

BODYFIX

HEALTH & REHAB CENTER



There's so much going on at Bodyfix that we decided to put it all in a newsletter. Enjoy!

Welcome to our first edition newsletter! It's been a very busy summer for us and although we did make it to the beach a couple times, most of the time we were busy gearing up the office with lots of new and improved services we hope to share with you. If you haven't been by the website lately, please check in and see the newly renovated site and make sure we have your email, so you can enjoy email appointment reminders as well as future newsletters: www.bodyfix.net. Because so many of you lead active lifestyles, we make it our mission to provide you with gentle and effective care to help you get back in the game faster and stronger. Enjoy the rest of the summer and we'll see you soon, - Dr. Rich

OUR SERVICES

- ▶ Chiropractic
- ▶ Spinal Reflex Therapy
- ▶ Therapeutic Massage
- ▶ Physiotherapy
- ▶ Biomechanical Bike-fitting and injury assessment.
- ▶ Running gait analysis and running clinics.
- ▶ Custom Orthotics
- ▶ Custom Cycling Orthotics
- ▶ Medicare DME

CROSSFIT!

If you've been by the office lately, chances are you had to listen to me go on and on about my new hobby. After years and years of competitive cycling, **I realized I was actually very out of shape.** Today, I am proud to say that I stand by my word that age is just a number and that I'm in better shape than when I was in college.

This morning I went on an 80 mile road ride to Ojai and back from Moorpark. Total time was 4.5 hours. I'm feeling refreshed as I write this article considering I've hardly ridden my bicycle this summer. But I'm not surprised because I've been able to stay in pretty good shape thanks to those at Crossfit. In fact, I will add that **at 43, I'm probably in the best shape of my life**, all around. Handstand push-ups, gymnastic muscle-ups, box jumps, running, Olympic lifting are just a few of the things I do regularly now. And, in October, I'll be doing my first half marathon. Ask anyone who knows me and they probably have never even seen me run. Well, I hope to have the last laugh because I'll be doing it on less than an hour a day of training, & probably

only 3 hours a week of running. And no, I don't plan to walk any of it.

How is this all possible? High intensity interval training with form & technique as the basis. I urge my fellow cycling friends, athletes, and patients to read on if you are serious about getting in in better shape.

We have a great relationship with Crossfit Thousand Oaks and would love to invite our patients to **2 FREE WEEKS** so you can see for yourself how great it can be for you.

WHAT IS FITNESS?

If your goal is optimum physical competence then all these general physical skills must be considered:

- ▶ Cardiovascular/respiratory endurance
- ▶ Stamina ▶ Strength ▶ Flexibility
- ▶ Power ▶ Speed ▶ Coordination
- ▶ Agility ▶ Balance ▶ Accuracy

Now, if you are a one-sport athlete, ask yourself how your sport encompasses all the above. If you're a cyclist, then how does that prepare you to lift a weight overhead? How does being a swimmer allow you to dead-lift your bodyweight? Or, more specifically, how does your sport prepare

you to have the ability to live in the world outside of your sport? In other words, if you're a cyclist can you readily jump off a height equal to a chair or run 3 miles for time and function normally the next day? Or worse, pull weeds in your backyard and not throw out your back.

If your curiosity is peaked, then ask us how you can start turning your fitness around on less than an hour/day, 3-5 days a week.

