasant and even dangerous side effects such as diarrhoea, dementia, rashes and liver damage. It also plays a role in multiple metabolic pathways.

## RIBOFLAVIN

Used in mitochondrial electron transport. In short aids in energy metabolism.

## VITAMIN B6

Involved in nearly 100 metabolic pathways, vitamin B6 is essential to the breakdown of foods, particularly carbohydrates and in amino acid synthesis.

## PANTOTHENIC ACID

Is used in aerobic respiration, using oxygen and carbohydrates to produce energy.

## VITAMIN A

Well-known for its role in vision, vitamin A also may act as an antioxidant, particularly during endurance training. Excess amounts from supplements can have toxic effects

## VITAMIN D

Plays a key role in calcium homeostasis. Vitamin D can be absorbed from exposure to sunlight, however, an individual's weight, geographic location and skin colour all can affect how well vitamin D is absorbed from ultraviolet light

## FOLATE & B12

Are crucial in the formation of red blood cells, and thus oxygen transportation.

## VITAMIN C

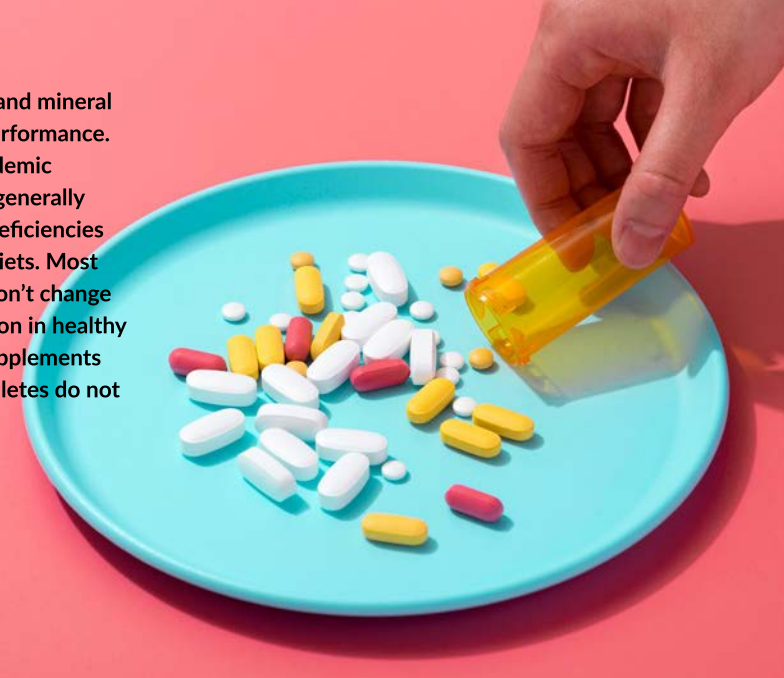
Acts as an antioxidant. It also plays a role in catecholamine synthesis, which is a biochemical pathway used to produce dopamine, norepinephrine, and epinephrine. Furthermore, vitamin C plays a role in collagen synthesis and thus tissue repair.

## VITAMIN E

Acts as an antioxidant, preventing and hindering in free radical damage.

So in conclusion, vitamin and mineral deficiencies can hinder performance. The consensus in the academic literature is that athletes generally tend to only suffer from deficiencies if they follow restrictive diets. Most blood levels of vitamins don't change much with supplementation in healthy individuals, suggesting supplements given to non-deficient athletes do not improve performance.

By Blake Mowatt  
Fitness Expert  
IG @blakemowatt



## TIPS TO BOOST YOUR IMMUNE SYSTEM





# SPORT-SPECIFIC TRAINING

By Leon Gordon  
2-Time Karate World Champion  
& Qualified PT

2020 is a big fighting year for myself including fighting semi-contact karate, full contact karate, my first MMA debut and judo. Some ask me how I do it all. The key to this is being organised and fully committed. I always recommend that you make sure that you get time to train, time to eat correctly, hydrate properly, sleep well and alongside all of this, live a balanced lifestyle whilst not taking yourself too seriously. I also have a drive that keeps me hungry and pushing to strive to achieve more, keeping me at the top of my game.

Exercise is key to my sanity. When I don't exercise I feel built up frustration and stress, which can lead to high blood pressure and cholesterol. This can be any form of exercise, be it a home DVD workout, in a gym lifting weights or just cardiovascular exercise. On an average day that I work out, my goal is to train and burn 500-600 calories a session and throughout the day I aim to consume 3 litres of water and 2600 calories of healthy food.

When I am getting ready for competitions, I obviously increase my training volume whilst keeping my diet clean and staying fully hydrated. The key thing for me is that you must always train sport specific. For my sport requirements, I need explosive movement to be able to move quick whilst I also need to train the mind, so it can keep up with the speed my body is moving. Agility mixed with strategies, which an example would be light pads.



Towards fight week there will be no sparring and I will add massages and stretching to help prepare my body fully as they also help to get the mind right. I always like to say,

**“MAKE SURE YOU LOVE WHAT YOU’RE DOING BECAUSE OTHERWISE IT BECOMES A CHORE AND YOU WILL END UP RESENTING IT OR NOT WANTING TO CONTINUE DOWN THE SAME PATH.”**

I used to think heavy weights was everything, but I combined them with explosive movements and thanks to this, alongside my balanced diet, I’m now stronger, faster and fitter than ever before. My favourite bits of functional equipment are sledges/prowler, battle ropes and tyre flips. Weights wise, I try to use dumbbells and this is mainly so that I can incorporate my core to stabilise myself, but still use the muscle to push and maintain power and strength. It’s a win-win.

By Leon Gordon  
2-Time Karate World Champion  
& Qualified PT



# SIX PACK PILL EXTREME

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Six Pack Pill Extreme is a powerful triple action formula that rapidly targets the fat gathered around your abdominal region. Six Pack Pill Extreme is Pharma Grade (not just food grade) and works very fast for men and women alike. Six Pack Pill Extreme contains Chromium to assist with the maintenance of macronutrients metabolism; the three main macronutrients are carbohydrates, fats and protein. Chromium also contributes to the maintenance of normal blood glucose levels. Raised glucose levels can contribute to weight gain. Another important active ingredient in Six Pack Pill Extreme is Choline which contributes to normal lipid metabolism.

