

LA MUSCLE MAGAZINE

Issue 1 - Price £2

LA Muscle Supplements

*redefining
premium*

Chris Foster, secret life of a
fitness model

*Free home
remedies that
work*

Natural Sex
Enhancers

what is energy?



Your strongest
healthiest body

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Protein for women

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Super-sets for big-
daddy quads!

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Six Pack in Six
Weeks



WHAT MAKES LA MUSCLE premium

In 1997 when LA Muscle was established, there were less than 5 UK-based sports nutrition companies. Now, there are over 200 and growing.

The bad news for the consumer is that they all claim to be the best,

they all claim to have scientific supplements, the latest supplements, the best service, the best delivery and so on. It is very difficult to make a choice as to which supplement to go for if you are serious about your nutrition. This, in addition to the harsh economic conditions push customers to just go for the cheapest.

If you think about it though, cheap should be the last thing on your "wish list" when it comes to putting things into your body. This article highlights a few of a huge number of reasons why LA Muscle is the choice of professional athletes and

celebrities and why it should be your choice.

Researched and Developed

Unlike most other supplements companies, LA Muscle has its own in-house R&D labs with real doctors and scientists working on the formulas. Most other companies just re-label generic white goods products for tens of other companies. LA Muscle formulas are one-offs, researched and developed by LA Muscle and for LA Muscle.

Finest raw ingredients

In sports nutrition, the quality of the ingredients are vital to the end

results. LA Muscle has been manufacturing sports supplements in its high tech Pharmaceutical Grade facilities since 1997 and the company has unparalleled expertise in this field. Not only do you get the best quality, you are also guaranteed no impurities - which can affect performance.

Exact manufacturing & Storage

LA Muscle supplements are manufactured in exact conditions, transported and stored in precise temperatures. This means, they reach you in a "just manufactured" state. This is not the case with other brands.

100% natural & no side effects

From the early days, one of the pre-requisites for all LA Muscle supplements has been that they have to be 100% natural, GM-free and with no artificial colours, preservatives, additives or sweeteners. This tradition is as important today as it was in 1997 and is carried to some of the newer lines such as the LA Muscle Gel range, ensuring they are natural & paraben-free.

It's in the details!

LA Muscle pays attention to so many aspects of the manufacturing process that you will need a book for full listing. As an example LA

Muscle capsules are all vegetarian, scientifically formulated, Pharmaceutical Grade, slow-release, 100% natural with no side effects and manufactured to GMP standards (the highest).

100% money back guarantee

LA Muscle's Premium Service is second to none and as a customer, you take no risk. If you are for any reason not happy with your LA Muscle supplements, you can return it within 30 days for a FULL refund. This applies even if you have used the whole supplement - that's how confident LA Muscle is of its range and the potency of products.



FIRST LA MUSCLE CONCEPT STORE OPENS RICHMOND, SURREY, UK

LA Muscle was established as an online business in 1997. The company is privately owned and has been manufacturing and supplying the finest sports nutrition supplements to millions of people around the world since that time.

LA Muscle has always had a reputation as being a cutting-edge, innovative company producing the

highest grade premium sports products. LA Muscle products are not the cheapest due to the high grade of the raw ingredients used, as well as the way the supplements are manufactured, transported and stored.

LA Muscle's new concept store aims to show customers exactly what the LA Muscle brand is all about. Visitors to the store will be able to sample some of LA Muscle's supplements including high quality protein shakes, check out all of LA Muscle's products in the flesh and speak to trained advisors and team members.

Customers will be able to get their own personal training, muscle building and weight loss plans from LA Muscle's qualified advisors. The LA Muscle store will be the venue for personal appearances and training sessions with some of the

world's best-known athletes, body-builders and nutritionists.

Perhaps the most important aspect of the new LA Muscle shop is the high level of personal tailored service offered by team members.

If you are used to premium service from the likes of stores in Bond Street or Knightsbridge, London or the Boutiques of Paris and New York, you will notice something familiar at LA Muscle's new store.

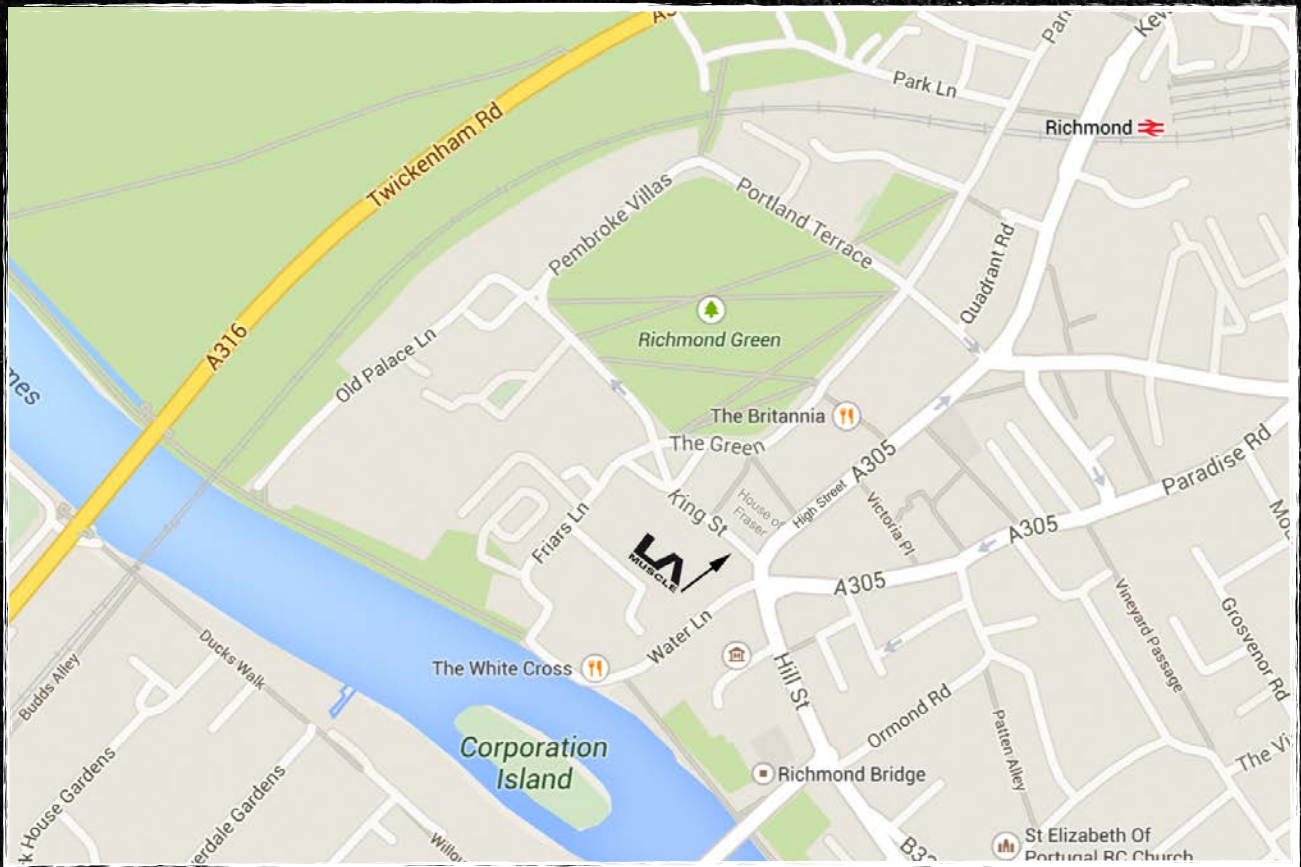
The LA Muscle store is a beautiful space for you to learn about nutrition, training, diets, supplements, health & fitness. It has already been compared to an art gallery and shortlisted in several awards for "best design". If you are in Richmond Surrey, UK come and visit. You can also make a day of it by visiting the nearby Kew Gardens, River Thames or Richmond Park.



*"a place where sports nutrition
meets design"*

LA Muscle Store

6 King St, Richmond TW9 1ND, UK



Make a day of your visit to the LA Muscle Shop:

Boutiques

Kew Gardens

The River

Richmond Park



no ideas on how to
get
THE BODY?



head to:
lamuscle.com



The Active Channel
The World's no.1 health
& fitness television channel:

activechannel.com

brought to you by:



free app: iTunes



PROTEIN IS ESSENTIAL FOR WOMEN

Protein is key to weight loss & that toned body

More and more women are realising the importance of protein. Whether you are looking to lose weight, improve performance or tone up, you can no longer ignore protein.



