

# LA MUSCLE WORKOUT

ISSUE 8/2018

**YOUR  
DEFINITIVE  
WEIGHT  
LOSS GUIDE**

**HOW TO  
BUILD  
MUSCLES**

**7 DAYS TO  
SKINNY**

**WHAT HAPPENS  
WHEN YOU TAKE  
TESTOSTERONE?**

**YOUR  
DEFINITIVE  
MUSCLE  
BUILDING  
GUIDE**

**DO YOU  
REALLY  
NEED WHEY  
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**WHY AM I  
STILL FAT?**

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



## WELCOME TO WORKOUT

Welcome everyone!

Another year, another set of goals that can or can't be reached. It's all down to you really! If you set your mind, truly set your mind and decide to achieve your amazing new body, the chances are that you will get there. It's almost always the mindset that gets you there or lets you down.

This incredible power-packed issue of the LA Muscle Workout Magazine is full of informative articles on weight loss, muscle building, energy efficiency and workout tips. LA Muscle has been THE go-to brand when it comes to sports nutrition for the last 20 years. Those who want results, trust the LA Muscle name. The supplements are not always the cheapest, however who said getting results and doing it safely is going to be cheap? You get what you pay for and your body is too precious to put low-grade supplements in it.

Enjoy this issue and the best of luck to all of you in whatever path you are embarking on this year.

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# YOUR DEFINITIVE WEIGHT LOSS GUIDE

**IS THIS GOING TO BE YOUR YEAR FOR FINALLY GETTING IN SHAPE AND GETTING THAT BODY YOU HAVE ALWAYS WANTED?**

Well, it's not getting any easier. As if life's hassles and daily tasks weren't enough, many of you have been sucked into the social media circus and now spend a substantial portion of your lives on various platforms, spending even less time on yourself.

If this is going to be your year for that amazing body, you need to put yourself first. That means forgetting about your various commitments to your non-existent friends on Facebook and having to "post something" every few hours. Let's get back to you. Let this be the year of you. Even if you know that you will start well and the enthusiasm will soon wear off, at least it is better to start than not start at all.



**THE FIRST THING YOU NEED TO DECIDE ON IS THAT YOU ARE GOING TO CUT DOWN YOUR CARBOHYDRATES AND YOUR SUGARS.**

They are the main culprits when it comes to obesity and putting weight on. You need to start thinking about having less carbohydrates as the day goes on. This means you can have carbohydrates for breakfast and some for lunch but none for dinner.

As for sugar, you need to try and halve your current sugar intake. Sugar is a big spiker of insulin and insulin in turn stores fat. Try and reduce your sugar intake if you can, as this will really help with weight loss.

An obvious culprit for excess body weight is saturated fats. Make sure you read the labels of the foods you are eating. Really obvious ones are biscuits, pastry, chocolates and fried foods.

Your main concentration should be on protein-rich foods with vegetables. Even fruit should be reduced, as too much fruit can also make you hold on to weight. Aim for having a high protein meal at every meal, with vegetables.

**AN EXAMPLE OF A GOOD DIET IS:**

## **BREAKFAST**

Porridge with skimmed milk  
Tea/coffee  
Eggs

## **LUNCH**

Lean steak or roast chicken or some other form of protein such as fish with vegetables. If you are hungry you can have some rice or potatoes or pasta but not a lot.

## **DINNER**

Should be the same as lunch but without the carbohydrates.

You should drink a lot of water spaced throughout the day as water burns fat and shifts fat out. Don't "snack" during the day as that sends a bad signal to your body and keeps you fat. Make sure you eat some form of protein "before" you get hungry. If you get hungry, your body starts craving sugars and that is not good.





## EXERCISE

**YOU NEED TO MOVE. MORE AND MORE, PEOPLE ARE SITTING DOWN AND NOT MOVING AND THAT IS GETTING THEM OBESE. YOU NEED TO JUST GET IN THE HABIT OF WALKING AND MOVING. DON'T SEE MOVING AS A BAD THING! VOLUNTEER TO MOVE. IF YOU PARTNER ASKS YOU TO GRAB SOMETHING FROM THE KITCHEN, EMBRACE IT! IT'S MOVEMENT!**

You don't have to spend money on going to the gym if you don't have it. Make sure you are going fast walking for 45-60 minutes ideally 5-6 times a week. Running, rowing, swimming, cycling, dancing are all good.

Use the gadgets on your phone to track how much movement you are having and set some goals for yourself. You need to do more activity than you have been doing, especially if you have body fat to burn.

**IF YOU EAT BETTER AND YOU MOVE MORE, YOU WILL 100% LOSE WEIGHT.**

## SUPPLEMENTS

If you want to accelerate weight loss, then take some supplements. Most people get disillusioned when they don't see results and give up. This is why supplements are so important in any weight loss journey. They give you quicker and more noticeable results and you end up being enthusiastic about your weight loss journey.

LA Muscle supplements have been around for 20 years and they are Pharmaceutical Grade. This means they will 100% work. On top of that, they come with a 100% money back guarantee, so you have the assurance that whatever you take from the LA Muscle range, you will see results.

**LA WHEY GOLD** is a great protein to take when you don't have access to protein, when you are in a hurry, when you don't want to have meat or when you want to top up on your protein intake. LA Whey Gold has the highest protein content and concentration of any protein supplement and comes with a whole host of technological tweaks that make it the very best in the world.

LA WHEY GOLD HAS BEEN VOTED AS "THE BEST PROTEIN POWDER" BY SEVERAL MAGAZINES INCLUDING MEN'S HEALTH.

**FAT STRIPPER INTENSE** is a powerful and very popular weight loss supplement that has been a best seller across the world for close to 20 years. It is ideal for men and women who want to see results fast and is 100% safe and natural. Many people are skeptical of fat burners and don't think they work. If you are one of them, then you are missing out! Proper fat burners that are scientifically formulated and proven to work such as the LA Muscle burners give incredibly fast results and as you already know, the LA Muscle fat burners come with 100% guarantee that they will work.

At the end of the day, everything you achieve is as a result of the decisions you make. You have a choice to make the right decisions for 2018 right now.

**CHOOSE TO EAT BETTER, CHOOSE TO MOVE MORE AND CHOOSE TO SEE FASTER RESULTS WITH LA MUSCLE SUPPLEMENTS. THE VERY BEST OF LUCK.**





# YOUR DEFINITIVE MUSCLE BUILDING GUIDE

BUILDING YOUR IDEAL BODY

**PEOPLE MAKE LIFE WAY MORE COMPLICATED THAN IT NEEDS TO BE. BUILDING MUSCLE IS REALLY NOT THAT DIFFICULT IF YOU LEARN THE SECRET AND EVERY SEEMINGLY IMPOSSIBLE TASK HAS A "KEY".**

Just look at the Hollywood actors who want to get big quick for a movie as an example. How is it that they can get muscular and lean in literally a few weeks? The answer is that they have been given this "key". Now, you are about to be given this key.

The real secret to muscle building. A number of ingredients add up to give you a muscular physique in record time. As long as you add the same ingredients to your life, you too can have a muscular and lean physique. There is no secret apart from the fact that the secret is the obvious and the combination of these factors.

## TRAINING

This is stating the obvious. You need to train to get muscular but HOW you train and how often, are what is important in your quest for a muscular body in record time. You must make sure that your training is very heavy and intense enough for you to stimulate new muscle growth. If you do the same weight or the same intensity, you will not get bigger.

You also need to make sure that you do not over-train and that you give your muscles enough time to rest and recuperate. Overtraining is as bad as not training and can definitely stop you from getting muscular.

**REST IS AS IMPORTANT AS BEING IN THE GYM. REMEMBER THAT MUSCLES ARE REALLY BUILT "AFTER" YOUR WORKOUT.**

A good workout needs to be one where your muscles fully contract and stretch; this is why good form is important. You also need to make sure you split your body, so you are not over-training certain body parts, especially smaller muscles like the biceps.

Ideally you need to train each body-part no more than once every 5-7 days. This is so crucial, especially if you are not using steroids and you are a natural trainer. Those people you see who are in the gym every day training the same body parts use a lot of steroids and they lose most of their gains when they come off steroids!

A good training regime is a split routine, where you train your various body parts once a week and you concentrate on large compound movements - similar to powerlifters.

An Example is below:

**MONDAY:**  
CHEST, TRICEPS  
AND SHOULDERS

**TUESDAY:**  
REST

**WEDNESDAY:**  
BACK, BICEPS, FOREARMS

**THURSDAY:**  
REST

**FRIDAY:**  
LEGS, CALVES

**SATURDAY:**  
REST

**SUNDAY:**  
CORE, ABS



# NUTRITION

Nutrition is a huge part of “getting big”. You really need to eat like a bodybuilder to look like a muscleman. You need to eat way over what you are used to and you need to get the idea of having just a sandwich for lunch out of your head! To get big, you need to eat big.

A good example of someone that gets big fast is Tom. He cooks a big bowl of pasta and chicken at night and he eats it the next day - between 5-7 meals of it! Yes, this is what you need to eat to get big, especially if you find it hard to put size on.

You must not stay away from carbohydrates if you want to get big and you must ensure you are eating at least 5 times a day at regular intervals and that each of your meals contains a sufficient amount of carbs and protein.

## PROTEIN

REMEMBER WE TALKED ABOUT “SECRETS” EARLY ON? WELL, PROTEIN IS ONE OF THOSE SECRETS TO BUILDING A BIG MUSCULAR AND LEAN PHYSIQUE IN RECORD TIME. THE HOLLYWOOD ACTORS THAT GO TO THESE SPECIALIST TRAINERS AND END UP LOOKING AMAZING IN A FEW WEEKS ARE QUITE LITERALLY DRIP-FED PROTEIN HOURLY, EVEN THROUGHOUT THE NIGHT.



You must not neglect protein intake when it comes to building a muscular lean body. You have to aim for 2g of protein per lb of bodyweight and make sure you ARE ingesting that much every day at regular intervals. Forget others who don't know what they are talking about. EVERY top celebrity trainer crams protein into their client's bodies, IF they want to get big.

