

LA MUSCLE WORKOUT

ISSUE 3

WINNER:
BEST MUSCLE
SUPPLEMENT

**LAGGING
BODY-PARTS**

HOW TO
GET ABS

**NUTRITION
& THE
CUTTING
PHASE**

**HOW TO GET
EXPLOSIVE
PUNCHING POWER**

FIBRE FOR
WEIGHT LOSS
**GET
POSSESSED**



PRICE £3



REPO™

EXTREME RECOVERY

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LA
MUSCLE
Genuine Since 1997

REPO is an incredible new cutting-edge, scientifically developed intra and post workout recovery supplement by LA Muscle. REPO contains the correct ratio of Pharma Grade Branch Chain Amino Acids (BCAAs), Glutamine, Beta-Alanine and Citrulline.

REPO is THE "extreme recovery" supplement, putting you back together after your gruelling workouts.



WORKOUT WELCOME

Back in the day when LA Muscle first started, there were 5 other relatively big sports nutrition companies around. The year was 1997, the biggest selling single was Candle in the Wind by Elton John and the highest grossing movie was Titanic (I am feeling old writing this!!!). Since then, the industry has grown to over 20,000 product lines from hundreds of manufacturers.

What happened to the original 6 big companies? 4 were sold off to big profit-minded Private Equity firms and 1 was sold to a dairy company. Only 1 of them has remained in private ownership with the original ethos, high values and philosophy still in tact. This company is LA Muscle.

The reason why you see LA Muscle invest in television channels for promoting health & fitness (Active Channel), fund new R&D in various new cutting-edge supplements and launch magazines like this is because whilst profit is important to LA Muscle, it is not the end goal and has never been. LA Muscle is and has always been interested in being part of the push for better health and fitness in the UK and beyond.

Issues 1 and 2 of the LA Muscle Workout Magazine were extremely popular. LA Muscle has got together with some of the most elite athletes in the world once again, to bring you this power-packed issue 3. If you like to read even more news and interesting health, fitness, nutrition and training information, make sure you visit The Lounge section on lamuscle.com.

LA Muscle is here to make your physique goals more achievable and help you gain knowledge. Thank you for your loyalty and for believing in a brand that is unique and unlike any other. It means a lot to the whole team to see such interest in this magazine.

Parham Donyai
Editor

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CUTTING-EDGE INNOVATIVE FORMULAS

LA MUSCLE is one of the longest established sports nutrition brands in the world, serving customers since 1997. LA Muscle formulas are exclusive to LA MUSCLE in that they are researched and developed in the LA MUSCLE laboratories and not given out to any other brand.



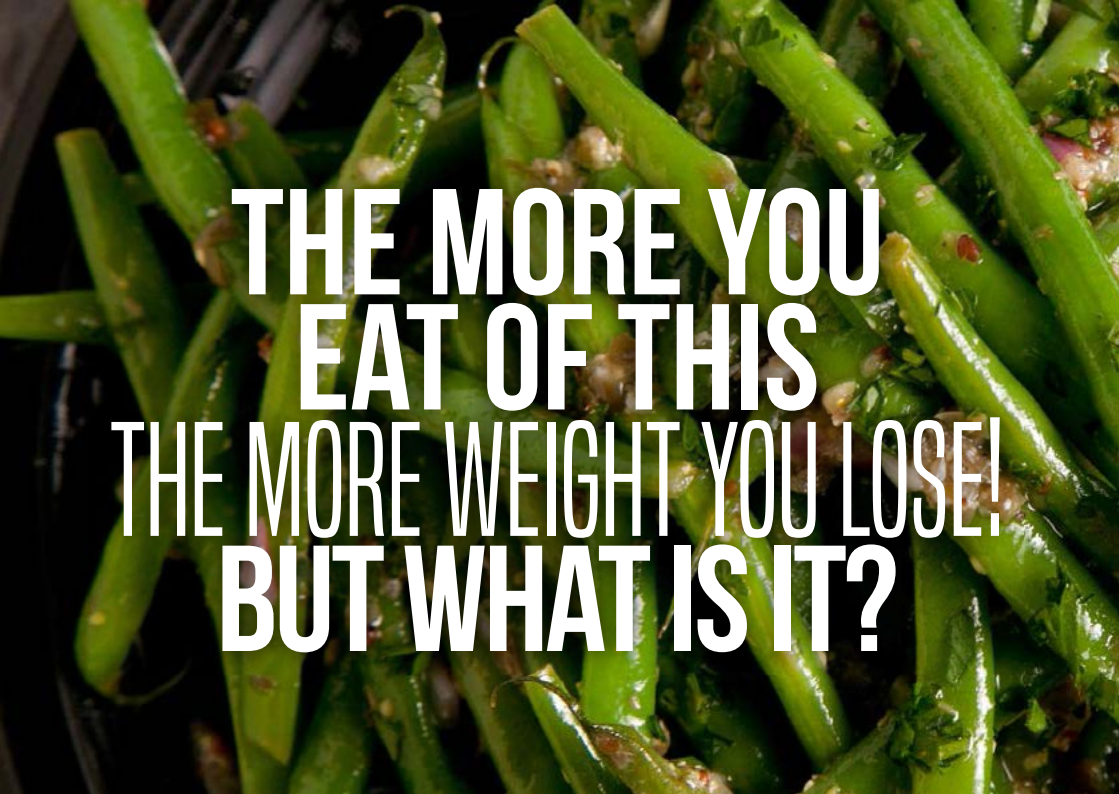
LA MUSCLE SUPPLEMENTS ARE PHARMACEUTICAL GRADE

Most other supplements companies buy generic white label formulas and just re-brand them. LA Muscle is one of only a handful of companies that spends millions of pounds developing its own cutting-edge innovative formulas.

Most other brands are only food grade. LA Muscle supplements are also 100% natural, contain no artificial additives and include catalysts and uptake agents to make the formulas work faster than cheaper rivals. For more details of why LA Muscle is the best premium sports nutrition brand in the world, please check www.lamuscles.com.



DEAN ASH
TV STAR



THE MORE YOU EAT OF THIS THE MORE WEIGHT YOU LOSE! BUT WHAT IS IT?



DanniFIT



FIBRE IS A KEY COMPONENT OF ANY HEALTHY DIET

It works by pushing the food we eat through our systems because we are unable to break it down quickly in our stomachs. Once the food has passed through the digestive tract, we are able to eliminate waste effectively from our systems. Without fibre, undigested food stays in our stomachs too long and starts to release toxins into the body, causing stomach pains and even IBS. Ever wondered why you're suffering from a stomach-ache after that takeaway? Lack of fibre could well be the catalyst.

I SUSPECT YOU'RE CURIOUS AS TO HOW EATING MORE OF SOMETHING CAN HELP YOU TO LOSE WEIGHT. THERE ARE VARIOUS REASONS FOR INCREASING OUR INTAKE OF FIBRE IN OUR QUEST FOR SLENDER PERFECTION:

- Fibrous foods take longer to chew, reducing the amount of food you're likely to eat in one sitting.
- When the fibre reaches your stomach it acts like a sponge, soaking up water and creating a sense of fullness.
- Fibre takes longer to break down than most other foods, again producing satiating results. The impact this has on our appetites not only delays hunger, but also helps to conquer cravings.

Most fibrous foods (especially vegetables) contain very few calories.

- Fibrous foods are normally low in fat, whilst being high in vitamins and minerals essential for an efficient metabolic system.

Most of us don't get enough fibre in our diets. Unsure whether you're eating enough? Take a look in your fridge and analyse the colours of the vegetables in front of you. The more colourful the selection, the more fibre you're likely to be getting. If you're short on time or perhaps travel too often to stock up on fresh vegetables, the good news is that, whilst canned and frozen alternatives will lose out on some nutrients, they do retain their dietary fibre. Just be sure to filter out on any brands with added salt, sugar or other preservatives.

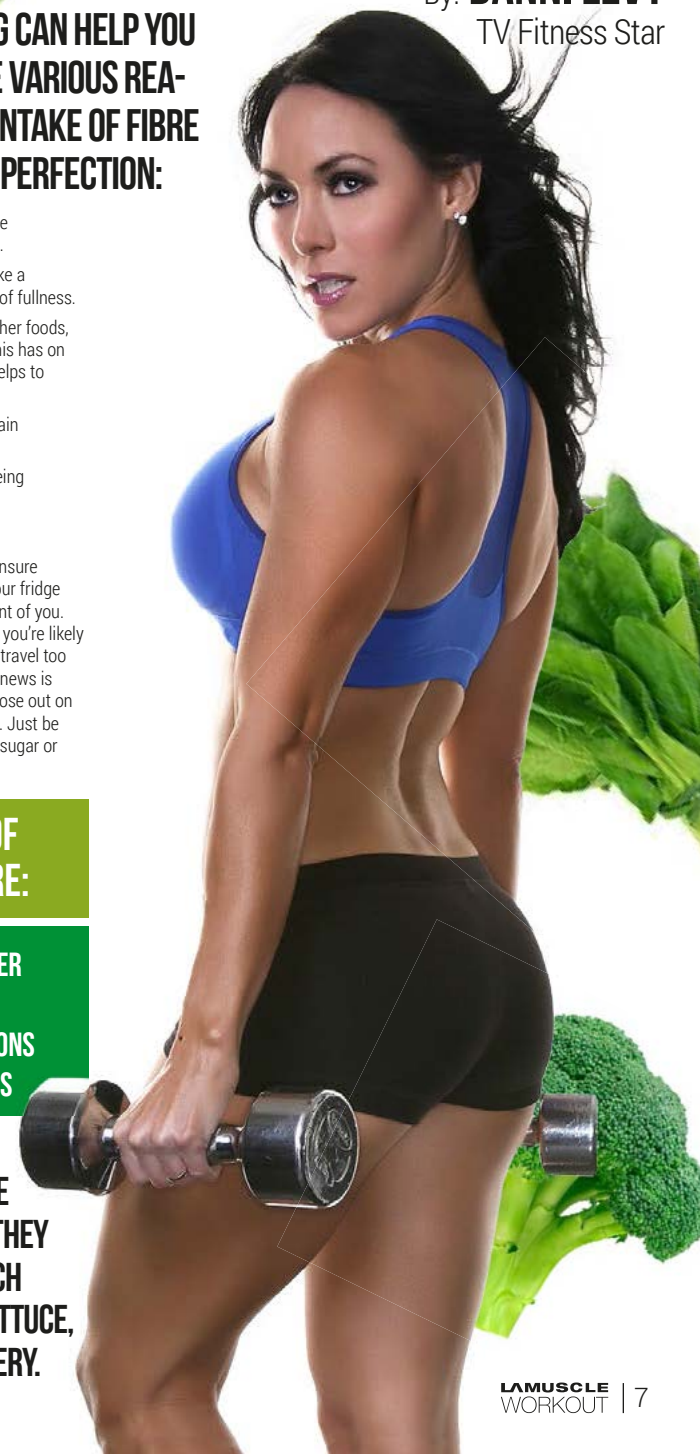
SOME GOOD EXAMPLES OF FIBROUS VEGETABLES ARE:

