

# LA MUSCLE WORKOUT

ISSUE 7 / 2017

**DANNI LEVY**  
**WHAT IS  
A CALORIE?**

**JESS  
LIAUDIN**  
**"THE JOKER"**

**WHAT IS  
CARDIO?**

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## WELCOME TO WORKOUT

Welcome to issue 7 of the  
LA Muscle Workout Magazine.

2017 is turning out to be a fantastic year for LA Muscle and we will be sharing some of the success with you in the form of many new exciting projects and products. To stay up to date, please ensure you are subscribed to the LA Muscle mailing list from lamuscle.com.

The Workout Magazine was a small side-line to LA Muscle's other areas, however it is growing at a phenomenal rate and we are having to work really hard to keep it exciting and fresh and the pages from going too out of control! Many more contributors have come on board for this issue 7 and hopefully you will like the variety of advice, photos and diet/training/nutrition tips contained within the following pages.

**STAY HEALTHY AND ENJOY.**

**PARHAM DONYAI**

Editor

SUPPORTED BY:



**WORKOUT MAGAZINE**

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## LA EXCLUSIVE INTERVIEW

LA Muscle sat down  
with former UFC veteran...

# JESS LIAUDIN "THE JOKER"

As well as being a retired UFC veteran, Jess is also a champion MMA fighter who's quietly been making a name for himself as an actor and stuntman.

He's appeared in movies such as Antigang, Night Fare, Thor 2: The Dark World, The Wrestler and Snow White & The Huntsman. Jess is set to appear in Submergence starring James McAvoy and Holmes & Watson starring Will Ferrell with both being scheduled for release later this year.

Jess talks to us about what it's like to be a professional fighter and how he's finally working on his long-term ambition of breaking into Hollywood through the side door by any means necessary!

## HOW LONG DID YOU DO MMA FOR PROFESSIONALLY AND IN WHAT EVENTS?

I started Martial Arts at the age of 8 and began competing by the time I was 16. At this time I was competing in Thai boxing and in 1993 I fought in Houston a Texas and won a Kickboxing championship. Because I was the only foreigner competing I found that all of the other competitors wanted to chat to me. The first ever UFC had taken place only a few weeks earlier and everybody was talking about it. The following day I watched the tape from the event and from there I knew that is what I wanted to do. As that type of competition was fairly new, it took a few years for it to gain momentum. In the meantime I was fighting in various style around the world until I settled down in London in 1996. I started competing in MMA in Europe around 1998. In the beginning we fought in small events or as part of unlicensed boxing matches but by the mid-2000's the sport began to grow and we started to compete in a sold out Wembley arena. I signed with the UFC in 2006 and before I knew it I was knocking out my first opponent in front of 20,000 people at the 02 arena and live TV around the world.

## WHO IN YOUR OPINION WAS YOUR TOUGHEST OPPONENT?

Myself. I know it sounds like cliché, but that's because it's true. So many skilled fighters lose because they can't put it together mentally on the day. It doesn't matter how good and tough you are but on fight day you have this massive weight on your shoulders, that is the pressure to win, perform, fear of getting knocked out, having your contract renewed, title hope or title defence etc ... this type of pressure will slow you down and can literally eat you alive. The only thing you want is to shake it off because it's literally crushing you. As soon as they called my name and I began my walk towards the cage it all flew away and you are slowly getting into your element, but sometime it doesn't work that way. That feeling can come from many things but that usually because that there is more at stake. Once again you can brush it off as soon as you start moving around and land a few strikes - but if it doesn't go your way and your opponent gets you first with a take down or he's controlling you against the cage or it is just something that stops you from getting into your rhythm. If this happens, the fight becomes a nightmare. Most fighters don't give up because they get hurt, but because they just want this

pressure to go away as if it's chocking them out. Now knowing this, you may understand a bit more what fighter mean when they say that they are their own biggest opponent.

## WHO DO YOU MOST ADMIRE IN THE INDUSTRY?

In the beginning I wasn't a fan of the sport, for me it was an ultimate way to test my martial art skills and that's the first thing that appealed to me, but by the late 90's I discovered the Japanese MMA circuit and some of the charismatic and well rounded fighters like Hayato Sakurai or Rumina Sato and that's when I really started appreciating the fights. Frank Shamrock was the first MMA athlete with a well rounded skill and great athletic ability so he had a huge impact on me. At the time I also really liked Bas Rutten and the young Vitor Belfort. Today I really enjoy seeing Demetrious Johnson fighting and I am very appreciative of what Conor McGregor has done for the sport.

"ON A FIGHT DAY YOU HAVE THIS MASSIVE WEIGHT ON YOUR SHOULDERS, THAT IS THE PRESSURE TO WIN"

## DID YOU ALWAYS WANT TO BE A FIGHTER? HOW DID IT BEGIN?

No, you could say that I became a fighter by accident. As a kid I was very introverted and didn't have any friends. I used to get physically abused by my father nearly on a daily basis. To the point that one day I went to school with two black eyes. So the only thing I wanted is to stay by myself locked in my room. So even though I started martial arts very young I wasn't competitive at all, in fact I would let people beat me up. At 14 I left home and started my new journey as a homeless person before moving to a special care centre. From then I became a lot more competitive to the point that I wanted to prove I was the best all of the time. Back then I didn't want to become a champion with belts around my waist, all I wanted to do was to test my martial skills in real combat.



For me doing kicks in front of a mirror and wrist lock on willing opponent wasn't enough, I wanted to use all those moves in a real fight against another skilled martial artist, and that's how my career started without me realising it because all the fights offered to me started coming at me very quickly due to my aggressive and acrobatic style. Also it was a great way for me to express myself creatively. Before you know it you have over 60 fights and have starting fighting in MMA professionally. I had to press the reboot button at one point in my MMA career after a pretty bad losing streak. I realised that all of the fights that I had won up to then were by natural ability and by that point in my life I hadn't yet trained like a professional athlete. It was at that point that I realised that I was a professional fighter and that I had to decide what I really wanted to do; give up or start the journey of becoming an athlete. I picked the second option which took me to the UFC and eventually a world title.

**"FOR ME DOING KICKS IN FRONT OF A MIRROR WASN'T ENOUGH, I WANTED TO USE ALL THOSE MOVES IN A REAL FIGHT AGAINST ANOTHER SKILLED MARTIAL ARTIST"**

### WHAT KIND OF TRAINING ARE YOU DOING THESE DAYS?

I'm nearly 44 years old and my body is pretty beaten up, so I do what I can. I usually do 10 training sessions a week, I usually train at 8 am and 5pm with between 45min to 90min sessions. Four times a week I lift weights, once a week I do a circuit training and all the other sessions are me doing some bag work or Boxing, Kickboxing, Wrestling or Grappling sparring. Due to the amount of injuries I've had over the years they've taken their toll and I can't really run anymore or train my body the way I used to.

### HOW MANY BONES HAVE YOU HAD BROKEN?

I've broken my nose three times in a row, both of my wrists, two ribs, I have pieces of cartilage floating around my elbow joint, both of my ankles

are killing me constantly, I have three bulging discs and my L4 is so compressed that I can hardly walk some days. That's it really!

### HOW DID YOU GET INTO ACTING?

As I told you earlier I had a few childhood problems. What stopped me becoming a serial killer I think was the fact that I was full of creativity and I used to spend hours drawing and writing stories either on paper or in my head, so I found refuge in my little world. In fact it hasn't changed that much, I find myself still walking around like a crazy person talking to myself with a blank face in public. But anyway, I was very creative and at 14 years old I got myself a little job in a local video store and started to watch films and that where my love for movies started. I would watch anything from B kickboxing movies to documentaries and oscar winning dramas. It didn't take me long to realise that this is what I wanted to do. Unfortunately in the 80's early 90's they didn't have openings for a street kid like me to get into the film business, therefore it took me nearly 30 years before I realised that anyone could do it. Sure, I wasn't going to get it by the front door like the lucky ones but if I walk around the house long enough, there would eventually be a window open at some point. I started by taking acting classes and doing a bit of work as an extra followed by short films. I eventually met some stunt coordinators that recognised me who asked me to train them and that gave me the opportunity to be a SPAC (Stunt Performer & Co-Ordinator) and do a few stunt jobs in films like Snow White and the Huntsman and Thor. Like any actor, it's often about being in the right place at the right time and to keep hustling in between jobs. I eventually started to get a few lines in small budget movies until I received my first main role in an action thriller called Night Fare. It was my big break and I quickly followed up with a French film called Antigang opposite Jean Reno. This gave me the opportunity to get a better agent and now I'm hustling like any other actor with of course the handicap of having a French accent and being incredibly good looking. Well, that is if you think that a potato head with cauliflower ears is sexy of course!

### WHICH ACTOR DO YOU MOST ADMIRE?

My biggest inspiration comes from Jean Paul Belmondo, Gary Oldman, Ralph Fiennes and Emma Thompson.

**"AN ACTION THRILLER CALLED NIGHT FARE WAS MY BIG BREAK AND THAT WAS QUICKLY FOLLOWED UP WITH A FRENCH FILM CALLED ANTIGANG OPPOSITE JEAN RENO"**

### WHAT WOULD BE YOUR IDEAL MOVIE AND WHO WOULD YOU LIKE AS A CO-STAR?

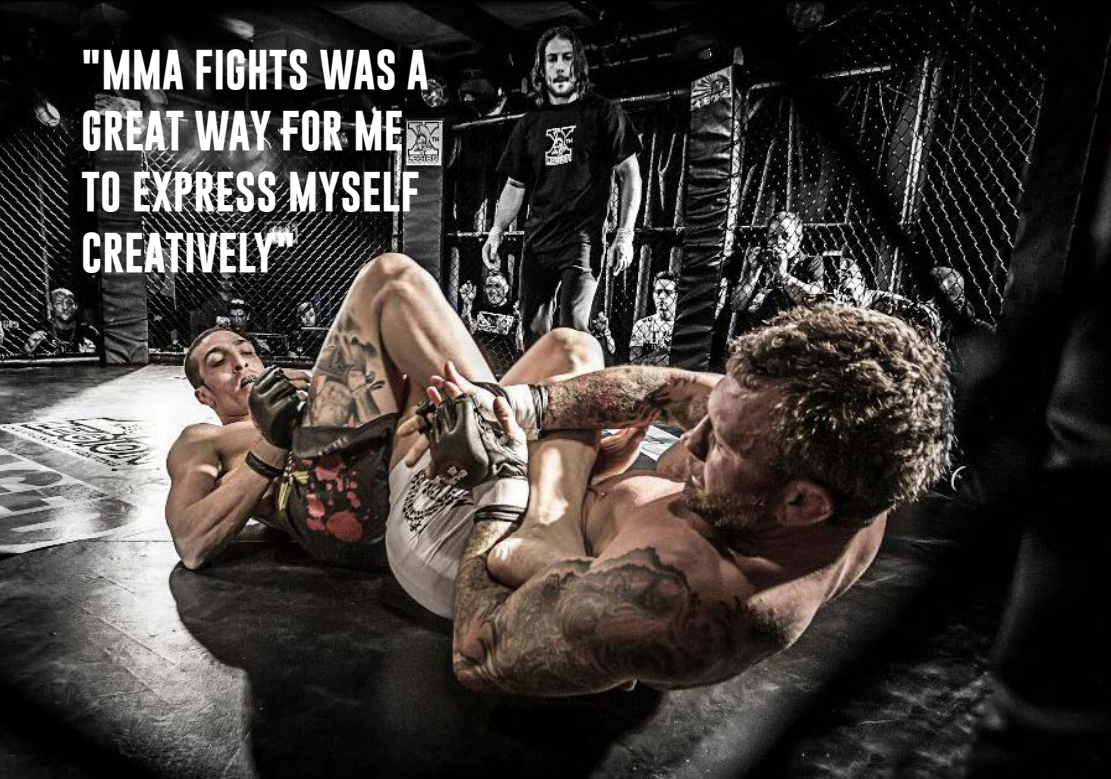
Once again I'm being realistic here. I'm not going to tell you that I would love to do a romantic comedy opposite Rosario Dawson and directed by Richard Curtis because that's never going to happen unfortunately. If I am cast in a fighting movie that is probably the biggest chance I will ever get to play a lead. I personally find fighting movies very poor besides a few exceptions like Rocky or The Wrestler. That doesn't mean that some of them are not entertaining, they are just not great dramatically. It is always about that guy who would beat all odds and beat up the best in the world at the end of the film and that is where they have it all wrong for me. If the ultimate goal is only to beat the best fighter there is, it is lazy approach. Just look at the way Whiplash or Black Swan were written and directed - from their challenges doubts and personal success, that is what a fighting film should be based on, it's about beating your inner-self battle not just lifting ashiny belt and standing proud over an oiled up and overly muscled opponent.