The best sources of protein are meat such as beef, chicken, turkey and fish. Many people find it difficult to cram in a lot of quality protein constantly, so this is where high quality protein powders come in. And remember, you need “high quality” to get the results you are looking for. Cheap protein will not do the job and will most certainly not get you lean.

Make sure you drink a high quality protein shake like LA Whey within 10 minutes after your workout and throughout the day, especially when you can't get the meals in.

## TESTOSTERONE BOOSTER

If you are reading this LA Muscle article, then the assumption is that you believe and trust the LA Muscle brand, a brand that has been around for over 20 years because it provides real answers to real problems when it comes to your body. If you truly want to build a muscular and lean body VERY FAST, then you need a good Testosterone Booster. Seriously, this is a must and anyone that tells you otherwise is misinformed or is one of these people that talks about things they know nothing about.

Testosterone is the master hormone that builds strength, muscles and keeps you lean. Your Testosterone declines as you age and this is a big reason why people find it hard to build real muscles. As soon as you introduce a natural Testosterone Booster into your regime, it tells your pituitary gland and your testes to make more Testosterone, which in turn gets you strong and lifting more usually within 1 day.

WITH ADDED TESTOSTERONE AND MORE LIFTS, YOU START BUILDING MORE MUSCLES AND YOU GET LEANER. TESTOSTERONE “DRIVES” YOU AND MOTIVATES YOU AND MAKES SURE YOU ARE AGGRESSIVE AND PERSISTENT ENOUGH TO GO TO THE GYM AND GET THE JOB DONE. SO, IF YOU TRULY WANT TO BUILD SERIOUS MUSCLES AND NOT MESS ABOUT, THEN YOU NEED TO TAKE A TESTOSTERONE BOOSTER.



EXCLUSIVELY AT  
**LAMUSCLE.COM**

ONE OF THE BEST TESTOSTERONE BOOSTERS THAT GUARANTEES RESULTS IS NORATEEN GOLD. TAKE IT FOR 1 MONTH AND SEE FOR YOURSELF.



# 7 DAYS TO SKINNY

A SMART GUIDE TO SEEING A DRAMATIC CHANGE

Your body contains around 60% water, which plays a key role in all aspects of life. Also known as fluid retention, Oedema can be caused by food intolerances, being dehydrated, cutting back on water, poor diet, toxin exposure and diseases like kidney failure.

For most people, excess water weight is not a serious health issue. However, it can still negatively impact your appearance and quality of life as well as adding weight to your body. This will leave you feeling sluggish, bloated, uncomfortable and feeling 'heavy'.

Here are some effective methods to reduce water weight safely and fast!

## DRINK MORE WATER- AIM FOR 3-4 LITRES A DAY

This may sound counter productive but interestingly, being well-hydrated can actually reduce water retention. Your body is always trying to achieve a healthy balance, so if you are constantly dehydrated your body tends to retain more water in an attempt to prevent water levels from becoming too low.

As always, achieving a balance is optimal. If you drink excessive amounts of fluid you may actually increase your water weight. Simply drink when you're thirsty and stop when you feel well-hydrated. You should also drink slightly more in hot environments or when exercising.

You can also monitor your urine colour to assess hydration. It should be light yellow or fairly clear, which is a good indicator that you are well-hydrated.

## HAVE WARM WATER WITH LEMON.

Having warm water with a slice of lemon or two first thing in the morning on a empty stomach works great for reducing excess water in your body. This is because it will increase urination and help detoxify your body rapidly. It will also aid with your digestion and can help with overall health.

## EXERCISE

Exercise may be one of the best ways to reduce water weight in the short-term. Any form of it increases sweat, which means you will lose water. During exercise, your body also shifts a lot of water into your muscles. This can help reduce water outside of the cell and decrease the "soft" look people report from excessive water retention. Be sure to continue drinking water during exercise as it will provide you with more energy and prevent dehydration.

## FOCUS ON CERTAIN TYPES OF FOODS

There are several foods that you may wish to include in your diet to combat water retention. Potassium-rich foods are often recommended, as potassium can help balance sodium levels and increase urine production, helping you drop excess water. Dark green leafy vegetables such as beans, bananas, avocados, tomatoes and yoghurt or other dairy products are all healthy and potassium-rich.

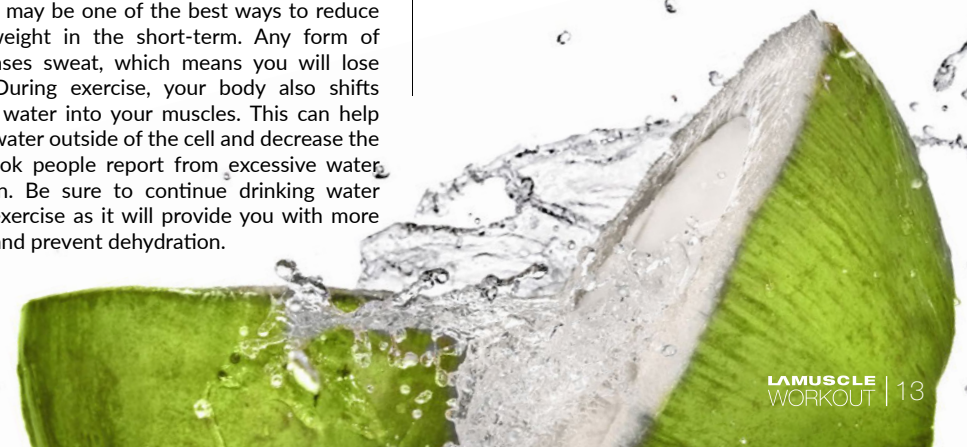
Magnesium rich foods are also recommended. These include dark chocolate, dark green leafy vegetables, nuts and whole grains.

## INCREASE VITAMIN B6 INTAKE

Vitamin B6 is a group of several related vitamins. They are important for the formation of red blood cells, and they also serve many other functions in the body. Foods rich in vitamin B6 include bananas, potatoes, walnuts and meat.

## MANAGE SALT INTAKE

Sodium which you obtain daily from salt, is one of the most common electrolytes in the human body. It plays a major role in hydration levels. If levels are too low or too high, it will lead to imbalances within the body and therefore fluid retention. A high salt intake, usually due to a diet with lots of processed foods, may increase water retention. This is particularly true if coupled with low water intake and no exercise. However, this does seem to depend on the individual's current daily sodium intake and blood.



## CUT CARBS

Cutting carbs is a common strategy to quickly drop excess water. Carbs are stored in the muscles and liver as glycogen, but glycogen also pulls water inside along with it. For every gram of glycogen you tend to store around 3-4 grams of water may be stored with it.

This explains why people experience immediate weight loss when switching to a low carb-diet, which reduces glycogen stores. Carbs also lead to a rise in the hormone insulin, which can cause an increase in sodium retention and re-absorption of water in the kidneys.

Low-carb diets lead to a drop in insulin levels, which then leads to a loss of sodium and water from the kidneys. In contrast, if you are on a low-carb diet or dieting in general, then a high-carb meal may pull excess body fluid into your muscles and increase water weight. It may also provide a visual difference, increasing water in the muscles but helping you drop excess water under the skin. Try altering your carb intake and see what works best for you.

## CAFFEINE

Tea and coffee are well-known diuretics that are primarily effective due to their high caffeine content. Caffeine has been shown to increase short-term urine output and decrease water weight slightly.

## STRESS LESS

Long-term stress can increase your cortisol level, which directly influences fluid retention and water weight. This may occur because stress and cortisol increase a hormone that controls water balance in the body.

**It is important to try and reduce and control your stress levels to retain less water as well as helping with overall health and lifestyle.**

## SWEAT SWEAT SWEAT

Sweating is the fastest way to lose water weight.

**Methods that will help induce sweating includes:**

**Exercising, Going to a sauna and or steam room, Having a hot bath with Epsom salt, Using hot water bottles or heating pads**



**Bloat No More does not cause the body to lose potassium which is essential for every day health. The ingredients included in Bloat No More have stabilising qualities which leads in the long term to a leaner and more firmer physique. Bloat No More is ideal for anyone looking to banish water weight fast.**

EXCLUSIVELY AT  
LAMUSCLE.COM



## TAKE LA MUSCLE BLOAT NO MORE

**You can get rid of water retention fast and help your water weight significantly then with LA Muscle Bloat No More. This is a powerful and natural way to lose excess water retention.**

**Here are just some of the benefits:**

- Subcutaneous water weight loss within a few hours to provide that more chiselled look around the midsection, glutes, thighs and cheek bones
- Ideal for 'weight category athletes such as boxers, MMA fighters, jockeys who need to drop weight before weigh in.
- Beneficial for anyone preparing for a wedding, photo-shoot, party or any other special occasion.

- Excellent for clearing the skin through internal detoxification of the liver and kidney
- Works fast
- Loses water weight in just a day
- Gets rid of bloating fast
- Bloat NO More has protective qualities to the liver and kidney
- Increases the appearance of your stomach muscles
- Can be used by both men and women
- Rapid and natural detox
- Contains Dandelion Root which is an essential ingredient for banishing water weight
- Pharma Grade and 100% natural
- Suitable for Vegetarians and Vegans
- Easy to take capsules



# HOW TO BUILD MUSCLES BUT NOT LOOK LIKE A BODYBUILDER

If we had a pound for every time someone would say they want to build muscles but don't want to look like a bodybuilder, we would probably double our turnover!

It's a common misconception that if you want to get a little bit more "serious" about your weight training, you are going to start looking like a drug using bodybuilder. You should be so lucky!!!

The fact is that building muscles is not always so easy and the chances of you looking like a huge drug freak are very low. Anyhow, you are always in control of your physique and if you find yourself getting too big, you can always drop the weight or reduce the protein!

Get started and don't worry about too much size.

If you want to build muscles, you have to train like a bodybuilder or powerlifter. It doesn't mean you will end up looking like one. Those huge physiques you see in the magazines that many people find "sickening" are built through years of dedicated training in the gym, lots of supplementation and in 99% of cases, drugs.

You are not going to use drugs, so you are never going to look like a freaky bodybuilder. What you do however need to do is to train like one and eat like one and use supplements where necessary.