BROCCOLI
SPINACH
LEEKs
GREEN BEANS

CAULIFLOWER
COURGETTE
SPRING ONIONS
MUSHROOMS

AS A GENERAL RULE OF THUMB, THE DARKER GREEN THE VEGETABLES, THE MORE FIBRE THEY CONTAIN. FOR EXAMPLE, SPINACH CONTAINS MORE FIBRE THAN LETTUCE, AND BROCCOLI MORE THAN CELERY.

By: **DANNI LEVY**
TV Fitness Star



NORATEEN® HEAVYWEIGHT II

"Best Muscle Builder" MEN'S HEALTH MAGAZINE

As seen and extensively reviewed
on **BBC TV** and **SKY**

When it comes to guaranteed muscle building, there is only ONE supplement in the world that has been a best-seller across the globe since the late 1990s and that is Norateen. Other cheaper formulas will not work as well and fast as Norateen Heavyweight II. And if you think protein alone will get you big and strong, then you are being misled.

If you want to get muscular and increase strength, you need a powerful, natural Testosterone and Growth Hormone Booster that delivers. Norateen Heavyweight II contains a precise blend of proven, active and rare Pharmaceutical Grade ingredients that will immediately increase your strength in the gym.

After a few days (and as long as you are eating) your muscles start growing bigger due to the increase in Testosterone and GH in your body - all activated by Norateen Heavyweight II.

Norateen® Heavyweight II is one of the World's top-selling gym muscle supplements, sold in over 100 countries worldwide since 1997. Other companies may claim to sell you stronger, but only Norateen® Heavyweight II has a sales record in the millions across 5 continents with guaranteed results for everyone each and every time.



**IF YOU THINK
PROTEIN ALONE
WILL GET YOU BIG
AND STRONG, THEN
YOU ARE BEING
MISLED**

LA MUSCLE capsules are manufactured in one of the USA's highest grade facilities - inspected twice a year by the FDA. Don't be fooled by copy-cat or cheaper products. There is only one Norateen® brand, and that is the creation and Registered Trademark of LA Muscle.



LEPTIN, GHRELIN AND WEIGHT LOSS

SAV KYRIACOU,
Trainer of champions
MUSCLEWORKS GYM

**BULKING UP IS ANOTHER
WORD FOR GETTING FAT,
NOTHING ELSE.**

Do not allow yourself to get fat at any point of your BODYBUILDING endeavour as it's so counterproductive beyond belief. Please do not be fooled by ignorance and wrong perceptions.

By the so called BULKING UP phase in your quest for bigger muscles, all you're doing is actually increasing your fat cells, which end up having such a negative effect on your body, that it messes up your quest to get "cut" and "ripped" for your competition or just to look good. You cannot force feed yourself with the belief that this will result in bigger muscles. This is illogical and stupid and this idea should have gone out of fashion with the bellbottom trousers and shoulder pads.

Correct training and nutrition will only have the positive effect you desire with your muscle building quest.



TWO IMPORTANT HORMONES THAT SHAPE OUR APPETITE AND HUNGER SIGNALS ARE LEPTIN AND GHRELIN.

LEPTIN and GHRELIN seem to be two very important hormones that regulate our appetite, which consequently influences body fat levels. When we get very hungry, we tend to eat more. When we eat more than what we need we get fat. Simple. Both LEPTIN and GHRELIN are secreted in other parts of the body but affect our brain.

LEPTIN is secreted in fat cells, as well as the stomach, heart, placenta and muscles. LEPTIN decreases hunger. GHRELIN is secreted primarily in the lining of the stomach and increases hunger.

Both hormones respond to how well fed you are. LEPTIN also correlates to fat mass; the more fat you have, the more LEPTIN you produce. Both hormones activate your hypothalamus (a part of the brain, about the size of an almond) and here's an important point, both hormones and their signals get messed up with obesity. This is where the stupid misinformation and backward thinking still exists in BODYBUILDING. It is a folk law that BULKING UP is the standard practice by a lot of so called BODYBUILDERS.



**IN 1992 KYRIACOU
WAS CROWNED
THE SOUTH
EAST BRITAIN
BODYBUILDING
CHAMPION**

THIS ONE IS FOR THE LADIES...

BUT OF COURSE EVERYONE IS WELCOME TO JOIN IN!

CUBAN CARDIO LEGS BUMS AND TUMS WORKOUT

LINA GERACI

I have developed this easy circuit training to target those stubborn areas every girl complains about...LEGS...BUMS...and TUMS! SO LET'S GET CRACKING!

These are simple exercises that can be performed at the gym, at home or in the park, wherever you like. Do 20 reps for each exercise and move on to the next without taking a break until you have completed all exercises. Take a 2 minutes rest and perform all exercises again, 20 reps per exercise. Take 2 more minutes rest and perform the circuit one last time. In total 20 reps per exercise, take a 2 minute rest and start again completing 3 full sets.

DEEP SQUATS



Stand, feet slightly wider than hip width apart, toes pointing slightly outwards. Brace your core and lower yourself into a squat position as low as you can and come up again into a standing position. Keep a neutral spine throughout entire exercise. Repeat x20

LUNGES



Stand, feet hip width apart. Take a big step forwards with the right foot. Lower the back leg to the floor to form a right angle at both knee joints. Keep your back straight and your abs engaged through the movement. Bring yourself up again by stepping back with the right foot. Repeat the move with the left foot. Do 10 reps on each foot.

WIDE LEGS HALF WAY SQUATS



Stand, feet wide apart with toes pointing outwards. Tense your abs to keep balance, help yourself by bringing arms out to your side or rest your hands on your hips. Lower yourself into a squat so that your legs are parallel to the ground. Contract your glutes and come up halfway then lower yourself again. Squeeze your glutes pushing yourself half way up. Repeat x20

REAR CROSS STEP UPS

Stand in front of the edge of a gym bench, park bench or a stool at home. Step up onto the bench/stool with your right foot flat on. As you come up bring your left foot up and across at the back as if you were stepping over the bench/stool and bring it down to the ground to the right of your right foot, keep your right foot on the bench/stool. Step up again with your right foot on the bench/stool and bring the left foot back to the starting position. Squeeze the glute muscles as your stepping up keeping the core contracted for balance and stability. This is one rep. Do 10 reps on each side.



PLANK WITH ALTERNATE LEG RAISE



Get into a plank position on your forearms. Maintain strong core throughout the moves. You should form a straight line from ears to ankles. Bring right foot off the ground, hold for 2 seconds and lower. Repeat with left foot. Do 10 reps on each side.

LEG RAISES

Lie down, back flat on the floor. Keep feet together and raise them off the floor, hold 2 seconds and lower without touching the floor. Keep the tension in your abs throughout the whole set. Repeat x20



**Let's go girls!! Have fun!
Get Fit With Latin Spirit!**

For more tips on how to get fit contact me Lina at lina@cubancardio.com

Cuban Cardio recommends you consult your GP before starting any exercise program.

ARE YOU READY TO GET POSSESSED

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

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

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

ONE THAT GIVES YOU AN INCREDIBLE KICK

WHAT'S IN THE POSSESSED PRE-WORKOUT FORMULA?

Here's the list of active ingredients and explanation of how each one will enable you to smash your workout:

BETA-ALANINE - A strong performance enhancing amino acid that works by reducing the onset of fatigue, enabling you to work harder for longer.

CREATINE MONOHYDRATE - Research proven to increase exercise performance by enhancing strength, speed and power.

L-ARGININE ALPHA-KETOGLUTERATE - Increases the bioavailability of Nitric Oxide which improves vasodilation and oxygen utilisation and efficiency.

CITRULLINE MALATE - The amino acid that fights fatigue and produces big muscle pumps during a workout.

CAFFEINE - Improve mental focus and cognitive function, whilst also delaying the onset of fatigue and thus enabling a higher work rate.

OLIVE LEAF EXTRACT - Powerful antioxidant that will aid the removal of harmful toxins that build up during exercise, known as free radicals.

MALTODEXTRIN - Rapidly absorbed source of energy to fuel your workout from beginning through to the last rep.



POP THE PILLS BLOAT NO MORE!

