

**NEW DORP**  
FITNESS



New Dorp Fitness Busts  
**TOP 10**  
Weight-Loss Myths



**You CAN eat carbs and fat, calories DO matter even when 'clean-eating' and steady cardio WON'T yield results**

## **New Dorp Fitness Busts Top 10 Weight-Loss Myths**

Carb lovers rejoice - because bread, rice and pasta are back on the menu. Carbohydrates can fuel intense workouts as well as help preserve muscle when dieting and eating fat can help us feel full (which also stops us overeating) and is important for making hormones in the body. Moderation and making sure it fits into your plan is the key to everything.

There are many misconceptions about fat loss. Expert A says one thing and Expert B says another. Follow this diet, follow this program and you will get the results you've been looking for.

It's no wonder you're confused.

Well today that is all going change! We're going to dispel many of the common myths about fat loss and reveal to you the truth behind fat loss that we have used to help hundreds of clients get unbelievable results. These truths are not our

opinions they are based on fat loss research and backed by science. And mostly importantly they work!

The average gym member has tried 7 different diets and fitness programs in an effort to loss body fat and tone up before coming to us. While these past efforts have been well-intentioned they all have fallen short, or else they wouldn't have come to us.

What you need is a bridge to help you reach your goal. Whether you've been trying to lose fat for a while or are just starting you probably have some ideas of what you need to do. However, if you could put yourself on the fast track to achieving your goals in less time, wouldn't that be worth it? Fitness Is A Recipe.

Do you know how to bake cookies? Maybe, maybe not. What if you were given a recipe?

This makes the process much easier because that recipe gives you a step-by-step guide of how to bake cookies. Fitness is the same way. If you want chocolate chip cookies you wouldn't follow a recipe for peanut butter cookies, would you? Of course not! But yet this is exactly what many people do with their fitness program. It's not necessarily that there was anything wrong with the program that they followed. It just wasn't the right recipe for the goal that they were hoping to achieve. Our goal is to get you on a program that is designed for your body, your fitness level, and your goals and we'll start that process by introducing you to the top 10 Weight-loss Myths!



### MYTH 1- A CALORIE IS A CALORIE

Many people argue that all calories are created equal, and that when it comes to fat loss, whether calories come from protein, fat, carbohydrates or fiber is irrelevant so long as there is an energy deficit in place.

This argument is highly flawed, as some calories are infinitely better for your body than others.

In fact, it's even been reported in some research Britons are eating approximately 600 calories a day less than 30 years ago, yet are ending up a lot fatter with a much higher health risk.

To that end, there must be something about the quality and choice of foods that is creating differences in body composition.

The notion of a 'calorie is a calorie' is a quite simply, a myth that has been continuously pushed in both the fitness and media circles for years now.



Carbohydrates utilized correctly can be your friend, even when fat loss is your goal.

It would be highly naive to think 300 calories of grass-fed fillet steak would have the same impact on our bodies as 300 calories of your favorite sugary highly-processed cereal.

All foods and macronutrients affect our bodies in different ways, and utilize various metabolic pathways. For example, the end product between a high or low protein diet will greatly differ.

In addition, the hormonal effect of different foods is completely ignored. An example can be in a sugar-rich diet and the subsequent overstimulation of insulin through the day, triggering a vicious cycle of cravings and fluctuating blood sugar levels, which as we know, can lead to a greater likelihood of fat gain.



© Getty Images

Calories matter even when clean eating. While cashews are a highly nutritious food, eating a bag through the day can add up to a large amount of calories which will hamper fat loss efforts.

## MYTH 2- CALORIES DON'T MATTER

It may seem contradictory to now suggest that the notion that 'calories don't matter' is also a myth.

Many people take the 'calorie is a calorie' out of context, and believe that as long you eat 'clean foods', the overall calorie intake is not important.

The basic law of thermodynamics cannot be ignored, and the fact is, the number of calories you consume does matter, if your macronutrient targets, type and amount of calories correct for you are set.

Whilst this may sound confusing, the take home message is that to optimize fat loss, you need to be in an energy deficit, but also must appreciate the hormonal and metabolic effect different macronutrient ratios and amounts may have on your specific body type.