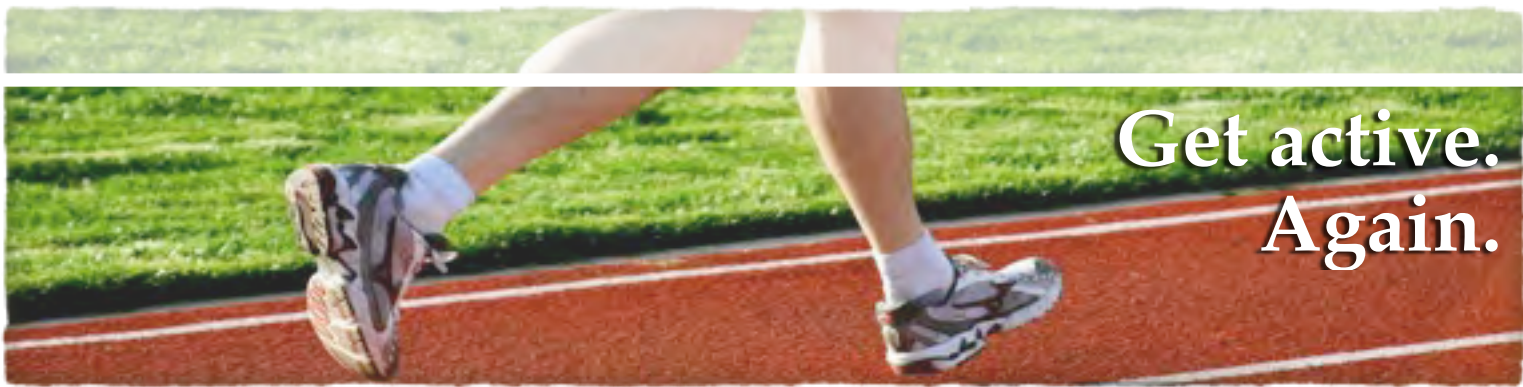
OFFSEASON CROSSFIT FOR CYCLISTS

Looking for a way to get balance in the off-season? Join me for some great workouts (Sep-Jan)! What will you gain?

- ▶ Stronger than ever legs.
- ▶ Weight-bearing exercise with weights builds strong bones!
- ▶ Upper body flexibility and strength
- ▶ Correct muscular imbalances
- ▶ No more dark, cold, windy nights on the bike.

Call the office for details.





Get active. Again.

CROSSFIT ENDURANCE



Wanna make better use of your training time? Wanna run a marathon or race your bike but time is limited? Crossfit Endurance has arrived in the Conejo Valley & I'm the coach!

After experiencing all the benefits Crossfit has brought to my fitness, I decided to explore the Endurance component of Crossfit, CE. CE is designed for multi-sport athletes who are interested in using Crossfit as the foundation to their training. The idea is to supplement their Crossfit with sport-specific workouts of swimming, running and cycling. The big picture is to first build a strong body, all around. A strong enough structure to overcome the imbalances that result from one dimensional, and repetitive motions of sports like cycling that often lead to overuse injuries. In this case, 3-5 Crossfit workouts per week are the base of the program and next, add 3 sport specific workouts in your chosen sport.

The sport-specific workouts are comprised of 1 day of short intervals (up to 3min/interval), and long intervals on another day (4-10min/interval). These are typically done on T/Th, then a "tempo" workout on the weekend lasting between 1-3 hours.

And that's it! No more long slow distance (lsd) rides or runs. No more junk miles. I plan to do my 1/2 marathon in Oct using CE, as well as a full season of Cyclocross using these same principles. It's no secret - most competitive cyclists train between 12 & 25 hrs/wk. On this plan, I hope to prove I can be competitive on less than 10.

I invite you to send me your comments, ask questions, and even join me as we turn traditional training on it's head!

- Dr. Rich

PROLONG ENDURANCE IS BACK!

Designed and developed by fellow bike racer, Dr. John Heiss, PhD, Prolong Endurance was his grassroots project while studying and racing at UCLA.. Dr. Heiss is now a research scientist at Herbalife, in Irvine, CA.

If you are a serious cyclist in and around the SoCal scene, chances are over the last couple years you had an opportunity to try one of the best rehydration electrolyte drinks available.

What began as an experiment to develop a better tasting, better absorbable drink mix for endurance athletes, John Heiss used to actually sell this powdered fuel right out of trunk of his car! It didn't take long for the word to spread and soon Prolong was in high demand.

Many of my patients and friends would call me to help reach John to stay topped off. Then suddenly, it was gone. John graduated from UCLA and went underground it seemed. But in fact, he was just preparing to launch Prolong on a major level. As it turns out, John took a position at one of the Tour of California's long term sponsors, Herbalife. Key Benefits include:

- A dual-source blend of maltodextrin and low glycemic fructose facilitates carbohydrate utilization*
- Bioavailable electrolytes help maintain a cellular environment for proper muscle contraction*
- A 12:1 carbohydrate-to-protein ratio with ultrapure whey protein isolate helps reduce muscle breakdown during exercise*
- B Vitamins support carbohydrate metabolism*
- 500% daily value of Vitamin C to scavenge cell-damaging free radicals*



PROLONG ENDURANCE IS NOW AVAILABLE AT BODYFIX ALONG WITH AN ENTIRE BRAND OF ENDURANCE PRODUCTS.