Drinking a protein shake in the morning is a great way of starting your day. A protein shake like Diet Whey will fill you up without the high calories and carbohydrates or saturated fat. It will help you keep lean muscles which are great for tone, will stop food cravings and best of all, will burn actual body fat due to its weight loss ingredients.

Many women are choosing to replace one or two meals a day with a protein shake and seeing amazing results in weight loss, whilst keeping their muscle mass. This is crucial as most weight loss diets deprive you of protein and you end up losing muscles. Muscle mass is important as it is your muscles which enable your body to burn fat when you are sleeping or resting.

Diet Whey

The ideal protein for women. Diet Whey is 100% natural, contains 39g of quality protein and 1g of LA Glucomannan, the ONLY European-Approved weight loss ingredient proven to aid fat loss and maintain healthy cholesterol levels. In delicious chocolate or real fruit raspberry & strawberry flavour. It is absolutely delicious!



LA Protein Pancake

Start your morning with the perfect protein pancakes, 37g protein, 41g of low GI carbohydrates and 6.7g of fibre. LA Whey Protein Pancakes are easy to make and give you a delicious chocolate flavoured high nutrition pancake to ensure you don't start eating junk foods and that you feel full and satisfied for up to 6 hours.





TWO BODY TONE
GELS FOR WOMEN
WHO DEMAND
THE BEST



rejuvenation BODY BEAUTIFUL

PATENT
PENDING

#TONE

100%
NATURAL &
SAFE

LOOK AND FEEL BEAUTIFUL WITH 2 AMAZING
GELS FROM LA TONE. RUB CELLUBURN INTO
HARD CELLULITE AREAS AND RESTOREX ON
STRETCH MARKS. AMAZING RESULTS.

100% GUARANTEED RESULTS

JUST RUB IN AND SEE RESULTS!

100% OF YOUR MONEY BACK IF YOU DON'T LOVE THEM

AVAILABLE FROM LA MUSCLE &
REPUTABLE SPECIALIST SHOPS

CHRIS FOSTER

life of a fitness model



How did you get into weight training?

I got into weight training through older mates who went to the gym and I would go with them.

I'd read Men's Health magazine and I would wanna look like the guys on the front cover so that made me want to weight train.

Outline a typical day on your diet? My typical diet at the moment, Monday to Friday:

Waking: 1 effervescent multi vitamin.

6 am commute: 1 x black tea bag and 1 x peppermint tea in boiling water.

Breakfast 1: 7 am: Large black coffee with coconut oil and 2 scoops LA Whey Vanilla (protein latté) with cinnamon.

Breakfast 2: 8 am: 2 x Sculpt CLA capsules, 2/3 burger bread sandwich 7 eggs (2 yolks

scrambled 2 x teaspoon LA peanut butter)

10:30 am: 2 x tea spoon multi green, LA Diet whey with Cinnamon plus 40g oats added.

1:00 pm: 2 x Sculpt CLA capsules, 1 cup green tea

200g own spicy flavoured chicken 150g of broccoli 62.5g dry weight brown rice. Crushed chillies and balsamic vinegar

3:30 pm: 1 x black and peppermint tea, 200g Tuna sweet chilli extra virgin olive oil, 150g of broccoli 62.5g of dry brown rice cayenne pepper & balsamic vinegar.

Pre gym: Double espresso, 6x Vasculators, 5g creatine monohydrate

Post workout: LA Whey Gold

7:00 pm: 150g chicken fajita style spice red onions and pepper.

Pre bed: 1000mg vitamin c, 300g cottage cheese with Cinnamon plus 2 x Sculpt CLA

Outline your typical training week?

Monday – Back

Tuesday – Chest

Wednesday – Rest

Thursday – Shoulders

Friday – Traps, Triceps

Saturday – Abs, Biceps (fasted A.M cardio LISS)

Sunday – Fasted A.M Cardio/Rest

Minimum Cardio – 15minutes HIIT after weight training.

Training technique – Time under tension

Rest Periods are quite short

When leaning out I incorporate giant sets.

Favourite 3 exercises?

– bicep curl

– triceps rope pull down

– incline dumbbell press

Most dreaded exercise?

All leg exercises haha – Squats

HIIT or steady state cardio?

HIIT – quicker. My body responds well to it and I feel like it increases my lean muscle mass.

Plans for the coming year?

Establish my self in the industry as an LA Muscle ambassador, grow business, compete in men's physique shows and place well.

Favourite cheat meal?

Pizza, half meat, barbecue Texas, stuffed crust, small garlic bread, 1 tub Ben Jerry Peanut butter

What do you enjoy doing away from the gym?

Pumping and humping, dining out cooking, festivals, raves, socialising with friends, movies – favourite films are Face off and Anchorman 2,

What keeps you motivated?

Came so far, setting standards and getting better. People recognise me. Inspiring people and if I quit I would feel like I have let them all down.

Favourite LA Muscle supplement and why?

Vasculator – because it literally does what it says on the tin. Besides that if you have a girl next to you try it.

Literally works as Viagra haha.



The body is a thing of beauty it
must be appreciated in all its glory



LIMITED EDITION
SIGNED & FRAMED
LA MUSCLE
PHOTOS AVAILABLE
IN LA MUSCLE'S
NEW STORE

Big round deltoids can be yours find out how right here

Everyone wants big rounded deltoids as they look aesthetically pleasing. If you have big, wide shoulders, you will stand out from the crowd and have that "manly" look.

Training the side deltoids is the key to building big, wide, rounded deltoids. The best exercise here is side lateral raises. Many perform this exercises incorrect which is why they don't get the desired results and rounded deltoids.

As with most things in the gym,

performing an exercise the correct way is the only way of seeing results.

Correctly performing an exercise means you will prevent injury, see results and be happy with your progress. This in turn reflects on everything else you do in the gym, on your motivation and on the way your physique looks out of the gym.

Let's find out how to perform the side lateral raise...

Pick up a set of dumbbells that you can handle for 8 x reps without losing form. You need to make sure they are heavy enough to give your shoulders a workout but not too heavy to make you cheat.

Good form and a full range of motion is required. Light dumbbells won't do much

for you either so the weight needs to be right.



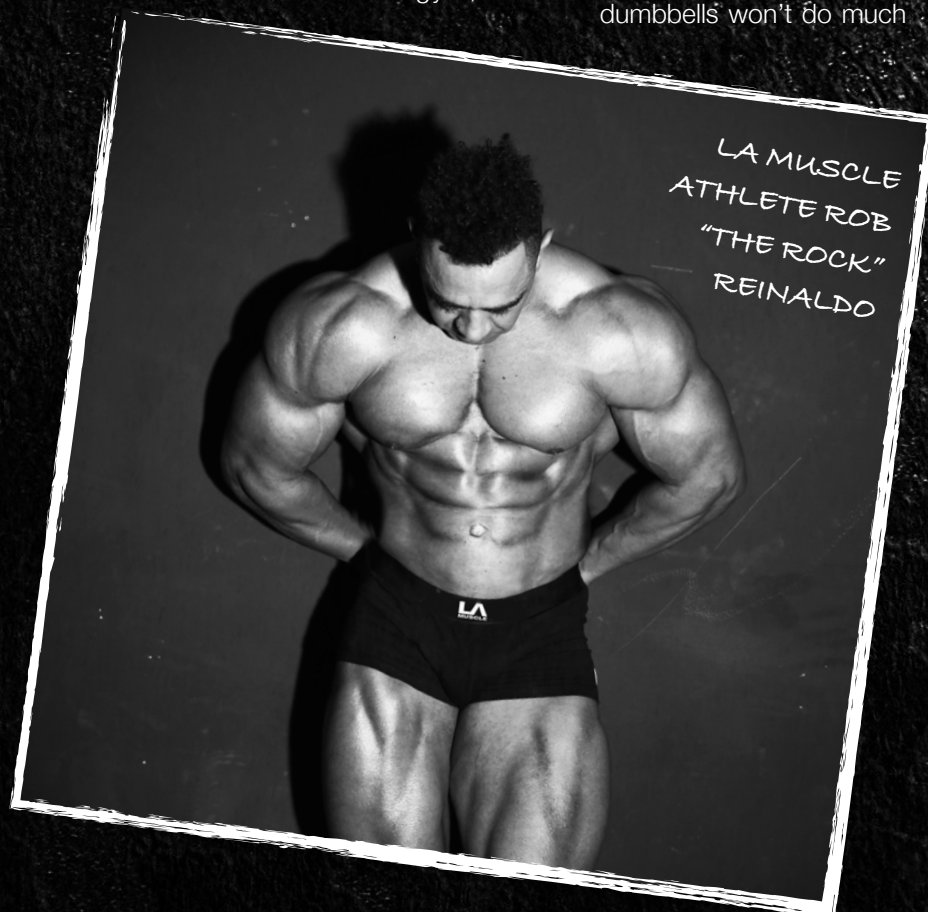
Stand up straight with dumbbells to your side, a little bend on the elbow and lift up.