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

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

FLUSHES
OUT TOXINS

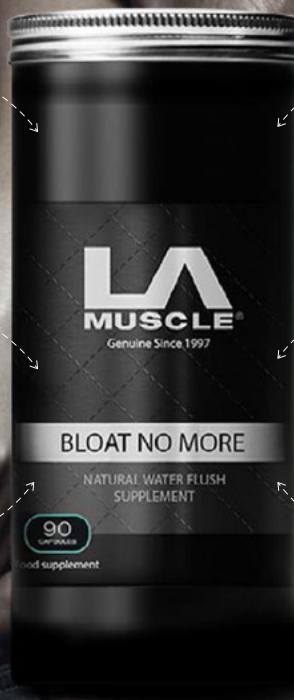
BRING OUT
THE SIX-PACK

GETS RID OF
TOP LAYER
COVERING
YOUR ABS

COMBATS
WATER
RETENTION

5 EXCLUSIVE
SYNERGISTIC
INGREDIENTS

100% NATURAL
WITH NO SIDE
EFFECTS



AWARD-NOMINATED LA MUSCLE SHOP IN LONDON

LA MUSCLE'S BEAUTIFUL CONCEPT STORE IN RICHMOND HAS ALREADY BEEN NOMINATED FOR 2 AWARDS

including the Retail Week Design Awards for "Best new shop" in the UK. LA Muscle set out to create a shop which showcases the LA Muscle brand in the flesh and the result has been a shop that people visit just to see the inside of!

Whether you want to see the shop for its beauty, to buy your LA Muscle supplements or to get the very best tailored advice by trained LA Muscle team members, if you are in London,

YOU MUST VISIT THE LA MUSCLE SHOP.



TV Star Mario Falcone paid a recent visit to have a look around and pick up his favourite LA Muscle supplements



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IF YOU WANT TO TAKE JUST ONE SUPPLE- MENT, THIS IS IT...



COMPLETE ALL-IN-ONE

Some people don't have the budget or time to take many different supplements. Complete by LA Muscle is an all-in-one synergistic formula of the best ingredients proven to build muscle, shred fat and give you that big, lean muscular look.

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

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

Creatine Monohydrate 6g. An instant dissolving and fast-acting Creatine with no impurities. **Glutamine 6g.** Ideal for muscle recovery and rebuilding. The purest Glutamine you can get at the highest Pharma Grade.

CLA 2g. The original and Patented Conjugated Linoleic Acid, ideal for muscle preservation, muscle recovery, lean definition and fat loss.

Taurine 1g. Superb catalyst and energy booster. Taurine supercharges the ingredients in Complete to get them working in as little as 1 hour!

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

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

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

**By taking Complete
you save money**

Complete:

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

**Complete is stronger
than ALL OTHER all-in-
one supplements on the
market. Just check their
labels against Complete
and you will see.**

If you have tried other all-in-ones and been disappointed with the mixing, taste or results then you have to try Complete.

You REALLY HAVE TO!

HOW TO GET ABS



SALLY LOOMES
Miss Galaxy

We all have a six pack but typically most people have a layer of fat covering it. This is called subcutaneous fat and is the squishy flab on top of your rib cage and waist that you can grab and that vanishes when you lose weight. There is also visceral fat, which accumulates around your organs and is associated with all kinds of metabolic problems that can increase your risk of diabetes and heart disease. If you have too much visceral fat it can push your stomach out making you look round.

People automatically assume that just because they spend an hour on the treadmill it will undo all of those doughnuts or full fat latte's that they ate or drank the day before. Consider that an average 150-pound person would have to run more than 5 miles just to work off the calories found in a fast food milk shake or a quarter pounder. Exercising off excess calories daily is not always easy when you are continuously tempted by high-calorie foods. Yes, it is true that you cannot exercise a bad diet. We ALL have abs-the muscle is there! It is just the matter of making them visible and to do this, a combination of a great diet and exercise regimen is needed. You cannot have one without the other.

HOW TO GET ABS

The biggest reason people who aren't overweight don't have tight tummies is that their ab muscles are weak, pure and simple. In other words, ab muscles in couch potatoes are like a girdle made of wimpy fabric instead of industrial-strength fibres. To have an enviable toned stomach you need to exercise all the muscles in your mid section so just doing traditional crunches or sit ups just won't cut it. When I say mid section this includes toning your lower back to keep your entire core strong and toned. I train my abs 6 days a week – this works for me but we are all different and genetics can play a part.

INCLUDED IN MY AB WORKOUT ARE

CABLE CRUNCHES
HANGING LEG RAISES
RUSSIAN TWISTS

AB ROLLER
SIDE BENDS

TRAINING FOR FAT LOSS

Remember that to see your six pack you need to lose that layer of fat that covers those all important muscles. High Intense Interval Training (HIIT) is a great way to fire up your metabolism and helps you accelerate your fat loss. Most people fail in their fat loss endeavours because even though they train hard, they fail to achieve a calorie deficit. You need to consume fewer calories than you expend if you want to lose weight. Strength training and HIIT will cause you to burn more calories and lose weight, but only if you avoid the temptation to raid the fridge! You will be hungry as you lose weight because your body and hunger hormones seem to want to prevent you from achieving your goals.

You will achieve your optimal physique not through starvation and excessive cardio, but through an intelligent combination of dietary, strength training and HIIT practices.

HERE ARE A FEW RULES TO REMEMBER:

Consume the appropriate number of calories. Most people underestimate the number of calories they consume each day – keep your protein high and fat low – remember that good fats are essential – keep a food diary.

Consume the ideal proportions of carbohydrates, proteins and healthy fats. Many people consume too many carbohydrates and not enough protein and healthy fats.

Prioritise strength training. This is what builds muscle or holds on to muscle tissue so that you can burn more fat for weight loss. Perform three to five strength training sessions per week.

Add several brief HIIT sessions per week but don't let these sessions make you so sore that it interferes with the quality of your strength sessions.

SAMPLE HIIT SESSIONS

Sprint 10 seconds, walk 50 seconds, perform 10 times, workout 10 minutes

Sprint 30 seconds, walk 90 seconds, perform 8 times, workout time 16 minutes

Sprint 60 seconds, walk 240 seconds perform 4 times, workout time 20 minutes

Good Luck

HAVE YOU EVER HEARD ANYONE SAY THAT “GREAT ABS ARE MADE IN THE KITCHEN” OR THAT GETTING FIT IS “80% DIET, 20% GYM?”



LAGGING BODY PARTS

AND HOW TO BRING THEM UP

DEMETRIS IERONYMIDES

Superstar bodybuilders, amateur athletes but also people that just train to train are all experiencing or have experienced a time where some body parts were lagging compared to their rest of their body. What do I mean by lagging? Some body parts due to genetic or training preferences might be too slow to progress compared to other parts making them fall behind as other body parts grow.

Why are we bothered about lagging body parts then? Well having a proportionate and symmetrical physique ensures not only visual satisfaction but injury prevention as well. If muscle imbalances exist the risk of injury increases. For example, having strong abs but weak lower back usually will result in lower back pain.

It is vital therefore that we bring up our lagging body parts to maintain a proportionate physique and remain injury free or at least minimize the risk of injury. How do we do it then, how do we bring up our lagging body parts?

I have identified below a few ways, tips and hints on how one can tackle this problem so have a look and practice them in your own training regime :

- 1.** Don't blame your lagging body parts merely on genetics. Don't fail before you even tried.
- 2.** Do not focus on your strong muscles even more when you get disappointed or frustrated with your weak points. This will create even more imbalances.
- 3.** Drawing from the above, try to follow a training regime where your whole body is benefited from exercise not only lagging or problem areas or only your strong parts.
- 4.** Just because you can't see some muscles, doesn't necessarily mean that they are not there. A good anatomy lesson can also result in a good and effective training regime. Make sure you do put emphasis on muscles that you cannot see especially those on your back where we rarely get a chance to have a look at.
- 5.** Just because an exercise is hard doesn't mean you must skip it. That exercise might be the reason you're lacking balance in a body part. Learn to tackle new things by stepping out of your comfort zone and smash plateaus.
- 6.** Cannot stress this enough: MIND-MUSCLE Connection. This will make a difference. Focus, concentrate and don't just move the weights around. Actually feel the reps by clearing out your head and thinking just of the movements you're doing. Contract and squeeze with every rep visualizing how the muscle looks and the shape it acquires when contracted and when relaxed.

The above are just some basic tips and ways on how to achieve that proportion towards the ultimate goal of your dream physique. Start off with them before anything else and make sure you prioritize your training. Don't become stronger in areas that you are already strong with other areas staying weak or even perhaps growing weaker because you choose to neglect them. Train smart, leave your ego outside of the gym and focus on your weaknesses.

MIND GAMES

GIGI TROZADO

Bikini Champion
Miami Pro

The eyes are somewhat dazed by the bright lights illuminating the stage, the ears alive with the resonance of the number '42' being screamed with absolute conviction from nearest and dearest and strangers alike. The focus is on me at this time and strangely I am standing there nearly naked but confident and beaming, in nothing more than two pieces of glistening gem encrusted cloth.

For a split second, questions arise. What am I doing here? What possessed me to be put myself in this position? Then suddenly, as if it were a euphoric eureka moment, all questions and vulnerabilities instantaneously diminish, as I recognise the journey that I have undertaken. It has been more than a mere lifestyle change, or a physique transformation. It has been a journey of the power of the mind.

YOUR BODY IS DEPENDENT ON YOUR MIND. THAT FEELING WHEN YOU WALK INTO A GYM OR STEP ONTO THE STAGE AND YOU MENTALLY FLIP THE SWITCH AND SUDDENLY YOU ARE IN THAT UNTOUCHABLE ZONE - SERIOUS FACE, ALTERNATING RHYTHMS OF EYES FIXED OR EYES SQUINTING, THERE IS NOT A SINGLE SOUL THAT WILL PHASE YOU.