There are some basic rules you have to follow if you want to build more muscle size. Don't start putting a "quantity" on the desired muscle size. You want to build muscles and look decent a bit like Brad Pitt in Fight Club or maybe Mark Wahlberg or Sylvester Stallone? The majority of people don't want to look like Arnold, as awesome as he is/was to many bodybuilders.

## HERE ARE 7 BASIC RULES THAT YOU MUST STICK TO:

**1.** Drop the cardio – You cannot build a decent muscular physique if you are doing every other sport under the sun. Precious calories are going to go to waste. These calories are imperative for building muscles so you have to drop the other activities as much as possible. This means in the period that you are building serious muscles, no football, running, cycling and so on.

**2.** Train hard and heavy – If you train like a kid, you are going to look like a kid! Doing 70% of your max or being afraid of increasing the weight is just plain wasting your time! You need to go hard and heavy. It is only by lifting heavy weights that your body starts breaking down and then it is "forced" to build new muscle mass. You must force it. Build muscles but not look like a bodybuilder

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**3.** Increase the weight or intensity every time you are in the gym – If you do not increase the weight on each exercise or at least do the same weight in a quicker space of time, you will never get more muscular. This is a fact. You must aim to increase the weight on each and every exercise EVERY time you are in the gym. Even if this is by just 500g or 1 kg. If you simply cannot do any more weight one week because you are tired or over-trained, then you must do the exercises quicker so there is more intensity.

Example of a good routine where each body part is rested for 7 days before the next session:

**MONDAY: Chest, triceps, shoulders**

**TUESDAY: Rest, eat, sleep**

**Wednesday: Back, biceps**

**Thursday: Rest, eat, sleep**

**Friday or Saturday: Legs**

**Sunday: Rest, eat, sleep**

Now by the time Monday comes, you have left a whole week for your chest, triceps and shoulders to rest and they are ready for a hard and heavy workout. You will be rearing to go!

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**5.** Eat and drink extra protein – Your muscles are 70% water and 30% protein. It is imperative that you take in extra protein to help the recovery and repair process of your muscles. This is not a conspiracy to sell more protein to you. It is a fact that when you take in more high quality protein whilst you are training hard and heavy, you will feel less soreness, you will feel stronger and you will look bigger. Take a quality protein like LA Whey and you will also get rid of extra water and

quite literally see yourself building that muscular physique you desire faster than if you were to take a cheap protein or no protein at all.

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**6.** Choose a growth supplement and stick to it for 1 month – How much do you spend on a night out? £20, £50, £100? Most people struggle in the gym, day in, day out and never make any real progress. The thought of spending £50 on a decent supplement to give them the body of their dreams is a foreign one, yet they gladly waste much more than that on alcohol or cigarettes or drugs, which harm their body and shrink their muscles!

If you are lucky enough to find a decent supplements company that manufactures real supplements that actually work, you will soon find that you can double or triple your muscle gains in just weeks. This is not fantasy. It is a reality experienced by millions of supplements users worldwide.

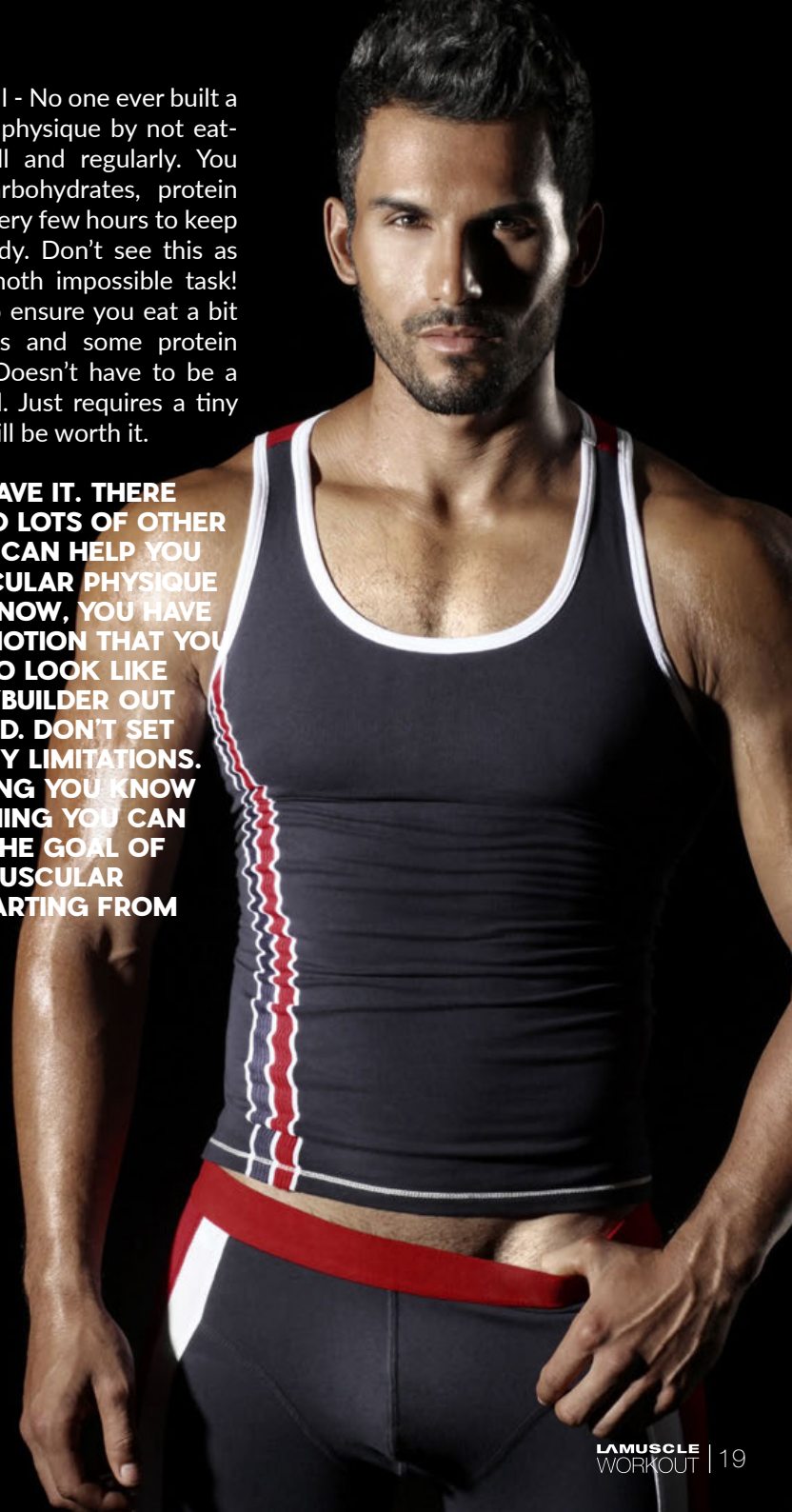
Using a growth supplement like Norateen Heavyweight II or Explosive Creatine will dramatically increase your strength and muscle size. You need to stick to the dosage and to the instructions and you will see incredible gains in size. If you are serious about gaining muscles and gaining the respect you really deserve, then you need to get serious about using the right supplement too. The beautiful bodies you see around you, especially the ones that are build in record time, have almost certainly been built with the aid of supplements.

**DON'T THINK YOU CAN DO IT FAST AND EFFICIENTLY WITHOUT ANY SUPPLEMENTS. AT THE VERY LEAST, YOU SHOULD BE USING A QUALITY PROTEIN LIKE LA WHEY IMMEDIATELY AFTER EACH AND EVERY WORKOUT.**

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**7.** Eat Well - No one ever built a decent physique by not eating well and regularly. You have to eat carbohydrates, protein and good fats every few hours to keep feeding your body. Don't see this as a horrific mammoth impossible task! You just need to ensure you eat a bit of carbohydrates and some protein every 3 hours. Doesn't have to be a five course meal. Just requires a tiny bit of effort. It will be worth it.

**THERE YOU HAVE IT. THERE ARE LOTS AND LOTS OF OTHER THINGS THAT CAN HELP YOU BUILD A MUSCULAR PHYSIQUE FASTER. FOR NOW, YOU HAVE TO GET THE NOTION THAT YOU ARE GOING TO LOOK LIKE A HUGE BODYBUILDER OUT OF YOUR HEAD. DON'T SET YOURSELF ANY LIMITATIONS. DO EVERYTHING YOU KNOW AND EVERYTHING YOU CAN TO ACHIEVE THE GOAL OF BUILDING A MUSCULAR PHYSIQUE STARTING FROM TODAY.**





WHAT  
REALLY  
HAPPENS  
WHEN  
YOU  
TAKE

# TESTOSTERONE

6 random people were asked what happens when you take a male hormone (T) supplement? Here's what they said:

*"Your balls shrink"*  
*"You get aggressive"*  
*"You become more successful"*  
*"Boost male hormones get You muscular and moody"*  
*"Your penis shrinks"*  
*"Your personality changes"*

How true are these assumptions?  
Let's find out...

After around 20 years of age, your male hormones start to gradually decline. Your own body basically produces less.

A male hormone supplement will work with your body to naturally increase hormone levels. This is not the same as when you take a natural male hormone booster.

What the above answers refer to are people's perceptions of what happens if you were to inject male hormones directly into your body; this is not the same as when you take a natural male hormone booster.

A natural male hormone booster will work with your body to gradually increase your own body's natural production of male hormones. As far as your body is concerned, there is nothing different going on and taking the right supplement can greatly improve your own body's male hormone production with no side effects.

If you want to build muscle & strength or you feel weak and indecisive, you may well want to try a male hormone booster like Norateen Heavyweight II. Results will be seen within a few days and you can judge the suitability and effects for yourself.

A natural, researched male hormone booster is certainly nothing like the assumptions people make and what they think of when you mention the T word or anything to do with increasing male hormones.