Tip: When performing the movement always make sure the elbow is above the wrist, this will activate the side deltoids muscles.

Remember, this exercise doesn't demand heavy weight, just about enough you can do at least 8 repetitions in a controlled fashion.

Control the weight, do not let the weight control you on this exercise, as shoulder joints and muscles are very prone to injury. A shoulder injury is the last thing you want as the shoulder is a muscle very much involved in all exercises and an injury can be catastrophic. Always do a warm up set with lighter weights.

This exercise is best performed once every 5-7 days. This way you give your deltoids enough time to rest and recuperate.



Cali Garcia



**"SEXY IS NOT A DIRTY WORD. I LOVE
MY BODY AND AM PROUD OF IT"**

These days "Sexy" seems to be a dirty word. Most people who train will admit that part of the reason (if not all) is to look and feel better about themselves. Having a nice body and showing it off is not something to be ashamed of. LA Muscle's exclusive photo-shoots showcase beautiful bodies of men & women and the results of their hard training & supplementation. Find out more on lamuscle.com

Quick Home Remedies for Common Health Problems

Psoriasis

Avoid tomatoes, potatoes, peppers, alcohol, ham, bacon. They will cause new lesions to appear. Even if you are getting better or using corticosteroids to reduce your lesions, you must avoid the above as even a slight ingestion will cause new flare-ups.

Blepharitis

This is a most annoying problem with the oil glands of the eyes. Some people don't even know they have this. They just feel their eyes tired all the time. You need to look at your eyes with a big magnifying mirror and see if there are any flakes around your eye lashes.

Traditional medicine has no real cure. You can try the following home remedies:

- * Put some Manuka Honey with on the outer edge of your eye lashes. Make sure it doesn't go into your eyes. Do it morning & night for 4 weeks.
- * Cut out wheat foods for a few weeks.
- * See if you can shower or bathe with softened water. This may require the installation of a water softener. Hard water seems to adversely affect Blepharitis.
- * Don't look at computer screens for too long without blinking.
- * Every hour, blink hard 20 times to get the glands working properly.

Constipation

If you are not going to the toilet at least once a day, then you are constipated. Try eating more prunes, apricots, dates, figs and plums and drinking orange juice.

Drink more water and make sure you are exercising regularly. Don't get stressed and when/if you do, try and control it and reduce it. i.e. yoga/ meditation.

Avoid "blocking" foods such as too much meat, white pasta or white bread. Eat more fruits & vegetables.

Migraines

You need to have a diary and write down everything you eat, do, feel, see etc and then narrow down "when" is it that you get a migraine. This is very important. For example, causes for migraines can be:

- * Foods such as cheese, wine, chocolate, sweets
- * Menstruation
- * Hard light, bright light
- * Sinus trouble/blockage
- * Stress and anxiety

You need to see if your migraine happens to coincide with going out, eating cheese, that time of the month and so on. The best cure is avoidance of triggers, guided by your own instincts and your diary!

Backache

One of the most powerful ways of treating back problems is Reflexology. You need to go to a Reflexologist with experience and hard fingers which put a fair amount of pressure on your spinal reflex points (of your feet).

As for home remedies, here are a few to ease your back pain:

- * Get rid of your belly! If you cannot see your abs, then your back is taking the weight of your body and your abs are not helping. You need to reduce body fat and get rid of your belly. A good set of abs will take 50% of the pressure on your back.
- * Don't bend down from the waist. Always bend down from the knees and if you can, don't bend down at all for things like making your bed, picking up things etc.
- * Don't wear a tight belt or tight trousers.
- * Pay very close attention to your chair at home or work and make sure you are not getting a backache as a result of a chair which does not support your spine or one which is uncomfortable.
- * Don't let your back area get cold. Getting cold is a sure way of getting contractions and making the problem worse.
- * Make sure you have a comfortable medium/hard bed and a good pillow.

Mass Gaining

The following is a perfect routine for getting big and strong.

MONDAY

Chest & Shoulders

- 3 x 8 reps Flat Bench Press
- 3 x 8 reps Shoulder Press
- 3 x 8 reps Wide Dips

Triceps

- 3 x 8 reps Close Grip Bench Press
- 3 x 8 reps Triceps Pushdowns
- 3 x 8 reps Skull Crushers

WEDNESDAY

Back

- 3 x 8 reps Deadlift
- 3 x 8 reps Barbell Rows
- 3 x 8 reps Shrugs

Biceps

- 3 x 8 reps Barbell Bicep Curls
- 3 x 8 reps Dumbbell Bicep Curls



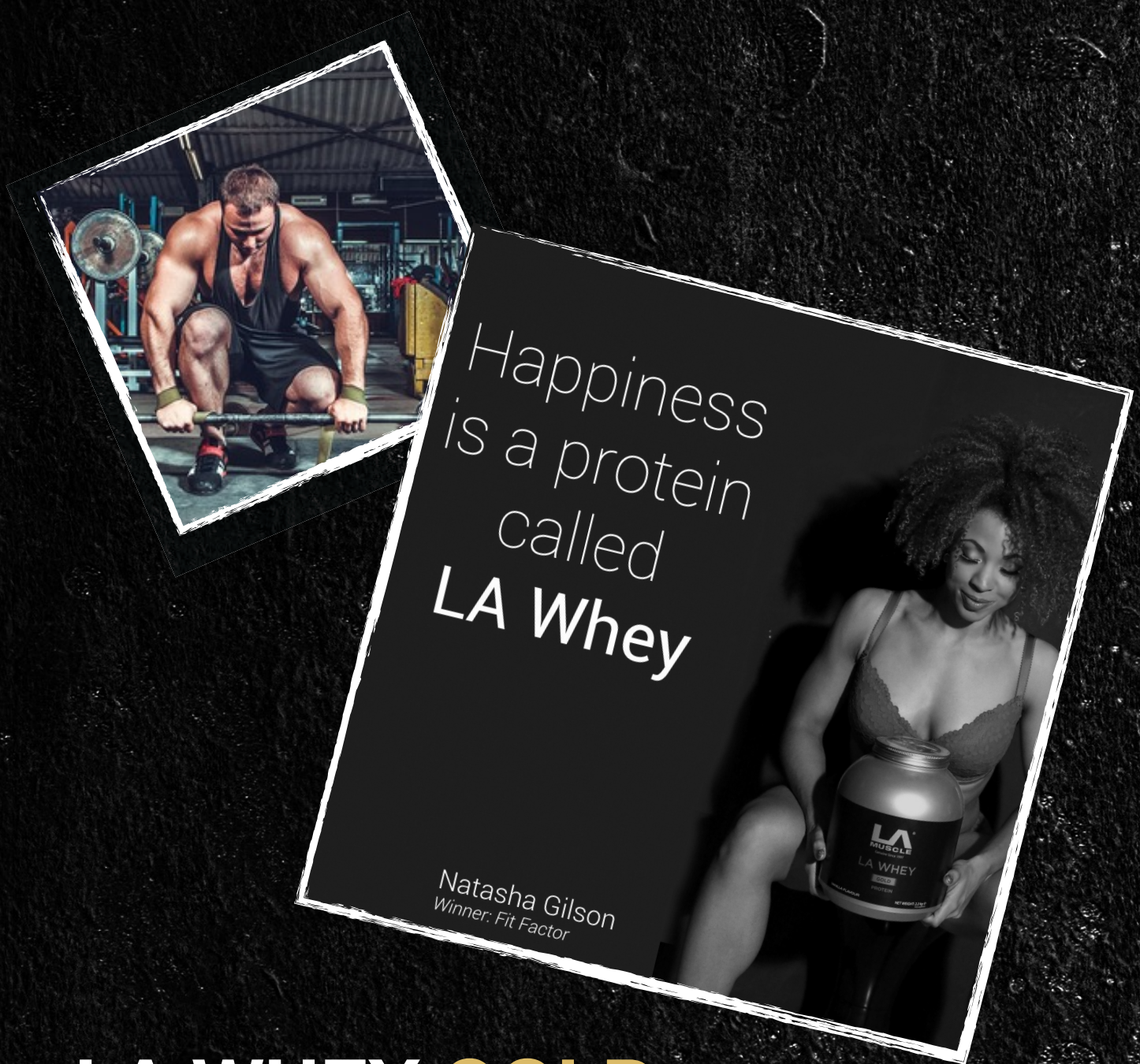
FRIDAY/SAT.