To quote Ricky Steele MMA fighter: 'When you get that adrenalin, you're focused, your mind is on override, it's doing wonderful things that most people can't even fathom.'

Even with the advances of today's technology. The human brain is still; far more powerful than any technological system in existence. In fact, it is capable of processing 10 quadrillion bits of data per second. Significantly, as it is possible to train the body, proportioning every single muscle to its ideal, from imperfect to perfect. It is also possible to train the brain and manipulate its predetermined outcomes. That said the brain also has its limitations. We humans are a pattern-seeking species. We grab huge amounts of data from our environment and collapse it into sets – generalisations. It's a survival mechanism. And so we are all inherently intuitive – but that intuition leads to cognitive bias: built-in flaws in judgement and limitations in thinking.

What relevance that this all have to the mind of an athlete? Well, just as it is possible to push the boundaries in competing, physically transforming and perfecting the physique. It is also possible to push such boundaries and possibly manipulate thought processes in the mind. Let me explain. There are many cognitive biases. One of the most powerful is 'in-group bias'; a tendency to believe what the people around you believe and behave accordingly. We tend to be put off by new sources, groups or individuals that make us feel insecure about our views. Subconsciously we adopt views that are similar to our own, and ignore or dismiss opinions that threaten them.

In the mindset of an athlete, this mode of behaviour is bypassed, since a key strength of an athlete is overcoming adverse obstacles, staying on point, and being able to deflect from distractions.

Significantly, even our innate tribalistic tendencies are affected. Competitors and athletes alike will all be in agreement that more often than not, the journey is a solo one. Socialising is tightened, over-indulging is capped. Preparation and competition season is a military precision affair, consisting of iron, sweat, food consumption, supplements and sleep. That so called 'love molecule' the neurotransmitter oxytocin, which theoretically helps us to forge tighter bonds with people in our close network, goes into hibernation mode. As a result, to a large degree athletes may not be subject to cognitive biases such as 'in-group bias' that can later have implications of fear or suspicion of others that are not in our close networks or that we do not really know.

In addition perhaps even tendencies such as neediness or over dependence in close networks doesn't present itself as we can exist without. Easily in fact.

One of the most significant processes that an athlete is able to overcome is what is known as the 'current moment bias' process. As humans the norm of behaviour is that we find it difficult to image ourselves in the future, adopting changes in behaviour and expectations. It is the norm

to live in the current moment, leaving pain or repercussions till later on. It's one of the reasons people smoke, even though they know it can kill them. It has been shown that when shopping for the week, 74% consumers would buy fruit. However, when shopping for the day, 70 % of consumers would buy chocolate. Food for thought.

Once again this thought process is barely present in athletes who seem to have an inbred mechanism that deflects from the current moment bias. Their behaviour is adapted instantaneously to meet their vision, which is supported by their long term goals or even their short term goals.

IN AN INDUSTRY IN WHICH THE KEY COMPONENT IS PURELY AESTHETICAL, WHERE WE ARE PERPETUATING AN ILLUSION OF PERFECTION, IT IS ALSO IMPORTANT TO ACKNOWLEDGE AND IDENTIFY THE CHANGES OCCURRING IN ONE'S MIND-SET AS WITHOUT IT COULD ULTIMATELY LEAD TO FAILURE, WHICH IS NOT AN OPTION FOR AN ATHLETE—A WINNER.

There is a saying in my country of origin, the Philippines, 'Kapal ng mukah'. Which translates to 'thick faced' or 'hard skinned'. I have taken this and applied my own interpretation, developing a 'thick faced theory'. It is not arrogant or obnoxious, but instead I base the meaning on being able to adopt a warrior persona or mentality when needed. I am able to withstand anything that threatens my world views or values and limiting beliefs simply dissolve. So there we have it: the empowering journey of my mind and the varying degrees of switches flipped en route.

I have been able to overcome any doubts that led me to that moment on stage. Even if I am standing there half naked. I am confidently vulnerable, I know that some see a nearly-naked female body as 'a vessel of erotic desire'. Well, that's their problem. For me, my body is an intricate mechanical system that is under the influence of my own powerful mind and my will to succeed no matter what.

BEST MUSCLE BUILDER WINNER

**MEN'S HEALTH
SUPPLEMENTS
AWARDS**

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

THE ONLY SUPPLEMENT WITH ALL 4 PROVEN BLOOD FLOW PUMP AGENTS

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

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

IT WORKS BY EXPANDING BLOOD NOT BY WATER RETENTION

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

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

MASSIVE ADVANTAGE BY WORKING INSTANTLY

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

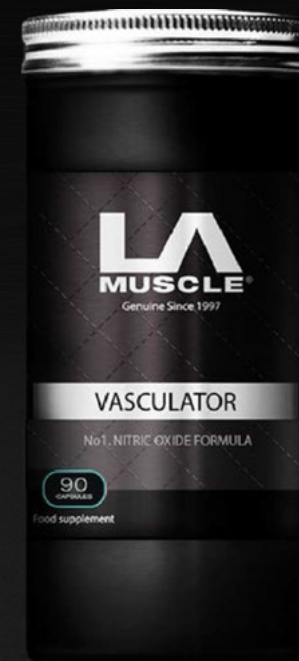
Your gym friends and on-lookers will not recognise you...we promise! You will look like you are a "real" body builder as opposed to some underweight guy working out!

COMPLETELY NATURAL

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

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

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



INSPIRED BY THE GOLDEN ERA

NEIL ANDERSON
WBFF PRO MUSCLE MODEL

THERE'S NOTHING QUITE LIKE BEING ON THE BODYBUILDING STAGE, THAT MOMENT WHEN YOU CAN BE WHOEVER YOU WANT TO BE.

There is a split down the middle of the extroverts that belong in front of a crowd and those introverts that struggle, but that struggle makes them more determined to be out of their comfort zone and truly challenge themselves. Over the years of competing I have begun to understand the characters that excel in a sport that is not determined by performance, but on your ability to look your best and showcase that. The level of grit, determination and will-power is never in question. What makes it harder is that so many are in fact shy individuals that are determined to better themselves, to improve the relationship they have with themselves. Perfectionists that have perhaps had struggles or faced adversity that pushes them to sacrifice so much of a 'normal' existence to have the ultimate physique. As far as my life in bodybuilding I've always been a bodybuilder, I was very competitive in sports. Rugby, pole vault were competitive outlets however I already trained as a bodybuilder. The discipline helping my ability at both sports even helped my surfing.

I read Mike Mentzer books and was mesmerised by the 90's bodybuilders, the true golden era. It had been the sight of Arnie on the big screen that gave me the drive from early on though, and I recall Frank Zane as another big inspiration as a surfer and athlete, not just a

bodybuilder. However the refined detail showing in the 90's a new edge to the sport in my eyes and the onset of the mass monsters. My favourite shapes still ultimately lay in the aesthetic spectrum with Shawn Ray and Levrone being the guys I saw as the most impressive on stage. So with the opportunity to get on stage came years after.

A long term fan, training for years, some of which focused on surfing and remaining lighter. Then years of simply looking for mass, I was finally focused on achieving the shape I was destined to, from the early days of Conan the barbarian and twins and the rest of Arnie's catalog. I was shocked when a top judge from NABBA Patrick Sweeney asked would I consider going for the Mr Northern Ireland, he said my shape had great potential in the sport. I was surprised yet elated, from that minute I had decided to go out and win that very show, quietly in my own head! I never faltered during the long and lonely prep. I needed a lot more muscle on board. It was September 2010 and the show was April 2011. I had done this before though, at 16 years old when I decided I wasn't conditioned, not muscular enough for pole vault. Put myself on a strict diet and training regime. I had done it after that six pack finally faded when I had shoulder surgery 6 years later and gained a lot of weight due to inactivity and eating everything in sight! Back then in three months 6 inches fell off my waist, I had always been doing this, just not focusing on a stage performance!

So I had longer and had to get a plan together that enabled the requisite muscle gain and then the cut! I am a shy individual despite what people think of me because I make a point of being social. I am self conscious despite the fact I challenge myself to be under the scrutiny of others, but I have began

to realise I'm not alone in either when it comes to this sport. Not only do most go through the challenge of prep, the many cravings, the tired days of limited energy yet facing gruelling training, but by the time they get there the nerves of being in front of an audience, in front of judges following your every move. When you never quite feel as good as you maybe should in yourself, a set of judges may just prove you wrong! In my opinion those that are hardest on themselves often do the best on stage, as in they strive for perfection they never quite get there and thus never let the foot off the peddle.

SO SHOW DAY ARRIVES YOU ARE BACK STAGE, YOU SEE ENDLESS GUYS AND GIRLS THAT IN YOUR EYES ARE EVERY BIT AS GOOD AS YOU, IN FACT MANY BETTER. BUT YOU HAVE TO SHUT THAT OUT, LOOK AT YOURSELF AND REMIND YOURSELF THAT YOU ARE A WINNER AND IT'S TIME TO PROVE JUST THAT, OWN THE STAGE AND THAT SHORT TIME YOU HAVE UP THERE.

Time for the months of dedication to be seen by all. The nerves and excitement hit you, moments of almost overwhelming emotion! I remember stepping out that first time to screams from a home crowd. Out of the woodwork came friends from years of being in the gym culture watching your progress. The feeling of pride and elation as the support fills your every vein as you flex and pose for the judges. That stage in Belfast was to change the next years of my life when me, a shy and self conscious person that never felt I could compare myself to some of the incredible physiques that enter a gym, stood there reinventing myself for those minutes on stage. I loved every minute of it, when I got my first place trophy and my name was announced as 1st time mister Northern Ireland I had to choke back some tears as for me the unimaginable happened. A few weeks later it was a runner up trophy in the British Championships. Since that day I went on to win the novice title and competed in the open class in the world championships. My dream ultimately came true and that of any competitor, to win a pro card in the sport. In London O2 arena competing in the WBFF muscle model 2014 I won the coveted pro Card. Since then a top 6 in European Championships and top 10 in the world both at professional level. I've graced the stage in Las Vegas with the WBFF twice now, something beyond my dreams as a kid in Northern Ireland admiring the classic physiques of bodybuilding.