Calories do matter. The body's response to a fillet steak will be different to the response to sugary cereal

### MYTH 3 - FAT MAKES YOU FAT

This popular myth was born from the fact fat contains nine calories per gram as opposed to protein and carbohydrates, which only contain four calories per gram.

Too much of anything isn't good for you, and fat isn't an exception. However, the notion that eating fat makes you fat is completely false.

Fat is an essential macronutrient, and most research points to a minimum of 20 per cent of your daily calorie intake to come from fat in order to optimize hormonal health.

Low testosterone has been linked to low fat diets, which can have negative effects on many aspects of your health and body composition, for both men and women.

During dieting, fat can help reduce hunger and improve satiation, which can help offset any unplanned overfeeding or binge episodes.

Of all the types of fats, saturated fat has received the worst rap for its links to heart disease and obesity.

Both links are false, and as long you eat fats in control and in the right ratios, they will have a positive effect on both your health and body composition.

#### **MYTH 4- CARBS ARE THE DEVIL**

Once the fat myth was dispelled, much of the hype has been surrounding carbohydrates.

Tolerance to carbohydrates varies according to insulin sensitivity, energy expenditure, muscle mass, body fat as well as a number of other factors. Recently however, carbohydrates have been held responsible for why people can't lose fat.

The real reason is that carbohydrates, in particular the processed kind, are very easy to over eat, which is precisely what causes problems.

However, carbohydrates utilized correctly can be your friend, even when fat loss is your goal.



Eating a low carbohydrate breakfast can 'program' the body to burn fat throughout the rest of the day

People can lose fat on carbohydrate intakes ranging from as low as 50g to as high as 300g, which is what makes carbohydrate intake so specific to the individual.

One of the key benefits of carbohydrates is fuelling intense anaerobic activity like weight training, and then restoring glycogen (energy) stores that may have been depleted.

Further, utilizing carbohydrates can trigger an anabolic environment in the body.

This is an environment where more tissue is built than wasted, helping in the preservation of muscle mass during a fat loss phase. This is very important to successful fat loss.

Carbohydrates are not the devil, and though lower carbohydrate diets work well for the general population, it does not mean the complete elimination of carbohydrates is necessary. The trick is to use it in the correct amounts at the right time.

#### MYTH 5 - NO CARBS AFTER 6PM

Continuing on the subject of carbohydrates, another long lasting myth is that any carbohydrate consumed after 6pm will turn into body fat.

Interestingly, recent research has shown that fat burning was actually higher in the group that ate more carbohydrates later in the day than in the morning.

Furthermore, many people suffer with sleep issues, and strategically placing your carbohydrates closer to the end of the day can help with this, through the increased release of serotonin (a relaxing hormone).

If you're following a low carbohydrate diet, the increased serotonin will help improve mood and help bring stress levels down. So go ahead, enjoy some carbohydrates with your dinner and reap the rewards.



Strategically placing carbohydrates closer to the end of the day can help with sleep, through the increased release of serotonin (a relaxing hormone).

## MYTH 6 - IT DOESN'T MATTER WHAT TIME YOU EAT

A more recent myth in nutrition is the concept that as long as you meet your targets for proteins, fats, carbohydrates, fibers, vitamins and minerals, where you place them in the day makes no difference to results.

However, scientific developments have pointed to an interesting concept called 'nutrient programming' or 'metabolic flexibility'. Put simply, this means that your body can efficiently use the correct fuel source when needed.

In this case, your breakfast choices will program your metabolism for the rest of the day, and set the preferred fuel source.

A sugary-cereal-based breakfast may therefore be the worst possible choice.



A cereal-based breakfast may be the worst possible choice as it sets up the body to use sugar as its fuel.

In fact, by staying relatively 'low carb' for the first few hours in the day will help you stay and get leaner through almost 'programming' your metabolism to increase the utilization of fat throughout the rest of the day.

Further, for people looking to optimize fat loss, targeting your carbohydrate intake to around the workout window works very effectively. Exercising increases the efficiency of GLUT-4, a protein which transports carbohydrates. This means that after exercising, the muscles will take up carbohydrate more easily promoting improved muscle mass and body composition.

