



Flexible Fitness

The Fitness Motivation Monitor



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Diets and Exercise
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**You're not alone!
Call 530.873.0377
for help!**

Build A Better Back

Last month, we brought up the statistic that 80% of us suffer from back pain at some time in our lives, and one way to avoid pain and keep our backs healthy is to practice good posture. Have you practiced the posture tips from the last issue? If you consistently do so, you are a long way toward building a better back. (Maintaining proper posture seems challenging, but is actually quite simple. The real challenge is to remain aware of our posture throughout each day so that we can make any necessary adjustments.)

Another way to keep your back healthy is to exercise your core muscles (the muscles of your abdomen and low back that support your spine and affect posture).



I call this exercise "Supermans." Lie face down with legs and arms resting on the ground. Slowly lift your right arm and left leg just a few inches off the floor. Hold for a couple of seconds then return to your starting position. Repeat using the opposite arm and leg.



This particular exercise uses your core muscles to stabilize your position on the ball while you alternately straighten your legs.



This exercise works your back with an extension movement. If at first this feels too difficult, rest your hands at your side to lessen the "weight" being lifted during the extension.

To build a better back, put a plan in place for periodic posture checks throughout your day, and to incorporate these strengthening exercises into your routine several times a week. These simple things, once they become habit, will keep your back healthy and strong.

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Message from the President

"In life, change is inevitable. In business, change is vital."



~ Warren Bennis
Founder of the Leadership Institute at USC

With that quote in mind, I am proud to announce some very exciting changes taking place within my life and company. As you know, for the past year and a half I've been rehabilitating my leg and in doing so, I've had some time to reflect on the last several years of fitness coaching my company and I have done. While we were able to generate excellent results for people through our programs, I realized that many of our clients would put back on the weight they lost after they finished our coaching program.

Even though each client had a detailed plan and the tools to keep the weight off and maintain a healthy lifestyle, stressful issues that they didn't foresee would occur and ultimately interrupt their routine. Some clients would sign back on with us, while others would frustratingly try and do things themselves. It wasn't until after I broke my leg that I needed to focus more on the missing link between someone getting the weight off and keeping it off. It has more to do with how they perceive eating than it does with exercising, even though exercising is important. In rediscovering this missing link I rediscovered my own passion for helping, educating and guiding women to take back the power over food and reignite the relationship they have with their body.

Ok, so what are these exciting changes?

In order to help women overcome the challenges of emotional eating and staying on a consistent exercise program, I have decided to build a newer, revamped and better version of Flexible Fitness. The company is called Healthier Outcomes and will not only offer more customized and in-depth coaching programs (7 in all), there will be an entirely new brand and look, including a fabulous new website.

All seven of the new customized individual coaching programs are designed around our new slogan "It's Not Just About Losing Weight". The coaching programs have an emphasis on intuitive eating, with fitness coaching still playing a prominent role in each. You will learn to go beyond the idea of losing weight as my hand-picked coaches and myself provide you the foundation and guidance you need to start living now instead of waiting until you lose weight and get in shape.

Healthier Outcomes will officially launch in March 2006. I'll send out an announcement the moment the new site goes up. Until then, if you and your body are not on speaking terms, give me a call and let's see if one of our coaching programs is the right fit for you.

All the best and I look forward to speaking with you soon.

Gillian Hood-Gabrielson

Flexible Fitness, President

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Exercise And Cancer: What's The Latest?

Good news first: the 2005 *Report to the Nation on the Status of Cancer* stated that death rates from cancer were down 1.1 percent from 1993 to 2002. This was determined to be due to prevention, earlier detection, and better treatments. But still, according to the American Cancer Society, more than 1.3 million people were diagnosed with cancer in 2005.

Even more frustrating than this statistic is that advice about treatment and prevention seems to change on a daily basis. It's difficult to keep up with the latest information. One day you can read about something that helps prevent cancer, and the next day you might hear that the same thing causes cancer!

A solid piece of advice – that will not change on a whim – is to exercise. Research shows exercise benefits in the treatment of cancer patients. Remember when doctors used to recommend rest for heart-attack patients? Now they get them out of bed right away and exercising. Some physicians are starting to realize rest may not be the best advice for patients in cancer treatment; they now encourage exercise during treatment, even at the beginning of treatment.

Cancer patients can benefit from exercise in many ways, including:

- Reduction of anxiety and depression
- Reduced fatigue, nausea, and pain
- Improved mood and self-esteem
- Improved body image

What about prevention? According to the World Health Organization, lack of physical activity and being overweight may be responsible for one-quarter to one-third of breast, colon, endometrial, kidney, and esophageal cancers.

Body fat and hormones have a lot to do with these types of cancer. Regular exercise reduces body fat and helps to regulate hormones. In fact, researchers found a 20% reduction in the risk of breast cancer in those women who were not overweight and participated in moderate, regular activity. One of the easiest things you can do right now for prevention is to exercise.

While various theories on the causes of cancer abound, my advice is to worry less about electromagnetic fields and red dye #5, and get out there and exercise! As a bonus, quit smoking, wear sunscreen, and add a little more fiber to your diet, too!

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Fitness Coaching Works! Client Testimonial

I have always been great at starting an exercise program. Unfortunately, I was not great at staying with it. One problem I encountered with the programs I tried before was that I didn't feel as though the people cared about me as a person. It seemed that once I paid my money, no one cared about me or whether or not I stayed with the program. After meeting my Fitness Coach, I could tell I was not viewed as just another paying client. That was a big factor in my decision to start the Fitness Coaching program.

I don't respond well to a rigid, no-excuses approach. It is important to me to have a flexible exercise program and someone who understands that life doesn't always go according to plan. My Coach never expects me to be perfect and knows how to support me during my ups and downs.

I like the fitness tools, the Caltrac and heart rate monitor. It is great tracking the calories that I have used; it is a tremendous motivator when I'm not sure if I should go on my evening walk!

I really enjoy my exercise program now. The variety of different exercises has been a key to staying motivated – it's not the same workout day-in and day-out. My Coach always gives me routines that keep it interesting, looking for new ideas to try to keep exercise challenging and not boring. My program is tailored uniquely to me.

Working with my Coach, I always feel as though I'm the most important client. I appreciate having someone to talk to anytime I need to hear a compassionate "friend" with motivating words who believes in me, even if I don't. My Coach has shown me, in many ways, that I am worth it and that I need to like myself to change myself.

When people say to me that their current fitness program isn't working for them, I tell them it's time for a change and I recommend Flexible Fitness. What better way to get in shape than with a person that cares, and who will push you to get fit? One of the best things my Coach did for me was to help me realize that I am worth both the time and money. It's the only body I'm going to get!

Debbie Kennedy, Retail Account Manager
Albuquerque, NM

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