START YOUR DAY IN A HEALTHY AND VIBRANT WAY WITH LOTS OF ENERGY BY USING **LA PORRIDGE**



LA Whey Porridge is LA Muscle's premium, healthy breakfast alternative and is a blend of delicious and highly nutritious oat flakes and whey protein ISOLATE. LA Whey porridge is the perfect way to start the day. Fortified with L-Glutamine - an amino which reduces cortisol levels, thus can increase the body's capacity to burn fat and gain lean muscle tissue. This unique protein porridge provides 28g of carbohydrate which is a slow releasing source of energy that will maintain your body's satiety levels and fuel your morning training until lunch time. LA Whey Porridge also provides 3g of fibre to help with your digestive system and it provides 19g of pure, fast-acting protein per serving to help with muscle mass growth.

- ✓ It contains healthy oats
- ✓ It has low GI carbs so it sets you up for not craving sweets all day and eating lean
- ✓ It contains 19g of quality protein including whey protein isolate
- ✓ It contains virtually no fat
- ✓ It contains 3g of fibre for a healthy digestive system
- ✓ It is absolutely delicious, even more so than normal porridge
- ✓ It is so easy and fast to make



PHARMA GRADE SUPPLEMENT



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

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

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

The "real deal" CLA does the following:

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

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



STEPPING ON STAGE IN A NEW AGE OF BODYBUILDING



Competing was not a new art form back when Mr Eugene Sandow first graced us with his body all the way through to the great Olympia battles featuring Arnold Schwarzenegger and all his compatriots. Bodybuilding has become an internationally recognised way of showing off the human body in its most muscular form. Today's world bodybuilding has evolved: not only are males and females competing but the simple art has derived and been revolutionised by the new forms of showcasing the human body.

Men's physique is one of the newest of these arts. What is showcased in the softer more beach body form taking the bodies from Venice Beach California onto the stage. Here in Britain, the UKBFF is the pinnacle route to the big time. Men's physique is now dominated by people who hold just as much precedence as the top names in bodybuilding. Competing is a long process and should only be partaken with the right mindset and dedication to boot. In all honesty it's not for everyone and without a good mixture of genetics a great support network and willingness to succeed getting the maximum output is not simple. Many people want to compete and often I find myself answering the same questions "so you have a great body but competing is a lot more than that" "you have to be prepared to challenge yourself at the top of the spectrum totally taking yourself outside of your known comfort zone. If you have a burning desire and if the beginning foundations is in there it's simply game time. The first port of call is the right advice, make sure you do it for all the right reasons and you're fully aware and prepared for the challenge ahead.

**THREE MAIN ELEMENTS ARE AHEAD OF YOU
IN YOUR QUEST TO BECOME A
COMPETITIVE ATHLETE**
1. NUTRITION 2. TRAINING 3. PRESENTATION.

It's very easy to get one if not more of these elements wrong, and if you want to compete at a good level make sure all of these are strong before you take any further steps. 16 weeks out 2 weeks out one year out trust me it's all the same when the end goal is the stage.

Firstly nutrition should not be taken for granted. Make yourself a plan and stick to it. I would be lying if I said not to re-feed and not to live ultimately being dedicated and strict upon yourself gives you the best results. Work out how your body reacts to high levels of training, more food intake, high levels of protein and low in levels of carbohydrates. What works for one athlete simply won't for another. Each body is totally different in that set up. Learned how yours works from the get go. Ensure you're prepared to change as you go along often I make tweaks even as late as one day out of the show to ensure that my body is ready, be prepared for this fact.

Training is one of the elements that gets disregarded the most many people competing simply believe they already train at a level needed to compete you need to smash all boundaries set before you. When training and looking for tips and advice comes into play don't ask the local lad at the gym if you look good with your top off in the weights area you need a more in-depth constructive eye to cast over your body because come game day you might be

facing six or seven judges who will be scrutinising every small detail of your body. Train smart, train effective but most of all enjoy the training because along the way but may be your only solace when dieting gets tough.

The last element to come into play when you're competing is the presentation. This is everything from your hair colour of shorts to your skin on the day. All of these elements need to be in your thought process from day one. The best way to come to combat all of these is to make a plan visualise yourself on stage. On game day how do you want to look how do you want to feel and most of all how do you want to showcase all that hard work that you've put in? Simply by doing this gives you a great opportunity to bring the best package possible on game day.

Competing is the ultimate way to show off your physique. It can be done in many different forms from classic bodybuilding to men's physique find the best of these forms that suits your body your size and all-round proportions. You should sit fantastically into your category and it's very common to see athletes on the day of the competition that have too much size or not enough size for the category in question. Prepare your body right, but most of all enjoy every step of the way. Remember what the reasons were and why you wanted to compete and hold onto that every step of the way. So, the hardest part is getting started ...



Michael Calvin
Musclemania physique
champion and
UKBFF competitor

SIX PACK PILL EXTREME

SUPER-RIPPED ABS IN A BOTTLE

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

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

AS USED BY CELEBRITIES AND ACTORS FOR QUICK WEIGHT LOSS.

LA Muscle has been selling the original Six Pack Pill and Six Pack Pill Extreme for over a decade and in that time, they have had a cult following from all walks of life including many celebs who need to get in shape quickly and need a reliable supplier. No other supplement on the market has the same synergistic formula, safe & natural ingredients and Pharma Grade quality of Six Pack Pill Extreme. Do not accept copies or cheaper imitations. If you want to see rock hard abs and want to see results fast, then nothing comes close to this incredible world class supplement.



PREMIUM SERVICE

LA Muscle is proud to be the only sports nutrition brand to offer Premium Service. What is LA Muscle's Premium Service?

Trained customer service team members on the phones from 8:30 a.m. - 5 p.m. every day, ready to answer any query you may have. No answer-phones or machines, only real people, trained and knowledgeable to a very high standard.

24 hour phone order-line. Call any time of day or night and we will take and process your order. 0044 208 9651177.

All calls answered within one ring (90% of the time).

Freephone number for all your orders in the UK: 0800 328 2345.

Instant Live Help via www.lamuscledirect.com weekdays. Get instant advice to any questions you may have from training questions, to supplements or the status of your order. Open 8:30 a.m. - 5 p.m. GMT. This is a manned service and not a gimmick!

All your emails answered same day or by the morning of the next day if sent after 3 p.m. (weekdays).

100% of all products always in stock.

Rapid dispatch within 30 minutes of placing your order, weekdays for the fastest delivery.

Guaranteed next working day delivery as long as you order before 5 p.m.

No hassle money back guarantee within 30 days of purchase - even if you have used the whole tub. We want you to be happy and to recommend LA Muscle to all of your friends.

100% No Regret Purchase - If you regret buying anything, send it back within 30 days for a refund or exchange.





NUTRITIONAL ADVICE ON A *CUTTING PHASE*

WHETHER YOU'RE LOOKING TO CUT BODY FAT AND ACHIEVE A LEAN PHYSIQUE OR YOU'RE AIMING TO GAIN SOME POUNDS IN NEW MUSCLE GROWTH, YOUR DIET IS WHERE IT CAN BE WON OR LOST!

So I've set my year out and set myself some goals with a clear route of how to get there. My diet will change throughout the year along with my training, as I will have different needs over the 12 months. I will consume an excess of calories (500Kcal) during the months of October through to the end of November, which will ensure I have enough energy for my sessions and enough protein to aid growth. Then I will work at a calorie deficiency (500Kcal) during the first 2 weeks of December to combat what will inevitably take place during the last 2 weeks - surplus amounts of turkey and mince pies I'm sure! However, the way I look at it is that this 2 weeks enjoying the festive period, will give me exactly what I need going into my strength phase - have you ever seen a lean strong man?!

We've all heard the '70% diet 30% gym' saying, some even say it's closer to 80% diet, well I'm not here to argue percentages but what I do want to highlight is the importance of eating the right things at the right times to achieve different goals.

I periodise my year depending on what I want to achieve and when. 12 weeks is long enough in any one period for me, as my body starts to plateau at this point.

SO, I WILL LOOK AT THE 12 MONTHS AHEAD OF ME AND PLAN MY TRAINING YEAR AROUND THAT, TAKING NOTE OF HOLIDAYS, PHOTO SHOOTS OR ANYTHING ELSE THAT I WANT TO BE IN MY BEST SHAPE FOR.