**A MALE HORMONE  
SUPPLEMENT CAN DO THE  
FOLLOWING:**

- INCREASE MUSCLE MASS
- BOOST STRENGTH AND ENERGY
- INCREASE FEELING OF WELL-BEING
- BOOST CONFIDENCE AND ASSERTIVENESS
- INCREASE MOTIVATION



# WEIGHT LOSS EATING PLAN

BACK TO THE OFFICE AND THE HOLIDAYS SEEMS TO BE NOTHING BUT A DISTANT MEMORY. IF YOU'RE FEELING SLIGHTLY DOWN, DON'T WORRY, YOU'RE NOT ALONE! JANUARY HAS BEEN SCIENTIFICALLY PROVEN TO BE THE MOST DEPRESSING MONTH OF THE YEAR. STUDIES BY PSYCHOLOGISTS AT CARDIFF UNIVERSITY SHOW THAT A COMBINATION OF WINTERY WEATHER, HAVING TO RETURN TO WORK, OVER SPENDING DURING CHRISTMAS, AND FOR MOST OF US FAILURE TO STICK TO OUR NEW YEAR'S RESOLUTIONS LEAVES US IN PRETTY BAD SHAPE.

Dr Arnall who actually made these findings suggested that saving for something that you really want is an excellent way to keep you motivated. Combined with exercise and a healthy diet you could be smiling for the rest of the year!

## NUTRITION

### 7AM -BREAKFAST

Most people make the mistake of skipping breakfast. It is by far the most important meal of the day as it kick- starts your metabolism and gives your body essential nutrients it needs after not having food for 8-12 hours.

**EXAMPLE FOODS: PORRIDGE OATS, BLUEBERRIES, SEMI-SKIMMED MILK, CINNAMON, CUP OF GREEN TEA.**

The porridge oats give you complex carbohydrates, which give you a slow release of energy for up to 3 hours.

The blueberries are high in anti oxidants and Vitamin C to help reduce stress. The semi skimmed milk gives you some protein and natural fats.

Cinnamon not only helps to add flavour it also helps cells to absorb glucose better keeping energy levels consistent throughout the day. Green tea is full of anti oxidants and studies have shown that green tea extract can help increase calories burnt from fat by 18%!!

### 11AM -MID-MORNING SNACK

**Natural Yoghurt and handful of mixed nuts. Cup of Green Tea.**

The natural yoghurt provides protein, carbohydrates and probiotics while the mixed nuts are high in omega 6 fats which increase energy levels.



### 1.30PM -LUNCH

**Tuna salad wholemeal pita, apple.**

The tuna gives you some lean protein while the wholemeal pita again provides those complex carbohydrates to give you a steady release of energy. The salad will help to provide your body with those much needed vitamins and minerals.

### 4PM-MID AFTERNOON SNACK

**Protein smoothie (1 scoop LA Whey 2.2KG Protein Vanilla mixed with water with strawberries and/or Kiwi fruit), Cup of Green Tea.**

Mixing the protein with water will make it easier for your body to digest the protein and also help to reduce calories the fruits are high in anti oxidants, Vitamin C and flavonoids. This tasty smoothie is very easy to prepare.



## 7.30PM -DINNER

### Roasted chicken, rice and steamed Broccoli.

The rice provides a light form of carbohydrates that will not sit heavy on your stomach all night. The chicken provides lean protein and the broccoli contains anti oxidants and is high in Vitamin C.

Eating small regular meals is the key to boosting energy levels throughout the day and also turning your body into a calorie burning machine from morning to night. This nutrition plan contains a mixture of complex carbohydrates, lean protein and natural fats and anti oxidants to give your body everything it needs to boost energy levels.

**SUPPLEMENTS ARE DESIGNED TO HELP ENHANCE AND IMPROVE CERTAIN ASPECTS OF YOUR DIETARY NUTRITION. AS MENTIONED ABOVE LA WHEY PROTEIN PROVIDES A MASSIVE 24G OF LEAN PROTEIN PER SCOOP. IDEAL FOR ADDING EXTRA PROTEIN TO YOUR DAILY NUTRITION PLAN, VERY CONVENIENT AND EASY TO MIX.**

## 5 TIPS

**IF YOU FEEL SILLY DOING OUR DESK EXERCISES, HERE ARE 5 EASY THINGS THAT YOU CAN DO THAT WILL IMPROVE YOUR ENERGY LEVELS DURING THE DAY AND NOTICEABLY GET YOU INTO BETTER SHAPE.**

Park Far Away -Walking back and forth to the office before and after work, is great exercise that takes hardly any time at all.

Use the Stairs - Obvious but also very effective.

Find Excuses to Get Up and Walk - You could go talk with a colleague about an upcoming project, rather than sending an email. You could make copies yourself. And when lunch comes, don't forget to use the stairs.

Use the Company Gym - If your company has its own gym facility....USE IT! Exercise while you work on a project if your job allows it. If you don't need to be at your desk, why not get exercise while working? You could also arrive 15 minutes early and leave 15 minutes late and spend that time exercising. American College of Sports Medicine (ACSM) recommends every body gets 30 minutes of exercise for the day.

**TAKE A LUNCH TIME STROLL -YOU ARE ON LUNCH, YOU ARE ENTITLED TO A BREAK SO TAKE IT!! AFTER EATING LUNCH IF YOU STILL HAVE A BIT OF TIME TO SPARE GO FOR A WALK AROUND THE BLOCK OR TO THE SHOP (TO BUY WATER, MIXED NUTS OR FRUIT).**

# MORNING HITT WORKOUT

**SOFIA SHAMIMI**

## KEEPING MOTIVATED?

Sometimes it can be really hard to stay motivated especially when you have so much going on. However, as each day goes by I sometimes tell myself "tomorrow I will start" but tomorrow never comes. So you just have to think to yourself how bad do you want it.

Nothing comes easy or everyone would do it. That's why I try and keep motivated through surrounding myself and watching those who are driven in fitness and business.

The way you look reflects you. Staying healthy and exercising show you like to take care of yourself and so other things too.

**BELIEVE YOU CAN DO IT AND YOU CAN. A 30 MINUTE EXERCISE WORKOUT A DAY IS NOTHING TO THE 24 HOURS YOU HAVE, SO JUST GET IT DONE!**

### ROUND 1:

**PLYOMETRIC JUMPING SQUATS (TRX)**  
3 X 16 REPS

**BODYWEIGHT JUMPING LUNGES**  
3 X 16 REPS

**BURPEES**  
3 X 10 REPS

### ROUND 2:

**PRESS UPS (LEGS STRAIGHT/BENT)**  
3 X 12 REPS

**BACK PULLS (TRX)**  
3 X 16 REPS

**BARBELL SHOULDER RAISES**  
3 X 16 REPS

### ROUND 3:

**KETTLE BELL SWINGS - 3 X 16 REPS**

**KETTLE BELL SQUATS - 3 X 16 REPS**

**KETTLE BELL DEAD LIFTS - 3 X 16 REPS**

**STAIRMASTER - 250 CALORIES BURNT (OR ANY OTHER PIECE OF CARDIO EQUIPMENT AT AN INCLINE)**



# VASCULATOR: INSIDE THE FORMULA

ONE OF THE MOST IMPORTANT FACTORS IN BUILDING LEAN MUSCLE IS GENERATING MUSCLE CONTRACTIONS. THESE CONTRACTIONS AKA THE "PUMP" ARE KEY TO MUSCLE BUILDING AND TRIGGER THE PROCESS LEADING TO EXTRA MUSCLE MASS. YOUR WORKOUTS IN THE GYM MEAN NOTHING UNLESS YOU CAN GET A "PUMP" AND A FULL CONTRACTION ON AT LEAST 50% OF YOUR LIFTS. THIS CONTRACTION SENDS A SIGNAL TO YOUR BRAIN TO BUILD MORE MUSCLES AND TO PREPARE YOUR BODY FOR MORE HEAVY WEIGHTS IN THE FUTURE.

VASCULATOR IS A REVOLUTIONARY PRODUCT THAT DELIVERS SHIRT-TEARING PUMPS EVERY TIME YOU TAKE IT ENSURING YOU GET THE MOST OUT OF EACH AND EVERY WORKOUT.

LET'S TAKE A CLOSER LOOK AT THE PRODUCT AWARDED "BEST FOR MUSCLE BUILDING" IN THE PRESTIGIOUS MEN'S HEALTH SUPPLEMENTS AWARDS.

## L-CITRULLINE

This amino acid fights fatigue by delaying the onset of muscle fatigue during intense training and combined with L-arginine produces those elusive "muscle pumps", packing your muscles full of oxygen and nutrients to help them grow as well as improving athletic performance.

**Men's Health**  
SUPPLEMENT  
AWARDS WINNER



## L-ARGININE ALPHA-KETOGLUTERATE (AAKG)

This is a conditionally essential amino acid that increases nitric oxide production which maximises blood flow to the muscle, thereby resulting in vasodilation during resistance exercise. Put simply, L-arginine increases nitric oxide production in blood vessels, increasing their diameter. This increases blood flow without raising blood pressure. When blood vessels dilate, more blood reaches the muscles and tissues and provides a larger amount of carbohydrates, proteins and various muscle-building hormones.

## L-ARGININE HYDROCHLORIDE (A-HCL)

This is a form of arginine that combines the amino acid with a hydrogen chloride molecule and can be found in either powder or capsule form. It is used by athletes to increase oxygen delivery and blood flow during exercise. Hydrogen chloride is combined with arginine to make the supplement more palatable and to enhance its absorption by the digestive system.

## L-ORNITHINE ALPHA-KETOGLUTERATE (OAKG)

OAKG has been shown, in varying conditions, to decrease muscle protein catabolism and/or increase muscle protein synthesis. It has also been shown to enhance wound healing. Its ability to increase synthesis of L-glutamine and L-arginine may account for these positive effects.

The specific combination of these ingredients make Vasculator the most potent pump formula available on the supplement market. You'll experience powerful pumps, road map vascularity and a visible increase in athletic performance. Vasculator is something that is sure to give you the edge both in and out of the gym.