### DO YOU PREFER PLAYING TOUGH GUY ROLES BECAUSE OF YOUR FIGHTING BACKGROUND AND LOOK OR WOULD YOU LIKE TO TRY DIFFERENT ROLES IN THE FUTURE?

I have recently realised that what I want is irrelevant at the end of the day. It's not you who'll pick what you want to do, but the industry is doing it for you. The actors that can actually pick the roles or scripts they want represent 0.001 of the industry, so I feel just lucky enough to be able to work in it. I don't mind playing the tough guy because for example if I play a henchman for Danny Boyle, Edgar Wright or Wes Anderson we all agree that they are all going to be portrayed differently and are all going to be an exciting experience. So you can typecast me as long as you want if that means that I will be one of the privileged to be able to continue to work in the industry.



"MMA FIGHTS WAS A GREAT WAY FOR ME TO EXPRESS MYSELF CREATIVELY"



#### WHAT'S YOUR DIET LIKE? DESCRIBE BRIEFLY WHAT YOU EAT AND FOR WHAT PURPOSE.

My diet is made up of old fashioned cocktails, Gin & Tonic and cigars..... Seriously, I competed for 24 years and that meant at least 3 fights a year, for which I trained intensively twice a day and lost between 10 to 30lbs each time. For example when I fought in UFC 89 I dropped from 14.2 stone to 11 stone and on the fight day and I didn't just walk around in my culotte on stage but I had to fight for 15 mins.

So now when you talk to me about dieting I get a chill down the back of my neck. Now, I'm exaggerating a little but you have the idea, My diet is ok, I have porridge with egg whites at 5:30, have a shake after training, chicken with rice at broccoli at lunch, sweet potato and egg white the afternoon and fish with avocado at night. That's Monday to Friday but on the week end it's pretty much no holds barred. The only reason I would diet is if I have to get my top off in a film, it's definitely not to do a selfie on social media.

#### WHAT'S YOUR FAVOURITE CHEAT MEAL?

Booze and I love spaghetti!

#### WHAT DO YOU LIKE TO DO FOR FUN, ANY HOBBIES?

Travelling. I've travelled and lived in a lot of places around the world but there is still so much for me to see. If I ever had a lot of money I wouldn't buy big boys toys, I would just travel the world .... Business class.

#### DO YOU USE SUPPLEMENTS? IF SO, WHICH ONES ARE YOUR FAVOURITE AND WHY?

Nowadays I only use a protein shake after my weight sessions because it's easy and convenient.

I take a few supplements for my joints because they're often very painful.

# THE MOST EXTREME MUSCLE BUILDER

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A very powerful muscle builder designed for bodybuilders who work out in the gym and want to get HUGE FAST. Norateen Extreme contains 7 incredible Testosterone & Growth Hormone Boosters that create an incredibly fertile ground for your body to just grow and grow.

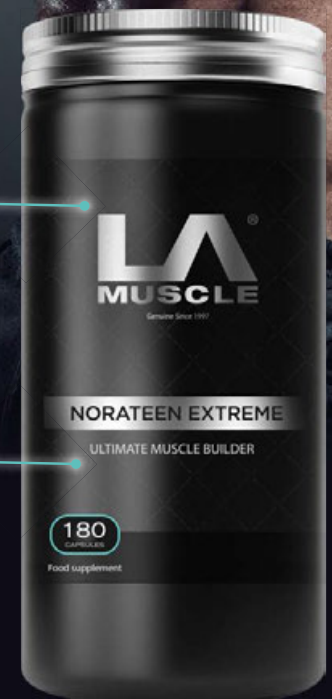
The first thing you will notice when taking Norateen Extreme is amazing strength in the gym. Increases in personal bests of 40-50% are normal. After this, the muscle size kick in. Keep your protein intake high and you will see a whole new body in as little as 7-10 days.

**NORATEEN EXTREME IS TOO POWERFUL FOR SOME PEOPLE AND IT IS NOT RECOMMENDED FOR ANYONE UNDER 20 YEARS OF AGE OR ANYONE WHO IS NOT SERIOUSLY BODYBUILDING. IT MUST NOT BE USED FOR MORE THAN 2 MONTHS AT A TIME.**

If you are tired of supplements that promise the world and give you nothing but take your money, then you have to try Norateen Extreme today. It really is on the extreme side when it comes to results. As a taster, LA Muscle Workout Magazine has a unique voucher code just for you to tempt you into trying this amazing one-off scientifically researched power-supplement.

THE MOST  
EXTREME  
MUSCLE  
BUILDER ON  
THIS  
PLANET

NOT  
SUITABLE FOR  
ANYONE  
UNDER 20  
YEARS OF AGE





# WHAT IS A CALORIE?

## DO YOU KNOW?

We all know consuming too many calories can lead to weight gain. But what exactly is a calorie? This is a question I've asked dozens of health and fitness professionals over the past few years, and very few of them can actually answer it.

I've always been of the opinion it is important to know **WHY** you're doing **WHAT** you're doing- so if you're cutting back on the calories in a bid to lose body fat, it's good to know **HOW** this works towards weight loss.



Put simply, a calorie is: **The amount of heat required to raise the temperature of a kilogram of water by one degree celsius.**

You will notice calorie contents of food are listed on nutritional labels as kcal- this is because in a nutritional context, the term calorie actually refers to the kilogram calorie, or the kilocalorie. So look out for the total kcal content on food packaging.

## DANNI LEVY

Celebrity Trainer



## BUT WHAT IS THE SIGNIFICANCE OF THIS DEFINITION? WHY DOES IT MATTER TO ME?

Put simply, foods are given calorie contents to define their potential to give us energy. If we don't put enough energy into our bodies, we need to source it from somewhere else in order to keep going. Our bodies are clever machines. Unlike a car, which stops moving if it runs out of fuel, our bodies will draw on energy reserves to stay active.

## WHERE DO THESE ENERGY RESERVES COME FROM?

As most of us are aware, following a low-calorie diet can help us to lose weight. This is because if we leave our bodies in a calorie deficit, they often draw upon fat reserves in order to survive. There is a simple equation many dieters use to calculate the amount of weight they can lose, and that is:

1 pound of fat = 3,500 calories

It would follow then, that for every 3,500 calories **UNDER** our required intake we consume, we will lose one pound of body fat. Unfortunately, it's not that simple!

There are 3 main food groups, or macronutrients that most of us consume on a daily basis. These are:

1. CARBOHYDRATES- CONTAINING 4 CALORIES PER GRAM
2. PROTEIN- CONTAINING 4 CALORIES PER GRAM
3. FAT- CONTAINING 9 CALORIES PER GRAM

Without going into unnecessary detail, our bodies don't simply choose to draw upon fat for energy in times of deficit. In fact, depriving our bodies can even send us into starvation mode, which encourages us to store more fat in case of a rainy day.

## SO IF CALORIE DEPRIVATION ISN'T THE ANSWER TO FAT LOSS, THEN WHY DO CALORIES MATTER AT ALL?

Sadly, whilst calorie restriction won't automatically lead to fat loss, consuming more calories than our bodies need for energy will almost certainly lead to weight gain.



SIX Minute Shred



If there was a simple equation we could follow in order to get our bodies in perfect shape, we'd all be walking round with Baywatch bodies. However, we can certainly guarantee successful fat loss if we pay attention to the following

## DANNIFIT RULES:

### 1. EAT MORE PROTEIN

Protein is the food group needed to build lean muscle. Muscle uses more calories than fat to survive. Lean muscle burns fat for energy. And not only that, protein contains a hormone called glucagon that helps with the fat burning process. Our bodies don't store protein as we do carbohydrates and fats, so they either need to convert them into other energy sources (such as glucose) or excrete them in our urine. This requires energy, or calories. What a bonus!

I RECOMMEND CONSUMING AT LEAST 1 GRAM OF PROTEIN FOR EVERY POUND OF BODY WEIGHT PER DAY

### 2. DON'T CUT CARBS COMPLETELY

Low-carb and no-carb diets have been all the rage in recent years, but contrary to popular belief, they are not the answer to sustained fat loss. Not only are there endless nasty side effects that can accompany carb-free diets, but our brains alone need an estimated 500 calories carbs per day to survive, and their first choice of energy is...carbs! Choose LOW GI carbohydrate foods such as wholegrains, lentils and pulses and dark green fibrous veg. Banish white carbs and processed foods from your cupboards.

### 3. DITCH THE SUGAR!

The golden key to fat loss is hidden in that evil biscuit tin. Once you find it, hold onto it, because sugary foods will make you fat and stop you losing fat! But sugar isn't always that easy to avoid- so print out my SUGAR ALPHABET and stick it on your fridge before letting anything in! Food manufacturers use all sorts of tricks to disguise sugar in their products. These all mean sugar, but some are not so obvious!

#### THE SUGAR ALPHABET

Barley malt, Cane sugar, Concentrated fruit juice, Corn fructose, Corn sweetener, Corn syrup, Demerara sugar, Dextrin, Dextrose, Diatase, Fructose, Galactose, Glucose, Grape sugar, Hydrolysed starch, Maltodextrin, Maltose, Manitol, Malt syrup, Maple syrup, Polydextrose, Sorbitol, Sucrose

WOW WHAT A MOUTHFUL!

DanniFIT

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

# SCULPT

## PHARMA GRADE SUPPLEMENT

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:

Reduces Cortisol instantly so you preserve all your muscle and your body will no longer tap into muscle mass to use it for fuel.

Burns body fat day and night. In fact without wanting to promote laziness, Sculpt burns fat even if you are not exercising.

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.





# DON'T LET YOUR DREAMS SLIP YOUR GRASP!

## THE GUIDELINES FOR HITTING YOUR PHYSIQUE GOALS

Why is it that so few people manage to see their goals through to fruition and fall short time and time again?

I expect to have those typical conversations over the next few weeks, a young guy that "doesn't want to be massive", with a reasonably athletic shape the potential to refine their physique is in no doubt. Then the pictures of famous fitness athletes with shapes they aspire are shown, and their standards of "too big" are in many instances not even achievable in their lifetime, let alone a few months of training. So don't start the regime by trying to restrict progress! Similarly the girl that wants to have a toned shape but doesn't want to look "bulky" showing pictures of girls with the perfect bikini shape that in fact carry significant muscle and low levels of body fat. Again you will not exceed the level of muscle any time soon and we will avoid 'bulk' through a balanced diet, because training will certainly not give a bulky look any time soon! Which brings me to my tips.



**NEIL ANDERSON**  
WBFF PROFESSIONAL  
MUSCLE MODEL AND  
TRAINING COACH

## SET REALISTIC GOALS!

The process of building muscle is a frustratingly slow one that requires strong will to see it through. Consistently elevating protein synthesis in specific muscle fibres over time will allow muscle to develop, however individuals are all not equal in the process, with some very responsive individuals being the general exception. Also it depends on how long you have been training to achieve muscle growth. To gain a stone of muscle will happen reasonably quickly to a new gym goer, whilst take an extremely long time for someone that has been training for years and has a good amount of muscle already.

So if a newbie comes to me and wants to be a stone of muscle heavier next year, I can work with that. On the other hand a veteran comes to me wanting the same, there needs to be a realistic change in goals! Using progressive load, similar movement patterns with increasing workload over time will afford stimulus for the muscle cells to adapt or grow. As workloads are increasing the body wants to develop but the requirement of fuel to allow this process has to be fulfilled, therefore realistically to achieve good developments, eating significant volumes of food is an absolute requirement!

Someone who simply wants to lose fat again be realistic, your lifestyle will have to change, how much fat you need/want to lose will determine how dramatic that change has to be. You have to aim to be consistent, like the guy/girl that wants more muscle; the process takes time and will power! I have had clients lose up to 10 stone in a year, however see others struggle to lose 10lbs in a year. The difference is a complete change in lifestyle and thinking but you can set yourself up for failure by letting excuses rule you. For some a complete change is most effective. On the other hand others may respond to small regular changes. For example, stop alcohol for a time, then, try to remove sugar from the diet on the next stage, cut out processed foods and so on. Small adjustments slowly add up to very big changes over time.



## STICK TO SPECIFIC TRAINING FOR THE GOALS YOU SET OUT TO ACHIEVE

This point has a couple elements to it, training specificity, and the extension of my last point, don't try to achieve too much at once. If the shape you desire is one with significantly more muscle than you currently have, don't try desperately to be shredded throughout the process. This will require you to restrict the diet to afford a deficit, which hinders or potentially halts the process of gaining muscle. Aim to achieve hypertrophy/muscle growth, when you start to plateau try to steadily achieve greater condition. That being said if you are carrying significant body fat, I recommend achieving condition before you try to pack on muscle. With a leaner body, insulin sensitivity will improve and thus energy make its way to muscle cells more efficiently and fat deposition from excess kcals is less of a problem.

Specificity is often completely over looked due to a lack of understanding of training principles. People jump on the cross-trainer working away at start of the New Year, the goal in mind to have a firmer more toned looking shape. Similarly they might religiously attend spin to get shapely legs and that booty they have always wanted, and yet it never quite materializes.