Legs

- 3 x 8 reps Squats
- 3 x 8 reps Calf Raiser
- 3 x 8 reps Leg Extensions
- 3 x 8 reps Hamstring Curls

Days off

Taking days off is as important as training days. On days off you must ensure that you rest sufficiently and eat well; lots of carbs, protein and good fats along with water.



LA WHEY GOLD

The best protein your money can buy

LA Muscle's LA Whey Gold is most certainly not the cheapest protein around. It has never claimed or pretended to be. If you are one of those people that is serious about training and results and insists on natural supplements of the highest strength with no side effects, then LA Whey Gold is the only choice. Each serving of LA Whey Gold gives you 48g of 100% pure whey protein - nothing else. LA Whey Gold is Cold processed (no heat used, so no denaturing of protein), CFM filtrated to remove all lactose and impurities. LA Whey Gold contains no artificial ingredients at all and is sweetened with the new natural Stevia; instant mixing and delicious taste. LA Whey Gold is THE protein for people who care about their body & health. Compromise on something else, not on protein. Everything you do in the gym or in your sporting pursuits will be affected by consuming an inferior protein. Try LA Whey Gold and see why professional athletes rely only on this.

49g protein 100% natural Delicious Taste




**Voted: “Best protein
for hard Gainers”**
Men’s Health Magazine
gives thumbs up to
LA Whey Gold

MensHealth

**LA MUSCLE
LA WHEY**
SIZE 2.2kg

**BEST FOR
HARD
GAINERS**

Boasts a high BV
(see intro) for
rapid protein
release. This is
lactose free, too,
so will cause less
bloating than
most other shakes.



NUTRITIONAL VALUE	
60g serving	EFFECTIVENESS
Protein 48g	RELEASE SPEED
Carbs 6g	
Calories 254	



Super-sets for big- daddy quads how to get your quads growing

The quadriceps are a major muscle group in the leg, often ignored by most bodybuilders. If you have a big upper body and small quads, you are going to look all out of shape and your body will be considered incomplete!

Try supersets to build huge quadriceps. Supersets are when two exercises are performed back to back with no break in between. That's right, no rest!

Start with pre-exhausting your quads by doing leg extensions on the machine, around 12-15 reps.

Follow them with front squats around 12-15 reps. Do not use too heavy weights as these will feel like 200kg after your quads have been pre-exhausted.

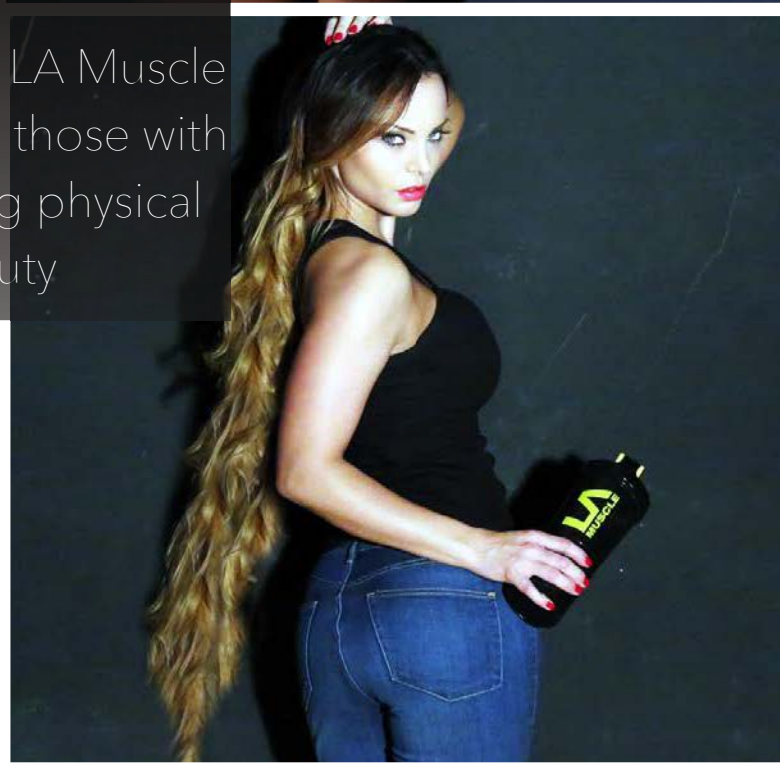
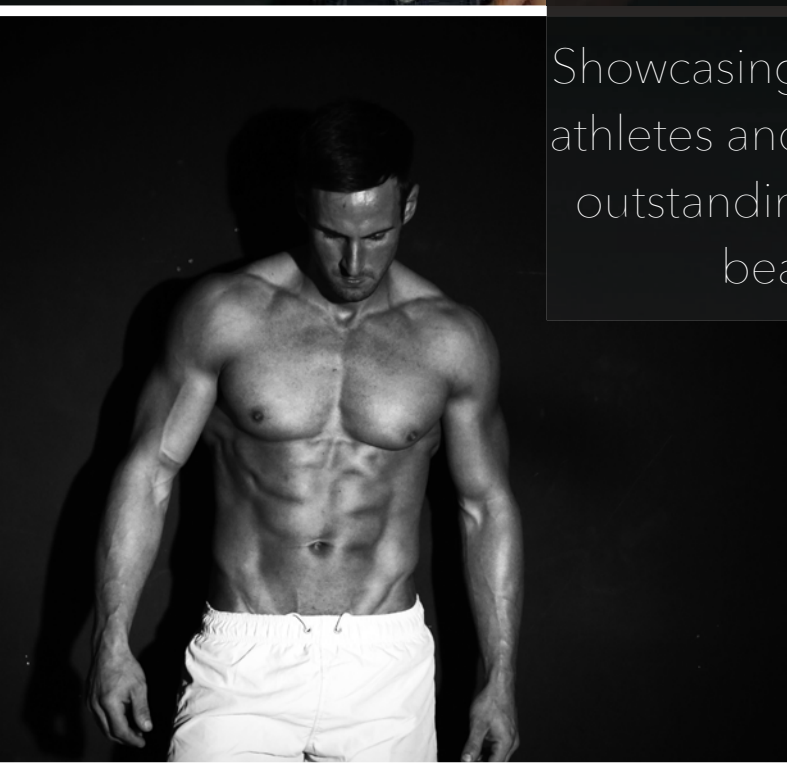
Repeat this for 5 sets and watch your quadriceps grow. Make sure you don't over-train and give your quads at least 5 days to fully rest and recover.

Super-sets can also be used for other major muscle groups. If you are having trouble getting big and your routine is always the same, incorporate super-sets and watch what happens.



LA MUSCLE PHOTOSHOOTS

Showcasing LA Muscle
athletes and those with
outstanding physical
beauty



Natural Sex Enhancers

don't be a failure in the bedroom

Olive Oil

Add about 2 spoonfuls of olive oil to your salad in the evening and you will notice a fuller, stronger "manhood" in the morning along with more sexual desire.

Walnuts

A great food for driving in more blood to the lower regions. Eat 2-4 in the mornings and 2-4 in the evenings.