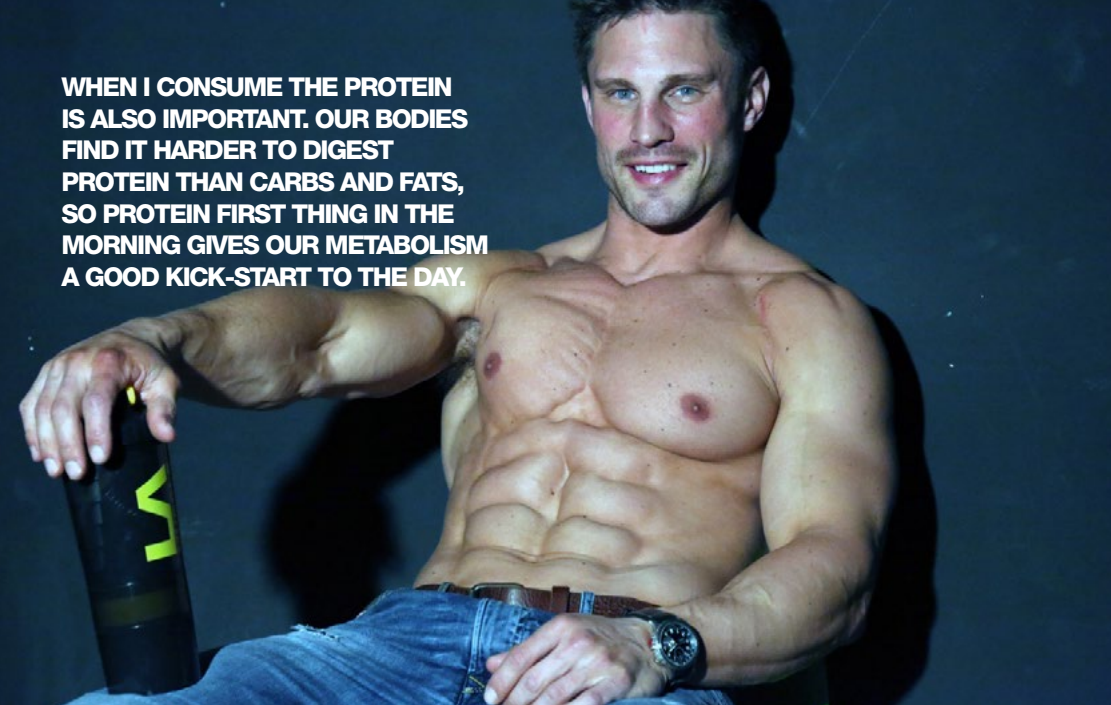
DEAN
BURCHELL
EX MARINE

The type of calories I consume doesn't change a massive amount; I am a little more relaxed during muscle building and strength than I am during a cut phase for obvious reasons. I restrict my carbohydrates to approximately 100g a day during a cut whereas I will allow this to creep up towards the 200g a day mark during muscle building. I will avoid trans fats, hydrogenated fats and processed foods throughout the year regardless of phase but will enjoy a weekly cheat day, not only to suppress cravings but also to shock my metabolism. Now, this doesn't mean I over eat or gorge on food, it just means I eat what I want. The most important thing for me and the only thing that doesn't change is my protein consumption, clearly very important during the build phase, without enough I won't build or recover, but equally as important if not more so during the cut. The intensity of my sessions will have increased burning anywhere between 700 and a 1000 calories in an hour, so I need to ensure that I am not eating into hard earned muscle. I achieve this by eating a good protein based meal or snack every 3 hours, by good I mean at least 30-40g. I will consume a minimum 2g per 1kg of body weight, so currently sitting at 88kg I will give myself a daily target 180g of protein.

| MONTH | PHASE | REMARKS |
|-------|---|----------------------------|
| OCT | 6 days a week Build muscle, reps 6-10 heavy weight | Split routine |
| NOV | 6 days a week Build muscle, reps 6-10 heavy weight | Split routine |
| DEC | 7 days a week - 2 weeks HIIT Super sets lighter weight reps 12-15. 2 weeks rest | 2 muscle groups a day |
| JAN | 5 days a week Strength training reps 3-5 heavy weight | Compound & isolation lifts |
| FEB | 6 days a week Build muscle, reps 6-10 heavy weight | Split routine |
| MAR | 6 days a week Build muscle, reps 6-10 heavy weight | Split routine |
| APR | 6 days a week Build muscle, reps 6-10 heavy weight | Split routine |
| MAY | 6-7 days a week - 2 weeks HIIT Super sets lighter weight reps 12-15 | 2 muscle groups a day |
| JUN | 6-7 days a week - 2 weeks HIIT Super sets lighter weight reps 12-15 | 2 muscle groups a day |
| JULY | 6-7 days a week - 2 weeks HIIT Super sets lighter weight reps 12-15 | 2 muscle groups a day |
| AUG | Rest month - a little body weight training and CV to tick over | Recovery |
| SEP | 5 days a week strength training reps 3-5 heavy weight | Compound lifts only |



WHEN I CONSUME THE PROTEIN IS ALSO IMPORTANT. OUR BODIES FIND IT HARDER TO DIGEST PROTEIN THAN CARBS AND FATS, SO PROTEIN FIRST THING IN THE MORNING GIVES OUR METABOLISM A GOOD KICK-START TO THE DAY.



BREAKFAST:

Scrambled eggs, a Salmon fillet and nuts is my current favourite.

MORNING SNACK:

My post workout LA Whey Gold shake will be consumed within 30 mins of completing my session, normally within 5!

LUNCH:

Lean white meat and plenty of vegetables.

AFTERNOON SNACK:

Nuts as a snack, not too many as the calories are high in these little buggers.

DINNER:

Good quality grass fed meat or poultry. I love exotic meats and game also.

BED TIME:

Finally LA Night Protein to ensure good muscular gains and recovery whilst I sleep.

CARBOHYDRATES:

Our bodies are designed to operate on a lower amount of carbohydrates than what we're used to eating, so when there is an absence of carbohydrates, our body will take stored fat and burn that for energy in a process called ketogenesis.

I will keep the consumption of fruits and starch (rice, potato) before midday enabling my body to burn them through the remainder of the day ensuring they don't

turn to fat. I will avoid pasta and bread completely during all phases but again I will relax this on a cheat day if I feel that's what my body has been craving. I find I have much more energy and drive following this type of diet and the foods consumed on my cheat day can often make me feel tired and lethargic! So, less carbs = less glucose in my system, which means my body will start burning fat as its fuel source. Winner!

FAT:

So fat makes you fat right? Fat has had a bad rap over the years in my opinion! So companies have been doing everything possible to make everything low fat and healthy while adding all sorts of preservatives, chemicals and sugar. Yeah, cut out the fat; increase the carbs and look where that has got us, 66% of us are overweight, 33% are considered obese, and those numbers are only getting worse. The only fat that I really avoid is trans fat or hydrogenated fat. We see it listed in the ingredients of margarine, biscuits, cakes, frozen meals, fried foods, sweets, crisps, fish fingers and many dairy products. It's popular with food manufacturers because it gives food structure and does not feel or taste oily. It's an artificial fat that is unhealthy than any other. The calorific value of fat is the same whatever form it comes in but the kind of fat makes a huge difference to what it does in your body. We need fat in our diets to burn fat, that's why I use LA Muscles Sculpt if I don't feel I'm getting enough. Sculpt's main ingredient is CLA (Conjugated linoleic acid) a good fat that promotes fat burning. In summary don't be afraid of fat,

MAKE IT WORK FOR YOU!

GO TO YOUR FULL POTENTIAL EVERY DAY WITH LIMITLESS



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 acids responsible for the conversion of glucose into energy.

KOLA NUT EXTRACT - a natural source of caffeine which up 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 acids which plays a vital role converting fatty acids to energy.

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

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.



IF YOU ARE TIRED OR NOT FEELING MOTIVATED FOR DOING MUCH, POP A LIMITLESS PILL AND SEE WHAT HAPPENS! YOU WON'T BELIEVE IT.

THE MOST EXTREME MUSCLE BUILDER

THE MOST EXTREME MUSCLE
BUILDER ON THIS PLANET

NOT SUITABLE FOR ANYONE
UNDER 20 YEARS OF AGE

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

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

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

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



“NORATEEN EXTREME IS ONE OF THE BEST SUPPLEMENTS OUT THERE ON THE MARKET TO HELP SUPPORT YOUR MUSCLE BUILDING GOALS”

All LA Muscle products to combine together are great, but personally I've chose this product in particular.

MY CHOSEN GOALS WERE SIMPLE: TO PUT LEAN WEIGHT ON, INCREASE MY STAMINA AND STRENGTH.

“Ok, I've started this cycle a couple of month after my last one, I still have some saved up and don't want to waste it just yet. LA Norateen Extreme together with LA Whey Extreme or Whey Gold which I also enjoyed is a perfect combination. One thing I noted around the 3rd week that I was lifting more heavier in the gym and looked even bigger and leaner at the same time. My water and unnecessary fat expelled!

Even though it was only on the last week, I noticed veins on my abs, something I only have seen on Instagram posts and magazine covers in the past! So I quickly snapped my own picture and posted to LA Muscle Team as I wanted to share with you my experience dear friends.”

Zilvinas Nacas
LA Muscle Athlete

COMBINING THE MOST POWERFUL NATURAL EXTRACTS AND WITH ONE OF THE HOTTEST SUPPLEMENTS TO HIT THE FITNESS INDUSTRY AND MY DOOR STEP IN RECENT YEARS

HOW TO RECOVER

FROM A BRUTAL WORKOUT

ZORAN
LA MUSCLE ATHLETE

THERE'S NOTHING I LIKE MORE THAN A HARDCORE WORKOUT THAT BATTERS MY BODY AND PUSHES ME TO MY LIMITS AND BEYOND. HOWEVER, THERE CAN BE A HEAVY PRICE TO PAY FOR THESE PUNISHING SESSIONS THAT CAN TAKE A TOLL ON YOUR BODY AND EVEN YOUR HEALTH IN GENERAL.

THESE ARE A FEW STEPS THAT I FOLLOW TO ENSURE THAT MY BODY IS ALWAYS PREPARED FOR THE GRUELLING WORKOUTS AHEAD:

PRE-WORKOUT STRETCH

Stretching is extremely important as it can help reduce the risk of injury by loosening out those tight muscles. It can also increase blood flow to the muscles and aid circulation. Do this for a few minutes and focus on major muscle groups, especially those more susceptible to injury such as hamstrings, lower back and shoulders.