### **MYTH 7 - EATING EVERY 2-3 HOURS WILL SPEED UP YOUR METABOLISM**

Science has shown us that eating 2-3 hours to 'stoke the fire' does not improve metabolic rate, or subsequent fat loss.

Instead, the benefits to more frequent feedings, as opposed to the typical 2 to 3 meals a day, are related to improved protein synthesis, digestive turnover and the regulation of insulin and blood sugar control.

Eating small, frequent meals improves satiety and keeps blood sugar stable, making dieting a lot more manageable and makes you much easier to be around.

### **MYTH 8 - LIQUID DIETS**

Whilst there is significantly rapid weight loss on these liquid diets, there are two things to consider about this.

Firstly, it's not all fat, and you're probably losing a chunk of muscle too. Second, you'll probably rebound and regain it all back, and some more.

Losing muscle mass can have many implications, including a lower basal metabolic rate, which can make it harder to lose body fat in the future.

Further, these liquid diets are quite simply, dangerous.

The body needs a certain amount of calories and nutrients to function properly, and sadly these diets give rise to a plethora of deficiencies, creating symptoms including: fatigue, dizziness, hair loss, chipped nails and loss of mental clarity.



Liquid diets help people lose weight quickly but they will probably rebound and regain it all back, and some extra. The weight lost will not all be fat, it is likely to be muscle too.

### MYTH 9- ENDLESS STEADY STATE CARDIO

Steady state cardio done properly can have numerous health promoting benefits as well as burning some calories. However, what we commonly see is cardio being prescribed as the only way to lose fat, and consequently, men and women spending all their time spinning their wheels on the treadmill.

The problem here is you're often left with a stringy, weak physique, due to the loss of muscle mass and lack of resistance exercise. On top of that, your body adapts to long, steady cardio much easier and you will cease to continue to burn body fat even though you are still exercising.

Instead, a good fat loss program will focus on the correct individual profile of proteins, fats, carbohydrates and fiber with an eye on calories, coupled with a solid weight-training regime and HIIT Cardio.

Cardio should be used as a tool to add an extra edge. When used, a mix of high intensity interval training (or HIIT) and steady state cardio works great to create an additional calorie deficit.



### MYTH 10- HIGH REPS MAKE YOU TONED

This myth is especially applicable to women, who are exposed to this information constantly in women's health magazines. There is a belief that by using light weights with ultra high reps, you can 'tone' your muscles, and that exposing yourself to heavier loads will add bulk.

This is completely false. There is no such thing as 'toning' a muscle, muscles either get bigger or smaller. To achieve a 'toned' appearance, it is dependent on two things: body fat percentage and muscle development.

For women to achieve their desired 'tone', lifting heavier weights with relatively short rests, will improve myogenic muscle tone, where tension in the muscles

while they are in a resting state. Improving myogenic muscle tone gives the permanent 'firm' look that most people are after from their training.

### **BONUS MYTH! - RUBBER SWEAT SUITS**

When trying to burn fat and lose weight, many people decide to wear a sweat suit when exercising, or at other times, to try to increase their fat-burning. While many people feel like wearing a sweat suit is helping them burn fat faster, it may not actually help at all.

Sweat suits, sometimes called sauna suits, are usually made from rubber or plastic and are designed to keep in heat. When wearing one your body temperature increases, which causes you to sweat and, theoretically, lose more weight.

Sweat suits are synonymous with athletes who have to drop a significant amount of weight in a short span of time. It is common for boxers, martial artists and weightlifters to wear sweat suits right before a weigh in or even during pre-contest training to lose a few extra pounds. Companies use this trend as a way to promote their suits as fat-burning aids.

The weight that is lost is water weight from sweating. If this worked, people who work outside in the hot sun all day would all be slim! No added fat-loss occurs by wearing one of these crazy suits!

While sweat suits may have some benefit for dropping weight before a sporting contest, there are many risks involved. Sweating profusely and losing water will cause your body to become dehydrated and overheated and will lead to a mineral and electrolyte imbalance within the blood. In the past, sportsmen have even died from excessive dehydration before competitions.