Avocado

A wonder fruit, perfect for warming up the male organs and making them look more full. Eat one, spaced throughout the day, every day.

Figs

Full of minerals and fantastic for increasing sexual energy and sexual appetite! If you can't find fresh ones, eat 4-5 dried figs every day. Figs are very useful when you lack "power" in the bedroom.

Watermelon juice

If you can't get watermelon in season which is great for sexual performance, give the juice a try as does wonders!

Zinc

Take up to 50mg of zinc a day to maintain natural male hormones and increase sex drive.

Exercise your eyes

Go out and about and feed your eyes! Sometimes if you don't feel like you have sexual energy and you feel generally weak, it is a good idea to get yourself out and look at the opposite sex. No stalking though!

Running

Running is a great exercise for ensuring you have a healthy sex life. Running is very beneficial when it comes to increasing sexual energy and sexual power.

Testosterone Boosters

Testosterone Boosters are an obvious choice when it comes to increasing your libido and sexual drive. Try Norateen Heavyweight II, Male Boost, Vasculator or Testo Max by LA Muscle.

Cinnamon

Sprinkle some cinnamon on your cereals or yoghurts daily. Cinnamon is great for "heating up" the sexual organs and getting you hot!

The mind

Remember that the biggest sexual enhancer of all is your mind. You need to give it plenty of interesting sights to stimulate your imagination and remove negative, stressful thoughts.



Zone in with ZORAN

**LA Muscle's fitness
expert shares his TOP
SECRET training**

Monday: Shoulders & Triceps

Shoulders:

- Shoulder Dumbbell Press – 8 reps 5 sets
- Side Lateral Raises – 12 reps 5 sets
- Front Dumbbell Raises – 12 reps 5 sets
- Rear Delt Dumbbell Flyers – 12 reps 5 sets

Triceps:

- Cable Rope Overhead Triceps Extension – 10 reps 5 sets
- Triceps Pushdown 10 reps 5 sets
- Dumbbell One-Arm Triceps Extension – 10 reps 5 sets

Tuesday: Back & Abs

Back:

- Pull Ups – 10 reps 3 sets
- Hyperextensions 30 reps 3 sets
- Bent over Barbell Rows – 10 reps 5 sets
- Seated Cable Rows 10 reps – 5 sets
- Lat Pull down 10 reps – 5 sets

Abs:

- Plank – 3 minutes
- Side Plank – 1 minute each side
- Leg Raises – 15 reps 3 sets
- Cable Crunch – 15 reps 3 sets

Wednesday: Chest & Biceps

Chest:

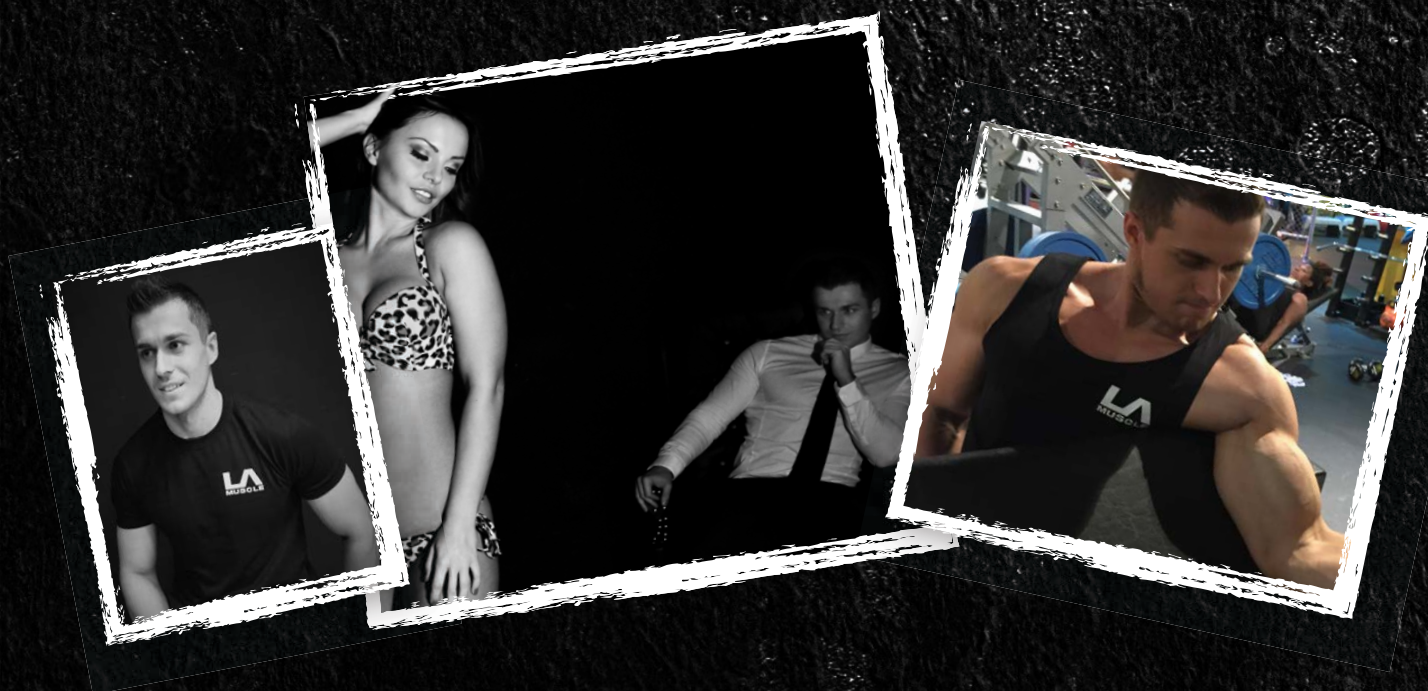
- Flat Bench Press – 8/10 reps 5 sets
- Incline Dumbbell Press – 10 reps 5 sets
- Cable Crossover – 15 reps 5 sets
- Hammer Strength Chest Press Machine 8 reps 5 sets

Biceps:

- Biceps Dumbbell Curls – 8 reps 5 sets
- Biceps Preacher Curls – 8 reps 5 sets
- Biceps Reverse Barbell Curls – 8 reps 3 sets

Thursday – Cardio & Abs

.....continued on next page



ZORAN'S SECRET TRAINING METHOD

Abs & Cardio

Abs:

- Plank – 3 minutes
- Side Plank – 1 minute each side
- Crunches Hands Overhead 15 reps 3 sets
- Leg Raises – 15 reps 3 sets
- Cable Crunch – 15 reps 3 sets
- Dumbbell Side Bend – 15 reps 3 sets

Cardio:

- High Intensity Interval Training – 1 minute Sprint followed by 1 minute Jog (10 rounds)

Friday – Rest day

Saturday – Shoulders & Chest

Shoulder:

- Shoulder Dumbbell Press – 8 reps 5 sets
- Side Lateral Raises – 12 reps 5 sets

Chest:

- Flat Bench Press – 8/10 reps 5 sets
- Incline Dumbbell Press – 10 reps 5 sets
- Cable Crossover – 15 reps 5 sets

Sunday – Legs

- Leg Extensions – 15 reps 5 sets
- Back Squats 8 reps 5 sets
- Hack Squat – 8 reps 5 sets
- Hamstring Curls – 15 reps 3 sets
- Stiff Leg Deadlift – 15 reps 3 sets
- Lunges with 60kg – 40 metres



How to get rid of bloating?

Bloating in many countries has reached epidemic proportions. Diets, lifestyles, lack of exercise, excessive drinking and so on are contributing to people feeling and looking awful. If you get bloated fast or if you have that bloated looking face and belly, then here are some tips for you to take back control of how you look.

Start paying attention to your salt intake. Avoid table salt, salt in your food and read labels on all products to make sure they are low sodium. Make sure you drink at least 2 litres of water spaced throughout the day. Avoid eating too late in the day, avoid excess heat and most importantly of all, avoid all gluten products including bread, pasta, wheat, cakes, pastry etc. Gluten is the #2 cause of that bloated look.

Have your last meal around 3 hours before you sleep. Avoid carbonated drinks. This includes colas, sparkling water and anything that has “bubbles”. This is your #1 enemy when it comes to looking bloated. Cardiovascular exercise is important when it comes to getting rid of bloating too.