You only need to look at athletes, the light marathon runner that has a very energy efficient body, limited dense fast twitch fibre that add unwanted weight. These thick fibres have limited oxygen capacity, they are useful for moving fast or heavy lifting so the body tends to catabolise these in endurance based programs and build them in strength based programs. Male and female, sprinters, lifters, pole-vaulters, throwers, multi events, team sports, athletes all have different shapes depending on where they are on the spectrum of strength through to endurance. So I train people to the shape they desire, if they want

more shapely legs and bum then heavy lifting and sprinting like those athletes that illustrate such physical characteristics. Equally the same athletes tend to have the lowest body fat levels, especially relative to time-spent training. This is due to the nature of anaerobic training allowing only a very limited period of high output, yet a large and sustained energy usage that will work in your favour when it comes to metabolizing fat! Of course diet has to reflect the training load and desired shape. Same for guys that want a strong athletic shape, the training has to reflect your goals, I see excessive moderate intensity training by guys that want fairly heavily muscled physiques. It's like swimming up stream, think strong, fast and flexible, heavy work, some bodyweight rings and rope work added in, perhaps prowlers and sprinting. If you are setting out to run a marathon well then again the goals are different and train accordingly!

## GIVE YOURSELF A REALISTIC TIMELINE WHEN IT COMES TO FAT-LOSS

(I identify this and not the common term weight-loss as they aren't one and the same!). Fat may have taken some time to develop, it will not be lost overnight either. The only way to lose the excess fat effectively is again a consistent approach often over many months. Again this will depend on the amount you wish to shed however. My approach revolves around allowing the hormonal triggers in the body to work more efficiently to regulate volume of food. Taking out additional sugars is one of the most important steps for me, which then looks at all processed foods and sauces (you'd be surprised how easy it is to make your own). Alongside meats and fish the body quite quickly adjusts to regulate volumes of food as hormones and interaction with hypothalamus signals the mind to switch off desire for food.

## ONCE A GOAL IS REACHED DO NOT JUST GO BACK TO WHAT YOU DID BEFORE!

When people set out with a specific time to achieve a conditioned shape for example body transformations, the minute they 'finish' their transformation they binge. This is at a time when the hormone profile is very vulnerable to fat deposition. I don't particularly like the notion of transformations for this reason they are often a period of over training and over dieting. Every training session should be a step toward a lasting transformation, with a diet that is a sustainable and facilitates the level of exercise. This is still the most effective way to achieve your best physique in the shortest time! Aim to go for periods that you place restrictions your diet to ensure condition, but follow these periods with good whole-food eating pattern, it's very hard for condition to totally fall apart whilst avoiding processed foods and sugars! So try to keep close to achieved shape or fitness goals, and work on maintenance instead of yo-yoing!


## ENJOY THE PROCESS!

Appreciate that you are taking time for you and your own development. Take pleasure in the fact that your journey is underway, discover what you really enjoy and keep challenging yourself. Remember how you felt when at your low point, and how much better you feel with the additional energy, mood, clarity of thought and improved sleep pattern when your lifestyle is at its best. When you enjoy the process you stick at it!

**WITH THESE POINTS IN MIND,  
GET THE HEAD DOWN AND SMASH  
THOSE GOALS FOR 2017!**







**OVER THE LAST TWO YEARS OF REALLY BEING INTO FITNESS AND WEIGHT LIFTING ESPECIALLY, I HAVE HAD TO LITERALLY WORK MY BUTT OFF TO GET IT TO WHERE IT IS TODAY. LOOKING BACK AT PAST IMAGES OF MYSELF WHEN I WAS 16/17 YEARS OLD, NO DEFINITION ANYWHERE ON MY BODY, STICK THIN AND HATED CARBS I BECAME SO GRATEFUL OF BEING ABLE TO REALLY FIND MY PASSION IN FITNESS AND HELP IT MOTIVATE ME EVERYDAY TO BECOME BETTER PHYSICALLY BUT ALSO MENTALLY.**

**SOFIA  
SHAMIMI**

# THE *BOOTY BLASTER*

I have my three older brothers to really thank for getting me into the fitness life style because if it was not for them, I wouldn't be where I am today and have the set goals for my future in mind. The gym isn't just somewhere to 'keep fit' just to 'look good'. The gym is somewhere for me personally and a lot of other people where it challenges the mind, allows the mind to grow and become stronger. Nevertheless, who doesn't want to look good?! I love it. Being able to sculpt your body which ever way you want - it's as easy as that! Obviously with nutrition playing a huge part - you can't outdo a bad diet!

## **WHAT DOES THE GYM DO FOR ME THAT IT COULD ALSO DO FOR YOU?**

### **SELF CONFIDENCE**

Would you believe me if I told you I was the shyest person a few years ago? Would never have much to say, hated being 6'0"ft tall, always put myself down. How things have changed. The gym has given me confidence I probably never thought I would have. Not many people at 19 may feel comfortable taking 'selfies' in lingerie, or even younger at 18 years old where I stepped on stage in a bikini in front of over 1000 people! Now I love to inspire people to bring their inner diva out! Embrace everything about you! I loveeeee my height, always get people commenting on it - now I realise how lucky I am!!

### **ALLOWS ME TO MEET NEW PEOPLE EACH DAY**

Who have such motivating and ambitious life goals that it makes me want to work even harder! Surround yourself with people with similar mind sets!

### **ALLOWS YOU TO LOOK DAMN HOT!**

Who doesn't want to look good?! Looking good makes you feel good. Sculpt your body how you want, whatever makes you happy. Start now and you'll see the results!

### **IT ALLOWS ME TO WORK HARD IN EVERYTHING ELSE**

The gym for me is a place of discipline. Pushing myself through a gruelling leg workout as I know once I'm done it will all be worth it. This allows me to understand that nothing in life comes easy. Work now, party later.





# MY TOP BOOTY BLASTING EXERCISES

## LUNGES

Boy are they a burner! I love the lunge because they focus predominantly on your glutes and quads. To feel the burn you don't even have to go heavy, simply rep them out and the lactic acid will build up and up!

## STIFF LEG DEAD LIFTS

One of my NEW favourite exercises! A perfect exercise if you're trying to build up your hamstrings along with your glutes! For each repetition at the bottom hold for at least 2 seconds!

## LYING HAMSTRING CURL

A perfect exercise to superset with the stiff leg deadlift! it's all about taking your time and really squееeezzing your muscles! "NO PAIN, NO GAIN!"

## SQUATS

An obvious exercise and the most talked about! The squat, with so many different variations it's hard not to include it in a booty blasting session! If performing the squat on the squat rack or the smith machine, I always recommend pouncing at the bottom of each rep for at least 2 seconds - you want to feel your muscles working! Another variation being the Bulgarian split squat - perfect if you have back pain while performing the squat on the squat rack or smith machine as this focuses a lot more tension on your quads!

Learning new exercises and having a variation is always better! You don't want your sessions to become boring!

As a Personal Trainer having a variation of exercises for my clients is key as everyone needs exercises tailored specifically to their needs and comfort.



I will be competing in the WBFF show in May 2017 at the Bodypower Exhibition in Birmingham! I will be starting my 16 week prep come January in the new year. Until the end of December I am in a bulk season (eating A LOT of carbs!) as the booty doesn't grow from eating thin air! This will be my second competition as I have previously competed in the Miami Pro show back in 2015 when I was 18 years old. I will be prepping myself throughout the entire 16 weeks, just in time for those summer holidays!

I have recently started my [Youtube Channel @sofiashamimi](#) where I will be vlogging throughout my prep - full day of eating, workouts, days in the life & more!

# The CHOICE OF CELEBS

IT WORKS FAST,  
REGARDLESS  
OF SEX, AGE  
OR EXERCISE  
REGIME.

**FAT STRIPPER INTENSE** is scientifically formulated super-advanced with 7 proven, fast-acting weight loss ingredients for rapid fat loss. Fat Stripper Intense contains Choline which contributes to normal lipid metabolism and caffeine in the form of Green Tea, Guarana and Yerba Mate. Fat Stripper intense is science-based, safe and strong. with no side effects and is used worldwide by men and women.

The fact that Fat Stripper Intense is so strong and yet gives you no side effects is very important. You can get another cheaper supplement with more caffeine or unproven ingredients and it may even feel like it is working but most other weight loss supplements are not researched and give you side effects such as insomnia, constipation, palpitations and more. Trust the LA Muscle name and use LA Muscle's scientifically researched and natural supplements such as Fat Stripper Intense to get the fast results you expect without any side effects.





# NATURAL BOOST

## NATURAL ANABOLIC FOODS FOR SUPERHUMAN GAINS

WHEN IT COMES TO HEALTH AND FITNESS, WE ALL HAVE SIMILAR GOALS; GAIN MUSCLE, LOSE WEIGHT, IMPROVE HEALTH AND SO ON. WHAT IS IT THAT STOPS US FROM ACHIEVING THESE GOALS? YOU CAN TRAIN AS HARD AS YOU WANT BUT IF ALL ASPECTS OF YOUR PLAN AREN'T IN EFFECT THEN YOU'LL JUST BE WASTING YOUR TIME WITH MISPLACED EFFORT.

BY: SEAN DUNNE  
NUTRITION EXPERT

**W**ith most people I talk to, I always find one of the main causes that prevent them from achieving their fitness goals to be inconsistency in their diet. Some are either on a diet for a few days and then give up, some will try a diet and then change to a different one after too short a time if they don't see good results and the others are eating the wrong types of foods for the goals they have.

Today I'm going to cover some foods that will not only improve your health but will naturally boost your testosterone levels along with a whole range of other health benefits. You may already be familiar with them as they are very popular foods but most people are not using them to their full potential so give them a try and hopefully you'll have a few extra foods that you can add to your diet for a bit of extra variety that will work wonders and make a significant change to your health and physique.

When people hear the words "anabolic" and "steroids", they always tend to think of the illegal synthetic kind that are taken to enhance performance and improve physical appearance however natural steroids are completely different.

**THINK TESTOSTERONE, OESTROGEN, CORTISOL AND EVEN CHOLESTEROL. THESE ARE ALL NATURALLY OCCURRING STEROIDS FOUND IN OUR BODIES**

### SPINACH

It seems Popeye was on to something with this one as spinach contains high amounts of phytoecdysteroids, including ecdysterone and dehydroepiandrosterone which can increase the protein synthesis of cells by 20% and reduce protein degradation. Ecdysteroids are also considered to be the best kinds of natural steroids found in plants. Spinach is also a natural nitrate so it can increase nitric oxide levels in the body which will improve blood flow in the body and is also rich in vitamins and minerals.



ECDYSTEROIDS ARE ALSO CONSIDERED TO BE THE BEST KINDS OF NATURAL STEROIDS FOUND IN PLANTS



OATS PROVEN TO INCREASE YOUR TESTOSTERONE LEVELS

### WILD OATS

Think 'wild organic oats', these are rich in steroid-like saponins and are known for their ability to boost testosterone and luteinizing hormone levels. They're scientifically proven to increase your testosterone levels mainly because of the high saponin content. Make sure they're organic and unwashed as processed oats or if you wash wild oats will both remove the testo-boosting saponins.

### EGGS

A no brainer here as eggs have long been known for their many health benefits and should be one of the first foods in any well-balanced diet. All of the egg should be consumed as the egg yolk is rich in dietary cholesterol whilst the egg white will provide bio-active amino acids, which builds your muscle tissue and improves your overall health.





**IF YOU'RE PUTTING THE HOURS INTO YOUR TRAINING AND ALREADY FOLLOW A CLEAN DIET, SIMPLY ADD AT LEAST A FEW OF THESE AMAZING FOODS TO YOUR DIET AND YOU'LL BE WELL ON YOUR WAY TO A SUPERHUMAN PHYSIQUE AND PERFORMANCE!**



## CELERY

Not a very popular vegetable but it should be as Celery is known to be brimming with two powerful natural steroids for muscle growth called androstenone and androstenol. In males it can help improve sexual health and sperm production. It is also high in natural nitrates which widen your blood vessels, sending O<sub>2</sub> to your muscles and increasing time to exhaustion by 17%.

## ASPARAGUS

Asparagus contains plant steroid, ecdysteroids and steroidal saponins. It is also considered as a natural aphrodisiac and due to the presence of folic acid and potassium it enhances libido. It is also a rich source of Vitamin E which helps to boost testosterone levels. Asparagus also has diuretic properties as it helps to clear excess water out of your body and is a rich source of vitamin B<sub>6</sub>, calcium, magnesium and zinc, and dietary fibre.



## RAW OYSTERS

Not just a delicacy, Oysters contain protein, magnesium, zinc and other vitamins. They are one of the richest sources of zinc. Optimum levels of zinc will give a boost to your testosterone levels. Oysters are also believed to be a good aphrodisiac and improve libido.