FOAM ROLL

Foam rolling is a favourite of mine and I like to spend a couple of minutes focusing on any muscle groups requiring attention such as glutes and lower back. This will work out any knots you have in the muscle and relieve or reduce any pain you have.

MOBILITY

A little bit of mobility work can act as your warm up for your session to come. Focus on key muscle groups that you'll be using in the session. If it's an upper body workout focus on shoulders, lower back, and lats whilst lower body workouts will need a focus on glutes, hamstrings and hip flexors.

SUPPLEMENT RIGHT

MAKING SURE YOU HAVE THE RIGHT SUPPLEMENTS IS IMPERATIVE FOR A LEGENDARY WORKOUT. HERE ARE MY FAVOURITE SUPPLEMENTS THAT GET ME GOING AND MAKE SURE I'M FUELLED FOR THE PUNISHMENT TO COME.

POSSESSED - This gets me going and gives me the energy I need to power through my workout.

VASCULATOR - I love a good pump and nothing gives me more shirt-tearing pumps than this. Pop a few caps pre-workout and down it with Possessed and you've got the recipe for gains!

REPO - I like to take Repo to reduce muscle breakdown during a hard session.



COMPLETE - A few scoops post-workout provides my muscles with much needed protein and glutamine that they need to start repairing and recovering for my next epic workout.

LIGHT CARDIO WARM DOWN

Spend at least 3-5 mins on a light-paced cardio warm down to cool off your muscles. This can be a light jog or on the cross trainer as it's best to do something that works your full body.

STRETCH DOWN

Spend a few minutes doing full range of motion stretches and walk out your tight muscles. Your body will thank you for it in the days to come when you're asking your other half to open jars for you and carry you up to bed.

THERE WE HAVE IT, THE ZORAN'S SECRET TIPS THAT ARE TRIED AND TESTED TO HELP YOU TRAIN LIKE A GOD AND ACHIEVE THAT ADONIS LOOK AND TAKE YOUR PLACE ON MOUNT OLYMPUS!

THERMOXEN™

A RARE CLINICALLY PROVEN WEIGHT LOSS SUPPLEMENT

Thermoxen is specifically formulated with a premium Pharma Grade LA Glucomannan which has been clinically proven to aid weight loss. This is the important factor here. No other supplement has been CLINICALLY PROVEN to aid weight loss in the same way as Thermoxen's super-charged ingredient.

LA Muscle's in-house studies have shown Thermoxen to be most effective when combined with a healthy diet and exercise regime. Many people take Thermoxen for incredible, rapid results all year round. Thermoxen is the only Pharma Grade supplement to contain the effective "super-dry" Glucomannan with the highest possible concentrations.



Thermoxen also contains Vitamin B6 which contributes to the reduction of tiredness and fatigue. This unique formulation of Glucomannan and Vitamin B6 will contribute to weight loss, reduce signs of fatigue and aid with the maintenance of normal cholesterol levels.

Thermoxen is 100% natural, stimulant free and can be taken any time of the day by men and women. This is the ONLY ingredient for weight loss approved by the European Food Safety Authority (EFSA).

DO NOT ACCEPT COPY-CAT OR CHEAPER SUPPLEMENTS WHICH DO NOT CONTAIN THE "SUPER-DRY" GLUCOMANNAN. BUY THE ORIGINAL THERMOXEN RIGHT HERE.

- No side effects
- 100% natural
- No stimulants
- Clinically proven

THE ONLY SLIMMING AND DIET PROTEIN PROVEN FOR WEIGHT LOSS

Diet Whey is ideal for men and women, delicious and 100% natural

Diet Whey by LA Muscle is a premium protein powder that has been formulated using the highest Pharma Grade protein as well as the clinically proven Glucomannan found in LA Muscle's incredible Thermoxen weight loss supplement; Glucomannan has been proven to contribute to and aid weight loss. Diet Whey mixes easily and rapidly with water to give you a creamy, delicious shake and it's available in two tasty natural flavours.

Diet Whey will help you preserve/build lean muscle mass, aid recovery and assist your weight loss goals.



JUST LOOK AT WHAT YOU GET WITH DIET WHEY:

- ✓ 39g of pure LA Whey protein per serving – the best 100% whey protein powder on the market
- ✓ Contains 1g Thermoxen per serving
- ✓ Quick-dried Glucomannan which is ultra-pure
- ✓ The Strawberry and Raspberry flavour contains delicious real fruit pieces
- ✓ All amino acids and BCAAs essential for maximum muscle growth and strength
- ✓ Unisex product Ideal for men and women looking to sculpt a lean physique
- ✓ Virtually no saturated fats
- ✓ High potassium-sodium ratio, to relieve and reduce water retention, helping expose those six pack abs!
- ✓ Not over-processed, so the protein is 100% intact and not denatured in any way
- ✓ Triple filtrated protein to remove all impurities
- ✓ High Biological Value of 159+ which means you don't have to use as much (more cost effective than cheaper proteins)
- ✓ Super-nitrogen-depositing power, meaning protein synthesis is increased and more protein turns to muscle
- ✓ Powerful weight loss meal replacement - just replace one meal a day with 2 scoops of Diet Whey

You have never experienced anything like Diet Whey, that is a 100% guarantee. It is delicious, creamy, instant mixing, high in protein and allows you to burn fat whilst building muscle. Diet Whey can be used by anyone wanting to build lean muscles and keep body fat levels low and it can also be used by those who want to lose weight. It is especially super-effective for rapid weight loss when you supplement one meal and one snack per day with Diet Whey.

Try Diet Whey today. There are other copy-cat and "me-too" diet proteins out there but ONLY Diet Whey has been scientifically proven to aid weight loss.



TOP MARTIAL ARTS

LA Muscle sponsored athlete Dave Gentry starring with the original Hulk, Lou Ferrigno



Expert and Sponsored Athlete Dave Gentry Gives His Top Two Weight Training Routines for Explosive Punching Power!!!

I have often been asked as a martial artist how I generate so much power in my punches. This is not just through endless hours of punching a heavy bag but also supplementing my training with specific weight training routines. There is a definite trend towards exercise having to 'target' all areas of physical fitness in one go! It is not uncommon to see weight training programs used in all sports such as martial arts, cycling, running, swimming, football and rugby but a few.

It seems that muscular strength, speed, flexibility, cardiovascular endurance, muscle definition and size, reaction time and bone strength, to name but a few, all have to be developed in a single training session. There is nothing wrong with this except the time required, as workouts become marathon events themselves.

Fortunately sanity is at hand, with a very simple but highly effective barbell and dumbbell exercise that I often use that will improve your fitness levels all round in a very short space of time... These 2 routines have helped me develop great speed and power in my punches which have earned me the nickname The Raging Bull when performing my punching skills.

CONDENSED BARBELL WORKOUT

Firstly chose the weight you feel comfortable with starting with as little as 5kgs if necessary. Start with the barbell resting behind your head on your shoulders, hands holding the bar about 3ft apart. Whilst standing upright, press the bar up above your head and then return down to the front of your chest, no lower than your collarbone. Then press the bar back up above your head again and then return down back behind your head to the shoulders. You can count 1,2,3,4 to control the movement. The speed of this complete arm movement should be about a second. Do not lock your arms out at the top.

After you have performed the barbell press section you squat down with the barbell behind your neck, then stand up again. Stand with your legs shoulder width apart, toes slightly turned out or stand with your knees together if you find it more comfortable. Squat down so that your thighs are parallel to the ground, no lower. Therefore the whole exercise, and what we call 1 repetition is press bar up then down, then back up and down, then squat down and stand back up, simple! This whole movement should take 2 seconds.

To begin with, do 10 reps to get used to the movement. Remember, you are combining a

strength and aerobic exercise. Work up to 20 reps, rest for a minute then repeat another 20 reps. Do this 3 times a week, working up to 3 sets of 20 reps. After 2 weeks your fitness levels will have improved dramatically. This exercise is brilliant for getting you fit quickly but remember to remain controlled in the movements. To add variety, instead of squatting you can do a lunge to the front alternating left and right legs.

CONDENSED DUMBBELL WORKOUT: THE DUMBBELL SWING

To begin with chose your desired weight of dumbbells from 5kg, what you feel comfortable with. Stand upright, feet slightly wider than shoulder width apart. Hold the dumbbell in front of you with both hands, arms down to the centre line of the body. Bend your knees and bend down with the dumbbell, so it nearly touches the ground, this is the start position. From here, swing the dumbbell, with arms slightly bent as you begin to stand up, in an arc upwards, stopping when straight above your head. You are now in a standing position, pause momentarily, and then let the dumbbell swing down in the same arc to the starting position as you

come back down to a squat position.. This swing of the dumbbell up and down constitutes 1 repetition. When you reach the top of the swing, don't lean backwards, arcing your back. Try to keep looking directly forward through the whole movement. It should take you a second to perform the upswing and fractionally less time on the down swing.

To begin with, do 10 reps to get used to the movement. Remember, you are once again combining strength, stretching and aerobic exercise. Work up to 20 reps, rest for a minute, then do another 20 reps. Again, to add variety you can use a slightly lighter dumbbell and only use one arm at a time. Hold the dumbbell parallel to the ground. This will really develop your shoulder muscles but remember to alternate arms between sets.

The supplements I recommend to take to aid with strength, explosive power and recovery after these exercises are Nuclear Creatine, Norateen Heavyweight 11 and the new improved Complete.