If all fails, or if you still want to push harder, try LA Muscle's Limited Edition supplement Bloat No More, packed full of proprietary ingredients designed to get rid of that bloated feeling in as little as 1-3 days.



MYTH BUSTERS



With Men's Physique Winner Demetris Leronymides

Myth #1: "High protein intake is harmful for your kidneys"

Scientists suggested that high protein intake makes your kidneys work more at an increased filtration rate resulting in more strain for your kidneys. The general literature, however, disagrees and scientists actually found that high protein intake has no adverse effects to kidneys at all. Support or published research was not found relating to high protein intake and kidney problems.

Myth #2: "Sweet potatoes are better for you than white potatoes"

The two may have nutritional differences but one isn't particularly better than the other. Sweet potatoes might have more fibre and Vitamin A but white potatoes have more minerals like iron and magnesium. More important is how one consumes the potato (for example French fries or a baked potato).

Myth #3: "Red meat causes cancer"

Scientists once found that overcooking red meat produces cancer. Recent research, however, has found no cause and effect relationship between red meat and cancer development. You're not in danger, there's no reason for not having red meat. If it makes you feel happier just scrape off the burned or overcooked sections.

Myth #4: "High-fructose corn syrup (HFCS) is more fattening than regular sugar"

Artificial sweeteners, HFCS and sucrose – the common table sugar – all will cause the gaining of weight if consumed in excess amounts. Remember everything needs to be in moderation. Bananas were said to have radioactive isotopes for instance. Before they are anywhere close to be dangerous for your health, however, one must consume a ridiculous amount of them. Be sensible.

Myth #5: "Salt causes high blood pressure and should be avoided"

Studies do confirm that reducing salt intake can help lower blood pressure. People with normal blood pressure though do not have to decrease their salt intake. Even people with high blood pressure do not need to reduce their salt intake. They can seek meals with a more potassium rich content instead. Researchers found that low potassium levels can have the same adverse effect on blood pressure as high sodium (salt) intake does



WHAT IS ENERGY?

A scientific look at energy

by Steve Watson B.Sc

A Muscle has traditionally been known as a company that produces supplements which “cosmetically enhance” your body in rapid time. Whether it is muscle gain or fat loss, LA Muscle exceeds your expectations every time. This however does not mean that LA Muscle pays no attention to sports performance; far from it! LA Muscle produces some of the most powerful energy, stamina, endurance, recovery and performance supplements around.

Think Energy... and think LA MUSCLE.

Energy is a currency that the body stores which it spends performing work, ranging from intense exercise to digesting food. The creation of this energy is essentially the same, regardless of the intensity of the workload. In order for sports performance to be maximised and sculpting that perfect body, you must first ensure your energy supply is optimized.

At a molecular level, energy is measured in units called adenosine triphosphate (ATP), and as the name suggests, this unit's structure is comprised of a molecule of adenosine and three (tri) phosphate molecules, held together by high-energy bonds. When you exercise, a bond detaches which results in adenosine diphosphate (ADP), energy and heat as a by-product (hence all the sweating to cool you down!). Therefore the key to endurance, exercise adaptation and getting the results you want, is creating an environment that makes ATP within the muscle cell as abundant as possible.

Creatine and glycogen are two key factors that you can manipulate to positively impact ATP resynthesis, energy longevity, your training and your body. Creatine supplementation creates an abundance of phosphate in the body; this allows expended energy (ADP) to be resynthesized to precious ATP, thus allowing your body to work at a higher intensity for longer durations. Research suggests this not only leads to more lifting repetitions, but also increases in strength, which is essential for lean muscle growth. LA Muscle have developed two research driven creatine formulas; Explosive Creatine and Nuclear Creatine, enabling you to lift heavier and for more reps. They are also the perfect supplements for explosive based activity, such as sprinting and powerlifting. Also available in its raw and purest form; LA Muscle Creapure.



If your interest lies more in endurance exercise and competition, then

your focus needs to be generating sufficient

ATP over a long period of time. For this to happen your body must have large glycogen reserves. Your body breaks glycogen down when you breathe in an oxidative reaction and consequently produces ATP, simply put, the more glycogen available, the more energy you can generate. The issue is, glycogen can only be stored in muscle tissue and in the liver and is therefore a limited commodity in the business of endurance. LA Muscle recently helped combat this issue with the addition of the all-new LA Energy Gel. This small and convenient sachet allows you to consume and conveniently replenish glycogen stores whilst exercising, enabling you to train for longer and get fantastic results! Perfect for all endurance athletes, with the addition of Caffeine & BCAAs.

THE STRONGEST MUSCLE SUPPLEMENT: **NORATEEN HEAVYWEIGHT II**

There is only one choice when it comes to choosing a muscle building pill that will really work without giving you any side effects.

The name Norateen has been synonymous with amazing gains in muscle size since 1998. The original Norateen supplement was banned due to its sheer strength. Since that time, Norateen Heavyweight II has gone on to become known as the best muscle & strength builder money can buy. In order for you to get strong, lift more in the gym, build more muscles and get lean, you need Testosterone. This is the master hormone in control of everything that is related to muscle building. Boosting Testosterone is crucial to gains in the gym and to your sports performance. The problem is, not many things can boost Testosterone effectively, continuously and safely.

Norateen Heavyweight II is a natural supplement designed to work with your body to increase Testosterone and Growth Hormone. It also has additional ingredients to make sure the extra Testosterone does not convert to the less desired female hormone oestrogen.

Norateen Heavyweight II will give you no side effects, just amazing gains in as little as a week. Take the capsules as directed and you

will see phenomenal gains in the gym. Keep your protein intake high for a significant increase in muscle size.

Norateen Heavyweight II has been extensively featured on the BBC, SKY TV and international press.

Norateen Heavyweight II has been voted as **"The Best Muscle Builder & Testosterone Booster"** by Men's Health Magazine.

If you are serious about making strength & size gains, try it. You get LA Muscle's 100% money back guarantee on each and every tub even if you have used all of it! You take no risk. Whether you are into bodybuilding, rugby or other sports, see and feel the power of Norateen Heavyweight II and find out why it is the only brand name synonymous with guaranteed muscle gains.





Complete

This is an incredible supplement packed full of 8 top muscle & strength building ingredients. You need not buy any other supplement! You get LA Whey Protein, Creatine, Glutamine, CLA, Leucine and so much more. Expect to put on around 2 kgs of muscle per week when taking this delicious chocolate flavoured superior LA Muscle all-in-one muscle shake.



1.8kg

£79.99

Raspberry Ketones

Many companies have jumped on the bandwagon of Raspberry Ketones. However, as with any supplement, you need to make sure you are getting what you pay for. LA Muscle's Raspberry Ketones are 100% Pharmaceutical Grade and guaranteed to aid weight loss.

60 capsules

£29.99



"My favourite supplements are LA Whey Gold in Banana for its high 48 of protein and delicious taste, Complete for its 8 ingredients, ideal for post workout and Norateen Extreme to make my body strong, muscular and hard"

Dave Gentry
Martial Artist

LA Whey Protein Porridge

Delicious, creamy with low GI oats and 19g of high quality protein. If you are serious about building lean muscles or just making sure you get the very best ratio of carbs to protein in the morning, then LA Whey Protein porridge is perfect for you.

2.2kg

£49.99



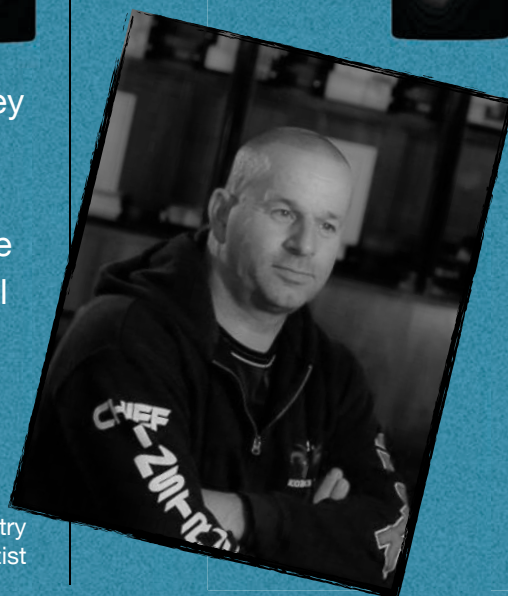
Multiman

Unless you are eating all day long and have a degree in nutrition, you will find it impossible to get all the nutrients you need especially if you are training hard.