OYSTERS ARE BELIEVED TO BE A GOOD APHRODISIAC AND IMPROVE LIBIDO

## AVOCADO

The humble Avocado is a well known superfood. It is a rich source of vitamins, potassium, folic acid and cholesterol. Research at Penn State University found that taking avocado has lowered LDL cholesterol and boosted testosterone levels. It also contains 35% more potassium than a banana and a good dose of fibre. The majority of the calories come from healthy fats whilst it also contains oleic acid which is scientifically proven to lower bad cholesterol.



## QUINOA

Similar to Spinach, Quinoa is also rich in ecdysteroids and steroid-like saponins; known for their effects to increase testosterone and luteinizing hormone. Quinoa is also high in many different testosterone-boosting vitamins and minerals as well as being gluten-free, so it makes a perfect substitute for grains. Be careful when preparing to cook Quinoa as it should not be washed before cooking as this will remove the saponins.

## FAVA BEAN


Also known as broad beans, are known for their ability to increase Human Growth Hormone (HGH) and dopamine levels, both of which will help you to increase your testosterone levels. The reason behind this is due to the high content of L-Dopa, a natural steroid and a scientifically proven precursor for dopamine and growth hormone.



BEING GLUTEN-FREE, MAKES QUINOA A PERFECT SUBSTITUTE FOR GRAIN







# **BUILD MUSCLE OR DROP BODY FAT FIRST?**

AS A PERSONAL TRAINER I GET ASKED DIFFERENT QUESTIONS ON A DAILY BASIS AND THIS IS ONE OF THE QUESTIONS THAT KEEPS COMING UP THE MOST FROM MY NEW CLIENTS AND GYM MEMBERS.

WELL AS WITH MOST QUESTIONS IN FITNESS THE ANSWER IS IT DEPENDS, IT WILL DEPEND ON WHERE YOUR PHYSIQUE AND MIND SET IS CURRENTLY.

**DAVID ROWE**  
PERSONAL  
TRAINER


**A**s a coach I believe you should get to a point that you are happy with in regards to your physique and body fat levels before looking at adding any size. So generally speaking we all usually feel better about ourselves in a leaner state with lower body fat. Now how lean will change from person to person. What I would recommend is getting to a point where you are happy first and this is why.

Psychologically speaking if you are in a place where you are happy I have found you are more likely to commit to a phase of adding muscle. You are now in the right mind set to train harder, be able to perform better and eat more so you can add that muscle you want.

Whereas if you are in a place where you are not quite so happy with how you look to start with you will typically not give it your all and commit to adding any quality size. This is because in the back of your head you will always want to be leaner. So With that as your mind set you will half-heartedly enter into a "bulking" phase and therefore not really get anywhere with your goals. So you will need to prepare your mind as well to achieve the results you want.

On another note if we are holding more body fat than we want 15-20% maybe more depending on gender, then this slightly changes our hormonal balance. So the more fat we have the higher our oestrogen levels are which will throw off our Testosterone to Oestrogen hormone ratios. So what we want is a higher lean muscle to body fat ratio this will in turn give you a better testosterone to oestrogen balance and as we know the better this is the easier it is to keep fat off and build muscle.

Another good point about dropping your excess fat first is if you are holding less so it will visually highlight the areas that you need to work on more, your weak points, as your muscles will be more predominant so you can analyse everything in its true form. You can see if everything is symmetrical, fits your frame and the look that you want.



**"IF YOU ARE  
IN A PLACE  
WHERE YOU ARE  
HAPPY YOU ARE  
MORE LIKELY TO  
COMMIT TO A  
PHASE OF ADDING  
MUSCLE"**



# "IN MY OPINION GET LEAN FIRST, SEE WHAT YOU NEED TO WORK ON THEN LOOK AT ADDING MUSCLE"

If you were to try to add muscle first you would obviously need to be in a calorie surplus, so basically taking in more calories than you are expending. Your calories would have to be made up of a good balance of protein, carbohydrate and fat sources which is essential. Now unless you are meticulously weighing out your food, counting your calories and food prepping on a day in day out basis you will probably add some body fat too. With that being said even if you are that strict it is probable you still will. So in my opinion get lean first, see what you need to work on then look adding muscle.

The good thing about dropping fat first is you will look bigger anyway because when you are leaner everything is more solid looking, has more shape and detail. So the best way to look 10lbs bigger is to drop 10lbs of body fat.

In order to lose this unwanted fat you would want to analyse you're training and nutritional habits, look at getting some consistency with your eating plan and meal frequencies. What I would suggest is keeping a food diary until you have done it long enough to know what you need and not stray from your new regime. Plus this gives you an idea of what you are actually consuming regularly so you can make small tweaks to it as and when necessary.

You are going to want to be in a slight calorie deficit whilst maintaining enough food to fuel and recover from your workouts and generally maintain your energy levels as much as possible. Yes you will be hungry to a degree but get used to it, that's how we feel when we need to burn fat.

Keep your weight training plan the same as if you wanted to build muscle this will keep your muscles looking full and maintaining your muscular size. Centre your training on big compound lifts such as horizontal and vertical pressing movements, squatting and deadlifting etc. You should look at hitting somewhere in the region of 8 to 15 reps per set.

Slowly integrate some cardio to accelerate your fat burning with a mixture of LISS (Low Intensity Steady State), HIIT (High Intensity Interval Training) cardio and short weighted circuits (Metabolic Circuits) or whichever one you prefer or like to do.

Taking all this into consideration it will obviously all dictate on your starting point, so this is why I would always advise hiring a personal trainer to help construct your goals, training and diet but my advice in most instances would be get lean first then grow.

# ARE YOU READY TO GET POSSESSED

## THE INCREDIBLE NEW PRE-WORKOUT POSSESSED IS THE PASSIVE-AGGRESSIVE TYPE

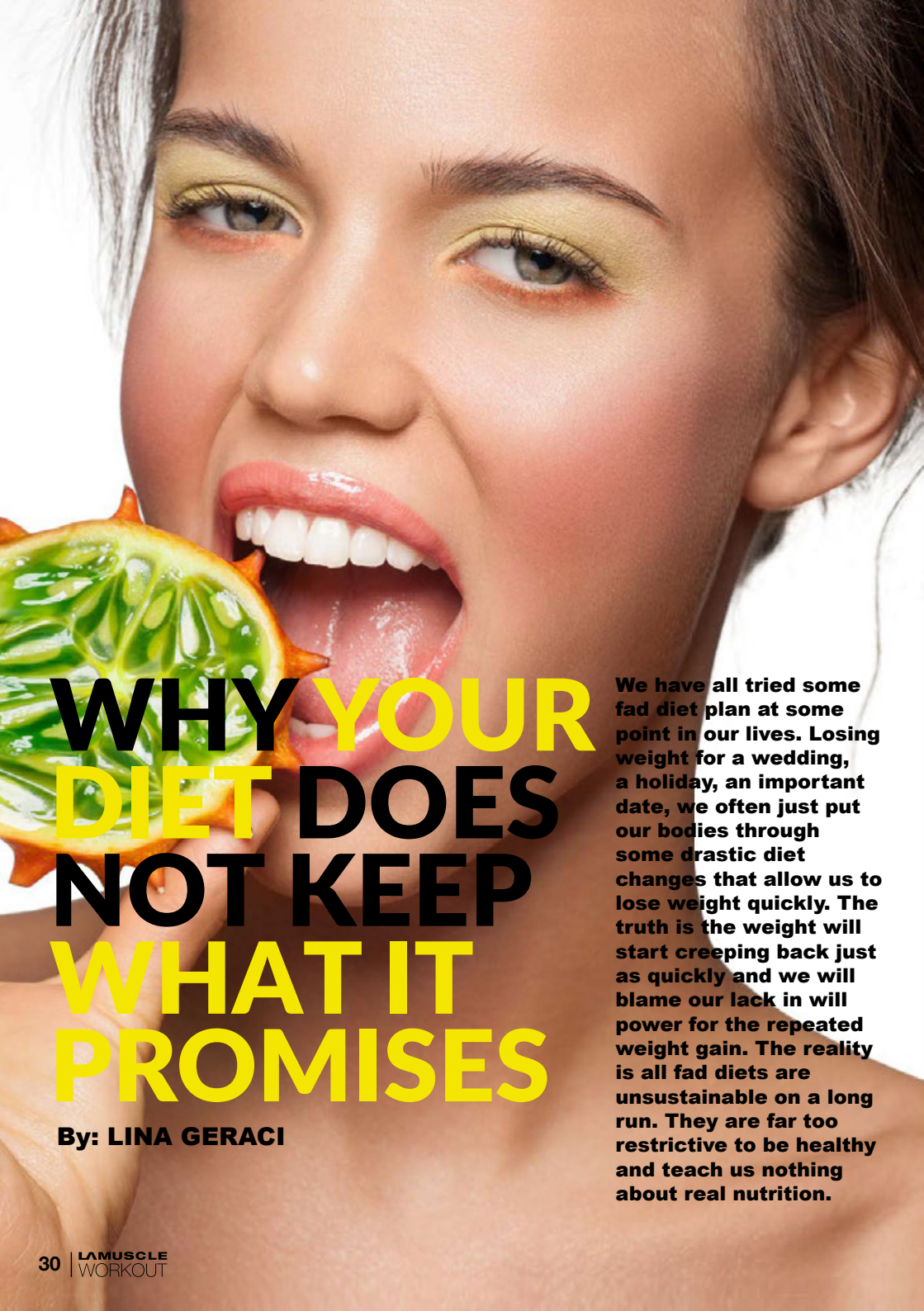
It is extremely aggressive on the pre-workout side yet totally passive when it comes to giving you a post-workout downer! And this is exactly the kind of pre-workout you need. One that gives you an incredible kick before your workout but is not going to give you a bummer of a come-down afterwards.

The scientifically researched formula behind Possessed ensures you get the best pre-workout on the market whilst ensuring you do not get any nasty side effects. Possessed is fast becoming LA Muscle's no.1 selling supplement as there is nothing else on the market that touches it in terms of results, taste and effectiveness of formula. Possessed is 100% Pharma Grade and contains no artificial ingredients.

- DELICIOUS + REFRESHING APPLE KICK FLAVOUR
- INCREASED ENDURANCE
- INCREASED ENERGY AND TRAINING INTENSITY
- INSANE MUSCLE PUMPS AND STRENGTH
- POWER THROUGH YOUR WORKOUTS







# WHY YOUR DIET DOES NOT KEEP WHAT IT PROMISES

By: LINA GERACI

**We have all tried some fad diet plan at some point in our lives. Losing weight for a wedding, a holiday, an important date, we often just put our bodies through some drastic diet changes that allow us to lose weight quickly. The truth is the weight will start creeping back just as quickly and we will blame our lack in will power for the repeated weight gain. The reality is all fad diets are unsustainable on a long run. They are far too restrictive to be healthy and teach us nothing about real nutrition.**

To put it very simple, calories come from carbohydrates, proteins and fats. The food we eat will have these three nutrients present in different percentages. Each one of them is important and allow our bodies to function efficiently. Cutting any of these macro nutrients out completely from our diet is the wrong approach to long term weight loss and a healthy lifestyle.



## PROTEINS

Proteins are responsible for growth, maintenance and repair of the body. Every living cell and some tissues, like skin, hair, muscle, tendons and ligaments are made of protein. Proteins also perform various physiological functions. Digestion, for instance, is based on a series of chemical reactions controlled by enzymes which are proteins. Antibodies are also proteins. These are produced by white blood cells and help us fight off infections. Proteins are made of amino acids, 8 essential and 12 non-essential ones. The former cannot be made by our body and need to be provided by our diet, the latter can be produced by our bodies if in short supply.



## CARBOHYDRATES

The main function of carbohydrates is to provide energy. Carbohydrates are always converted into glucose by our bodies before they are used as energy by cells. Glucose is stored in the muscles and in the liver and is used by muscles to contract when the exercise intensity is high.

**A quick fix is just that, a quick fix. If you can't see yourself sustaining the diet for the next 3-6-12 months, you are following the wrong diet. To lose weight and keep it off we need to understand the basics of nutrition, our body's daily need of calories and where they should come from.**



## FATS

Even if some believe that fats are bad for our diet, they have some very important functions. Protection of organs, control of body temperature, growth, repair and development of body tissues, uptake and storage of fat soluble vitamins, supply essential fatty acids such as Omega 3 and Omega 6, just to name a few. In particular, the essential fatty acids (EFA) are extremely important for the prevention of heart disease, blood clots, transport of oxygen by red blood cells, controlling and reducing lipids in the blood. They are called essential because, like the essential amino acids, they cannot be produced by our bodies and need to be supplied by our diet.