# DO YOU REALLY NEED WHEY PROTEIN?

**WHEY PROTEIN ISN'T JUST FOR BODYBUILDERS, IT IS ESSENTIAL FOR ANYONE WHO IS DOING ANY FORM OF EXERCISE WHETHER IT'S FOR MUSCLE BUILDING, STRENGTH TRAINING OR ENDURANCE TRAINING.**

**WHEN YOU TRAIN YOUR MUSCLES GET BROKEN DOWN AND GLYCOGEN LEVELS START TO DEplete. IF THE MUSCLES DO NOT GET THE OPTIMUM AMOUNT OF PROTEIN WHICH IS REQUIRED THEN QUITE SIMPLY THEY WILL NOT GROW. MUSCLES TEND TO GROW OUTSIDE OF THE GYM WITH PLENTY OF GOOD NUTRITION AND QUALITY REST.**

## **WHY WHEY PROTEIN AFTER A WORKOUT?**

During exercise you are effectively breaking your muscles down so you need to ensure they are repaired fast and effective. Whey Protein is fast digesting and gets into your muscle fibres quickly. This will help replenish damaged muscle tissue as well as by boosting recovery, which ensures your muscles get the fuel they require for growth rapidly.

**AS WELL AS IMPROVING RECOVERY AND MUSCLE SORENESS, THESE ARE NOT THE ONLY REASONS WHY WHEY PROTEIN IS A FUNDAMENTAL MACRO-NUTRIENT TO INCLUDE AS PART OF YOUR DAILY ROUTINE. WHEY PROTEIN HAS SEVERAL BENEFITS INCLUDING;**

- Contains all 9 essential amino acids and is low in lactose content.
- Promotes the growth of lean muscle tissue
- Helps with fat loss and preserves muscle tissue:
- Increases size and strength
- Improves overall muscular definition
- Gets you ready for your next workout
- Reduces Hunger
- Aids reduction in stress
- Improves your immune system

How much protein should you consume after a workout? Whey Protein Explained You should aim to have around 25-50 grams of whey protein post workout for optimum recovery and growth. LA Muscle's LA Whey Gold protein is ideal for this. Not only will you be ensuring you get the required protein but you will also ensure that you get the best quality

pharma-grade protein. Just one serving of LA Whey delivers almost 50g of premium grade whey protein concentrate for fast absorption into your muscles, to aid muscle mass growth and muscle recovery and repair.

It has no artificial colours or sweeteners, is triple filtered, has the highest biological value and tastes delicious. LA Whey Gold has also been voted "Best protein shake for hard gainers" by Men's Health Awards.

EXCLUSIVELY AT  
**LAMUSCLE.COM**





# WHY AM I STILL FAT?

## WHY IS EVERYTHING I'M DOING NOT WORKING

FITNESS EXPERT  
SEAN DUNNE

It happens to the best of us: you're training hard, your diet is clean and healthy, you're supplementing right and everything in place seems to be correct but you're just not seeing any results. What could be wrong? It's a few weeks or even a few months down the line and you still aren't seeing the results you should be. The fat you've been trying to lose quickly is still there and you're losing motivation by the day. Sound familiar? Well don't despair. This problem is a lot more common than you think and one of the main reasons people decide to give up.

I'm going to tell you some of the main factors that stop you from reaching your weight loss goals and what you can do to change that and make sure there's nothing between you and achieving them as quickly as possible. Whether it's your summer holidays, a wedding, special event or just to lean up in general, address these factors quickly and efficiently and you'll unlock the ability to control your weight loss issues as well as improve your knowledge base. Let's get started!

## NOT BEING IN A CALORIE DEFICIT

A calorie deficit is having less calories than your body needs normally to function throughout the day. This is known as your maintenance level. Most of the time, when dieting people will cut out any food that's bad for them and eat mainly healthy foods but they still don't see any results.

## HOW MANY TIMES HAVE YOU HEARD SOMEONE SAY "I'M EATING REALLY HEALTHILY BUT I JUST CAN'T SEEM TO LOSE WEIGHT"?

When you find out more about what it is exactly they're eating it may be "healthy" but when it all adds up by the end of the day it's an excess of calories that don't support their weight loss goals.

If you're serious about losing weight then it's basic science that needs to be applied when it comes to achieving this, but don't worry as there are many free tools online to help achieve this. Firstly, you'll need to go online and search for a 'calorie calculator'. Secondly, once you've found one this simple tool will ask for some basic information about you such as height, weight, weekly activity level, etc. After you've filled it out your details it will provide you with calorie requirements for your maintenance level as well as basic levels for fat loss and weight gain.

If for example your daily calorie requirements for maintenance are 2,200 calories then you should lower them gradually so that you start to see a difference. Start with a 200 calorie drop for the first week and if you start to see good results keep it at that until you reach your target weight. If you don't see results then week by week reduce your calories by 100 until you do. Do not go lower than around a max of 700 calories below your maintenance as you'll struggle to ensure an adequate amount of nutrition to fuel your body with quality foods when dieting.

## NOT COUNTING YOUR MACROS

As well as being in a calorie deficit, you also need to count your macros. Macros is short for macro nutrients, which is the term used to describe the three key food groups we all require for our bodies to function: carbohydrates, fats and proteins. This is where a bit of maths is required as you'll need to use the nutrition labels on products to make sure you're getting the right kind of nutrition with none of the bad stuff. Plan your meals and write down the macros from each meal, ensuring that your total calorie intake for the day will be met without being exceeded by unnecessary calories.

**AS A RULE, 1 GRAM OF PROTEIN YIELDS 4 CALORIES, 1 GRAM OF CARBOHYDRATE YIELDS 4 CALORIES AND 1 GRAM OF FAT YIELDS 9 CALORIES. IT'S ALSO IMPORTANT TO NOTE THAT 1 GRAM OF ALCOHOL YIELDS 7**



Alcohol, although not one of the main three, is a macro nutrient and a common cause of excess calories as they are not usually factored in when people set up their diets!

It might seem like a lot of effort to do this but it is an extremely important part of your diet and will mean the difference between eating healthily and actually setting out to achieve your fitness goals. You can factor into your diet everything that you eat and drink in a day and ensure that you meet your daily calorie requirements. Your diet will need to be evenly balanced with quality nutrition that meets your needs and if you want to eat or drink anything not part of your diet, save it for one evening at the weekend when can afford a few extra bad calories.

## NOT TRAINING INTENSELY ENOUGH

Training often is great but it's not enough. You can train 5-6 times per week but if the intensity isn't there you'll just be going through the motions and all that hard work and discipline will go to waste. A lot of people don't actually enjoy the process and see exercise as a means to an end. This is fine, as it's not for everyone but if you don't give it 100% then you'll have even longer to go and will be even more disappointed when you don't reach your weight loss goals.

If weight training, your rest in-between sets should be kept to a minimum and you should be aiming to complete your workout as quickly as possible. This will keep your heart rate up which will burn more calories. Focus on adding lots of drop sets, super sets and pyramid sets to your training plan or add some circuits if they seem a more attractive option. As well as a few sessions of steady state cardio, be sure to add a few sessions of HIIT cardio into your workout as it will greatly increase your metabolism and speed up your fat loss.

## HORMONE IMBALANCES

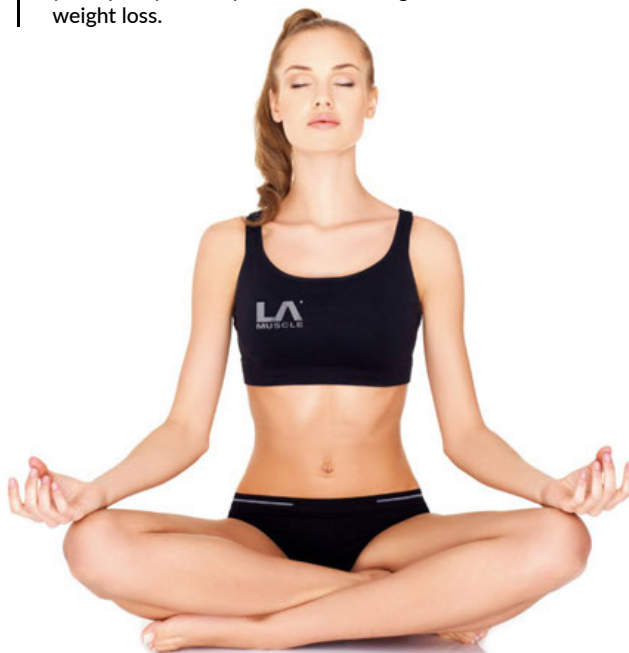
These will not only cause you not to lose any weight but can also prevent you from adding lean muscle and can even cause weight gain! Factors such as not getting enough healthy fats, low testo-levels or high stress can cause water retention, slow down your metabolic rate and increase oestrogen levels.

In order to balance these out your diet will play a major part with supplementation also beneficial. To start with, try consuming healthy fats on a daily basis such as avocados, nuts, olives, salmon, egg yolks, seeds and various oils (olive, coconut and flaxseed oils are best).

To boost your testosterone naturally you should be taking a testosterone booster such as Norateen Heavyweight II. This will aid lean muscle growth quickly without any nasty side effects. It works even better when paired with Estro Block as it will prevent the build up of estrogen and allow the body to focus on testosterone production in order to build lean muscle quicker.

## FINDING WAYS TO LOWER YOUR STRESS LEVELS CAN ALSO PLAY A BIG PART AS REST AND RELAXATION ARE EXTREMELY IMPORTANT FACTORS WITH MANY FUNCTIONS IN THE BODY.

Reducing stress levels will help the body to recover quicker as an elevated mood will increase your quality of sleep and aid muscle growth and weight loss.



## INTOLERANCES

In recent years there's been an increased focus on intolerances in the body.

## GLUTEN, WHEAT AND DAIRY ARE COMMON INTOLERANCES AND THERE IS SUBSTANTIAL EVIDENCE THAT RIDDING THEM FROM YOUR DIET WILL NOT ONLY SUBSTANTIALLY IMPROVE YOUR HEALTH BUT IT WILL ALSO BOOST YOUR PERFORMANCE AND LIFESTYLE.

Famous athletes have featured heavily in articles stating how ridding gluten or dairy from their has helped them get fitter than ever and helped them reach the peak of their respected sports.