Additionally caffeine is present in the form of the highest grade Green Coffee Bean Extract and Green Tea Extract at a standardised potency (not the average generic crop). The Green Tea Extract contains 40% Polyphenols, meaning that it is also a strong antioxidant that can effectively decrease the amount of toxins in the body as a result of hard training.

## AS USED BY CELEBRITIES AND ACTORS FOR QUICK WEIGHT LOSS.

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**Six Pack Pill Extreme comes with LA Muscle's 100% money back guarantee even if you have used the whole tub. Throw your skepticism away and try this incredible result-producing formula today.**





# MIND, BODY & SPIRIT

## PRIORITISING SPIRITUAL HEALTH

**From a health and healing perspective, society clearly favours and focuses on the more tangible parts of this human equation. The root of Mind and Body as physical and psychological, contrast with the seemingly intangible ethereal essence of Spirit.**

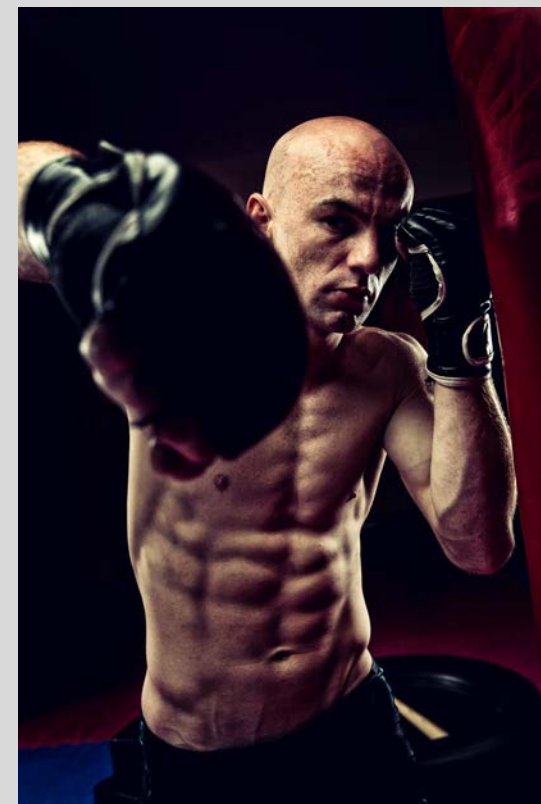


If we consider listening to the founders of the world's largest religions, Jesus of Christianity, Krishna of Hinduism, Buddha of Buddhism, we see that they have a very similar message, coloured by the languages and cultures of their respective historical periods. They all explicitly point towards an essential truth of nature, that we are not physical beings having a spiritual experience, but that we are spiritual beings having a physical, human experience. The spiritual component, known as a Soul, is eternal, infinite and has experienced many lives before this physical incarnation on Earth.

For such a well known and commonly used expression 'Mind, Body & Spirit' what is the popular consensus about the non-physical component and how could more understanding aide how we optimise our Spiritual health and wellness?

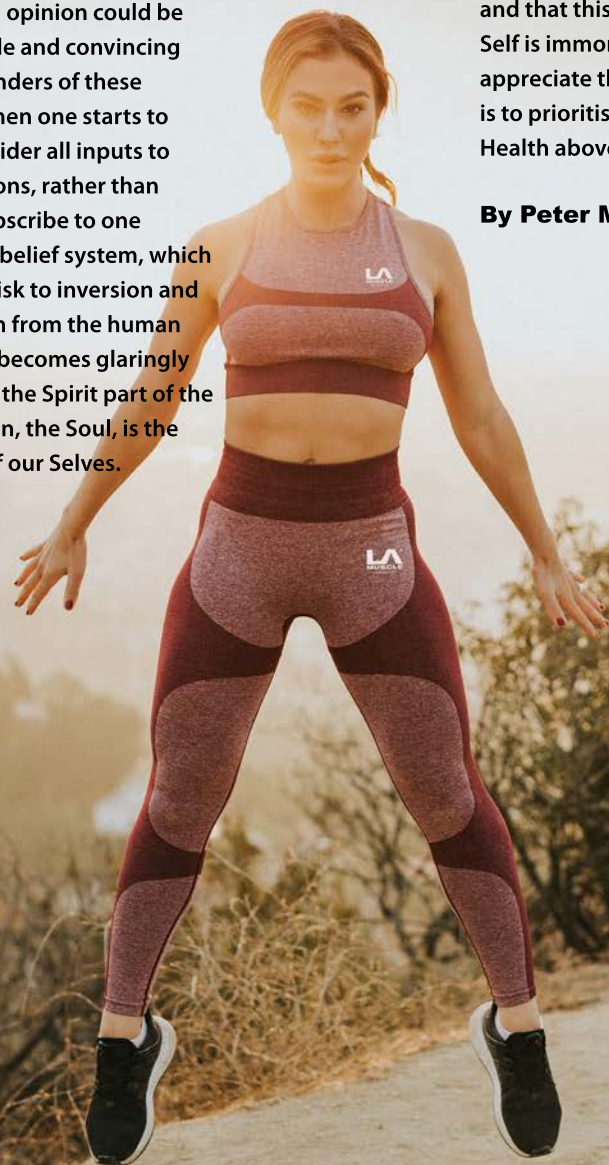
As this word is considered synonymous with religion, life, death and ghosts, it is no surprise that this word polarises and divides opinion. Science allows us to agree on most beliefs about the mind and body, but when it comes to Spirit, it is easier to find the differences in our opinions.

What we tend to agree on, the new age 'religion' of the world, is Science. The view we tend to subscribe to is 'show me the scientific evidence and only then will I consider what you are saying as potential truth'. Scientific instruments made of physical matter are not able to measure non-physical anti-matter, that being the essence of Spirit. The only way the existence can be proved is by personal experiential realisation and remembering.