**TRAIN HARD !!!
FIGHT HARD !!!
SLEEP EASY !!!**



THE ONLY 5 EXERCISES YOU'LL EVER NEED

Lazaro Almenares

IT SOUNDS LIKE A BAD INFOMERCIAL: GET RIPPED IN LESS TIME! WE'RE CONDITIONED TO BELIEVE THAT JAW-DROPPING, BODY-TRANSFORMING RESULTS ARE ACHIEVED ONLY BY PUTTING IN THE HOURS. BUT IF YOU'VE BEEN ADHERING TO THE MUSCLE-ISOLATING BACK-AND-FORTH, CHEST-AND-TRI GOSPEL, THE TRUTH IS, YOU'RE DOING IT WRONG.

"Your brain doesn't think in single 'muscles,' it thinks in terms of movement City. "Human evolution led to five basic movements, which encompass nearly all of our everyday motions." Meaning your workout needs just five exercises, one from each of these categories: push (pressing away from you), pull (tugging toward you), hip-hinge (bending from the middle), squat (flexing at the knee), and plank (stabilizing your core).

It's the approach Lazaro Cuban Cardio takes when drawing up the regimens of Peak's celebrity clients. The time-crunched love it because it's an efficient and effective workout more taxing on the muscles, leading to increased strength and a faster metabolism. Plus, you're not lost when your trainer isn't around. "If you know the basics, it's incredibly simple to build your own workout," Lazaro says.

Still, there can be too much of a good thing. "It's stressful to the entire body, "That means that if you overdo them, you'll just beat yourself up. Do this style of workout no more than three or four times a week." Mix and match the moves and feel okay about taking the less-time-consuming way out.

HOW IT WORKS

PICK ONE MOVE FROM EACH OF THESE CATEGORIES. THEN DO TWO SETS OF 12 REPS. CHANGE UP THE MOVES BUT REPEAT THE PLAN THREE OR FOUR TIMES A WEEK. FOR CARDIO EXTRA CREDIT, SEE THE ADD-ONS BELOW.

PUSH / THE ULTIMATE: BENCH PRESS

Lie face-up on a bench, holding a heavy barbell at your sternum, hands shoulder-width apart, elbows bent into sides. Extend arms, pushing bar directly above chest. Pause, then lower barbell to start.

THE ALTERNATES: Push-up, dumbbell shoulder press, single-arm kettlebell press, push press

PULL / THE ULTIMATE: PULL-UP

Hang from a bar with palms facing away from you, arms straight, knees bent so feet don't touch floor. Bend elbows, pulling chest toward bar. Slowly lower yourself to start.

THE ALTERNATES: Dumbbell row, TRX row, chin-up, cable row, lat pull-down

HIP-HINGE / THE ULTIMATE: DEADLIFT

Set a heavy barbell on the floor in front of you. Push hips back as you bend forward, grabbing the bar with hands more than shoulder-width apart, palms facing body. Keep back straight as you stand up, lifting the bar and thrusting hips forward. Slowly lower bar to start.

THE ALTERNATES: Kettlebell swing, Romanian deadlift, trap-bar deadlift

SQUAT / THE ULTIMATE: SPLIT SQUAT

Stand on your right leg, left foot resting on a bench or box behind you, and hold a heavy dumbbell in each hand. Bend right knee, lowering body until left knee hovers just above the ground. Straighten right leg, returning to start. Complete all the reps on one side before switching legs.

THE ALTERNATES: Barbell squat, lunge, goblet squat, reverse lunge

PLANK / THE ULTIMATE: FARMER'S WALK

Stand up straight holding a heavy dumbbell in each hand, palms facing body. Maintain your posture as you walk 20 meters. Turn, repeat, returning to start.

THE ALTERNATES: Plank, bird dog, side plank, suitcase carry

BONUS:FAT-BURNING FINISHERS

To check off cardio, too (and send your metabolism into even higher gear), add one of these five-minute bursts to your five-move session, suggests lazaro Cuban cardio. "Make it the worst five minutes of your life," he says. The results: less fat, more definition.

DO MORE REPS

Load a barbell with a weight that's about 70 percent of what you can lift one time, then choose one of the five movements and perform as many reps as you can without breaking form.



GO FARTHER

On a rowing machine, row as many meters as possible in five minutes. With each workout, attempt to increase that distance by one percent.

SPRINT UP A HILL

Set a treadmill to a slight incline, about 3 percent. Run as fast as you can for 30 seconds, aiming for 10 miles per hour. Jog for 30 seconds at 5 mph. Repeat for 5 minutes.

"THIS IS PURE GOLD"

Why LA Whey has been consistently voted as: "Best Protein Powder" by the likes of **Men's Health Magazine**

Most companies that don't like spending money on research & development or don't have the capabilities for high-end manufacturing processes will tell you that protein is protein. This is not the case. As with anything else, you get the cheap version or the one that has gone through the works and is the best money can buy. LA Whey Gold is this "the best you money can buy" protein.

No other protein comes close to the quality of LA Whey Gold. Do not accept any lesser grade proteins if you are serious about your sport and how your body looks:

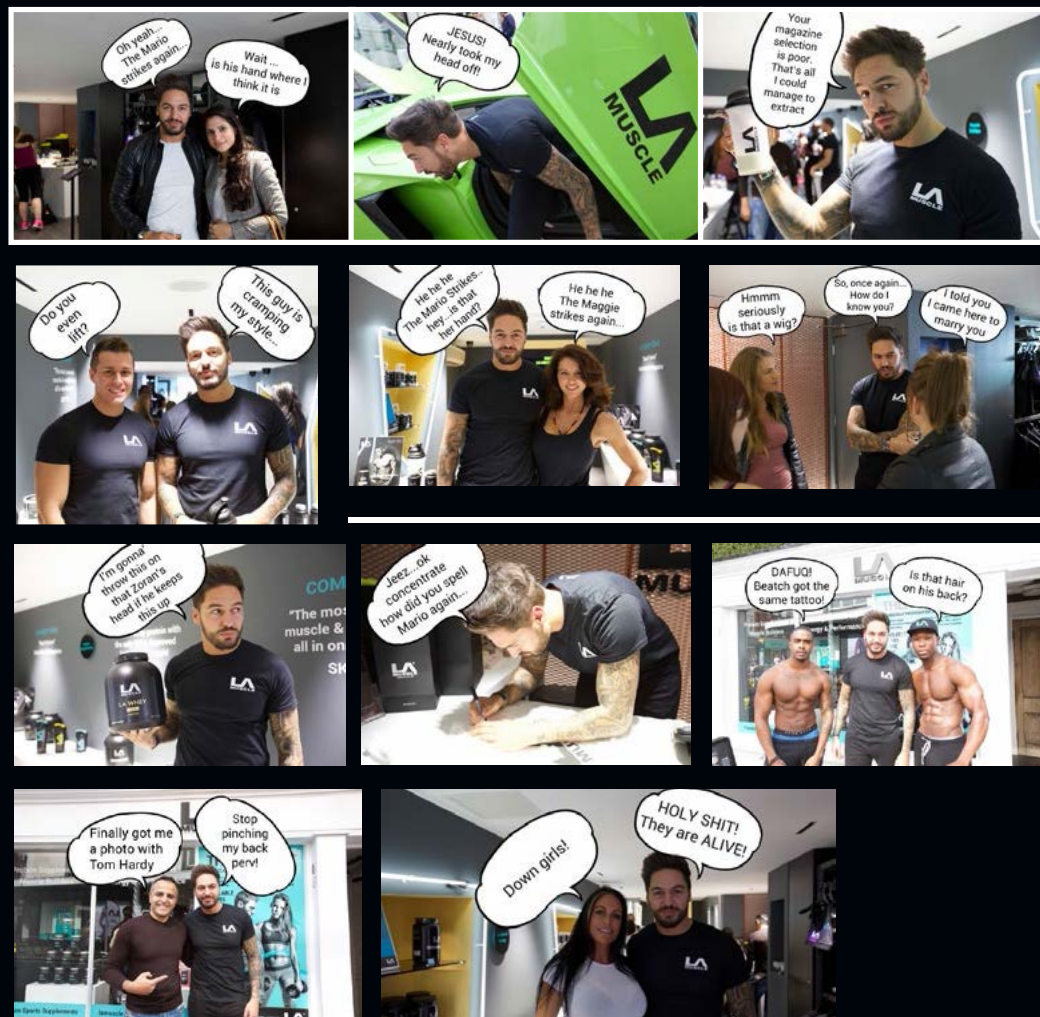
- ✓ 100% whey protein, no cheaper protein sources
- ✓ Almost 50g of high grade protein per serving
- ✓ 100% natural and GMO-free
- ✓ Triple filtrated for no lactose using Patented CFM process
- ✓ No artificial colours, sweeteners, additives or flavours
- ✓ Highest level of Glutamine at 17%
- ✓ High levels of the 3 Branch Chain Amino Acids (BCAA)
- ✓ Highest Biological Value of 159+, meaning the most amount of protein deposits in your muscles
- ✓ Pharma Grade and not just food grade
- ✓ Ionic Exchanged, meaning only the best protein factions are chosen
- ✓ Cold processed, so no denaturing of protein. Most other companies use heat!
- ✓ Wheat-free, gluten-free, suitable for vegetarians
- ✓ Virtually no fat
- ✓ Very low carbs so ideal for those wanting lean muscle mass
- ✓ High potassium to sodium ratio, helping to get your six-pack abs out!
- ✓ Hypo-allergenic, thus suitable for those who are usually allergic to dairy
- ✓ LA Whey Gold gives you no gas, bloating, stomach problems or bad breath

Cheap protein is just that, cheap protein! It is a false economy and you are much better off buying quality outright. If you want to try LA Whey, then this is your lucky day!

MARIO FALCONE

WHAT REALLY HAPPENED

LOOK AT ONE ARTIST'S INTERPRETATION OF MARIO FALCONE'S VISIT TO THE LA MUSCLE SHOP





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