LA Muscle's Multiman has been designed to provide you with the ideal combination and ratio of vitamins, minerals & antioxidants to help your body achieve new personal bests and recover faster.

45 capsules

£19.99



TRY THESE SUGGESTIONS

NutriTips

Monday



Tomatoes

Full of antioxidants, vitamins A,C and E and possibly beneficial for fighting some cancers. Tomatoes are also great for post-training recovery.

Tuesday

Watermelon

Otherwise known as the natural Viagra! With 92% water, the amazing watermelon or its juice is perfect as an electrolyte drink after a cardiovascular workout.

Wednesday



Asparagus

Gets rid of water retention, detoxifies your body and is a great aphrodisiac! Full of Vitamin K for correct

blood clotting (preventing Strokes) and healthy bones.

Thursday

Peanut Butter

Full of protein & fibre, also great for keeping hunger at bay. Try LA Muscle's delicious Peanut Butter.

Friday

Caffeine

Ideal for energy and preventing a whole host possible diseases such as cancer, stroke, type 2 diabetes. On the minus side, Caffeine can give you palpitations and anxiety if taken in excess. Monitor your body.

SIX PACK IN SIX WEEKS

This is an article for all those who want to have ripped, granite-like abdominals as quickly as possible. "six-pack in six weeks" is going to show you how you too can have sexy abs which are the envy of men and women. Stick to what is said below and you are guaranteed to have a solid, fat-free six-pack in 6 weeks or less.

Before we get going, it is important for you to be in the right frame of mind. Achieving a six-pack is easy, but you need to really want it too. You need to have the following to succeed:

The inner desire for a six-pack, no matter what

- Determination
- Persistence
- Discipline

If you lack any of the above, then you will not succeed or you may partially succeed. So sit down for a few minutes and imagine yourself with a rock-hard set of abs. Do you want this? Do you want to go on holiday and see people looking at your abs in amazement? Yes, you do and you now have six weeks to get the abs, so let's get started.

THE COMMON MYTH OF SIT-UPS

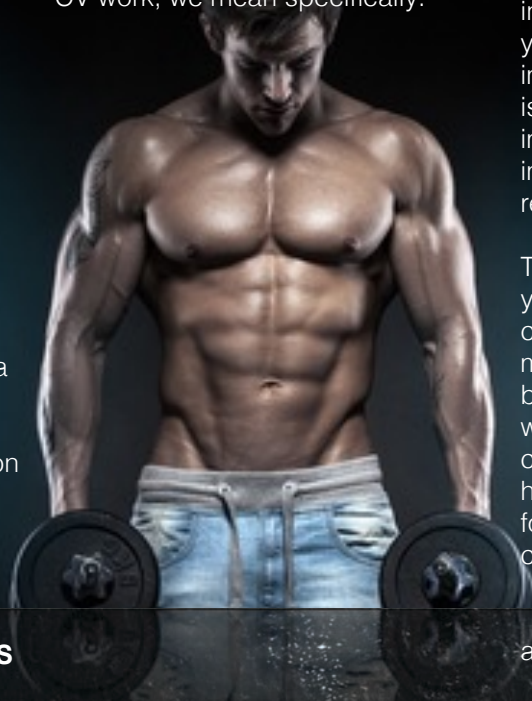
Almost 90% of people who are asked about a six-pack always assume that the only way to get one is by doing hundreds of sit-ups and crunches. **WRONG!** A six-pack is only 5% about doing exercise and 95% about diet and CV work. So stop wasting your time by doing hours of sit-ups. The only thing you will get for sure is a bad lower back. To exercise the abdominals, do 30 reps of controlled crunches, 2 times a week and no more. If you want your lower abs to get worked, then do some leg-raises too; 30 reps, once a

week. Remember, fat is not burnt locally, so stomach work is purely to get the muscles tensed up and not burn fat in that region. Fat needs to be burnt from all over the body.

CV AND AEROBIC EXERCISE IS THE ONLY WAY TO BURN FAT

You all no-doubt have a degree of body-fat covering your abdominal region. Six weeks is a reasonable time to get your body-fat levels down to levels which allow your six pack to really show. However, if for example you are an obese 17 stone person, then you need to allow a bit more time and work a little harder.

As a general rule, you need to do 1 hour of CV work, 5-6 times a week. This is not a big amount, as the level of intensity will not be high. By CV work, we mean specifically:



- Stationary cycling
- Rowing
- Stepping (not if you have a lower back problem)
- Fast walking

Do only one of the above per session. Don't go jumping from one exercise to another, as this will get you out of your Target Heart Range (THR). For any aerobic exercise to be effective, you need to do it over 20 minutes and you need to be in your THR. Remember, you won't even tap into fat reserves the first

20 minutes. So if you are one of those people who just jump on the bike for 20 minutes thinking you have burnt fat, **THINK AGAIN!**

To get to and stay in your THR (which is where fat is used to fuel your body), you need to do exercise at a moderate pace. So if you can hardly speak, you are overdoing it and if you have no problems at all speaking, then you need to work a little harder. Stay at this "moderate" level, otherwise you will start using carbohydrates or muscles for fuel. You don't want this. You want to use fat for fuel.

WHAT SHOULD YOU BE EATING

"Six pack in six weeks" is a unique system of manipulating your body in every way to give you a six-pack you can be proud of. The most important aspect of this system is your diet. "What" and more importantly "when" you eat is very important. This is where "discipline" really comes in.

The most important principle is that you must not have any carbohydrates after 5:00 p.m. This means no pasta, potatoes, rice or bread in the evening. It goes without saying that you should not consume any foods that contain high levels of "saturated fats". The following foods are NOT to be consumed:

- Chocolates (you can have a little bit once a week, if you must)
- Pastry, cakes, cookies,

biscuits, sweets, crisps

- Butter, margarine
- Full fat milk, cheese, yoghurt, cream, custard etc.
- Fatty foods i.e. chips, oily foods, high fat meat

The idea is to stop your body from accumulating any more fat. The body loves to store everything as fat. It is a survival reflex. The first thing that gets stored as fat is "saturated fat". The next one is "excess carbohydrates" and finally "excess protein" (but to a much lesser degree).

So if you stop putting saturated fats and excess carbohydrates into your body, you won't get fatter.

It takes on average around 6 hours for a carbohydrate meal to get ready for use. This is why it is imperative that you do not have a carb-rich meal too late in the day. All that happens when it is ready to be used, is that you will go to sleep. This meal will then have no option but to get stored as fat.

A TYPICAL DIET FOR THE ULTIMATE SIX-PACK

Here is the typical diet to give you a six-pack quick. You are given 2 example days, so use your logic and eat similar foods in a similar pattern for the other 5 days.

EXAMPLE ONE

- **MORNING:** Bowl of porridge, eggs, coffee/tea, grape-fruit juice
- **MID-MORNING:** Banana (only if hungry)
- **LUNCH:** Pasta & chicken + vegetables/salad (don't fill up a huge plate, just eat until comfortable)
- **MID-AFTERNOON:** Pear or banana
- **EVENING:** Turkey or lean meat + vegetables/salad

EXAMPLE TWO

- **MORNING:** Corn flakes, 1-2 slices of toast, low-fat cheese, eggs
- **MID-MORNING:** apple
- **LUNCH:** Potatoes OR rice, lamb OR tuna
- **MID-AFTERNOON:** banana
- **EVENING:** chicken or tofu + vegetables/salad

It is very important for you not to lose any muscle tissue, whilst trying to get a six pack. Therefore it is advisable that you supplement your diet with a good quality low-fat protein such as LA Whey. It is a very good idea to have a shake upon waking up, 1-2 shakes during the day and one before sleep.

EXTRA ACTIVITIES

The whole idea here is to get you using more fat to fuel your body and to make sure that you are not taking in more food than that which you are using. So if you can walk to work, instead of driving, then do so. If you can walk up the stairs instead of using the lift, then do so. Anything which makes you use your feet is good for you and will help you get your six-pack a lot quicker.