When trying to uncover the truth around these colossally important life questions, which other human opinion could be more valuable and convincing than the founders of these religions? When one starts to broadly consider all inputs to these questions, rather than blanketly subscribe to one opinionated belief system, which is always at risk to inversion and manipulation from the human condition, it becomes glaringly obvious that the Spirit part of the triad equation, the Soul, is the truest part of our Selves.



Once we accept not that there are Souls, or that we have Souls, but that we are Souls, and that this spiritual true Self is immortal, then we can appreciate that the only choice is to prioritise our Spiritual Health above all else.

**By Peter Masson**

# I WANT TO SLEEP

## ADVANCED NATURAL AND EFFECTIVE SLEEP AID FORMULA

I Want To Sleep is a very unique sleep aid formula researched and developed by LA Muscle laboratories. This 10 ingredient super-supplement is ideal for those who suffer from anxiety, insomnia and those who just cannot switch off. This is not a cheap generic formula. It is a scientifically formulated proper sleep aid with no side effects for those that really want something that is natural and works.



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# 5 STRETCHES YOU SHOULD DO IF YOU SIT ALL DAY

By Lina Geraci

Many of us spend too much time sitting at a desk or behind a steering wheel. No matter how much exercise we do, we can't escape the negative side effects this has on our musculoskeletal system not to mention that, according to research, sitting for long periods of time is a risk factor for early death.



Sitting for too long causes the front of our body to tighten up with effect on upper traps, pectoralis, anterior scalenes, rectus femoris and hip flexors. Tight muscles create musculoskeletal imbalance. For example, shortened hip flexors pull on the pelvis causing it to tilt forwards. This anterior tilt shuts down the abdominal and glute muscles when exercising. Both are part of the core muscles giving us stability and balance, which will be affected when these muscles are weakened.

The obvious thing to do is assuming a good posture and taking regular breaks by simply getting up and having a walk around. However, stretching those tight muscles is extremely important. If we try to engage in a heavy gym session after a long day behind the desk, we are setting ourselves up for injuries.

Opening up those tight muscles makes exercising more comfortable and helps avoiding dreaded injuries. Let's see how...

## THE UPPER TRAPS

- Start in a neutral standing or sitting position
- Hold your hands in front of your body with your arms straight
- Slowly roll your head downward, bend your shoulders forward, and lift your arms until you feel a stretch in your lower neck and upper back
- Think about feeling your shoulder blades pulling away from each other
- Hold for 30 seconds



## THE PECTORALIS

- Start in a neutral standing position
- Have your arms hanging by your sides with the shoulders pressed down away from your ears
- Gently squeeze your shoulder blades together and open your chest
- Bring the arms behind the back, hold your hands together and grip elbow to elbow
- Hold for 30 seconds





# THE SCALENES MUSCLES

- Start in a neutral standing or sitting posture
- To stretch your left scalene, begin by tilting your head gently towards your right shoulder
- Go as far as you comfortably can. Just this motion will start to stretch some of your neck muscles
- At the end of your side tilting, gently and slowly rotate your head towards the left, so that you are looking slightly over your left shoulder. Hold this position momentarily
- Last, extend your chin up just slightly, so that you feel a pulling sensation under the front side of the left side of your neck, in your anterior scalenes
- Hold for 30 seconds
- Once done, return slowly to the starting position and repeat on your left side



# THE RECTUS FEMORIS

- Start in a neutral standing position
- Lift your right foot backward and hold it with your right hand pulling it slightly towards your butt to a range that is comfortable to you. This will already stretch your rectus femoris
- To extend the stretch further, tilt your pelvis forwards as much as you can
- Hold for 30 seconds.
- Slowly lower your foot to the floor to the starting position and repeat on your left leg

# THE HIP FLEXOR

- Kneel on your right knee
- Put your left foot on the floor with your left knee at a 90-degree angle
- Drive your hip forward **maintaining a straight back** and leaning your torso **slightly forward**
- Hold for 30 seconds
- Repeat on your left side



Do these stretches daily and before exercising to help with posture, back pain and to avoid injury.  
Please, remember to consult your doctor before engaging in any type of physical exercise.


Aim Train Gain!

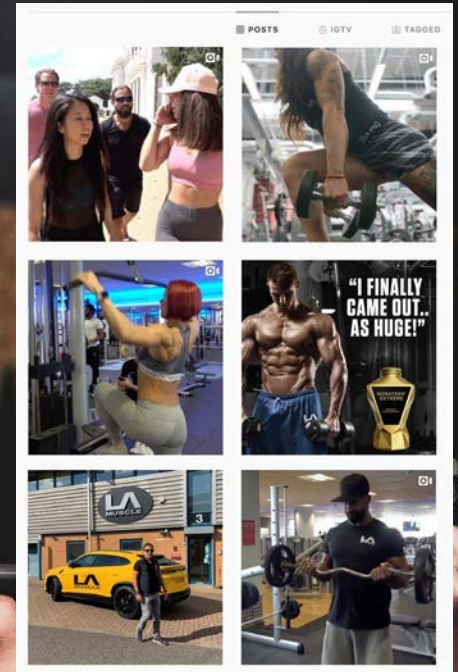
By Lina Geraci  
PT, Nutrition Adviser & Fitness Instructor Assessor





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Over 170 000 followers



Over 1 million video views a month



Over 100 000 followers



# 10 QUICK QUESTIONS

## WITH LA MUSCLE FOUNDER & CEO EXCLUSIVE INSIGHT INTO LA MUSCLE

### HOW LONG HAS LA MUSCLE BEEN GOING FOR?

Since 1997, that's 23 years! Founded by me and still run by me at the helm. I have many other business interests globally but LA Muscle remains one of my babies, a company that I am very passionate about and proud of.

### A LOT HAS CHANGED OVER THE YEARS, THOUGH WITH MANY NEW PLAYERS

Yes, as in any other industry. Companies come and go and we're still here.

### WHY HAVEN'T YOU SOLD OUT LIKE MOST OF YOUR COMPETITORS?

Because I love LA Muscle and am not done with it! This was never about money for me. I wanted to provide the very best sports nutrition to people out there and believe we are still doing this. The day I no longer believe this, is the day I will pass it on to someone else.

