

Richly Rewarding Living

Your Monthly Newsletter For Maximizing Life's R.O.I.™

"The more you put into it, the more you get out of it"

For Clients and Friends of Personally Fit

Can caffeine boost your exercise performance?

Caffeine is the most widely used drug in the world. Nearly 100% of adult men and (non-pregnant) women report some level of caffeine consumption. And about 80% of Americans drink coffee (55% daily; 25% occasionally).

Due to its widespread availability and use, both socially and as an ergogenic aid (substances, devices, or practices that enhance an individual's energy use, production, or recovery), caffeine was removed from the list of banned substances for athletes.

Caffeine, a naturally occurring substance found in a variety of plants, is generally accepted by most sports scientists as an effective ergogenic aid.

How does caffeine affect performance in exercise and sports?

Its stimulating effect on the central nervous system reduces the sensation of fatigue, perception of work effort and even pain. Caffeine also contributes to improved mental clarity, greater concentration, focus and technical skill during and after strenuous activity or fatigue. Ingested caffeine is quickly absorbed by the body and peaks in 1-2 hours.

There are more than 74 good studies on the use of caffeine for both endurance exercise and short-term, higher intensity exercise. The vast majority of the studies conclude that caffeine does indeed enhance performance and makes the effort seem easier (by about six percent).

A common explanation to why endurance is improved with caffeine is the muscle glycogen is spared. Glycogen is the stored energy in the muscle tissue that is broken down during exercise. Studies suggest that glycogen sparing may occur as a result of caffeine's ability to increase fat availability for skeletal muscle use. It is important to note, however, that studies so far cannot fully explain the ergogenic effect of caffeine.

How much improvement can you gain from a jolt of caffeine before your workout?



**WOUNDED WARRIOR
FUNDRAISER!!**

The Way You Could

WIN with our Skinny

Jeans 8 Week Challenge

- Your Chance to WIN 12 FREE Training sessions & Dinner for 2 at Barron's Café! -
- Starting on August 23, 2010 -
- Ending October 15, 2010 -
- The Entry Fee is \$25 -
- The Deadline is August 24, 2010 -
- So hurry & Sign up! -
- Make that change in your life and WIN while you do it!! -
- All Proceeds will go to the Wounded Warrior Project. -

What's The Deal With The Title?

When I was trying to come up with a name for this newsletter, lots of stuff went through my head onto this page. But nothing grabbed me until I hit on the title/subtitle you see now. Because I think it sort of encompasses what I view as my role in your life: **helping you really get the most bang for your buck**. Helping you grab this bull by the horns and take it for a good, long, fun and rewarding ride. My hope is that, just like any friend, I can positively impact your life, and not just through exercise and nutrition, but also with stimulating and entertaining information. I'm certainly far from perfect, and have my moments of doubt and frustration like everyone, but I look at it as a privilege and an honor to have the opportunity to make my life, and to help make the lives of those around me, as good as they can be - as rewarding as they can be. But ultimately, **it all comes down to what we put into it, right?** The more we put into life, the more we get out of it. Return On Investment (ROI). The more we exercise, eat right, love, laugh, strive to accomplish goals, have fun **and really LIVE**...the better we feel, the better we are! **It is the immutable law of life: you get out of it what you put into it.** So that's why I chose this title.