

# Exciting news! Fitness Studio to open in Gosforth

In Mid October 2007 the Positive Lifestyle Fitness Studio will open providing all round fitness classes, fitness testing and evaluation, individual program design, nutritional advice, sports massage, postural analysis and physiotherapy.

There will be large group classes from 5 people and more, one to one sessions and also small group classes from 2-4 people. The studio will operate on a non membership basis, ie you book for the desired class and you turn up as often as it suits you.

**THERE ARE NO JOINING FEES.**

In addition to a Therapy room for physio, beauticians and nutritionists, and a shop selling Positive Lifestyle Training clothes and fitness equipment, there will be all types of classes including:

- Fitness Pilates
- Boxercise
- Fitball
- Senior Fitness
- Flexibility and Stretching
- Core Stability
- Cardio
- Salsacise
- Weight Management Classes
- Kids Fitness + Dance + Tap
- Nike Rock Dance
- Boot Camp Circuits
- Pre/post Natal
- Teens Fitness
- Yoga
- Body Conditioning
- GP on Referral Sessions

## Logo and Website

The new website is now up and running and over the past year we have been upgrading all vehicles to be in line with the positive and professional image we endeavour to adhere to. Thank you to The Roundhouse for helping with our new design and also to DVLC for doing such a great job with the vans.

## PLT Challenges and Records

Congratulations to Katy Jones who has been the first client to complete the run up Cow Hill without stopping in 1min 20secs.

Well done to Mark Taylor who holds the record for the most full press ups – 65 and Helen Taylor who managed an impressive 50.

Also Dave Robinson completed the 2000m row in 6mins 56secs and Tanya Johnston with 8mins 44secs. In the over 60 categories Guy Readman has completed the 2000m row in 8mins 17secs and Margaret Readman with an impressive 9mins 20secs, congratulations to them all.

All these records are there to be broken and we hope to see new standards set by next year.





## PLT Client Golf Day and Dinner 6th October 2007

All clients are invited to the PLT dinner and golf day this autumn. The golf challenge is now in its fourth year and all golfers are invited to enter. The competition will be followed by a dinner and all clients are invited to attend to enjoy some hearty food. Any non-golfing clients, family and friends are also very welcome to attend the dinner.

### Meet at Close House Golf Club -

Tee times between 1.30pm – 2.00pm.

### Dinner at Close House Golf Club -

Meet 6.30pm for 6.45pm sitting.

### Golf / Dinner Cost - £30

Dinner £10

Golf £20

## Prices and Cancellations

Due to rising insurance, fuel and staff costs prices for training will increase as of September 2007, these will be the new prices.

### Off-peak Rates: £37 per hour

For a session commencing from 8.30am onwards but before 4.30pm. Monday to Friday.

### Peak Rates: £39 per hour

For sessions commencing before 8.30am and from 4.30pm during weekdays, and at all times at the weekend.

**Distance Charge:** If you live more than 10 miles from Gosforth your session will be charged at £41.50 per hour at all times.

1 1/2 hour sessions: **from £52**

1/2 hour sessions: **from £30**

Group sessions: **from £50 (4+ people)**

**At PLT we have a 24- hour cancellation policy. Please note that late cancellations will be charged at the full amount for the session.**



## Is Your Heart on Target?

Moderate exercise 2-3- times per week for 20-30 mins will decrease your resting heart rate.

Over a six month period, most people can achieve a reduction in their resting heart rate of 10 beats per minute.

If you reduce your resting heart rate by 10 beats per minute, over the next 25 years, you will save approximately 132 million beats of the heart, which will add more active and productive years to your life!

### How to measure

Lie very still for 5 minutes and then take your resting pulse either manually or with a heart rate monitor for 1 minute.

Repeat again in one month's time.

### Reading Record

Date _____	_____	BPM
Date _____	_____	BPM
Date _____	_____	BPM
Date _____	_____	BPM
Date _____	_____	BPM
Date _____	_____	BPM
Date _____	_____	BPM

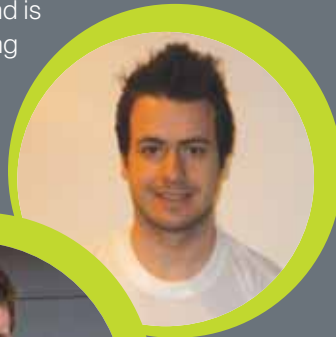
## Clothing and Equipment

A full range of PLT fitness clothing with the new logo embroidered on it will be available from the studio. Also available will be fit balls, medicine balls and various pilates bands etc.