But how does that help us? Well the best thing to do would be to have an intolerance test and then you will know exactly what it is you're eating and drinking that is stopping you reach your weight loss goals. Chances are if you are eating or drinking something and then feeling bloated or nauseous later that you have an intolerance to it.

If for some reason you can't take a test or want to get started before that then start by removing foods from your diet that cause negative side effects such as bloating, nausea, dizziness, etc and you'll be surprised at the difference this will have on your body. Not only will you feel better but it will do wonders to your internal systems and boost your metabolism.

There you have it, these 5 factors are key to you achieving the physique of your dreams and as long as you address them and keep working hard then you'll achieve it all in no time!



# HOW TO OPTIMISE YOUR TRAINING

## JOHN CLARKE'S TOP 3 TIPS

A LOT OF PEOPLE GO TO THE GYM, BUT HOW MANY GET THE RESULTS THEY DESIRE? MAYBE YOU HAVE BEEN GOING FOR A WHILE NOW BUT FIND YOU ARE SPINNING YOUR WHEELS & NOT REACHING YOUR POTENTIAL.

### 1. ALWAYS TRACK WHAT YOU DO.

Keep a record of your lifts and weights; sometimes you have to look back to know how to go forward.

With my own PT clients here are what I consider to be the essential, key components to track:

- BODY FAT
- WEIGHT
- CALORIES/ MACROS
- BODY MEASUREMENTS
- WEIGHT AND REPS AND PERSONAL BESTS

You might also want to track your mood: are you loving or hating training currently? How is your sleep and recovery? The more data you record the better you can improve.

### 2. USE PROPER FORM

Don't go to the gym and throw weights around. If you don't know how to use proper form then invest in a trainer, or at least take some time to do some research. Results will come much faster with proper form and you will stay injury free for much longer.

Don't make the mistake of "ego lifting" (lifting heavier than you can manage for fear of being judged), swinging and making the wrong muscle lift the weight. Concentrate on a good mind muscle connection. Squeeze and contract during each repetition and remember that momentum is an outside force; your muscle should be doing the work. Learn about time under tension and lifting tempo.



### 3. DIET IS ESSENTIAL

It is often said that it's 10% training and 90% nutrition to achieve your dream body. Although I would recommend you put 100% into both, it is especially important that you fuel your body correctly in order to have any hope of building muscle / losing fat.

If you're busting your guts in the gym to build your dream physique, it would be detrimental to not fuel your body adequately with the nutrients your body needs. I personally use LA Muscle Supplements where possible especially the LA Whey Protein, Repo Pre Workout and Norateen Gold Muscle Builder.

**REMEMBER: IF YOUR GOAL IS TO LOSE WEIGHT THEN YOU MUST BE IN A CALORIE DEFICIT (YOU MUST CONSUME FEWER CALORIES THAN YOUR BODY BURNS) AND TO GAIN WEIGHT YOU MUST BE IN A CALORIE SURPLUS (CONSUME MORE CALORIES THAN YOUR BODY BURNS).**

Select good food sources: avoid processed and fast foods at all cost - they are calorie dense and nutrient deficient. Keep your protein intake high and use supplements where necessary to help where your diet lacks and to get extra vitamins and calories on the go.





# LA MUSCLE CARS





## THE MIND MUSCLE CONNECTION

# BEING MINDFIT

By Celebrity Trainer **NEIL FROST**

The Secret to achieving a great physique isn't just about hitting the gym. As well as your body there is one area many people never think to focus on, the Mind and Nutrition, and if you engage with me on each one you'll find the steps easy, quick and simple to follow.

We should all know to some degree that Nutrition plays a very big part in any transformation, not just to lose weight but to gain muscle, and there's much talk in the fitness world about the Mind & Body connection, but no one is telling you what you actually need to do – until now!

Achieving this balance is what I refer to as being MINDFIT, so to help you I've included the first of a four part detailed process, with actual physical tips and solutions to help you on your journey.

To achieve that body you desire your mind must believe what your body can truly achieve – but what you haven't seen is how to train your brain as well as your body!

Eddie Hall the British Body Building Champion has just won the World's Strongest Man in 2017 by using in his words the "Power of my Mind", so to say that sports therapy is starting to go mainstream is a bit of an understatement. Sports therapy has actually been used by athletes for many decades, since the Montreal Olympics in the 1950's.

**SPECIFICALLY IN BODY BUILDING IT IS WIDELY RECOGNIZED THAT IN ORDER TO ACHIEVE MAXIMUM MUSCLE GAINS WHILST TRAINING IT IS IMPERATIVE TO FOCUS THE MIND ON THE MUSCLE GROUP BEING WORKED, BUT IN ORDER TO ACHIEVE THE BEST VERSION OF YOU, THERE'S A LOT MORE TO IT THAN THAT – YOUR MIND AND BODY MUST BE AS STRONG AS EACH OTHER, WHICH CAN BE DEFINED AS BEING 'MINDFIT' – AND THE SECRET OF HOW TO ACHIEVE STAYING MINDFIT 24/7 IS WHAT I'M GOING TO REVEAL HERE.**

Q. When you drive your car, what part of the body controls you to do this?  
When you go grocery shopping, what part of the body selects the items you put in your basket? When a footballer chooses to pass the ball to one of his team, what part of the body controls him to do this?  
When you do anything in life, what is that one part of the body that chooses, determines, controls and activates you to do something?

I think you know where I'm going with this! The Brain, yes, your legs kick a ball, your hands pick up the items in your shopping basket and yes, your eyes and hands steer your car. But all those functions are activated from your brain. So if I now ask the question, when you go to the gym and perform some dumbbell curls, what part of the body controls this, you can begin to see that the brain makes these choices. The Cerebellum is a part of the brain that controls muscle control, this combined with the Cerebrum, the other part of the brain that controls thinking and planning muscle movements and choices. From there, these two processes create a spark through Neurotransmitters that cause the chemical changes within muscle cells themselves to expand or contract and allows movements of legs, hands, fingers, back....everything. All this happens instantly! Without thought!

**THE HUMAN BRAIN IS THE MOST UNIQUE, MOST COMPLEX AND MOST FASCINATING BODY PART WE OWN, IT CONTROLS WHO WE ARE, WHAT WE DO, WHEN WE DO IT, HOW WE DO IT AND HOW FAST OR SLOW WE DO IT. IT CONTROLS EVERY SINGLE THING WE DO IN OUR LIVES AND ON THIS BASIS.**



I want you to show you how you will begin to use your brain and mind to make a connection with the muscles you train. By making this connection you will actually focus on the muscle involved and make the Mind - Muscle Connection.

Whether you're a beginner or intermediate, making this connection will ensure the muscle group you're training is being worked properly. I see many people in gyms lifting stupid weights, with awful form that just boost their ego as opposed to develop or grow their muscles. In fact, poor form is simply down to not connecting with the muscle being worked and letting secondary muscles come into use to help perform a repetition. This is not how to train for optimal results, this is a fast track to injury.

Let's for a minute select a bicep curl. A beginner would most likely think their arms and biceps are controlling what they are lifting and whether they're performing it properly, when it's actually the brain that is controlling this. It doesn't matter what exercise you do, the brain is in complete control.

## SO HOW DO YOU MAKE THIS MIND-MUSCLE CONNECTION?

1. Let your brain connect to the muscle you're training and realise that your brain is in full control of the actions the muscle will engage
2. When activating the muscle you train you continue to concentrate and focus on that muscle throughout, whether you're pulling or pushing, feel the muscle squeeze and contract.
3. Use a light weight to begin with. The importance here is to fully understand and connect with the muscle you train and to maintain strict form throughout.

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**MUSCLE**  
Genuine Since 1997

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FORMULA YOU HAVE TO HAVE

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# ALL ABOUT SUPPLEMENTATION

By UKBFF Champion  
**ALEX PLATT**

If you're anything like me, you've probably heard time and time again that if you want to be at the top of your game, your nutrition needs to be just as in check as your training regime.

Naturally, they go hand in hand. Like peanut butter and Nutella....or chicken and rice if you're currently dieting. Anyway, you've probably read endless Instagram posts with quotes such as 'abs are made in the kitchen, not the gym' and 'fat loss is 80% diet, 20% training' and other similar quotes right? Yep, me too. Of course, there's much controversy and conflict of opinion that surrounds quotes and theories like these, which is a story for another day, but what I think most of us can agree on is that whether your goal is to increase performance or maintaining/achieving a desired body composition, nutrition is a very significant contributing factor.

**I BELIEVE NUTRITION IS A TOPIC WITH LIMITLESS SUBTOPICS AND DISCUSSIONS, BUT SUPPLEMENTING CERTAIN FACTORS OF YOUR DIET CAN BE BOTH CONVENIENT AND ESSENTIAL AND I THINK IT IS A GREAT DISCUSSION TOPIC WITH A VAST AMOUNT OF CONTENT AND A LOT OF VARYING OPINION.**

There are new supplement companies flooding the market every week, each one offering a different product for a different purpose promising different results. So, in this article, I'm going to talk you through my current supplementation during my preparation for the 2018 competition season. I'll include the reason for using each supplement and the results I think I have seen from each product.

So let's get into it. Through force of habit, and so I can fit everything into my day, I like to do my cardio in the morning, so my day starts around 5.10 (5.20 if I hit the snooze button, which, of course I do). Before I leave the apartment I take a fat burner – LA Muscle's Six Pack Pill contains L-carnitine which I always look for in a fat burner. There are so, so many 'fat burner' pills available out there, and whilst L-carnitine doesn't tend to be advertised as a fat burner, for me, it definitely takes the biscuit (no pun intended). L-carnitine is a non-essential amino acid and simply put, it transfers fatty acids from the blood stream into the mitochondria, so the body can use those fatty acids as the primary course of energy. Using fat as fuel! I like to take a dose first thing in the morning because research has shown that is also helps to improve endurance. Although, a lot of people recommend dosing L-carnitine with a carbohydrate meal because when you combine the two, it can have an ergogenic effect on the body. I think it would be safe to say, without much opposition that for anyone wanting to utilize their fat storage as efficiently as possible, L-carnitine needs to be in your diet.