**It is very clear, reading through the above, how extremely important all macro nutrients are for the correct and efficient function of our body. A balanced diet should consist of 50-70% of carbohydrates, 10-30 of proteins and 10-30% of fats. The percentages vary depending on the goals each individual wants to achieve, their physical activity, the intensity and type of physical activity and to some extent, age and gender. They should be applied to the Basic Metabolic Rate (BMR) of each individual as we all have different calorie requirements.**



# 1. YOU ARE FOLLOWING THE LATEST FAD DIET

As mentioned before, fad diets provide quick fixes, nothing else. The weight will drop off quickly and be piled back on just as quickly. The unsustainable nature of these eating regimes make them impossible to be adopted on the long run. Aim for a balanced diet that includes all macro nutrients in the right percentage for your goals as explained before. Eat three main meals and 2 snacks to keep your sugar levels up and keep you away from irrational food choices when you are hungry.

# 2. YOU MIGHT EAT MORE THAN YOU THINK YOU ARE

Most people underestimate how much they eat. Keeping a food diary is the best way to keep those calories under control. Many calories also come from "hidden" nutrients, those that we usually don't take into consideration because they are so minimal we think they are irrelevant. Think of low calorie drinks or low sugar sweets. Even if they contain 10, 20 or 30 calories per item, if during a day you take in 5 of them, it adds up to 50-150 calories a day, 350-1050 calories a week. That alone could be the difference between losing weight and not.

# 3. YOU TRY TO LOSE WEIGHT TOO QUICKLY

If you try to lose too much weight too quickly, you are likely to eat too little and setting yourself an unrealistic goal. Undereating will leave you feeling exhausted, low in energy, moody and at some point will lead you to over eating. Eating too little also sends your body into "starvation" mode. Your system will hold on to fat to survive, exactly the opposite to what you want to achieve. Choose a rate of weight loss that is realistic and sustainable. 1-2 pounds a week is reasonable. It doesn't sound like a lot but remember the weight that you lose slowly is the one you will keep off.

# 4. YOU ARE NOT BEING KIND TO YOURSELF

Break down your total weight loss into several smaller goals and treat yourself when you reach them. If you have 20 pounds to lose, reward yourself every time you lose 4 or 5 pounds. Celebrate! You have come one step closer to your finishing line. You saw an amazing little red dress you have been wanting to buy for ages or you have found tickets to see your favourite team play... GO FOR IT! You have earned it! It is all about feeling good in more than one way. The ultimate way is looking and feeling great about finally managing to change your eating habits for good. Learning how to keep your weight under control because you have learned about your NEEDS and not your WANTS is a step in the right direction to a healthier lifestyle, one that you can apply to your whole family.

HERE ARE  
THE MOST  
COMMON  
REASONS  
YOUR DIET  
IS LETTING  
YOU DOWN

# BLOAT NO MORE!

**BLOAT NO MORE** is an exclusive formula that quite literally works within hours to rid you of excess water and give you a more chiseled and lean look. This incredible supplement is ideal for those who want to see quick results and those needing quick water loss including competing bodybuilders, fitness athletes, boxers and celebs.

Not many supplements give results in just hours! LA Muscle want you to see the power of **BLOAT NO MORE** for yourself.

- BRING OUT THE SIX-PACK
- FLUSHES OUT TOXINS
- COMBATS WATER RETENTION
- 100% NATURAL WITH NO SIDE EFFECTS
- GETS RID OF LAYER COVERING ABS
- 5 EXCLUSIVE SYNERGISTIC INGREDIENTS







# CARDIO

## WHAT IS IT ALL ABOUT?

**FROM THE MINUTE YOU WALK INTO A GYM ONE OF THE FIRST THINGS THAT YOU HEAR IS THE WORD "CARDIO" BEING MENTIONED IN EVERY OTHER SENTENCE. ALSO THE OTHER THING YOU WOULD NOTICE IS THAT HALF THE GYM IS EQUIPPED WITH CARDIO EQUIPMENT. THIS CARDIO BUSINESS MUST BE VERY IMPORTANT AND VERY SERIOUS.**

There are different schools of thought regarding this subject, if we take things logically and look at the whole process of cardio we should come to the correct outcome but hell we are human beings and we very rarely look at things in a logical way.

When will be the best time to do cardio? How long one should do it for? What type of cardio should I be doing? How intense should it be? Well you get one of the above wrong and you would be wasting your time and energy doing something that actually could be counterproductive to something you're trying to achieve.

The thing is that most people do cardio to lose body fat and not to just get fit for the sake of fitness. Therefore, if you are reading this article it is more than likely because you are doing some kind of sporting activity or just training to look better or maybe, even competing in some type of fitness of Bodybuilding Competition.

**The most ludicrous statement and advise that I have heard been given by so called self proclaimed experts and guru's doing cardio on empty stomachs as it will make you lose more fat because your stomach is empty. This the most ludicrous, stupid, backward and thick statement I have ever heard.**



**SAV KYRIACOU**  
Trainer of champions  
MUSCLEWORKS GYM

It is all to do with blood sugar levels, glycogen levels and cortisol levels that would dictate the calories that you burn while doing cardio would come from and trust me if you get that wrong your calories that you would be burning would be coming from your muscle, not fat.

The body finds it so easy to burn muscle for energy actually if it was to be even more accurate you could put on fat on top of doing it the wrong time e.g. straight after doing one hour, hour and a half of persistent training (weight training) and then going to do another hour cardio.

Reason being by then you would have depleted all your glycogen levels from your muscles and because you have not allowed enough time for your body to replenish your muscles with more glycogen or even if you did not eat enough, your body should convert fat into glycogen if you are on the correct diet with having healthy fats e.g. omega 3-6-9 what would happen is that by going straight to do cardio when the body is depleted the body sends signs to other parts and your body starts producing more cortisol and also makes your muscles secrete B.C.A.A's and glycogen out of the muscles and stores it round your waist area as future energy to be used when you are under fight or flight situations which will not occur for other various reasons which it means you keep losing weight (muscle) but not getting leaner because your storing thin layers of fat in specific areas.

You should only do cardio when you are well rested, not exhausted and should never do it for long periods of time. For Example, doing 45minutes twice per day would be much better for fat lose than doing one and half hours in one session.

You should only do cardio when you are well rested, not exhausted and should never do it for long periods of time. For Example, doing 45minutes twice per day would be much better for fat lose than doing one and half hours in one session.

If somebody has been training doing resistant training for quite some time and then started doing cardio while they are still training the cardio will not have the same affect if someone started to do cardio only.

**THE METABOLISMS THAT WILL INCREASE ALLOT MORE IF THAT'S THE ONLY ACTIVITY THAT YOU WILL BE DOING SUPPLEMENTING YOUR DIET WITH B.C.A.A WILL HELP BUT ONLY IF ALL OTHER THINGS ARE DONE CORRECTLY.**

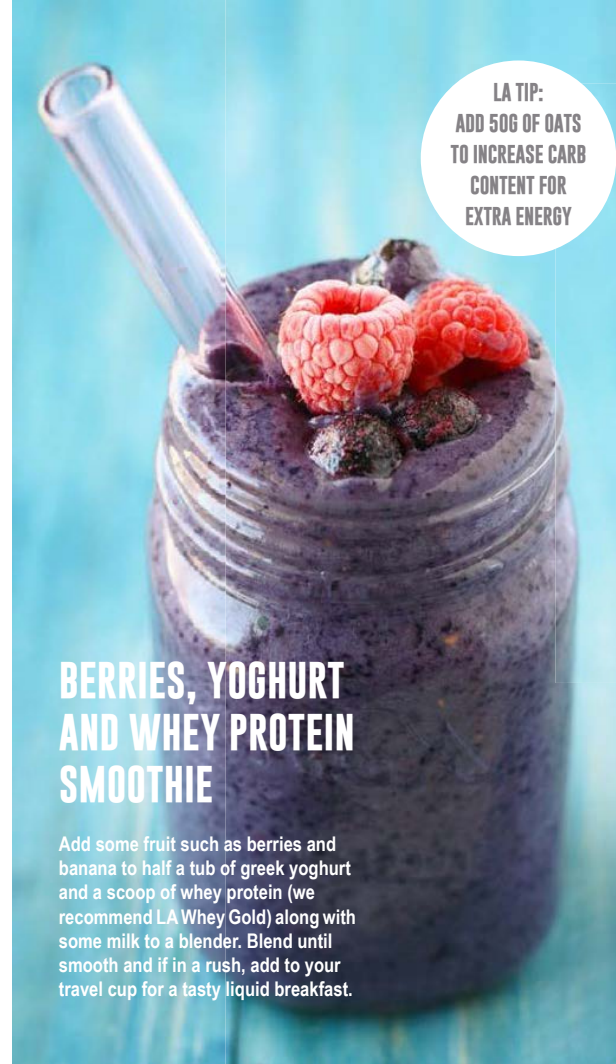


# BREAKFAST OF CHAMPIONS

**WHETHER YOU ENJOY BREAKFAST OR NOT, IT'S EXTREMELY IMPORTANT AND BENEFICIAL TO FUEL YOUR BODY EARLY ON TO ENSURE YOU HAVE ENOUGH CALORIES TO KEEP YOU GOING AND MAKE SURE YOU'RE FULL OF ENERGY TO PERFORM AT YOUR BEST FROM THE GET GO.**

Here is a list of quick and delicious options to do just that. We hear too many excuses from people who say they don't have time to eat breakfast in the morning as they're always hurrying. Whether you're working from home or running late, there's something for everyone to make sure you stay fully fuelled for the day ahead. So no more excuses!

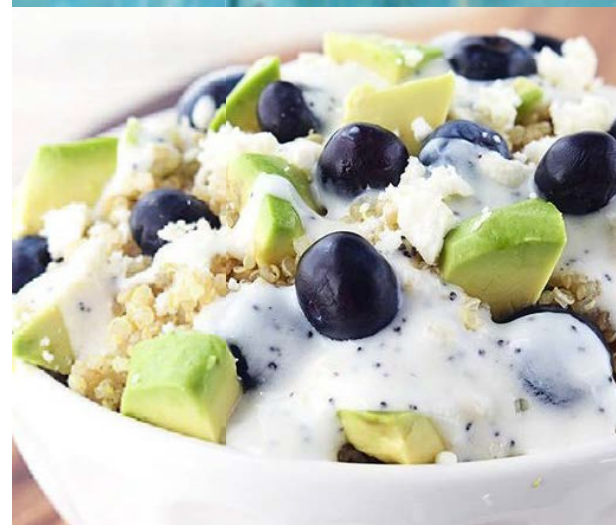
**SEAN DUNNE**  
FITNESS EXPERT



**LA TIP:**  
ADD 50G OF OATS  
TO INCREASE CARB  
CONTENT FOR  
EXTRA ENERGY

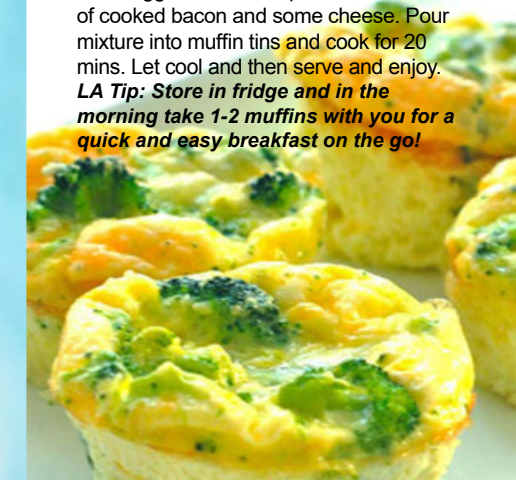
## BERRIES, YOGHURT AND WHEY PROTEIN SMOOTHIE

Add some fruit such as berries and banana to half a tub of greek yoghurt and a scoop of whey protein (we recommend LA Whey Gold) along with some milk to a blender. Blend until smooth and if in a rush, add to your travel cup for a tasty liquid breakfast.



## EGG BREAKFAST MUFFINS

These are really effortless to make, great tasting and last all week. In a bowl blend a few eggs with some spinach, few slices of cooked bacon and some cheese. Pour mixture into muffin tins and cook for 20 mins. Let cool and then serve and enjoy.  
**LA Tip:** Store in fridge and in the morning take 1-2 muffins with you for a quick and easy breakfast on the go!



## NUT BUTTER, BANANA & CHIA SEED TOAST

This is simply a different take of peanut butter on toast. Simply choose your favourite nut butter, eg. Peanut, almond, cashew, etc and spread it on two toasted slices of granary wholemeal bread, plain wholemeal bread is fine if you don't have that, top them with slices of banana and sprinkle them with chia seeds.  
**LA Tip:** sprinkle some cinnamon on top for added flavour and fat burning!

## QUINOA FRUIT SALAD

A deliciously fresh fruit salad that's quick and simple to make. Add a few scoops of quinoa along with some strawberries, blueberries, blackberries, and sliced mango to a bowl. Add a drizzle of honey and squeeze in some lime. The fruit and quinoa will provide a quick and steady boost of energy to keep you going until lunchtime.  
**LA Tip:** prepare the night before and put in the fridge to chill it overnight for a crisp taste in the morning.