### WHAT ABOUT PROTEIN? YOU DON'T SEEM TO BE BIG ON THAT SIDE?

No and it is a conscious decision. Other companies are fooling customers into believing all this protein "junk foods" will help them with their goals! We are sticking to what is the truth and what is right and trying to educate the customer. A physiological change only comes about from pills and capsules, not protein candy, protein bars and all the other protein "foods" full of sugar. Most of our customers want a physiological change like muscle growth or a leaner body; this will not come about from protein bars.

### WHAT DO YOU THINK OF SARMS?

Dangerous, not researched and potentially life-threatening. I have seen so many things come and go and whilst many of them can be potentially lucrative, we stick to our #1 ethos which is safety, followed by quality. I have a responsibility to our millions of customers worldwide. We cannot just jump on fads or release supplements without research or those we believe to be dangerous to health. SARMS are dangerous - period.

### WHAT MAKES YOU BELIEVE YOU HAVE THE BEST SPORTS NUTRITION?

Research and a quick look at the competition! Because I am in the industry, I see things from a different perspective than a customer. For example, companies give you pea protein calling it "plant based" or "vegan" or "good for you" because they can't afford the more expensive protein. Or they don't have the manufacturing capabilities to make something like the Norateen range, so they criticise it.







## SO HEALTH IS BIG ON YOUR LIST?

Oh for sure! As a qualified complimentary medicine practitioner of some 30+ years, I put health above everything else. My own health, that of my family and that of LA Muscle customers. Without health, you have nothing. When it comes to supplements, LA Muscle is a name you can trust because of just how important research and the safety of our supplements are to us and to me personally.

## IT SEEMS THAT YOU ARE FOCUSED ON YOUR OWN THING AND NOT BOTHERED BY OTHERS AS SUCH

There are just too many companies out there for us to worry about! There are companies out there literally with no premises! Their website doesn't even have a physical address. We just try

and educate customers as much as we can with researched products, articles, videos and so on. We never pay people to endorse our supplements and we don't lie about any aspects of our business just for sales.

## YOU SEEM ETHICAL, BUT THEN ALL BUSINESS OWNERS SOUND THE SAME

Maybe. I guess those who know me personally know that I am a genuine person and don't like nonsense. If you follow my personal social media for example, you will see that I am a genuinely successful person that can easily retire but keeps pushing with things that I believe will help people build better bodies, achieve personal goals and better themselves.

## THANK YOU FOR TAKING THE TIME, WE KNOW YOU ARE BUSY

Always busy but happy to talk about LA Muscle all day long!



Parham Donyai, CEO

Parham Donyai is the founder of LA Muscle, having established the company in 1997. He has been a qualified complimentary medicine practitioner of almost 30 years.

Parham is a very successful serial entrepreneur with companies in various fields worldwide. Parham is an author, motivational speaker and mentor to businesses and individuals.

# NORATEEN® TESTO 247 DAY & NIGHT



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# GO NUCLEAR!

WE WANT NUCLEAR!



## NUCLEAR CREATINE

**EXCLUSIVE PATENT-PENDING  
SUPER-DELIVERY FORMULA**

Nuclear Creatine is the ideal Creatine supplement for everyone due to its fast-acting properties and amazing ingredients. Creatine is brilliant for increasing physical performance in successive bursts of short-term, high intensity exercise.



# SCULPT

## PHARMA GRADE SUPPLEMENT



TRY THE ONLY  
PATENTED PHARMA  
GRADE SUPPLEMENT  
DESIGNED FOR WEIGHT  
LOSS AND MUSCLE  
BUILDING ALL AT  
ONCE

Many companies purport to sell Conjugated Linoleic Acid (CLA) these days and for some ridiculously cheap prices. If you have been buying their CLA why don't you ask them if it is the original Patented version, the Tonalin CLA and the Pharma Grade CLA? It may be a while before they answer you :)

Original, certified, proper CLA is expensive stuff and only a handful of companies in the world have the licence to sell it. LA Muscle is one of them. Why is LA Muscle's CLA so special? Because it is the actual Conjugated Linoleic Acid as shown in scientific studies to do some amazing things. Other so-called CLAs are just vegetable oil or sunflower oil... but you would never know.

**THE "REAL DEAL" CLA DOES THE FOLLOWING:**

1. Reduces Cortisol instantly so you preserve all your muscles and your body will no longer tap into muscle mass to use it for fuel.
2. Burns body fat day and night. In fact without wanting to promote laziness, Sculpt burns fat even if you are not exercising.
3. Sculpt makes better use of protein, so you get more muscular literally overnight!

Sculpt is revolutionary and even better, it is 100% natural. Some even use it for better health all round. If you want to try just one supplement for building lean muscle mass and reducing body-fat (DRAMATICALLY reducing body-fat), then Sculpt is the one.

