

In and out of the gym in 20 minutes

The doctor told you to exercise at least 30 minutes a day and with that, shorter and shorter exercise regimes have been concocted by different establishments. Enter Concept 10 10, an exercise model that comes from the practice of spending 10 seconds each way when using a resistance training machine. So that's 10 seconds to lift the weight and another 10 seconds to bring it back- sounds easy enough, until you actually feel the strain it puts on your muscle. It adds credence when we hear that this strategy was designed about 10 years ago for women with osteoporosis- specially designed to be gentle on the bones but at the same time, it builds up its strength. As an added and welcome benefit, the study found that the slow movements also build up the strength of the surrounding muscles.

Concept 10 10 has a circuit-like training gym feel to it, except you have exclusive use of your section of the fitness centre; a major advantage for people who want privacy. After all, not everybody aims to laze around the water station, showing off their biceps and state-of-the-art exercise threads.

But the best part of this program is, you only have to do it once a week under the supervision of a personal trainer who makes sure that you're doing the exercise right and not cheating on the 10 10 concept. The trainer encourages you to push your limit- which they call the 'point of failure'- adding an extra rep or two as you feel that you're about to give up. More importantly, she or he will remind you to breathe. That last bit might sound funny, but it does help. Oftentimes, when you're concentrated on moving the machine slowly, especially on your 10th or 12th rep, you forget to inhale and exhale which makes your muscles tense and the workout harder.

You might think 20 minutes is nothing, but don't scoff at it until you've tried it- it's 20 minutes of extreme hard work and excruciating pain (in a good way, pain tells you that you're working out those muscles). Doing it slowly is more difficult than the quick jack up and down motion that unsupervised weight training usually take, making the muscles work more.

The machines are measured to your body's specifications to ensure safety and maximum benefit. So, before you go in, the trainer will adjust the machines to those settings. Your time begins as soon as you enter. There are no warm ups, cool downs or even water breaks in between machines because you have to keep the momentum going- this leads to shaky muscles during the reps and even after the whole session.

No worries, it's all part of the training, assures Jorgen Albrechtsen, president and founder of Concept 1010. Because the exercises use slow motions, you are warmed up and cooled down as you go through the program. Also, it is done in a cool environment that prevents sweating so there's no need to wash up afterwards. You're in and out in



roughly 20-minutes. So if you're looking for fast, supervised and private exercise regimen that you can fit in between your busy schedule, Concept 10 10 is definitely worth checking out. And don't think you'd have it easy, because the trainer will increase the resistance if you look like you're having too much fun.

About Concept 10 10

This new approach to fitness has just relocated their headquarters to Dubai Healthcare City after five years of success in Europe. It also has two franchises in Jeddah. For more information, go to www.concept1010.com or email info@concept1010.com.

Let it glide

Body Glide protects against rashes, chafing and skin irritation. It is both for people who are serious about sports as well as those who are just getting started. Chafing can often be a serious hindrance that affects training and results. Body Glide is a clinically tested skin balm that's hypo-allergenic, waterproof and long lasting. It's available in major retail outlets including Go Sport, Intersport and Wolff's. For more information, please call 04-2896001 or visit www.sportinlife.net or visit www.bodyglide.com.



Fashion and Fitness



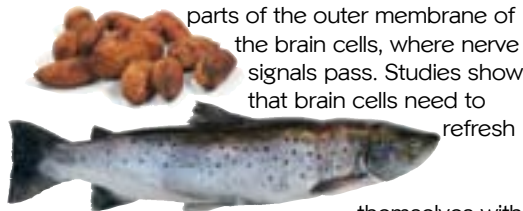
Give your workouts a fashion-boost with PureLime, the Scandinavian women's sportswear brand, newly launched at Go Sport at Ibn Battuta Mall, Dubai. PureLime is feminine, cool and comfortable while ensuring the highest level of performance

and an optimum workout. PureLime designs are divided into various categories spanning Gym, Studio, Yoga, Tennis, Spinning, Pure Lime Essentials and Sports Underwear.

Feed your brain!

Want to know how to turn your brain into a lean, mean, thinking machine? Also learn how to get the added benefits of avoiding illnesses like cancer, heart disease and diabetes in the process. Remember, brain health is affected by diet and not just by the quantity which you consume. For instance, ingesting the wrong kinds of fat can undermine intelligence. To help you work out the good food choices from the bad, we compiled this guide below:

Salmon and nuts- Omega 3s, found in salmon, flax seeds, walnuts, corn oil, *safflower oil and sunflower oil are crucial parts of the outer membrane of the brain cells, where nerve signals pass. Studies show that brain cells need to refresh themselves with new supply of fatty acids and that Omega-3s are the best out there to optimise brain function. As you feed your brain, you will also reduce the inflammation in your body, reduce risks of obesity and cancer.



Eggs and ground beef- you can boost alertness, memory and reduce stress by taking Choline, a chemical which is very similar to Vitamin B. Choline is essential to an infant's brain development and in helping ageing people combat memory loss. At the same time, it helps protect



against certain types of liver damage and lowers cholesterol levels. You can load up on Choline by including eggs, cauliflowers, tofu, almonds, peanut butter, ground beef and beef liver in your diet. However, don't overload either as it can result in low blood pressure, diarrhoea and an offensive fishy

body odour. As a guide, adults must only take up to 3.5 gram per day.

Cocoa- as some people age, they acquire dementia or the progressive loss of memory and other intellectual functions marked by decreased blood flow to the brain. Doctors now see this becoming more common but they also find that flavanols, an antioxidant present in cocoa, can increase blood flow to the brain helping solve the problem and at the same time, helps maintain overall cardiovascular health. Unfortunately, not all cocoa are made the same: not all cocoa sold in the market are high in flavanols so you have to find the flavanol-rich versions. Don't use this to overindulge on chocolate though- chocolates are delicious but they still have other ingredients like sugar and milk which you have to take into consideration.



Whole grain, lentils, greens- what do these vegetables have in common? They all have Folic acid, which according to studies, help retain memory and also help people process information faster. For example, a study by Tufts University in Boston shows that in just five weeks, women who got adequate amounts of Folic acid through their diet showed improvement in memory. You can also find Folic acid in beets, oranges, broccoli, artichokes, green peas and soybeans. With adequate consumption of Folic acid, either from the food you eat or as a supplement, your memory and thinking process will improve. At the same time, you will also lower your risks of getting a heart attack, stroke and cancer.



Have you ever heard of the saying 'the mind is willing but the body is not'? Unfortunately, the reverse can also be true. Your body is geared up to do whatever it takes to climb that ladder of success but the mind is sluggish – your memory is poor and you can't process information quickly enough and you feel rundown...

Eat for success



Success comes in all forms- from a successful diet program, to a bad habit nipped in the bud to a new business venture. No matter what form it takes, successful women know that to reach their goals they need to think successful to be successful. They surround themselves with successful people, they dress for success and send out positive energy. Let's take a page from that philosophy and eat for success. Ready? Here goes:

- Always eat breakfast
- Graze (or snack) on healthy foods like nuts and dried fruits throughout the day
- Stay away from fried foods
- Eat fresh fruits and vegetables
- Drink at least eight glasses of water a day
- Take smaller portions or use smaller plates to serve yourself
- Don't force yourself to finish your food if you feel full
- Ask for gravy or dressings on the side
- Choose skim milk over full
- Choose red sauce over white
- Keep salt consumption low
- Share the calories by sharing a full portion with a friend or colleague (and save money as well!!)

And last but certainly not the least, don't deny yourself the food you love; just make sure that you do not overindulge.