## AVOCADO & EGG FRENCH TOAST

Full of protein and healthy fats, it's tasty and nutritious, what's not to love about this meal? Simply add a few eggs and a bit of milk to a bowl and mix. Dip a few slices of granary/wholemeal bread into the mixture and then fry in a pan for a few minutes, cooking both sides. Use coconut or olive oil as they're much healthier than other oils when cooking. When finished, mash an avocado and in a bowl with a bit of olive oil and with a knife, spread it on the toast and enjoy warm!

**LA TIP: ADD A FEW FRIED/POACHED EGGS ON TOP IF YOU WANT MORE PROTEIN.**

## THIS WILL FILL YOU UP FOR HOURS

## PEANUT BUTTER & BANANA SMOOTHIE

This delicious drink takes less than 5 mins to make and will fill you up for hours. In a blender add one banana, 2 tablespoons of peanut butter, 200-300ml of semi-skimmed/skimmed milk. Blend for 30-60 seconds and it's ready to drink!

**LA Tip:** Add a scoop of whey protein before blending to pump up the protein content.

## QUINOA & CHIA PORRIDGE

A great alternative to oats for a hot breakfast and packed full of protein and complex carbs.

In a pot simply cook some quinoa in milk (cow, soy or almond depending on preference), sprinkling some chia seeds, ground cinnamon and nutmeg in the mix. Bring to boil, simmer and stir. Serve in a bowl, adding some berries and a drizzle of honey on top.

**LA Tip:** Add some nuts on top to increase protein and add some crunch!

# FAT BUSTER

**METABOLISER,  
THERMOGENIC,  
DIURETIC AND  
ENERGISER!**

**QUICK-ACTING  
RED PILLS FOR  
IMMEDIATE RESULTS**

**100% NATURAL &  
SAFE FOR MEN  
& WOMEN**



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.



**GIGI  
TROZADO**  
WBFF EUROPEAN  
BIKINI CHAMPION

# FIGHT OR FLIGHT

**DAMN, I WANNA DO THAT AGAIN'. FRUSTRATED WORDS RESONATING IN MY MIND STEPPING OFF THE WBFF ASIA STAGE KOREA, SEOUL MAY 2016. PLACING TOP 10 ASIA. BUT COULD I HAVE PERFORMED ANY BETTER? I ASKED MYSELF.**

How many times have we heard words that bare resemblance from a coach, a parent, a competitor or even a teammate?

'If only she could deliver like she does in practice', 'If only she would just let herself go', 'He can do so much better than this', 'He has so much potential.' The list goes on. As an athlete or any individual for that matter, you will be subjected to the 'pressure cooker' situation, and any given situation or sporting event can be extremely stressful with added pressure from coaches, competitors, teammates, opposition or sponsors, and perhaps worst of all the athlete themselves.

One of the biggest fears of an athlete, let's be honest is failure. Failure to miss their target, or achieve their goal, failure to place, to win, to achieve.

## FEAR

I'd like to take a closer look at fear. Fear by definition is considered a reaction to something immediate that threatens the security or safety. The emotion of fear is felt as a sense of dread, alerting you to the possibility that your physical self might be harmed, thus motivating you to protect yourself.

## CHANGE

Fear is a direct outcome of change, which enters into our lives at different magnitudes. It is different for all of us. Before I move on I'd like to take a moment to actually look at change. Do we really understand change? Or more importantly, what does it really take to fully embrace the changes we make.

The first step towards change is developing awareness of what is actually going on. I'm going to break it down into what I've termed my 'DIY process of elimination'. Identify, Accept, disassociate, delete, move-on. Question? If something is not working for you, why would you choose to stick around? Or adopt the same methods previously used when you failed? The obvious is stated, why are so many individuals stuck in the same negative mindset; the same unfulfilling line of work; the same failing relationships, be it coach, sponsor or spouse, unable to place; unable to achieve. Why? Their process of elimination remains just that, a process. Some may be stuck and forever 'identifying' or some have

identified yet refuse to accept. Whatever the case may be, their process is stagnant. Hence blocking the progression of change.

So, it presents itself, a mishmash of uncertainty, of fear, of change, do I stay or do I go.

The mind feels trauma, fear or uncertainty on a scale that doesn't make any sense. Our mind is primed to feel sorry and biased. So what do we do? How do we bypass this unfortunate block?

I'll tell you how, by removing the wool from your over your eyes, by wiping the sweat from your brow, and by bare knuckling an actual solid decision. No hesitation. The light is green and you MUST just go!

## FIGHT OR FLIGHT

Stop, go, yes or no? The fear response, in it's most basic form is recognised in animals and human beings upon being threatened. One may play 'dead' or 'freeze' or adopt a fighting response, scream, shout or any other physical action. Let's relate this to the world of an athlete. Do any of these traits sound familiar?

## THE FIGHT RESPONSE

Sip of pre-workout anyone? Perhaps a dose of energy or adrenaline. Anxiety or added stress or stimulation actually causes the athlete to step up to the plate, actually improving their performance. Interestingly these type of athletes 'crave' pressure situations and you can often depend on these 'stars' to make the play.

To name a few of the greats, **Muhammad Ali, Michael Jordan, Wayne Gretzky, Usain Bolt, Michael Phelps.**

They are known for overcoming situations and excelling particularly when the pressure is on. The personality trait of this type of individual is usually extremely competitive and intuitive, more than likely seen as biting off more than they can chew, but handling everything that falls before them.

## THE FLIGHT RESPONSE

Cruise control but not quite making the destination. Individuals or athletes who often tend to fail in situations of high pressure often fall into this category. This is not due to the fact that they lack the ability or talent, but purely because they sabotage themselves and they over think the situation. Overthinking leads to freezing up. A.K.A 'choking' in the sporting community. These type of individuals or athletes usually possess a linear, unbudgable, way of thinking and their ways are set in concrete. Yes they are intelligent and fully capable of analysing a situation, They possess the know how and what to do in pressure situations, however often fall short when their anxiety takes over.



## YOUR INTERPRETATION - PRESSURE COOKER TO PODIUM

We have to examine the basics of the situation. Failure can often be traced back to the way an athlete has interpreted an event or situation. Individuals who fear failure often interpret stressful situations as the odds are against them; the task is risky or unsafe, the obstacle is too difficult.

Sounds rather dramatic upon presentation doesn't it? Being defeated before even starting. But the fact of the matter is you would actually be surprised how many would rather take the first exit or run home to safety rather than face that situation head on. The mindset alone is responsible for the 'choke' effect. Due to this mind block, doubt floods the brain, thus causing late reactions, hesitation and triggers negative thought process, their true self is not recognisable. They doubt their ability and fear that they will disappoint those that are important to them, be it their coach, teammates or sponsors. Such worry and anxiety occurs when they feel they have no control over the end result.

SOON ENOUGH IS WELL ENOUGH - Drive fear away So here we are, faced with another new year. 2017. New years resolutions, ambivalent hopes and dreams, re-evaluation of strategy, in with the new, out with the old, kind of vibe or to keep it simple. Change. This is us re-evaluating ourselves, analysing what worked for us last year and what didn't quite fit the bill. Having already touched on change earlier. How can we make it actually work for us rather than against.

## APPROACH CHANGE FREE FROM FEAR

Time and dedication is required for the development of mental skills. Mental training but more importantly 'Mental Skills Maintenance' needs to be an integral part of any athletes daily training regime. It can no longer be an optional extra but a must. I believe in a few simple steps to get the process of overcoming fear well underway. Although there has been almost three decades worth of systematic research. I choose to highlight what has worked for me. Maybe what has worked for me may be of benefit to you?

Interestingly, Carol Dweck a professor of psychology at Stanford University highlights changing your mindset to disengage fear.

## THE MINDSET THAT WORKS: THE GROWTH MINDSET STEPPING INTO FEAR

This is the mindset that actually allows the athlete to fail, welcoming obstacles in life because they are confident that such obstacles will benefit them. When one can silently accept their failures or mistakes they can learn from them. Thus becoming a better person and athlete from the knowledge and experience. To fear failure, dwell on the negatives, hesitate and avoid obstacles in life and sports one will never, god forbid, experience either failure or success, amounting to a less than average experience and growth that will eventually plateau or worse be non existent.

## CHANGE THE PERCEPTION OF FAILURE

I never look at a situation as failure, I look at it as feedback. Why look at an end result as failure even if it is much different to what was initially expected and predicted. I look at it as an opportunity to identify areas that we are weak at and require immediate action. In addition, such feedback will help us gain clarity in how not to perform if the previous event was unsuccessful. For me, it is not failure but in fact a 'small victory' amounting to invaluable progress with my very own knowledge and self awareness. Athletes that possess the ability to produce positive elements from negative scraps no matter how large or small are the ones that will advance ahead of the rest, ultimately becoming mentally tougher.

## RELAX & BREATHE

'Just take a deep breath' there really is substance behind this commonly used comforting expression. Very few people actually understand the physiological effect of such a small act of calming down.

In 1921, Otto Loewi, a german physiologist discovered that by stimulating a nerve called the vagus nerve, we can reduce our heart rate. What is this vagus nerve? Vagus is latin for wondering. The vagus nerve midst an extensive branch system rooted in the cerebellum and brain stream wanders to the lowest viscera of your abdomen touching the heart and other major organs along the way. It is the vagus nerve that constantly reports sensory information concerning the mind and the body to the brain. Heard of the saying, 'trust your gut' ? In actual fact 'trust your vagus nerve' would be more appropriate. Such feelings and gut instincts are emotional intuitions that are transferred to the brain. This system works by creating an inner calm state during moments of safety or FLIGHT or FIGHT phenomena. In simple terms, stimulation of the vagus nerve triggers a neurotransmitter which acts as a tranquilliser which we administer ourselves by taking a few simple deep breaths. Moreover all the physical responses from fear such as shaking hands, sweaty palms, dry mouth, upset stomach are a result of the vagus nerve disengaging. Fortunately for us, through correct adoption of breathing we can override these responses and thus perform well under pressure.



"I NEVER LOOK  
AT A SITUATION  
AS FAILURE,  
I LOOK AT IT AS  
FEEDBACK"

## JUST KEEP GOING, NO FEELING IS FINAL

Fear will always present itself one way or another. As an athlete you will be faced with fear, it is inevitable. I have chosen to present advice that merely scratches the surface of overcoming fear, embracing change and moving forward. Yet I can't help but ask the question, as an athlete you mentally vow to follow your passion do you not? Could fear be seen as a subconscious alarm bell informing you that what you are about to do or should do means that much to you that you should stare it straight in the face, nomatter what?

## FEAR STRIKES MY CHORD EVERY TIME

Six months later I stepped back into my fear on the same wbff stage, before the same judges, under the same pressure, this time, more relaxed, more self-aware, having accepted my earlier flaws, mistakes and set backs. But this time I stepped off the stage with nothing but self- fulfilment, gratification and this time the new wbff European Champion and not a single question to ask myself.



**LAZARO  
ALMENARES**  
TV PRESENTER, NATURAL  
BODYBUILDER AND FITNESS  
INSTRUCTOR LEVEL 4

# KETTLEBLAST MOVES FOR A SERIOUSLY STRONG CORE AND STRESS RELEASE

The Kettleblast Training system will help you to work and stay strong **and flexible in your hamstrings and hips** and hit your core stability, this way you will greatly reduce compressive forces around the back joints. Another area is the shoulder. The shoulder is a ball socket joint and the least stable joint in the body. It is very susceptible to muscular forces behind and in front of the joint, but it is also the most susceptible joint to strengthening therapies. Weak muscles can create a lot of problems for any type of athlete, rowing, swimming, football, **boxing, rugby etc. and anyone who plays an overhead sport in which arms and shoulders work hard.** Strong muscles can stabilise the shoulder joint and reduce problems. Here the Kettleblast Training System targets all the muscles around the rotator cuff area with the one and two arm swings, the clean and press, the windmill and snatch. Just like you can see the body work at the same time, in the same way joints, bones and muscles work with one another in a synergistic kinetic chain way to prevent injuries.

## KETTLEBLAST TRAINING MEANS MOTION OR MOVEMENT

Everything is interrelated. We start with the feet, they are the foundation of almost all movements, and everyone uses them all day long. The foot is an amazing, dynamic structure, a collection of 26 bones, 33 joints, 19 muscles and tendons and 107 ligaments. Your feet don't just have to support your body weight, they also need to propel it in different directions, sometimes with explosive force. Foot stability is essential to healthy movement. Those muscles are responsible for supporting all the bones in the foot. There is strong connection between foot mechanics and knee positioning, so when you exercise your leg and knee can be affected by how your foot strikes the ground. Some people pronate which means that their feet roll to the inner side as they strike, other people supinate, which means that their feet roll to outer side as they strike. Some other fortunate people or well-trained have a neutral foot strike.