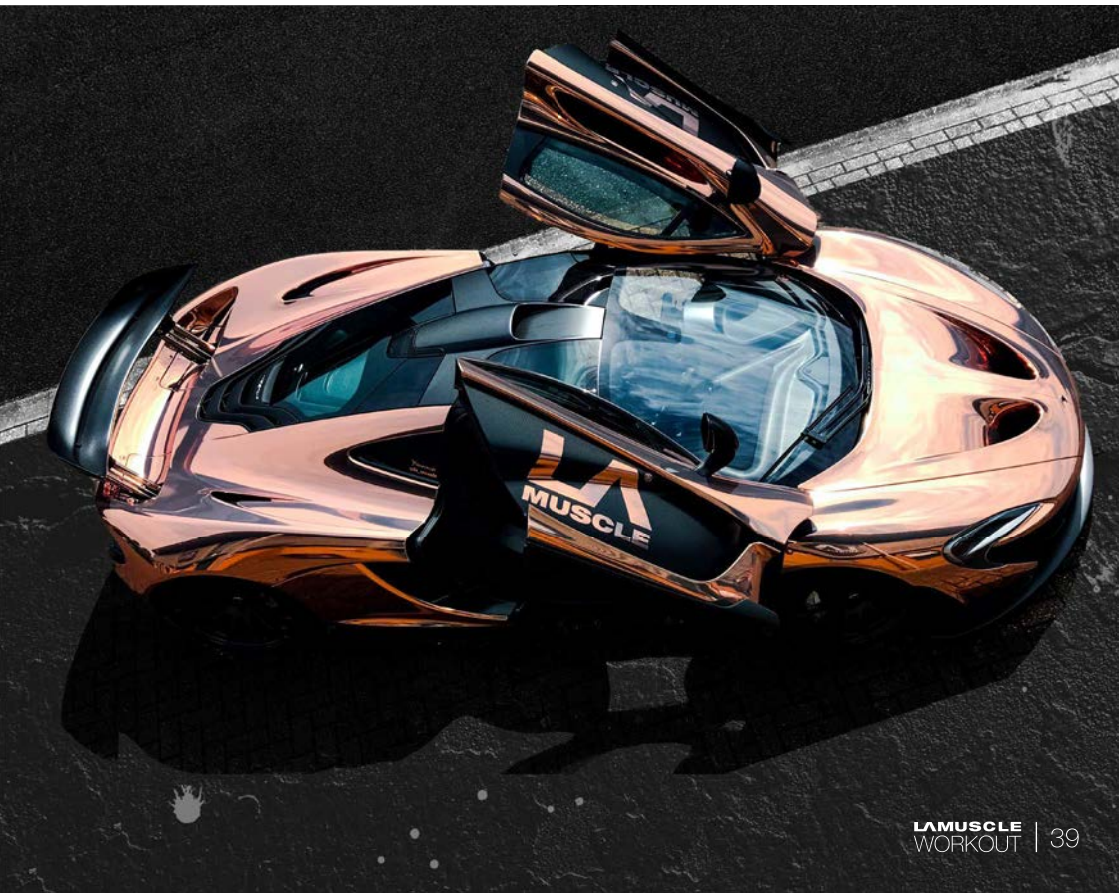
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# FAT BUSTER

- ✓ SUITABLE FOR MEN & WOMEN
- ✓ APPETITE SUPPRESSANT
- ✓ FAST WEIGHT LOSS
- ✓ DIET PILL



FAT BUSTER IS AN AMAZING QUAD-ACTION NATURAL AND 100% SAFE FAT BURNER AND WEIGHT LOSS SUPPLEMENT FOR MEN AND WOMEN. FAT BUSTER WORKS VERY FAST AND MOST PEOPLE SEE RESULTS WITHIN 3 DAYS. FAT BUSTER IS A FAT METABOLISER, THERMOGENIC, DIURETIC AND ENERGISER.

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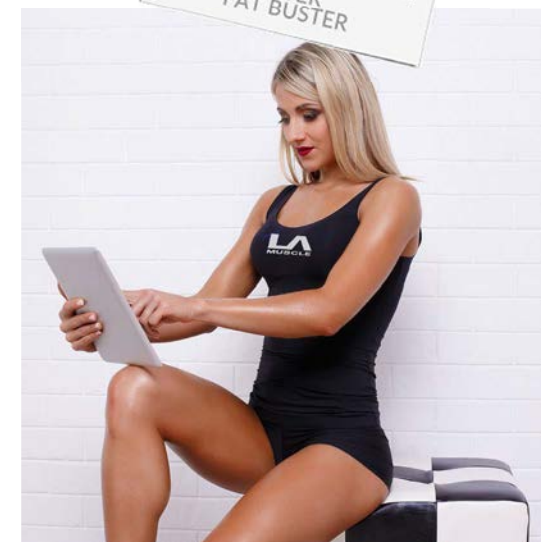
40 | WORKOUT

**WHY THIS 100% NATURAL PILL COULD MEAN THE END OF PILING ON THE WEIGHT WITHOUT YOU NEEDING TO CHANGE YOUR LIFESTYLE OR EATING HABITS**

The reason why most weight loss pills don't work is that a) they are not formulated correctly b) they don't have strong enough ingredients or c) they are not made or stored to the right standards. Take a formula like Fat Buster that ticks all 3 boxes and you see results in a matter of days!

**NOW YOU CAN GET THESE 8 RARE INGREDIENTS THAT OTHER COMPANIES DON'T DARE PUT INTO THEIR FORMULAS DUE TO THE HIGH COSTS WITHOUT YOU HAVING TO PAY OVER THE ODDS**

Fat Buster is a synergistic formula that contains very rare, exotic and expensive ingredients that other companies just don't dare use due to their high costs. Fat Buster is also made in a Pharmaceutical Grade lab using the finest of processes to ensure a pristine final supplement. Unlike other cheap supplements that may produce side effects, Fat Buster is a powerful, natural formula with no side effects. What you get is amazing weight loss that you will see and feel within days.



**HURRY AND JOIN THE HUNDREDS OF THOUSANDS OF MEN & WOMEN SEEING FAST RESULTS! YOU GET THE FAT BUSTER FULL NO QUESTIONS MONEY BACK GUARANTEE. YOU TAKE NO RISK!**

It's understandable for you to be skeptical and you are right. It's not your fault that other supplements don't give the results you want or that you have not been getting it right when it comes to weight loss. All that is over now. You don't need to stress or worry about your weight because now you can join the hundreds of thousands of happy users of Fat Buster. You take NO RISK. If you don't love it and see results within 2 days, you get 100% of your money back. Show you're serious about losing weight right now and let's start giving you the results you deserve. Order now as stocks for this amazing supplement are limited.



# 10 NATURAL WAYS TO REDUCE HIGH BLOOD PRESSURE

I saw a friend of mine over the weekend. We have known each other since college days. Last week his doctor told him his blood pressure is so high that he needs to be on medication.

I could see his high blood pressure coming to be honest. Apart from having a genetic predisposition to an early diagnosis, his lifestyle greatly contributes to his condition. Knowing him, he will be shell-shocked for a few days but will then settle in to taking his new pills and not changing much about his diet or lifestyle.

Most diseases are a combination of genes, lifestyle, environment and diet. As long as it is not too late to change things, you can always do something about them. Your body constantly gives you signals but you may not see them. These signals can be things like headaches or something as obvious as excess weight!