During my cardio I sip on some form of BCAA. For me, this is essential. It has pride of place in my supplement cupboard and is a staple part of my current stack. LA Muscle's REPO contains some



of the essentials. L-Glutamine, Citruline and Beta-Alanine. L-Glutamine is a Branch chain amino acid (BCAA) and its effective anti-catabolic ability has earned its reputation as the 'go-to' supplement to use (usually) intra-workout. In other words, it's great for preventing the loss of valuable muscle tissue during exercise. Perfect for people trying to shed excess body fat whilst maintaining as much muscle mass as possible.

I always have my first meal around 8.00 post cardio and once I have arrived at work. Meal 1 can mean only one thing. Proats. What else? For anyone not familiar with the term, it means protein oats. I'll share with you guys the method I use for making these another time, (I make 'em so, so good) but one of the key ingredients I use is LA Whey. I use 2 scoops in my oats which provides me with a little over 250kcal, delivering 50g of protein. The reason I go for LA Whey is because it contains very little of anything else (1.8g of saturated fat and 3.6g sugar per serving). It is perfect for delivering that fast acting protein my muscles are crying out for from the previous night's workout, without adding unwanted calories. Essential when trying to obtain a calorie deficit.



After a full day in the office, sometimes the only thing I want to do is break free, get into the gym and smash a gruelling workout. Exert some energy and release some stress. That said, I'd be lying if I said that was the case every day. On occasions, and especially when carbohydrates might be reasonably low, after an hours commute from work, tired and hungry, the gym doesn't look quite as appealing as it did on Monday (post re-feed and chest day of course). However, needs must, and I know that I have to knuckle down and get the job done if I want to make a change. Enter, the pre workout. These things can be extremely effective. But with an overwhelming variation of ingredients, simulators, chemicals, flavours, textures and quite frankly scary names, where do you start? I don't use a pre workout more than maybe once a week, so this may have prolonged the process, but it has taken me around 3 years to find a pre workout that works for me.

One that ticks all the boxes. I've used pre workouts that have given me an extra gear in the gym, really made me go at 110mph squeezing out every rep and set as if it were my last which is great, but, and there is a but..... although caffeine's ability to enhance muscular performance has been evident for decades, because this pre I just took was loaded up with the stuff (some formulas upwards of 500mg per serve (to put that into perspective that's around 6 cans of Redbull)) I've then been laid wide awake in bed until midnight, 1am, 2am and so on (not good for the 5.10 alarm). I've also used pre workouts that give me incredible focus in the gym, blinkers on, all that matters in life right now is these next 10 reps and nothing could possibly distract me. However, later that night comes the dreaded crash. Again, a stimulant dense formula has caused my body to exert itself on false energy. When that false energy wears off, that exertion catches up with your fatigued muscles inevitably causing your body to crash, and if you've experienced this, you'll know that sometimes you can crash hard. Think of the walking dead. Not good if you have made plans for later that evening. So finding the right pre for you is important. I've always bought the smallest tubs possible, and sometimes sample sachets, so I'm not forking out for 3 months' worth of pre-workout to find out after 2 sessions it's not the one for me. So bare that in mind.

I've found a happy medium with a pre workout that has a generous dose of nitric oxide in, great

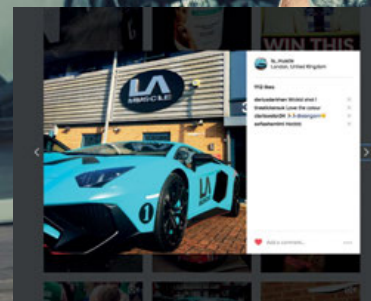
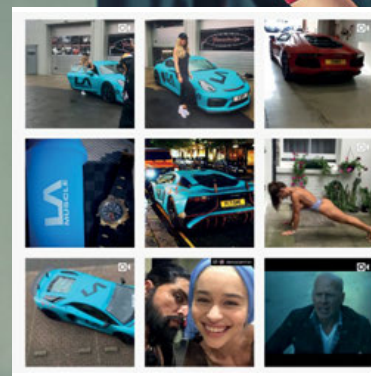
for blood transportation and giving you crazy pumps, with moderate dose of caffeine (100-150mg does me good) with plenty of BCAAs and to finish the cocktail a decent dose of L-arginine, which is a great vasodilator (super for when you've got the vest on and you want to show everyone your road map veins.) So my advice here, do your research and find out what pre-workouts contain the ingredients you want/don't want, experiment, find one that suits you, start with a small dose, don't become dependent on a pre workout, and sometimes, nothing beats a strong black coffee and a hand full of jelly babies.

## I THINK A GOOD PLACE TO CONCLUDE THIS BRIEF ARTICLE WOULD BE RECOVERY. PERHAPS THE MOST IMPORTANT ASPECT OF ANY TRAINING REGIME. IF YOU'RE REALLY BUSTING YOUR ASS IN THE GYM YOU SIMPLY HAVE TO RECOVER PROPERLY.

The aim of the game is to get your body back into a state where you can do it all over again the next day. If you're not recovering properly, you're not going to be able to train efficiently and consistently. For me recovery has 3 important elements; stretch, sleep, nutrition. The first two are pretty self-explanatory, but what to consume post-workout isn't always clear. You can buy many different types of recovery shake, but my advice here is to take a decent hit of fast acting protein and some form of simple carbohydrate in order to replenish glycogen stores in the muscle. I take a single scoop of LA Whey, along with some dextrose powder which is readily available at most health food stores. That way I'm getting around 25g of fast acting protein and around 40g of simple carbohydrates which I think is the perfect formula to aid recovery. I try to consume this pretty immediately after I finish my workout. Simple but effective!

So there we have it. A brief discussion on supplementation, a topic which we could expand on massively. Check out the range at LA Muscle and hit me up if you've got any supplementation habits you love.

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Over 100 000 followers



# EAT BIG TO GET BIG MY WAY

MUSCLE MODEL

**ALISTAIR  
RICHARDSON'S**  
EXCLUSIVE MUSCLE  
BUILDING DIET

I COMPETE BY A WAY OF HOBBY AND ABSOLUTELY LOVE IT. I HAVE BEEN BODYBUILDING FROM THE EARLY AGE OF 15 WHEN I FIRST STARTED PLAYING AMERICAN FOOTBALL AND SINCE THAT DAY I HAVE NEVER LOOKED BACK. I TRAIN 6 DAYS A WEEK IN WHAT IS PROVED TO BE HECTIC DAILY, SETTING TIME TO TRAIN AND MANAGE MY DIET ALONGSIDE WORK AND OTHER COMMITMENTS.

One thing that I often get asked is what eat in order to stay looking the way I do without getting fat buy yet pack on more and more lean muscle. For the first time I will be sharing this information with you and for me, it has not only kept me lean and muscular but I have dropped a considerably amount of body fat at the same time. The trick is to eat regularly but smartly ensuring you get all the macros needed from all the right sources that are right for you.

However, before getting down to the details, I would like to encourage the thought that every single person is different in their make up including their nutritional requirements therefore although this diet has treated him very well, it may also not be the right one for you. So take this is an example and work around the foods which will be mentioned later in the article. This will include the amounts I eat to make up the calories required in the day for my daily output. This again will be different for different people. Not everyone is my shape and size and so naturally, the food and drink you would need to ingest would be different.

I am also lactose and gluten intolerant which makes every difference to digestion and bloating. So this needs to be eliminated from my diet. One thing which is essential for muscle building and recovery is protein as protein is the building block of muscle tissue. So from all the proteins available in the market I have found Norateen Protein by LA Muscle. Not only is it the best on the market for its quality and taste but its make up is incredible as its hypo-allergenic protein is triple filtered to eliminate lactose and contains a high potassium to low sodium ratio which fits nicely into my diet as it allows me not to retain water in the skin, keeping it in the muscle where it is required for training.



## SO HERE IS ALL MY GLORY... ALISTAIR'S WEEKLY NUTRITION:

Low carb/High Protein Days: (6 days per week - Monday/Tuesday/Wednesday//Thursday/Friday/Sunday)

Daily water intake 2-4 litres

Daily Vitamins/Minerals: Vitamin C 1000mg, B Vitamin Complex, Omega 3 1000mg, Vitamin D 10mg, Digestive Enzymes (daily recommended dosage), magnesium 400mg

### 7.15AM:

Black tea/green tea, Blueberries x 60g and 30g of almond nut butter with 40g oatmeal made with water or milk

### 9.30AM:

2 x whole eggs or 80g of smoked salmon, with 50g of kale/spinach or broccoli topped with oil based dressing X 10ml Green Tea or skinny Americano coffee



### 11.30AM:

30g of nut butter or hand full of almonds OR protein shake (Norateen Protein by LA Muscle)

### 1.30/2PM:

120g of Chicken/Turkey/white fish (30-35g protein) with 30g carbs (100g sweet potato/50g brown rice or quinoa)

### 4.30/5PM:

120g of chicken/turkey/white fish (30-35g protein), salad (options: spinach/rocket/watercress/kale, half a pepper, 30g asparagus, 3 cherry tomatoes or 1 tomato 20g cucumber, 20g red onion, 20g sugar snap peas, carrot x2, radish x 4, olives, x 5, pomegranate pieces 1/4 fruit coriander, celery x 2, parsley, mint, fennel) and half avocado OR Norateen Protein shake with 250ml water or milk

### 7PM POST WORKOUT:

Vitamin C X 1000mg (I like to use this after a workout or exercise otherwise, take it with second meal) Pink Grapefruit, 1 X half (only consumed post-workout), herbal tea and LA Muscle Repo.



### 8.30/9PM:

120g of chicken/turkey/steak/white fish (30-35g protein) and large vegetable stir-fry.

### 9.30PM:

Herbal tea. Magnesium 400g, Zinc 50mg

**I will have a high carb day every Saturday adding an extra 150g of carbs allocated across the day by adding the following carb sources:**

Daily water intake 2-4 litres

### 7.15AM MEAL:

I add an extra 30g berries to the oatmeal.

### 9.30AM MEAL:

Add 30g carbs (100g cooked sweet potato/50g cooked brown basmati rice/grain of choice).