## WITH KETTLEBLAST EVERY SINGLE DRILL MAKES THE BODY STRONGER AND ABLE TO MOVE MORE EXPLOSIVELY.

Ballistic drills like swings and the snatch give excellent stamina and conditioning. You can practice different drills and save time and space. With good instruction, you can make very quick progress, the movements are simple and easy to learn, and you only need one or two Kettlebells to have fun. There are endless exercises to do with Kettleblast. First though, you need to find a Kettleblast instructor to learn the drills safely and effectively. Kettleblast training is a great correctional tool to fix this problem and great program for fat burn, tone, build and sculpt.

Throughout this training system we will look at a simple, incredible workout training system using burpees, squat jumps, squat thrusts, lunges jumps and more. You can do all that with high repetitions and high intensity and at any age. Anyone can do anything at their own best, whether you want to run a marathon, win the local Sunday league or sculpt a dream body.

## KETTLEBLAST WORKOUTS

You might be sick of some trainers telling you how important core strength is... but they can't stop because it really is incredibly crucial, and not just in terms of showing off a flat stomach at the beach. "Your core is involved in every single movement your body does in your workouts and in your life." Although the Kettleblast programme includes more than 100 full-body exercises, it includes tons of ways to strengthen your abs because Kettleblast are an ideal tool for the job: "The odd shape causes the weight to be distributed unevenly, and your core muscles are continuously engaged throughout every motion to control the bell's shifting centre of gravity."

In fact, one study research on Exercise found that eight weeks of training with Kettleblast increased participants' core strength by 80% (!) Ready to fire up your abs? Grab a bell at home or in a gym and follow my Kettleblast lead!

## SET-UP

How to choose a weight: Start with one that's challenging; aim for at least a 15-pound kettlebell. You're distributing that weight among many muscles, not isolating one muscle group, so don't be afraid to go heavier than you normally would.

## TWO DIFFERENT WAYS TO DO THE MOVES:

**1. MAKE A CIRCUIT:** Execute each move for one minute, moving through all of the exercises for four rounds of nonstop action.

Beginner/Intermediate: Rest for 15–60 seconds between each exercise, depending on your fitness level. Advanced: Take 0–5 second breaks as you move on to the next exercise. Want to make it a HIIT workout? Rotate a minute of sprints, jumping jacks, and burpees between each exercise.

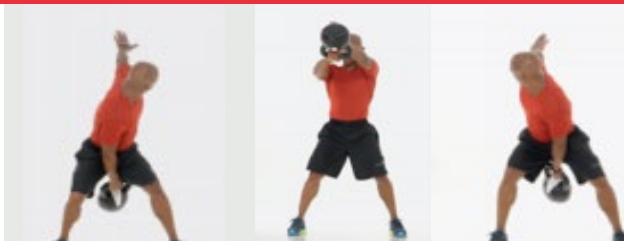
**2. WORK IN SETS: BEGINNER:** Do two sets of each move, at 15–20 reps, before going on to the next exercise. Intermediate: Go for three sets of each move, at 20–25 reps. Advanced: Go for four sets of each exercise at 25–30 reps.



## EXERCISE 1

## ALTERNATIVE KETTLEBELL SWING

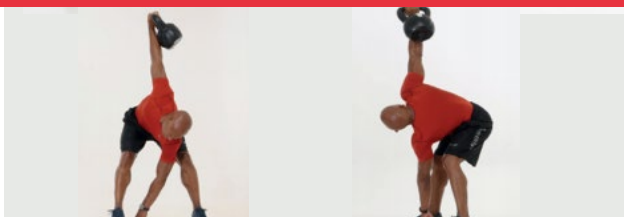
1. Begin with one hand swing preparation. Pull kettlebell forward and upward from under body.
2. Ask kettlebell to pass shoulder height, release and catch at arm length with other hand.
3. Drop kettlebell down, keep arm extended, swing back between legs and repeat.
4. Continue moving switching hands every time kettlebell reaches shoulder height on upward swing.



## EXERCISE 2

## BENT WINDMILL

1. Start in Windmill position.
2. Bend knees, reach down to the floor between legs with left hand.
3. To increase extension, try touching right foot with left hand.
4. Raise back up to original position, maintaining balance of kettlebell overhead above right shoulder and repeat. Continue



## EXERCISE 3

## TURKISH GET UP / SIDE SIT-UP

1. Start by lying down, raise kettlebell with one hand from side and press it up vertically until arm is extended and elbow locked, knee of same side is bent and foot flat on floor.
2. Lift upper body until in a fully seated position, keep one arm up vertically and elbow locked throughout whole movement.
3. Support position with "non-working" arm and bend opposite knee.
4. Lift body off the floor with the help of "non-working" arm and opposite bent leg.
5. Step back with other leg and kneel down as in downward phase of Overhead Rear Lunge.
6. Stand up and finish move as in upward phase of One Hand Overhead Press, repeat with opposite side.



## EXERCISE 4

## V-UP ABS CRUNCH

1. Lie down holding kettlebell overhead with both hands, legs extended and feet together.
2. Slowly lift legs off the floor keeping them extended or slightly bend for an easier version.
3. At the same time lift arms off the floor bringing the kettlebell up and towards the feet. The torso should come off the floor too.
4. Allow kettlebell to touch the feet, hold the V position feeling the crunch in the Abs.
5. Lower legs and arms slowly and in a controlled manner returning to starting position and repeat.



## EXERCISE 5

## RUSSIAN TWIST

1. Start by sitting on the floor with raised feet, or keep feet on the floor for easier option, legs together, knees bent holding the kettlebell with both hands at the centre.
2. Lean slightly back without rounding spine at all, although difficult, it is really important to keep the back straight.
3. Pull navel to spine and twist slowly to the left bringing the kettlebell to the left side. The movement is not large and comes from the ribs rotating not from arms swinging.
4. Return to centre and rotate to the right. This completes one rep.



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**LIMITLESS** acts directly on your brain and its hormones to make you more alert, awake, faster and to enhance your cognitive skills.

It all sounds too good and you bet!

**LIMITLESS** really is too good. You have to try it for yourself to see what an incredible supplement it is. The beauty of **LIMITLESS** is that you can actually feel and see its benefits for yourself in just one pill. **LIMITLESS** comes with LA Muscle's unique guarantee that if you don't love it, you don't pay for it; as simple as that.

**LIMITLESS** is not a gimmicky pill.

**LIMITLESS** is an incredible supplement scientifically researched and developed by LA Muscle Laboratories, containing:

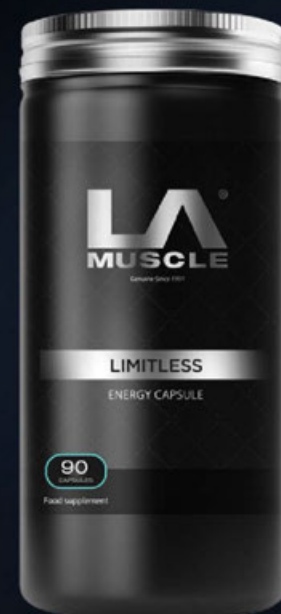
**CYANCOBALAMIN** - also known as vitamin-B12 is required for proper red blood cell formation which carry valuable oxygen to the cell to produce energy.

**L-GLYCINE** - a non-essential amino acid responsible for the conversion of glucose into energy.

**KOLA NUT EXTRACT** - a natural source of caffeine which regulates the body's central nervous, providing more energy.

**SIBERIAN GINSENG** - increases energy and reduces the effects of stress and anxiety.

**L-LYSINE** - is an essential amino acid which plays a vital role converting fatty acid to energy.





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FOR HARD GAINERS"

Men'sHealth

LA Whey Gold is THE best protein supplement for most people with generic goals. Whether you want to build muscle, lose weight or improve sporting performance, LA Whey Gold will really help you and you will notice the benefits of taking it.



## JUST LOOK AT WHY LA WHEY IS SO SPECIAL:

- 100% whey protein, no cheaper protein sources
- Almost 50g of high grade protein per serving
- 100% natural and GMO-free
- Triple filtrated for no lactose using Patented CFM process
- No artificial colours, sweeteners, additives or flavours
- Highest level of Glutamine at 17%
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- Highest Biological Value of 159+, meaning the most amount of protein deposits in your muscles
- Pharma Grade and not just food grade
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- Cold processed, so no denaturing of protein. Most other companies use heat!
- Wheat-free, gluten-free, suitable for vegetarians
- Virtually no fat
- Very low carbs so ideal for those wanting lean muscle mass

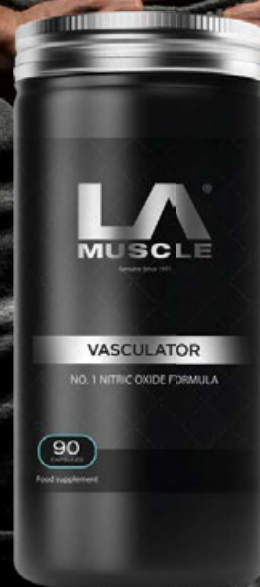
- High potassium to sodium ratio, helping to get your six-pack abs out!
- Hypo-allergenic, thus suitable for those who are usually allergic to dairy
- LA Whey Gold gives you no gas, bloating, stomach problems or bad breath

There really aren't many proteins that can match up to the results of LA Whey Gold. The reason for this is that not many companies spend the amounts LA Muscle spends on the development, continuous improvement, manufacturing, storage and transport of LA Whey. If you want to take the best whey protein powder on the market, then LA Whey is the one.

LA Whey has been hailed as the best protein for most people "especially hard gainers" by Men's Health Magazine. You really cannot get any better.

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## VASCULATOR

There is only one supplement in the world that can quite literally get you big in one dose and that is Vasculator. When you take Vasculator before your workouts, it acts to increase pumps, vascularity and muscle definition instantly. The results can be FELT and SEEN within minutes. No other supplement can do this! Vasculator is the winner of the "Best muscle supplement" in the prestigious Men's Health Supplements Awards.

## THE ONLY SUPPLEMENT WITH ALL 4 PROVEN BLOOD FLOW PUMP AGENTS

Vasculator is GUARANTEED to give you the most amazing pumps in and out of the gym. Without the "pump" and proper muscle contraction, you will struggle to build maximum muscle size. Vasculator guarantees that you get that elusive full muscle contraction each and every time. This is crucial if you want real results and fast.

Common areas to pump up are the arms, chest, back, shoulders and legs. Vasculator really is something completely different and very unique.

## IT WORKS BY EXPANDING BLOOD NOT BY WATER RETENTION

The beauty of Vasculator is that it works just like or even better than Creatine and it does it by not having anything to do with water balance/retention in your body. This is why Vasculator is such an amazing product as firstly it can be taken by competitive body builders even on the day of competition and secondly it can be taken alongside Creatine to give you double the results.

Vasculator enables more blood to be pumped into your muscles. This blood carries with it, oxygen, proteins, carbs and nutrients. The more pumped you get, the stronger and more muscular you will get over long term.

## MASSIVE ADVANTAGE BY WORKING INSTANTLY

The huge advantage of Vasculator over other products is that it gives you almost instant results. If you regularly go to the gym and get a pump every now and then, you will be completely astonished by Vasculator's immediate power. This product has been designed to get to work instantly and make you and those around you see and feel the results.

Your gym friends and on-lookers will not recognise you...we promise! You will look like you are a "real" body builder as opposed to some underweight guy working out!

## COMPLETELY NATURAL

Vasculator is a completely natural product and can be taken by IOC athletes as well as natural bodybuilders. This really is a hardcore body building product so is best suited to those training with heavy weights on a regular basis.

Competitive bodybuilders MUST take this product on competition day or they will regret it! You can't go on stage without the extra size & pumps.

LA Muscle were the first company to bring you Citrulline into the UK. You find this and many more powerful ingredients in Vasculator - give it a try and see what a REAL pump product is all about!



