

# DUBAI SELCTED

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## The future of exercise

**With the launch of Concept 10 10 in Dubai, we caught up with its founder and CEO Jorgen Albrechtsen to find out how one session of 20 minutes of exercise per week is really all it takes..**

***What is Concept 10 10?*** We offer a no nonsense hands on programme for 20 minutes once a week. It is personal and private high intensity training with a member and instructor only, where the instructor makes the client do things they would never do if they were on their own.

There is no entertainment value and you might not like the training, but you will love the results. Concept 10 10 is the future of exercise and the time is right. People really want something that is effective as they are tired of all the hype and they don't have much time.

### **What does the name Concept 10 10 mean?**

Well, when I started the first scientific research in the early 80s we found out that that if you move the body very slowly - lift for 10 seconds and lower for 10 seconds; it forces the muscle to work in the full range of movement without any acceleration and no speed of movement. You get a very intensive impact on your body.

### **20 minutes once a week sounds too easy. How do you get results?**

This is probably the toughest and hardest training you can get anywhere in the world. If you want to see dramatic changes in your body it is not enough to repeat something that is already easy. Through high intensity training your body actually says, 'well if I am going to be exposed to this insanity once more I better get into better shape so I can stand it.'

High intensity workouts make the body develop improvements. Every part of your body should receive the maximum effect and once it has received that there is nothing more you can do except allow the body to recover. The higher the intensity of the training you have the more time you need to recover.



Jürgen Albrechtsen

### **How do you assess the levels for members on the machines?**

If the member can do less than 1.5 minutes of continuous repetitions the weight is too heavy and if they can do more than 2.5 minutes the weight will be increased. So as they get stronger the weight increases.

### **Are Concept 10 10 worldwide?**

The first centre opened in 2004 in Copenhagen and we now have 15 clubs around the world including one in Dubai Healthcare City. We are planning to open up in Jumeirah Lake Towers, as well as 6 - 8 other centres in Dubai. We have based our headquarters here so we can expand all over the world. We have groups from India and the States interested in franchises and hope to have 20 more international clubs by the end of the year. We currently have approximately 5000 members.



### **How does Concept 10 10 help you lose fat?**

The real key to losing fat is to gain muscle mass because muscle mass requires calories 24 hours a day. As you age, actually from around the age of 30, you lose half a pound of muscle tissue every year. That is really crucial because as you get older you do not have that burning mechanism you had when you were younger. The trick is using this high intensity impact in order to get the muscle tissue back on your body.

### **How do you get the most out of Concept 10 10?**

We tell people they should work out once a week here, be sensible in your eating habits and you will become the best you can be in this world. After 10 sessions you can really feel a difference and after 20 sessions should really be able to see and feel a difference. If you are not satisfied with that then sue your mother and father as it is to do with your genes!

## **Can anyone take part in Concept 10 10?**

We have members from 14 - 80 years and everybody starts at their level. You can begin with 2 sessions per week for the first 2 or 3 weeks until you build strength and intensity, but then once a week is enough for most people.



## **How does a session at Concept 10 10 compare to jogging or going to the gym?**

You cannot really compare it as jogging will only give you a limited result. Jogging is very dangerous for your knees and ankles. It is a medium intensity training and involves the muscles in your lower body and a very unproductive exercise when you are calculating the risks. So I would say it doesn't really compare. If you go to a regular gym you will not have the intensity that we provide because a gym is not always a very productive environment. No matter how long you spend in the gym, you will not get the results that we give, because it is not about time but the actual stimulation of your body.

## **Does Concept 10 10 work as a form of cardio exercise?**

This is the best cardio training you can get because the definition of cardio is not to improve your heart and lungs. It is actually the muscles ability to take oxygen from the blood. The heart and lungs are put in your body to support your muscular system so if you don't have muscle mass enough to perform a certain amount of work you are putting undue stress on your heart and lungs. Putting your body through treadmills, running and aerobics etc is totally unnecessary.

## **Is it hard convincing people that 20 minutes once a week is all they need?**

The only thing we have to battle is that 20 minutes once a week is an extremely attractive slogan but is also something that might cause skepticism. People don't realize how serious we are and how scientifically based we are until they come and visit us. But we do have a 98% success rate. 98% of people who come for a session will sign up. It is just a matter of getting people here.