My friend does exercise but he takes his exercise very seriously and almost “competes” on his weekly cycle runs. I believe this sort of “excessive” attitude to exercise is detrimental to health, especially if you are over 40. This is my personal belief from observations over many years. Exercise in my opinion, should be gentle and in your target heart range. Personally, I believe his “pressure” method of exercising is a contributory factor to my friend’s high blood pressure.

What can you do to alleviate high blood pressure or ensure you don’t suffer from it? The bad news is that as you age, your blood pressure will change and will eventually go higher. The good news is that you can do plenty to reduce it.

## BELOW ARE 10 NATURAL WAYS TO REDUCE HIGH BLOOD PRESSURE:

**1.** Exercise - Do exercise, however make sure you are not putting an extra burden on your body by excessive pressure. Stay in your target heart range and aim for a more cardio workout than a do or die attitude. Walking for say, 30 minutes a day is ideal.

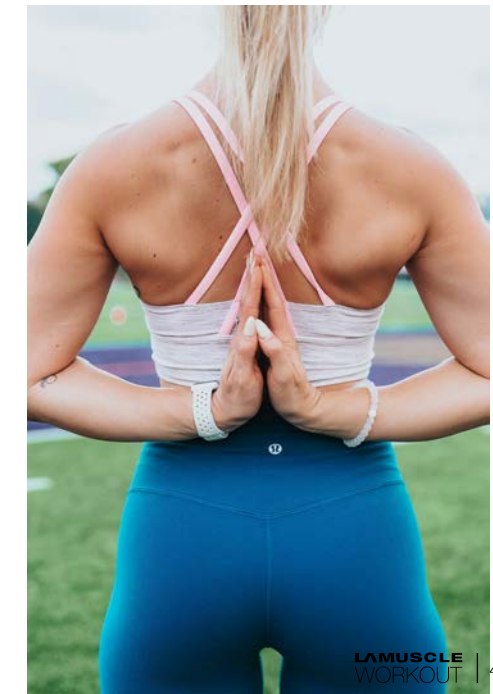
**2.** Cut down Caffeine - Or try and cut it out totally, especially coffee. Coffee is terrible for blood pressure and gets you all anxious and worked-up. Something as simple as cutting it out or replacing it with a decaf variety can have a huge impact on reducing high blood pressure.

**3.** Lose excess weight - More body-fat places more pressure on your arteries. Losing weight can be one of the biggest things you can do for health and reducing blood pressure. If you find it very hard, then read some of the articles on lamuscle.com and try a supplement like Fat Stripper Intense. Aim for at least a 5% reduction in body-fat to see a significant reduction in blood pressure.



**4.** Cut down on your salt intake - You should not be putting salt on top of foods. In addition you should check the labels on all foods for “sodium” or salt. You will be surprised at just how many foods have hidden salts. Salt greatly increases blood pressure.

**5.** Increase your Potassium intake - Potassium is the nemesis to salt! Increase your potassium intake by having foods like bananas, broccoli, spinach, cucumbers, peas, mushrooms, tuna, salmon, nuts, seeds, milk and potatoes.





**6.** Cut down on alcohol - Scientific research points to alcohol being responsible for as much as 20% of high blood pressure cases worldwide!

**7.** Stop smoking - Smoking damages arteries and increases blood pressure. Period!

**8.** Reduce sugar intake - Many studies have found that those who consume more refined sugar, have higher blood pressure. A sugary lifestyle is not a healthy one and causes all sorts of problems including diabetes.

**9.** Reduce Stress - You may not notice it because you are "living" your life but a life full of stress will affect you in many ways. You need to look at your life from the outside and make some changes. Health really is wealth and if you don't have your health, you have nothing. Pills are not a solution to problems. They often mask the symptoms but do not address the underlying causes. Learn meditation. Go for a walk in the morning before work. Don't take things personally. Life is short and problems usually resolve themselves. Don't stress. Take it easy.

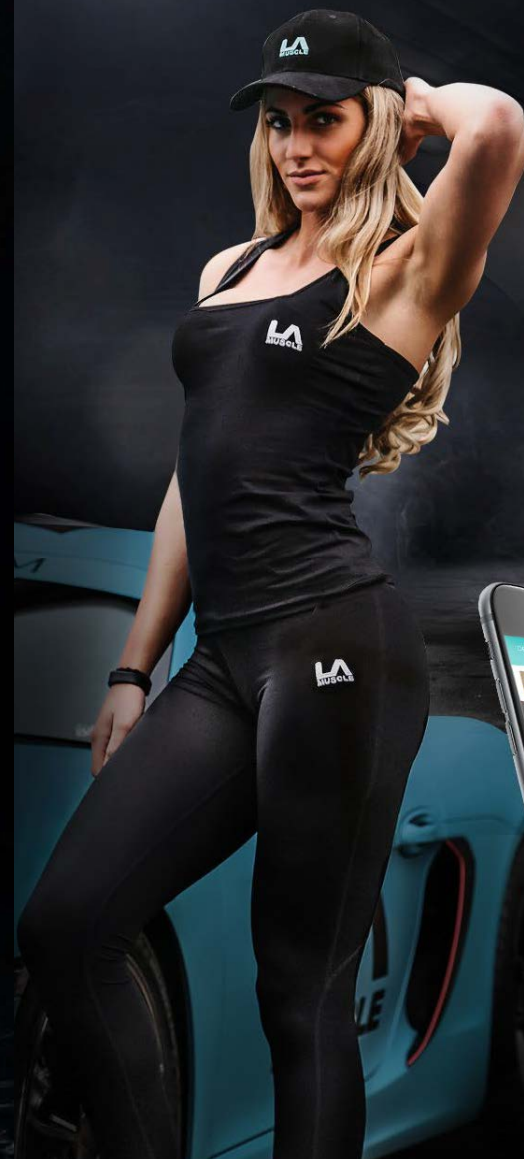
**10.** Eat healthier - Foods rich in magnesium and calcium as well as berries and garlic are good for high blood pressure. Reducing meat consumption and increasing fibre and vegetables is a good choice for reducing blood pressure.