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**PHOTO  
SHOOTS**

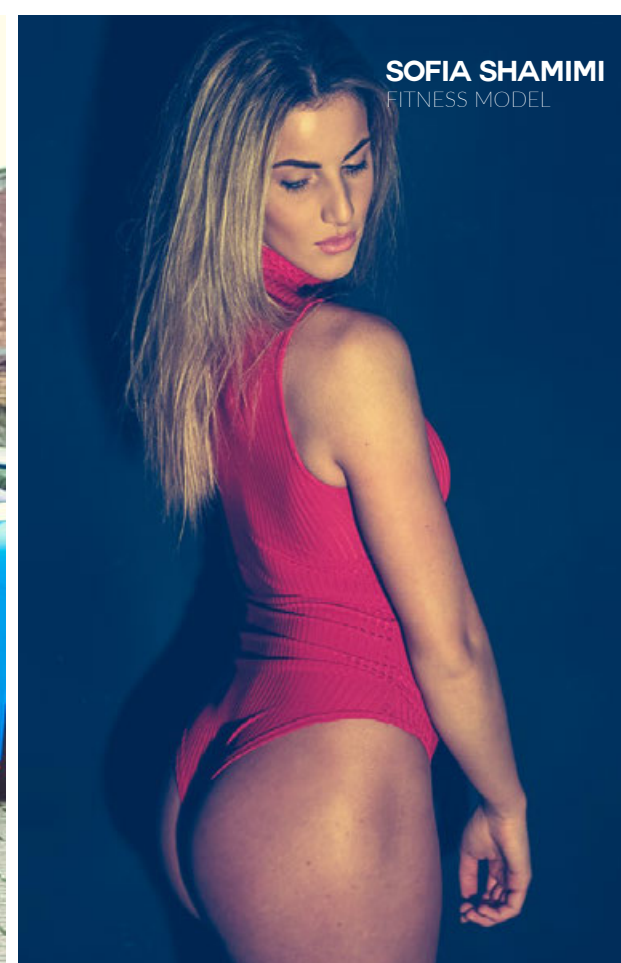
**LUKE BAKER**

FITNESS MODEL,  
NUTRITIONIST

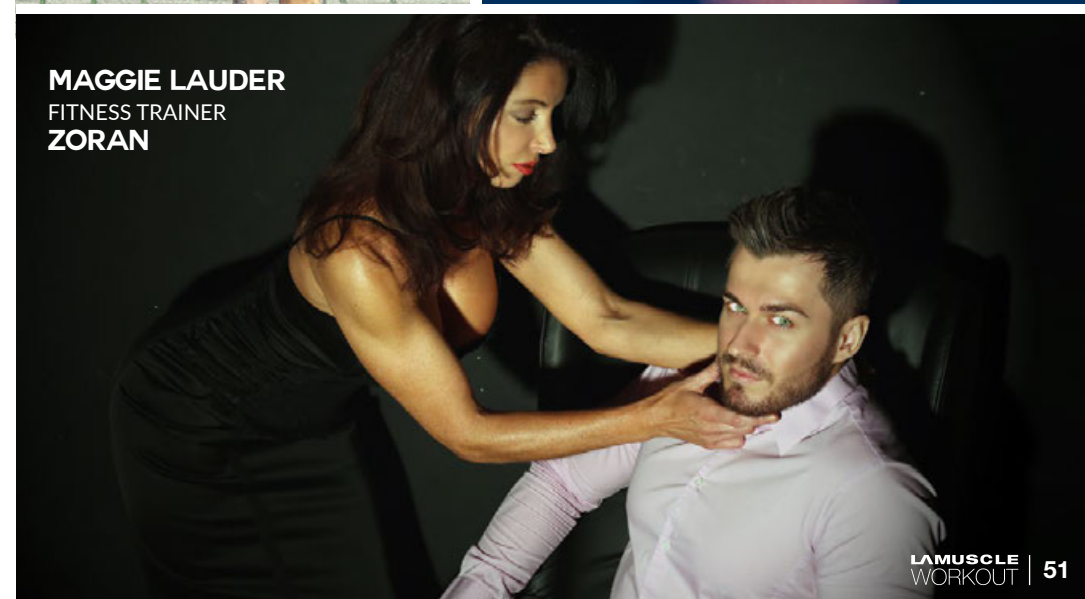


**ANDREA LOVASSI**

FITNESS MODEL



**SOFIA SHAMIMI**  
FITNESS MODEL

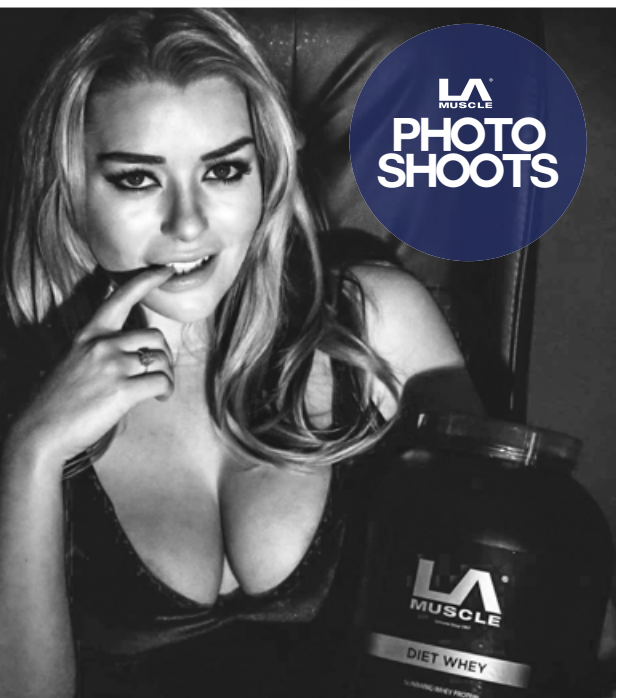


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"BEST ALL IN ONE PROTEIN SHAKE"

MEN'S FITNESS



**LA Whey Premium Protein 28g.** The best protein for your muscles, 100% pure whey protein, highest Biological Value meaning more protein gets deposited in your muscles than any other protein.

**Milk Protein Isolate** - A slow drip feed of protein to feed your muscles 24/7 for continuous growth.

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**Leucine 3g.** The strongest amino acid for increasing protein synthesis; muscle building and muscle recovery.

**Maltodextrin & Dextrose** for the powerful insulin spike. This enables all ingredients to get into the muscle cell and perform their function. Inulin for a healthy digestive system.

If you were to buy all the ingredients in Complete separately at Pharmaceutical Grade, it would set you back over £400! And it would still mix horribly and taste bad. Complete has it all, at Pharmaceutical Grade, mixes instantly and tastes great.

## By taking COMPLETE you save money:

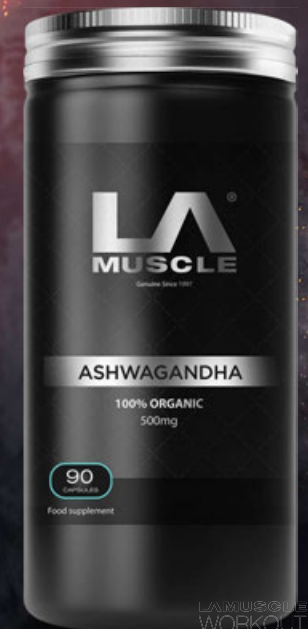
- Replaces your daily protein shake
- Replaces your post-workout protein shake
- Replaces your post-workout carbohydrate shake
- Replaces your amino acid pills
- Replaces your Creatine powder
- Replaces your Glutamine pills or powder
- Replaces the need for fat burners as it contains CLA

# SUPPLEMENT OF GODS

Ashwagandha, also known as Indian Ginseng is an incredible supplement IF you can get the genuine article. With LA Muscle, you get the original standardised potency "root" as used in scientific studies.

Ashwagandha has so many benefits such as athletic performance, Testosterone Boost and increased sexual drive. Most supplement companies are not able to source and give you this original herb due to its price and manufacturing method.

- THE ORIGINAL "ROOT" PROVEN TO WORK
- PERFORMANCE, ENERGY, VIRILITY AND TESTOSTERONE
- LOTS OF SCIENTIFIC STUDIES TO BACK-UP ITS EFFECTS





# NUCLEAR CREATINE

Creatine is a super-supplement that can improve many aspects of your training and gym work. Creatine can increase muscle, energy, stamina and recovery. The problem with most Creatine supplements is that they just don't have the right active ingredients to get the Creatine to produce results that are superior and noticeable in a short period of time.

NUCLEAR CREATINE is very different from traditional Creatine supplements. This ground-breaking supplement contains several uptake agents to get the purified Creatine to work almost immediately (within minutes!).

NUCLEAR CREATINE contains the rare amino acid: Aspartic Acid. This incredible supplement has been demonstrated to directly increase:

- Blood flow - Meaning more pumps in the gym; pumps are what guarantee muscle mass.
- Male Hormones such as Testosterone.
- More muscle, strength, energy and endurance. Male hormones are what trigger lean muscle mass.
- Growth Hormones - For more muscle mass. Growth Hormone is what builds your body in your teenage years and introducing it at any stage, means more growth.

On top of Aspartic Acid, NUCLEAR CREATINE contains the super-pump agents L-Arginine AKG, L-Ornithine AKG as well as almost 6g of Pharma Grade Creatine and 1g of Taurine. Do not mistake NUCLEAR CREATINE with just any Creatine supplement. In just one dose you will see yourself bigger in the gym. No other Creatine can do this. This is a guarantee with this super-supplement and if you don't see yourself bigger and stronger "in just one dose" LA Muscle will give 100% of your money back. There is no other supplement like Nuclear Creatine.



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# MAXIMUM ANABOLIC ANABOTEEN



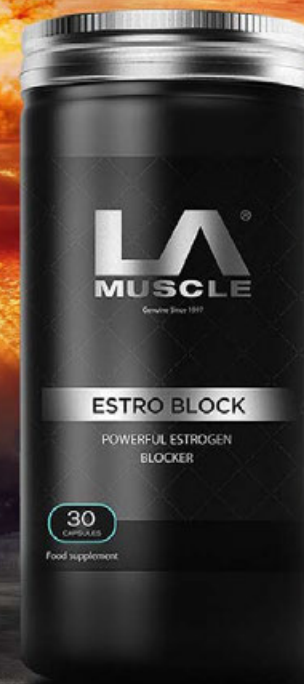
IN 1999, LA MUSCLE LAUNCHED ANABOTEEN, ONE OF THE STRONGEST MUSCLE BUILDING COMPOUNDS KNOWN TO MAN. ANABOTEEN WAS A HUGE SELLER, MAKING GIANTS OF MERE MORTALS. ANABOTEEN WAS SO STRONG THAT IT WAS SUBSEQUENTLY BANNED.

It's 2017 and LA Muscle is able to bring you an anabolic combination worthy of the Anaboteen name. For a very limited time, you can get the same, if not bigger results from the all new Anaboteen Stack by LA Muscle. What's unique about the Anaboteen Stack is that it combines extremely powerful Testosterone and Growth Hormone compounds with exclusive anti-estrogen and anti-catabolic ingredients. This synergistic combination is the very best you can get if you want unstoppable strength in the gym and fast muscle development.

## ANABOTEEN IS

- HIGHLY ANABOLIC, ALMOST DRUG-LIKE
- ANTI-ESTROGENIC
- ANTI-CATABOLIC MEANING NO MUSCLE IS USED FOR FUEL
- TESTOSTERONE & GROWTH HORMONE BOOSTING
- 100% PHARMACEUTICAL GRADE

The Anaboteen Stack combines Norateen Extreme's Testosterone power with Estro Block's anti-estrogen capabilities. This means you get maximum Testosterone with zero estrogen build-up, making a fertile environment for extreme muscle growth. Expect miraculous muscle & strength gains or LA Muscle will refund you. No guesswork or empty promises on Anaboteen. Get anabolic drug-like results or you don't pay. That is the LA Muscle guarantee.



EXCLUSIVELY AVAILABLE FROM  
LAMUSCLE.COM

LIMITED  
TIME OFFER



# LAMUSCLE TV

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



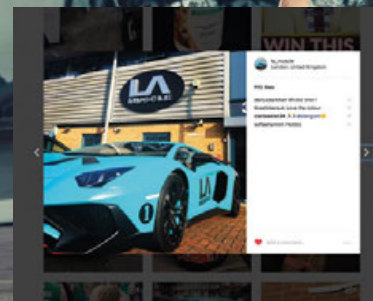
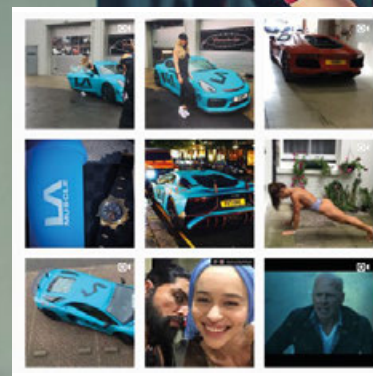
All shows are produced by LA Muscle's exclusive film crews around the world and feature top athletes and celebrities.

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 & FIGHTING / DOCUMENTARIES / SPORTS / HEALTH, NUTRITION, YOGA / FUNNY

LAMUSCLE.TV

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Over 15 million views



Over 170 000 followers



Over 1 million video views a month



Over 100 000 followers



# TO GET TO THE TOP YOU NEED **NORATEEN GOLD**

A VERY LIMITED EDITION "NEXT LEVEL"  
NORATEEN PROVIDING THE MOST FERTILE  
ANABOLIC ENVIRONMENT FOR OPTIMUM  
MUSCLE & STRENGTH BUILDING. NORATEEN  
GOLD CONTAINS THE VERY BEST HIGHEST  
PHARMACEUTICAL GRADE ANABOLIC  
ACTIVATORS IN THE WORLD IN A FORMULA  
UNLIKE ANYTHING ELSE EVER PRODUCED.



**LA<sup>®</sup>**  
**MUSCLE**  
Genuine Since 1997