A point to bear in mind is that you want to make sure you get rid of fat but not muscle. So if you are going to increase your level of activity, then if



you feel you are losing muscle-tissue too, up your protein intake.

Hold your stomach in whenever you can. At nights, pose in front of the mirror and try to tense your abs. Push all the air out of them and start learning to control your abs. You need to be able to tense them up whenever you want. Practice this.

FAT-BURNING EXTRAS

The following will "greatly" help you get your six-pack a lot quicker.

- Drink "green tea" with every meal. You can get this from any health-food shop.
- Take "Lecithin" tablets with every meal. Lecithin is a cheap fat-

metaboliser and you can get it from any health food shop.

- Eat lots of fibre. Good sources are pears, apricots, plums, prunes, apples, corn and most vegetables.

- Drink lots and lots of water; at least 10 glasses a day. Water shifts fat out of your body.

- Reduce your salt intake. Salt will make you hold water and gives you that "puffy" look.

- Substitute grape-fruit juice for other juices

SO WHAT WILL YOU SEE FROM ALL THE ABOVE?

By reducing your carbs late in the day, you will ensure that you are not going to get any more extra calories stored as fat. Depending on how much body-fat you have, you will start seeing your abs coming out usually in around 2-4 weeks. The more CV work you do (in your THR), the more noticeable your abs will be. It is imperative that you don't eat for the sake of eating. Have some discipline and stick to the above as much as possible.

NEVER STARVE YOURSELF.

Many people think that by not eating food, they will lose fat. **WRONG...WRONG.** What happens here is you will lose water, muscle and some fat, but you will put it (and more) back on as soon as you start eating again. If you really want to go all out and lose lots of fat to get your six-pack out as quickly as possible, then reduce your carbohydrates and increase your protein. So a good balance would be 70% protein, 20% carbs and 10% natural fats. This regime can make some people slightly tired (as carbohydrates are the main energy providers) but it really works, especially in the short term. Good protein sources are: white meat, red meat, fish, tuna, eggs, milk.

Good carbohydrate sources: pasta, potatoes, rice, bread.

Stick to the plan. You will get there. Winning starts with beginning.



**DUDE! I'M JUST KIDDING
THE GYM IS OPEN...**

**With much hesitation, Trevor finally
decided to give LA Muscle Supplements a go!**



HE MUST BE ON NORATEEN!



**Choose your training
partner wisely!**



GYM



100% of men didn't see the monkey!

HUMOUR

**Instead of monkeying around,
this one took Testo-Max!**

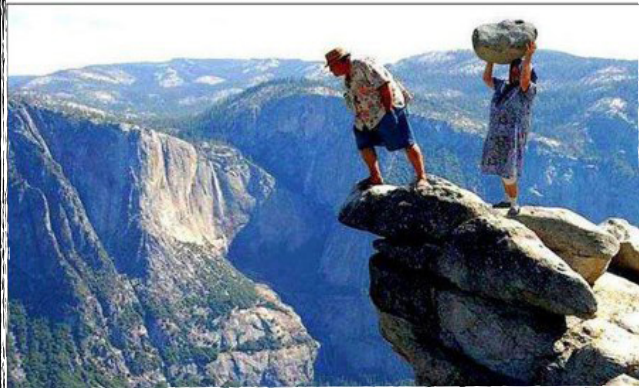


SHOULD'VE GONE TO LA MUSCLE!





Bill said he's not in the mood for sex as he has ran out of LA Muscle Pills. Betty suggested a day out...



Another cat on LA Muscle Testosterone Boosters!



SHOULD'VE TAKEN YOUR NORATEEN BOY!



WARNING

Don't take too many Male Boost Pills on your wedding day!



LA
MUSCLE

AUDITIONS



EAT TO BURN FAT!

By: Nick Cameron, PT



It's safe to say we all agree that overeating bad food is often the reason behind unwanted weight gain, specifically body fat. But when we sit down and try to figure out a solution to lose that weight, I bet our opinions are less unanimous - in fact how many of us would say the logical solution would be to just stop eating all together? Makes sense doesn't it?

Well yes, it seems to make perfect sense, but in reality that couldn't be further from the truth! Now get this - no matter how paradoxical it sounds - lets talk about why you have to eat calories to lose calories.

Lets be completely honest with ourselves for a second; whether you're preparing to step on stage as a physique model or looking to squeeze into your favourite old pair of jeans, most of us look in the mirror and see a body area that we want to improve by losing body fat. But before we say our farewells to body fat, we need to appreciate what exactly body fat is. Well, it's literally a form of energy storage for our bodies; if we eat a certain number of calories, and our body only needs part of that, the rest will go into storage, called fat - nothing complicated so far. Now the unfortunate (or fortunate in some lucky cases) thing is our unique genetics will largely dictate where that fat is stored - which will range from the stomach, hips, or even the back of the arms.

So how do we get rid of that fat? Well there's two things to remember. Firstly, localised body fat isn't an option. It's an all or nothing thing, our body won't prioritise body fat loss on a specific body part alone no matter how much we want it too - so pay no attention to the YouTube videos promising a 'quick fix' for visible abs. In order to achieve those kind of aesthetics, it's important to maintain a lower over all body fat for a considerable time.

It's important that we give our body a reason to use stored fat as energy for an active metabolism. The mistake that most people make is

not eating anything in order to lose this fat. When you starve yourself a few things happen.

First, your body, at some point, will go into starvation mode. When this happens your metabolism starts to slowly shut down. You make your body think that it may not get food for a while so it will fight to keep every calorie and ounce of fat. It is basically like a protection mechanism which maintains our survival; think of Tom Hanks' character in the film Castaway! Once stranded on a tropical island, it wouldn't take long for your body to adjust to an instinctive survival mode. Not even Wilson could help you on this one. Secondly, after a period of starvation (prolonged period of considerably less calories consumed) most of us will crack. Most of us are surrounded by food, and eventually we would all give in and need food - and when we crack under severe hunger we tend to gorge. It's pretty much uncontrollable so you really don't ever want to get to that point!

And here's where the plot thickens more than the double-choc-chip-oreo-milkshake you're gorging on; indulging in a huge meal after your body is in starvation mode will cause the calories to be processed very differently than normal. If your body is running on a slower metabolism and trying to

cherish every calorie, the food that you throw at it all of a sudden will be stored as well. Guess what comes next? You guessed, more body fat!

To avoid entering this ring of fire the solution to this cycle is to eat! Here is where you have to be aware of what you are eating. The key is to eat small meals and often - between 6 and 10 times per day. A meal, in this context, is more of a snack than anything. A meal can be an apple and a handful of nuts and berries, or even a piece of whole wheat toast with layer of LA Peanut butter would do the job well.

When you first wake up you should make sure to eat something to start up your metabolism and prepare it to run throughout the day. Even if you are on the go, there is no excuse! First of all, it makes you feel like you are constantly eating. Your body will feel less hungry because if you feed it every hour or two with a small snack your hunger mechanism won't have time to torture you. By providing your body with a steady flow of nutrients, the majority of what you put into your body will be pushed towards energy use as opposed to fat storage.

By snacking every 2 hours or so, your metabolism will stay running high throughout the day making your body much less inclined to store any of the calories as fat. If you want to see a flat stomach, or get rid of fat from other problem areas you simply have to eat. Never underestimate exercise - to an extent 'abs are built in the kitchen', but if you can construct a sensible eating routine combined with regular exercise, you're well on your way. Don't wait for it to break before it's fixed - make it a lifestyle, not just something you do whenever it's time for a wedding or a holiday. And if you're a follower of mine on twitter you've probably heard me say many times that one workout won't make you, one bad meal won't break you, but the consistency in your routine decides what you become!

NORATEEN EXTREME

N O T F O R U N D E R 2 0 S

Norateen EXTREME is the strongest muscle & strength builder that is legally available to buy Europe.

Norateen EXTREME increases Testosterone, Growth Hormone, boosts power, accelerates muscle growth and contains specialist agents that ensure all of this is done in a natural way with no side effects.

Norateen EXTREME is very strong and should not be used by anyone under 20 years of age. Use 2 months on, 1 month off. Use only if you are bodybuilding.

**THE
STRONGEST
MUSCLE
BUILDER
EVER
DEVELOPED.**





Get your dream body with Norateen Heavyweight II