Every choice you make in life will have a consequence. Start making better choices for better health. A pill may be necessary if you have left things too late and not listened to your body's own signals. However you must never get too complacent and think that a pill is the solution to an underlying problem which must ultimately be addressed through changes in diet and lifestyle.

All the best!

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THE **WORLD'S NO.1** HEALTH, FITNESS & LIFESTYLE CHANNEL



All shows are produced by LA Muscle's exclusive film crews around the world and feature top athletes and celebrities.

You can see unique content on health, fitness, exercise, weight loss, bodybuilding, luxury, cars and more.

FITNESS TRAINING / SEXY FITNESS  
WOMEN / BODYBUILDING / CARS  
/ CELEBRITIES / ATHLETICS / MMA  
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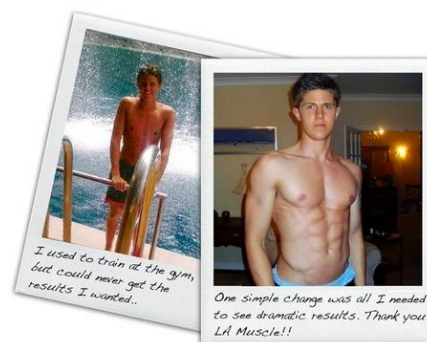


**LA**  
**MUSCLE**

Voted as "the strongest ever muscle builder" by Men's Health Magazine, as seen on SKY TV and even the BBC's rugby sports panel wanted it banned for being too strong. Norateen Heavyweight II is the strongest legal and safe natural muscle & strength builder in the world suitable for beginners and advanced trainers.

## NORATEEN® HEAVYWEIGHT II

VOTED AS "THE STRONGEST  
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MEN'S HEALTH MAGAZINE,  
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sports panel wanted it banned for being too  
strong. Norateen Heavyweight II is the strongest  
legal and safe natural muscle & strength builder  
in the world suitable for beginners and advanced  
trainers. Results are guaranteed from the very first  
day when you will see your strength increase by  
at least 10-20%. Whether you are into extreme  
sports, bodybuilding or you just want a decent  
body fast, Norateen Heavyweight II is THE ONE.



### HOW THIS ONE SUPPLEMENT CAN LITERALLY CHANGE YOUR LIFE AND YOUR BODY IN DAYS WITHOUT NEEDING TO KILL YOURSELF WORKING OUT OR LOOKING EMBARRASSED ON THE BEACH OR IN THE GYM

You can now be let into the "secret" supplement that many top bodybuilders have been using for the past 2 decades. Norateen Heavyweight II has been producing MIRACLES for even the hardest gainers. Norateen Heavyweight II takes the stress out of getting big. You don't have to worry about hours of daily grind in the gym, tons of extra meals and a thousand other "necessities" for getting big! It's time to be part of an elite crowd and try Norateen Heavyweight II! NO RISK TO YOU!

So, you want to believe this. You want to believe that there really is a supplement out there that can get you big really fast without all that huge effort that you find so overwhelming.

### MAYBE YOU'VE LOST MONEY ON OTHER SCAM SUPPLEMENTS? OR YOU ARE JUST A SKEPTIC BY NATURE?

Don't worry, this is 100% legit! Norateen Heavyweight II has the longest track record of any muscle builder on the planet and there are hoards of top trainers that sing its praises. It is 100% legit and sold by one of the longest established supplements companies in the world, LA Muscle.



Norateen Heavyweight II is THE recommended muscle builder by "Shredded Diesel", Celebrity Trainer to hundreds of celebrities including A-listers such as Leonardo Di Caprio, Madonna and P Diddy.

Shredded Diesel is friends with some of the top bodybuilders in the world and very experienced on the effects of various ingredients on your physiology and overall look.

Consistently, the number 1 supplement recommended by him for building immediate strength, extreme muscle size, power, muscle definition and hardness and getting lean is Norateen Heavyweight II.



# HOW TO DEAL WITH HATERS

## DON'T GET BULLIED OR AFFECTED BY HATERS

The term hater is a relatively new term and it has come about mostly as a result of social media.

With so many people sitting behind their computer/ phone screens and critiquing others, it has become very easy to go overboard and make someone feel bad about what they are doing - or what they have posted.

Fact is, haters have always been around but the form of their hating has changed! In years gone by, haters were jealous people, bullies or just bad people. They would do their hating in your face or to those around you.

Now, hating can be done online from the comfort of your sofa! Its effects can be devastating for the recipient. Worst of all, the hater may never even get to know the damage they have caused.

So, how do you effectively deal with haters?

The technological age has impacted things somewhat but the "answer" has remained the same and that is, pay no attention to them!

For some of you, this may be easier said than done. The reality however does not change which is, haters are judgemental, sad, angry people who are not happy with themselves. They are opinionated and many of them are bullies.

## THE NUMBER 1 WAY TO DEAL WITH BULLIES IS TO IGNORE THEM. HOWEVER, IF THIS DOESN'T WORK, YOU NEED TO FIGHT BACK.

On social media, this can be by "blocking" or reporting the haters. In the real world, it can be avoiding them, reporting them to a relevant body or fighting them back (which is not for everyone).

Sometimes with haters, especially online, their comments may actually help you become better as a person. Not all haters are harmful. Don't be too sensitive. Concentrate on the "self" and if a hater can contribute to your self-growth, then great!

## NEVER LET HATERS OR NEGATIVE PEOPLE GET IN THE WAY OF YOUR LIFE AND YOUR GOALS. YOU CANNOT DEAL WITH ALL THE HATERS AND YOU CANNOT PLEASE THEM. YOU NEED TO GET ON WITH YOUR OWN LIFE AND TRY AND MINIMISE THEIR EFFECT ON YOUR LIFE AS MUCH AS YOU CAN.

At the end of the day, the best revenge is achieving your goals and reaching your own happiness while the haters stew in their own misery and sad life.



HATERS  
GONNA  
HATE





# WHY YOU FAIL

## AND HOW YOU CAN CHANGE THAT MINDSET IS KEY TO SUCCESS

Probably like most people you set goals for yourself and you go about trying to achieve them and somewhere along the line you realise that you're no closer to achieving your goals.

Sports and sporting achievements are the same when it comes to goal setting and quite often, the failure of not being able to reach those goals.