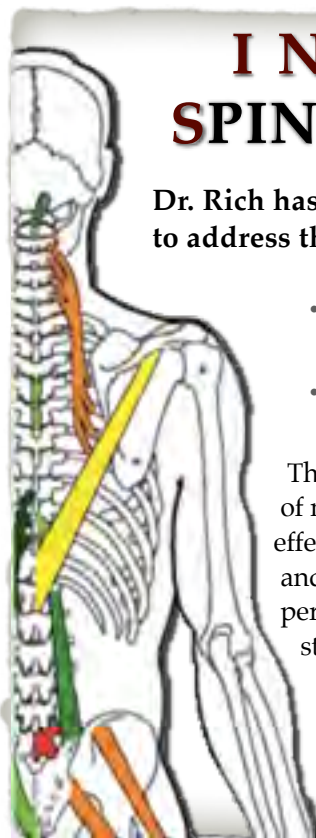
INTRODUCING SPINAL REFLEX ANALYSIS

Dr. Rich has incorporated this effective and painless technique to address the following issues you may be suffering from:

- Neurological or musculoskeletal pain
- Auto, Work or Sport Injuries
- Joint & Nerve problems
- Arthritis

This is the only procedure to address the most prevalent cause of nerve, muscle and skeletal pain and dysfunction. It is effective in reducing acute and chronic pain, restoring balance and power, increasing range of motion, speeding injury and performance recover, delaying certain surgeries, reducing stress and improving overall health and fitness.

Is this covered by Insurance? Yes. It is considered part of your chiropractic care. To find out more about your chiropractic care coverage call the office and we'd be happy to check for you.



MASSAGE THERAPY AT BODYFIX

If you've been treated by one of the massage therapists at Bodyfix then you know about the incredible results. We use specific massage techniques that focus on relaxing tense muscles that cause pain and discomfort as well as techniques that aid in repairing injuries.

To multiply the effects of your chiropractic treatment, schedule a massage during the same visit. The massage will relax your tense muscles so that you get better results from your adjustment.

MASSAGE THERAPY HELPS:

- Relieve pain
- Reduce muscle tension
- Improve Posture
- Recover from injury
- Flexibility
- Lower stress & more!

DOES INSURANCE COVER MASSAGE?

YES! Many insurance companies do cover massage as it is a very effective form of treatment. Please check with our office to see if your insurance company and plan covers massage. Ask about our massage specials for cash patients.



Do you work with Amgen? Do you have Aetna coverage? If so, did you know that you have fantastic massage benefits with Bodyfix? Many patients come regularly for a 50 minute massage! Take advantage of all the benefits you have available.



Toby, is a licensed massage therapist that specializes in treating patients that have very tense muscles as well as sports injuries. Toby has been with us for over 6 years. His technique gives powerful relieve.



Please help us welcome our newest Bodyfix member, Andrea. Andrea is state licensed and has over 4 years experience treating patients with sports and other injuries. She creates a feeling of rest and relaxation as well as provides effective pain relief with each massage. Andrea truly cares about each client & the results prove it!

Massage now offered nights & Saturdays!

We have extended our massage hours to accommodate your busy schedule. Call the office today so that we can schedule your massage.

WE NOW HAVE A NUTRITIONIST AT BODYFIX

Nutrition is such a vital part of who and what we are: that old saying **"You are what you eat"** holds true in the respect that types of foods we consume are responsible for what are bodies look and feel like. Our population is witnessing a surge of obesity: none of us are immune. By the year 2015, my guess is that in our country, we will find that 1 in 2 people will be considered obese if something is not done to make a change. Therefore, it is my hope to raise awareness, to educate people and to introduce to them a new way of thinking about food. It has been said that **70-80 percent of what we ingest is reflected in our body shape**. The other 20% is exercise and genetics, so, it plays an incredible large part of what we look like.

With many of the men and women I see, it's all about baby steps. Slowly integrating nutrient dense foods in their worlds and cutting back on overly processed, sugar packed, chemically laden foods that tend to leave us on a glucose roller-coaster. In short, it's a 'Body Fix'!

WANT A FREE CONSULTATION?

Lori is offering FREE Consultations to new clients in September!!! She is also giving clients that sign up for her program a food scale and cooler - thats a \$50 value! CALL TODAY to schedule with Lori!

FOODS TO AVOID BEFORE EXERCISE

Many people struggle with deciding exactly what to eat before they exercise. There is so much conflicting information out there that we wanted to give you some guidelines to help you get the best results from your workout. Please avoid the following foods at least 1 hour before exercise.

FATTY FOODS. Fat takes a long time to digest, and they delay emptying of the stomach. These include: fatty meat, fried foods, dairy and baked goods.

FIBER. Fiber also delays stomach emptying but can also cause stomach cramps if you eat too much. These include: fruits and vegetables with peels, beans, bars or cereal with added fiber.

PROTEIN. Protein is not a main fuel for exercise, true it's needed for building muscles but it takes a long time to digest. So focus on other foods to fuel your workout.

Before a workout you want to eat a combination of fast and slow carbohydrates such as, fruits without peels, pasta, oatmeal, and healthy breads. To get a detailed plan that best fits with your dietary and activity needs, come by the office and meet with Lori.

