

Personal Trainers help you focus on results and stop wasting your time doing inefficient workouts. A personal trainer has a plan and will help you get maximum results in minimum time.

A personal trainer watches your form, monitors your vitals and can provide objective feedback about your limits and strengths. Most of us tend to ignore some of the subtle signals our body provides. We either push through pain or give up too soon. Because a personal trainer can watch what you are doing while you are doing it, they can help push you or slow you down as necessary.

If you are an absolute beginner, a personal trainer is the ultimate fitness coach. A good trainer will introduce you to a very simple, effective workout routine and then build that routine up efficiently so you become stronger and more confident with your workouts.

So Why Rowdell's Fitness?

Rowdell's Fitness has been in business for over 10 years helping people meet and exceed their personal fitness goals. Situated in a convenient location in the heart of downtown Westfield next to the train station and bus stop. A perfect location for commuters to get in a session before or after work. All their trainers are certified personal trainers and have been award winning competitive natural bodybuilders for years... not just good looking people... but these are trainers that walk the walk when it comes to working out, physical fitness and drug-free athletics. They take a personal approach to training each client. Unlike many of the "personal" trainers in the area, you will have the same trainer that will work with you at every session. This approach to exercise makes for a more effective workout session every time. And you receive a private session. No gym atmosphere here to make you feel self-conscious that people are staring at you. Best of all, the trainers will tailor a program specific to your health concerns and/or goals and conditions.



ROWDELL'S FITNESS

One on One Personalized Training

health problems?

a little out of shape?

low on energy?

wanna look &
feel great again?

ROWDELL'S FITNESS

One on One Personalized Training

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Gift Certificates Available

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So what are you waiting for? You already took the first step picking up this brochure. Now take the next step! Contact us, so we can set up your fitness evaluation and get you started on a path to looking and feeling great!

The process for you to change your health and well being has just begun when you picked up this brochure! When you picked up this information you could at least admit to yourself that you are interested in changing the way you are right now... and that's the first step!

I'm sure you have heard it all before! Exercise can do this for me or can do that for me but do you really know what those claims really mean? Have you ever personally felt the change in your health and self esteem from exercise?

According to many studies the top reasons why people like you workout or want to exercise is:

Weight Loss

For toning and shaping you really need to add some kind of resistance training. Some kind of workout using weights, machines or body-weight exercises like push-ups which will raise your metabolic rate so that you burn more calories even at rest, a huge advantage in the weight-loss game.

Muscle Tone

Muscle tone is the small or moderate levels of new muscle (enough to differentiate from the untrained) in conjunction with body fat reduction which leads to a lean, defined build associated with models and athletes. Fat loss without new muscle will not develop a slim, firm physique but rather a skinny, lanky undesirable build.

Reduce Blood Pressure

How are high blood pressure and exercise connected? Regular physical activity makes your heart muscle stronger. A well-conditioned heart can pump a large amount of blood with fewer beats than a weak heart. And the less your heart has to work, the less force, or pressure, that is exerted on your arteries.

Becoming more active can lower your blood pressure by an average of 10 millimeters of mercury (mm Hg). That's the same effect as some blood pressure medications. For some people, it's enough to reduce the need for blood pressure medication all together.

**ROWDELL'S
FITNESS**

One on One Personalized Training

Reduce Stress

Evidence has shown us that stress damages your health. It can weaken your immune system, increase your risk of heart trouble, raise cholesterol, keep your blood sugar too high, cause weight and skin problems. The list goes on.

Regular exercise not only strengthens physical health; it can help you handle stress by...

- Relaxing tense muscles
- Helping you sleep better
- Releasing endorphins, adrenaline, serotonin and dopamines -- chemicals that give you a sense of well-being

Reduce Cholesterol

As you age, your bad LDL cholesterol usually rises, probably due to an increase in body fat. Meanwhile, factors including fluctuating hormones, diet, and smoking influence your good HDL levels, often in the wrong direction.

Research has shown that exercise, at both moderate and high intensities, triggers biochemical changes in your body that lower your LDL and boost your HDL levels.

Exercise seems to work its magic mostly by raising your HDL levels, which in turn whisk LDLs out of the body. The more HDLs, the better: For every 1-point boost in HDL levels, risk of heart disease declines by 3 percent for women and 2 percent for men.

Increase Energy

Almost everyone wants and needs to increase energy levels to fight off fatigue and a general lack of energy to improve their life. You may experience firsthand, either intermittently or chronically: a lack of energy and feel a need to increase energy levels in order to just get through the day. Exercise can increase your energy and raise one's threshold for pain. Having abundant energy is the most salient characteristic of good health.

Build Strength

Building strength allows you to perform difficult tasks with relative ease. Muscle strength can be improved by forcing the muscles to work against increasing amounts of resistance. The most common and most efficient methods of building muscle strength are lifting weights and using specially designed resistance machines.

Build Bone Mass

Osteoporosis is a disease characterized by low bone mass, bone fragility and increased susceptibility to fractures of the hip, spine and wrist.

According to the National Osteoporosis Foundation, 10 million Americans currently have osteoporosis and another 18 million have low bone mass. Although 80 percent of those affected by osteoporosis are women, it does affect men as well.

Women can lose up to 20 percent of their bone mass in the 5 to 7 years following menopause, making them more susceptible to osteoporosis.

Many studies have shown that specific strength training and resistance exercises can retard and even reverse bone loss in healthy postmenopausal women, and that estrogen replacement is not necessary to gain the benefit of the exercise.

Build Self Esteem

Self Esteem is defined as a person's subjective appraisal of himself or herself as intrinsically positive or negative to some degree. Low self-esteem keeps you from enjoying life, doing the things you want to do, and working toward personal goals. Exercising helps you feel better, reduces stress and helps you look good. All of these lend themselves to raising your self worth and self-worthiness of being happy.

Can a Personal Trainer Help?

So now you know how physical activity can help you... but do you know how start exercising? Maybe in the past, you've found that you have gotten bored with the same workout routine or you were not seeing the right results. Maybe you have found yourself losing your motivation after a while. Have you thought about using a personal trainer? A trainer can provide certain benefits that you can't find when working out on your own.

One of the main reasons people benefit from a personal trainer is that they lose motivation to stick with a consistent exercise program. Certified personal trainers can provide structure and accountability, and help you develop a lifestyle that encourages good health.

If you have any chronic health conditions, injuries or training goals (running a marathon, for example) a trainer will work with you and your health care provider to plan a safe, efficient program that considers these needs and enables you to reach your health goals.