The number one reason why you end up not reaching your goals is nothing to do with your physical capabilities or the things around you. The number one reason for you not reaching your goals in sports, weight loss, muscle building or anything else is to do with your mind and how you've set your mind and how your mind works.

**IF YOU WANT TO ACHIEVE ANYTHING IN LIFE WHETHER IT IS AN EASY TASK OR AN IMPOSSIBLE MISSION, YOU NEED TO SET YOUR MIND IN THE RIGHT WAY.**

## HOW DO YOU SET YOUR MIND IN THE RIGHT WAY?

The best way of setting your mind so failure is not an option is to find a very strong reason for why you must do something and why you must not fail at that task.

Most people do not start tasks with that very strong initial reason and therefore when the Going Gets Tough they fail at some stage along the journey.

You've all heard the story about the boy that had sand thrown in his face and decided that this will never happen to him again and so he took up weightlifting and got a very big and strong. This strong reason was so innately imbedded in him that nothing would stop him from reaching his goal of becoming very muscular and strong.

If you can find that very strong reason in your own endeavours and you can justify it in your mind and cement that belief and go over it again and again before you start anything, then chances are you will go through with your journey and will not be put off by any obstacles. For example, the woman that couldn't fit in the funfair ride because she was too fat and embarrassed her children. Or the guy that got pushed around in the coffee queue by a bigger guy and was so ashamed in front of his wife. These are powerful reasons that can motivate the right mindset.

So, before you start any task, whether it is losing fat, building muscles, or becoming an athlete, you must work on your mind first and get your mind the strongest you can possibly get it. If you cannot find that strong reason for doing something, then you're better off not starting because the odds will be stacked against you especially when obstacles start getting in your way.

Most successful people, whether in sports or in life, do not necessarily have amazing physical abilities or luck, they have great minds and know how to program their mind in the most powerful way.

Write down your main goal right now, and then write down 10 very strong reasons why you must achieve it, and 10 very strong reasons why you cannot fail. Out of each list choose the number one reason and make sure that is embedded in your mind. Remember failure is not an option and if your number one reason for achieving and your number 1 reason for not failing are not strong enough and you feel you may fail at some stage, go back and redo the list.

Get your mindset right and anything is possible. The very best of luck.





BY: PARHAM DONYAI,  
LA MUSCLE FOUNDER

# HOW TO GET THAT X-FACTOR AND SUCCEED?

WHAT IS X-FACTOR AND  
HOW CAN YOU GET IT?

I HAVE BEEN WORKING WITH  
ATHLETES AND BODYBUILDERS  
FOR OVER 23 YEARS THROUGH  
LA MUSCLE AND MUCH LONGER  
BEFORE.

WHAT I FIND SO INTERESTING  
IS, WHAT DICTATES SUCCESS IN  
BODYBUILDING AND FITNESS?  
WHAT MAKES SOMEONE BECOME  
A SUPERSTAR AND WHAT  
MAKES SOMEONE ELSE END UP  
WORKING A NORMAL 9-5 AND  
NOT PROGRESS IN THE FITNESS  
INDUSTRY?

**"EVEN IF YOU ARE  
NOT AN EXTROVERT  
IN REAL LIFE, YOU  
NEED TO ALMOST  
CREATE A SEPARATE  
PERSONALITY FOR  
YOURSELF THAT HAS  
THAT X-FACTOR."**

A few things rule this "destiny" of people. I would class them as luck, contacts, determination, persistence, correct goal setting and sacrifices.

In addition to the above and most importantly, I would say having that X-Factor is very important.

I have worked with so many fitness guys and girls and VERY few of them truly make it to the top of the game. The ones that do always have something special about them. The ones that don't always think that having a nice body and being in good shape is enough to get them to the top! Unfortunately, there is always someone else with a better body just around the corner!

## WHAT IS X-FACTOR?

I would class X-Factor as having something over and above others. It comes in the form of confidence, certainty and unshakable belief. It

is charisma and being outgoing and having an "infectious" positive personality.

Even if you are not an extrovert in real life, you need to almost create a separate personality for yourself that HAS that X-Factor. Many people say that you either have it or you don't. This may be the case, however if you are so set on getting to the top, then you are going to have to create that X-Factor too.

They say Freddie Mercury was an introvert. Maybe changing his name to Freddie Mercury helped! I know for a fact that many top fitness athletes and bodybuilders becomes a different person when they "adopt" a different personality. Call it a stage personality or a stage name like "Black Diamond" or "Ab Man" or "Dragon Slayer" or whatever.



# HOW CAN YOU GET THAT X-FACTOR?



Choose someone who you find charismatic to model yourself on.

Choose a stage name, more in tune with who you "wish" to be - especially if you are an introvert.

Dress like a star. "Peacocking" as they call it, is invaluable in cementing your "stardom" and sense of having that X-Factor.

Always talk positive about yourself to yourself and to others. What the mind hears, it believes.

Take and keep the best photos of yourself and ditch any that don't fit in with your positive self image.

Go to self-confidence courses and become more confident.

Improve your posture. Stand tall, stand proud.

If you have nothing to say, say nothing.

Always speak with good purpose (similar to the above).

I can honestly say that all the people who went on to become fitness stars via LA LA Muscle or The Active Channel, 100% had that X-Factor. People like Rob Riches, Anthony Joshua, Danni Levy etc all had something special about them.

By: Parham Donyai, LA Muscle Founder

## NORATEEN® EXTREME



**Extreme Testosterone &  
GH Booster for bodybuilders.  
Gets you MASSIVE!**

Norateen Extreme is an extremely potent Testosterone and Growth Factor supplement designed for body builders. This amazing product contains 7 strong and powerful bodybuilding agents and is recommended for those who are doing heavy weight training regularly.



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You see results in 1-3 days, no killing yourself in the gym, you take NO RISK.

Fat Stripper Intense is the strongest natural fat burner you can buy, ideal for men and women, containing 7 fantastic ingredients, including Choline and Green Tea.

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- ✓ 100% natural with no side effects
- ✓ Ideal for men and women
- ✓ Contains Caffeine

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