### 8.30PM MEAL:

Add an additional 30g carbs (150g cooked sweet potato/40g cooked brown basmati rice or quinoa) & 20 g dark chocolate (70% or higher) – his favourite bit!

I hope you find this effective and useful although I should add that you should always seek professional advice when it comes to diet and indeed exercise as it is important to understand the needs of your body before you impact on to it something that actually may create more harm than good. In that way, make sure you recognise what it is you need to do to achieve your own personal goals and not just follow a 'fad' diet or random exercise routine without knowing first how your body works. That way you will not only achieve your goals more effectively but also more efficiently.

# 5 REASONS WHY YOU SHOULDN'T USE SCALES FOR WEIGHT LOSS

**GETTING ON THE SCALES AND SEEING THE WEIGHT STAYING THE SAME, NOT GOING DOWN OR EVEN WORSE GOING UP CAN BE VERY FRUSTRATING. BELOW ARE 5 VERY STRONG REASONS THAT GOING ON THE SCALES SHOULD NOT BE PART OF YOUR DAILY ROUTINE.**

Bye Bye Scales! The scales don't measure water retention

– If you are bloated, for example because you had too much salt, you may seem to have put weight on but it's just temporary and so going on the scales will be a wrong actual reading of your average weight.

The scales don't measure body mass

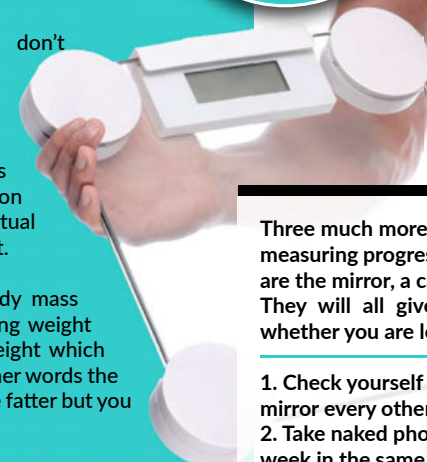
– You could seem to be putting weight on but this can be muscle weight which will weigh more than fat. In other words the scales may tell you that you are fatter but you actually look better!

Seeing more weight or no shift in weight can be stressful – Stress releases hormones that store more fat! So by going on the scales daily and seeing no movement you could be getting stressed and thus inducing more weight gain!

The Scales don't measure body fat as such, just weight – If you have lost body fat and say put on muscles, you won't be able to see this.

Your weight will go up and down at different times of the day – Catch yourself at the wrong time on the scales and it can be traumatising.

IF YOU ARE REALLY STRUGGLING TO LOSE WEIGHT, TRY **FAT STRIPPER**, A SAFE, NATURAL, EFFECTIVE FAT LOSS AID FOR MEN AND WOMEN.



Three much more accurate and simple ways of measuring progress in terms of actual "fat" loss are the mirror, a camera and your belt! They will all give you a good indication of whether you are losing actual body fat or not.

1. Check yourself out in the same mirror every other day.
2. Take naked photos of yourself every week in the same position and light!
3. See if your belt or clothes sizes are going down.

Remember, if you are going to the gym and building muscles at the same time as trying to lose weight, it may not seem like you are losing weight if you go by the scales. You will lose some fat, put some muscle on, the scales stay the same!

However when you measure your progress with the mirror, through photos or by your belt/dress size, you will truly see a difference.





# HOW ARE YOUR TESTOSTERONE LEVELS?

## HEALTH BENEFITS OF A TESTOSTERONE BOOSTER

**INCREASED TIREDNESS, HAIR LOSS, FATIGUE, LOSS OF SEX DRIVE; ALL SIGNS OF GETTING OLDER. WHAT IF WE TOLD YOU THAT THESE ARE ALL ALSO COMMON SIGNS OF LOW TESTOSTERONE LEVELS REGARDLESS OF YOUR AGE!**

As we get older, our natural testosterone levels will drop. For men this will be most noticeable around the age of 30 but in a lot of men this can be an issue from a much younger age. Testosterone is the main hormone responsible for a range of important health benefits and considered the “youth elixir” for the role it plays in keeping our bodies youthful and strong.

For males, testosterone plays a vital role in lean muscle mass, strong erections, healthy libido, bone strength and density, energy levels and other functions. To know that will make it no surprise that, for males, your testosterone is what makes you a man.

Whether you're 18 or 80, if you suspect you have low testosterone levels there are luckily a few things you can do about it. One thing would be to get your testosterone levels tested. If the outcome of the tests confirms a low testosterone level, the most likely suggested course of action would be something called Testosterone Therapy. As this is a common issue, due to its expensive treatment costs, it is not widely available so to pay for it yourself would be extremely expensive and only an available option to those who are able to afford it.

Another option would be steroids or growth hormone, which for obvious reasons we DO NOT recommend due to the extremely bad side effects caused by their use. This also dramatically affects your NATURAL testosterone levels as they shut down the body's natural production during use and prevent it from naturally producing testosterone after use once the cycle has finished.

That leaves us with the most likely solution to the problem; a potent, effective, NATURAL, testosterone booster that can be used as part of your normal lifestyle to dramatically improve all of the health issues resulting from these low levels.

**LA MUSCLE HAVE SPENT YEARS RESEARCHING, DEVELOPING AND TESTING NORATEEN GOLD, OUR NATURAL TESTOSTERONE BOOSTER THAT PROVIDES A FERTILE ANABOLIC ENVIRONMENT TO ADDRESS ALL OF THE HEALTH ISSUES ASSOCIATED WITH LOW TESTOSTERONE LEVELS AS WELL AS IMPROVING STRENGTH AND PERFORMANCE IN AND OUT OF THE GYM.**

Norateen Gold will naturally aid testosterone production in the body and increase muscle mass, heart health, stronger erections and libido, bone strength and density, boost energy levels and reduce body fat. As a result, your gym sessions will be boosted through increased power and strength along with athletic performance. It also does this with zero change of estrogen build-up.

Accept no imitations. Whilst LA Muscle does have an extensive range of testosterone boosters to choose from which will all aid you in one way or another, there is nothing on the market quite like Norateen Gold. This limited edition testosterone booster will transform your lifestyle tenfold and there are already thousands of happy customers benefiting from this miracle supplement.

Order yours today here and see for yourself first-hand the amazing benefits of Norateen Gold.

**SEAN DUNNE**

**FITNESS EXPERT**

*\*Disclaimer\*: This article is not intended to substitute medical advice. It provides general information and discussion about medicine, health and related subjects. The words and other content provided are not intended and should not be construed as medical advice. If the reader or any other person has a medical concern, he/she should consult with an appropriately-licensed physician.*



# THE GREAT PROTEIN LIE

## WHAT 3 SUPPLEMENTS WOULD TOTALLY CHANGE YOUR BODY IN UNDER A WEEK?

Let's be honest, LA Muscle supplements are not cheap. Unlike most other manufacturers, LA Muscle does not go to a generic manufacturing plant and re-label their white label products. LA Muscle has its own high-tech FDA-Approved manufacturing plants in the USA and UK and its own scientific Research & Development team. This means, you get exclusive formulations at the highest qualities in this industry.

What if you wanted to pick 3 supplements that would make you look very muscular and ripped. Which LA Muscle supplements would they be? The answer may surprise you, most of all because protein does not fit the bill!

In many ways, you have been sold a big protein lie over the last 10 years by most other supplements companies. Whilst protein does help your body recover and build more muscle, when it comes to the crunch and if you were to choose just 3 supplements that would make a "dramatic" difference to your body in a few weeks, protein would not come in that top 3.

Protein may come in the top 3 of other supplements companies that don't have the R&D and manufacturing capabilities of LA Muscle, but not here! Read below what will make a huge difference and make your protein powder feel like plain water

...



## TESTOSTERONE BOOSTER & GH ACTIVATOR

Without doubt, the strongest muscle & strength builder on the planet is Norateen Heavyweight II. If you had £70, should you take protein or Norateen? The answer is so obvious! If you say protein, then you have either been reading too much protein hype from other manufacturers or you don't know much about Norateen.

Norateen Heavyweight II will dramatically increase your growth hormone and Testosterone levels from day one. Protein powder does not do this. When you take Norateen Heavyweight II, you get incredible gains in lean muscle mass in as little as 3 days and your strength will go through the roof in under 1 week.

Norateen Heavyweight II has been praised by many magazines and media such as BBC TV and SKY TV. There is no other supplement like it. If you have £70 and want to build muscle mass and see significant gains, don't even think about wasting it on anything else.

## NITRIC OXIDE

Nitric Oxide is a powerful tool for getting a pump in the gym, leading to more muscle growth inside and outside of the gym. There are many nitric oxide supplements out there but none give you all 4 premium nitric oxide boosters and none are Pharmaceutical Grade like LA Muscle's Vasculator.

When you take Vasculator you immediately look bigger in the gym and start looking pumped and massive all the time, even when you are not in the gym! Vasculator was voted "best muscle supplement" by Men's Health Supplements Awards for 2 reasons: 1, because it works and 2, because it is the strongest gym supplement you can buy.

## METABOLISING FAT BURNER

Losing fat and getting that six pack is "always" going to be hard for most people. You can get close, but it can still feel like you have a long way to go! LA Muscle's Fat Stripper Intense gives you ingredients that you would ordinarily not find in foods. Nor in protein. If you want to lose weight, burn fat and get your six pack, then all the protein in the world won't do that!

You need to take a strong, scientifically formulated Pharmaceutical grade super-supplement like Fat Stripper Intense to start metabolising the fat and shifting it out of your body fast. Results are usually seen by men and women within 3-7 days.

There you have it. Top 3 LA Muscle supplements for really re-shaping your body and seeing actual results. Whilst protein supplementation has its place, if you were on a budget and had to choose, the above are recommended. You can always get protein from food! You can't get the above from food however hard you try!







# TAKE YOUR BRAIN TO HIGHER REVS WITH **LIMITLESS**



**LIMITLESS** is a very powerful super-pill by LA Muscle. It can be used as a pre-workout as well as an every day tiredness blaster. **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.

**L-PHENYLALANINE** - an essential amino acid which can reduce fatigue and depression.

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