## Team Update

There are a few changes to report; Gary is now our senior trainer in charge of the mobile side of the business. Wayne is currently setting up the new studio and overseeing the initial development. Ross is currently progressing within the company and gaining experience through his excellent work, particularly with the schools sessions. Congratulations go to Heather who joined us in November last year and is expecting her first child, she will start her maternity leave in October. Good luck to Tony who is going overseas to further his studies for a year – we look forward to seeing him on his return. Welcome to Mark who joined us in May this year, his background is in athletics and rugby, making him a great trainer. Finally, another welcome to our latest recruit Matt, who joined us full-time in August.



# Craving Chocolate?

In Britain we eat more of the stuff than anywhere else in the world, with the average person getting through approximately 11kg every year! Why is it that even the mere mention of the word can do funny things to us! It is a weakness for a huge amount of people and one of the main temptations for dieters. So why does chocolate have such a hold on us? In studies women have even said they prefer the stuff to sex!



Chocolate has a chemical called Theobromine that releases a substance called Phenylalanine that boosts Serotonin. This is the feel good hormone that we all have, producing the same great feeling that we have when we fall in love, which is why chocolate was actually used as aphrodisiac in the 16th Century. Many chocolate lovers do say that they feel a 'high' when they are eating chocolate! But very often that feeling only lasts until you are left with the empty wrapper and that terrible feeling of guilt!

This time of year can be crucial for a dieter. Having just a little nibble of a bar of chocolate often leads to another & another &...

This can lead to feelings of failure which can drive dieters to throwing the towel in completely.

Chocolate needn't be the enemy though, new research has found that in moderation chocolate can actually be beneficial to your health.

Polyphenols are substances found in chocolate that act as antioxidants and help stop cholesterol from blocking your arteries, and so reducing the risk of heart disease.

There is also evidence to suggest that the pleasure we gain from indulging ourselves every now and then can have a positive effect on our immune system. On a psychological level, totally denying ourselves a favourite food can make us far more likely to binge, eating more than we would normally. Added to that, because of the way we treat chocolate as a bad, banned food, the feelings of guilt and disgust at our lack of self control can be enormous. For many of us this starts the cycle all over again.

Chocolate, chips, sweets or any other food that we consider as bad food, should not be banished from our life completely. They can be a part of your diet as long as they are eaten in moderation and your diet is a healthy and balanced one.

Allowing yourself a 100% guilt free chocolate bar every now and then is a liberating experience! It is part of having a healthy attitude towards food.

## Break the Habit

Of course, for many of us, eating chocolate in moderation is easier said than done! Some of us find it impossible to eat treats and know when to stop. And let's face it, pleasurable habits can be hard to break. But there are ways to control your chocolate habit and begin to re-educate yourself about the way you feel about food.

Most major Supermarkets have a wide range of low calorie and low fat foods that often include a variety of desserts, which let you have all of the pleasure of chocolate with a fraction of the fat. A word of warning though, it will not be effective if you decide to eat 5 at once! Why not try low fat chocolate mousses and low fat hot chocolate drinks?

Another effective way to get chocolate cravings under control is to use a stick on patch. 'Crave Control Patches' have a powerful but pleasant aroma that works on a subconscious level as it is a smell that your brain associates with sweet food like chocolate. As your brain is bombarded with the scent all day it stops your cravings because it has been tricked into thinking you have more than enough already! Trust us, it works! A study at St George's Hospital in London has shown that in a clinical study, those wearing the patches lost more than twice the weight of those who did not use them.

There is no denying that chocolate will always have a special place in our heart - but it is possible to indulge without letting the craving control our life. So before you take that first nibble of an Easter egg or that first chocolate out of the box, think - do you know when to stop?! If you are the kind of person who cannot eat chocolate in moderation, perhaps you need to go cold turkey!

Thank you for continuing to choose Positive Lifestyle Training to meet your personal fitness goals.

If you have any comments, requirements or suggestions please contact Wayne Ritzema on Tel: 0191 285 9888 or Mobile: 07974 322 735

[www.positivelifestyletraining.co.uk](http://www.positivelifestyletraining.co.uk)