## **Today's Client Needs a New Approach To Fitness!**

Over the past ten years our society has become more sedentary. Everyday conveniences like email and electronic files have prevented us from having

to carry a message or file down the hall to the person we need to give it to. Factor that in with busier lives that make it easier to just pay someone else to do things like our lawn work, rather than actually doing it ourselves and you have a society with very low levels of daily activity and increasing waistlines.

The clients we are seeing come into our facility are more deconditioned and overweight than clients we were seeing just five years ago. Our quality of food and food choices has become poorer as a result of a lifestyle that demands fast on the go meals.

Traditional fitness programs have slowly gotten easier and easier. We have reached a point where things like dancing and walking, which used to be parts of everyday activity, are now considered exercise. Long gone are the days of actually lifting a weight that isn't on a machine. And some of these new exercise choices are actually hurting our bodies. Machines place your body in a range of motion that isn't necessarily designed the way your body moves and overtime actually causes more damage to your joints and we sit all day, why are we sitting when we exercise? All this is doing is further promoting poor posture.

Treadmills are leading to increased low back pain because of the muscular imbalances they create in the pelvic muscles. It's Time to Finally Get the Results You Desire!

Are you ready to be taken by the hand and shown exactly what you need to do to get the results that you've been looking for?

**Try Our 15-Day Jump Start and Get Started Today. Give Us 15 Days To Prove That We Are The BEST Gym In Town!**

Here's what you get:

- Starting Point Session to assess your goals
- Unlimited Access to the club
- Unlimited Semi Private Personal Training
- Fitness Program Design
- Fantastic results in a fun supportive environment

There is no obligation to join, but we are so confident that you will we begin to see results you won't want to leave, which is why we allow you to try us before making a commitment.

If you are not happy, simply walk away with no obligation guaranteed!

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Chris M. is in better shape at age 52 than she was in her 40s...

"Since joining New Dorp Fitness I have lost three jean sizes and over twenty pounds and have kept it off. At 52 I'm in better shape that I was in my forties thanks to the dynamic and knowledgeable team of trainers at NEW DORP FITNESS..."

- Chris M., member

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Claire H. lost 4 dress sizes! "

"New Dorp Fitness has become a lifestyle for me. The coaches are not only outstanding people personally, but they know, REALLY know what they are doing. I have said goodbye to aches and pains, a weak knee, and 4 dress sizes. I have gained a team I trust with my health and fitness..."

- Claire H.

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"I have been with this gym almost as long as they've had their doors open. I've watched them lead but learn, grow but stay rooted. Tammy and Josh have created a culture here unlike any other gym I've belonged to. It's welcoming, caring, hard working, ever evolving and, above all, personal. Whether they are aligning your plank (butt down!) or critiquing your squats (chest up!) you know they are invested in you and your goals.

I equate it to having your own personal trainer even though you might be in a group class of 12 ; you are always noticed, you are always guided. This positive attitude carries over to the clients as well and makes for an extremely positive and encouraging environment on the gym floor. I encourage anyone

considering this gym to simply go in and talk with one of the owners or trainers. You will be glad that you did."

- Michelle C.

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"I remember walking into another local gym (one of those national big ones where you just feel uncomfortable) and was told after my 1:1 with one of their coaches that I was fat and needed to lose 20% body fat in order to be happy with myself. Needless to say how humiliating that was, I almost cried because I was working out and watching what I ate but the way he said without even thinking about how hurtful his words were was the killer. Then I saw an ad on facebook about the fat loss challenge at New Dorp Fitness.

I walked in expecting the same treatment but what I got instead was a welcoming team in the best atmosphere possible where people of all fitness levels are welcome. The staff is just amazing. The second time I came back for a class they greeted me by my name and I remember thinking this is weird. What's weird is how all those other big gyms treat people.

I have enjoyed the very challenging workouts and I am in the best shape I have been in years. I lost weight, inches, gained strength but most importantly they made me love the gym again because of how well they treat their members. Recently my hubby (who has joined now too btw) said that we should move closer to my work because it would be an easier commute to which I replied "I can't move that far from my gym" never thought I would be adding a gym to my list of why I can't move, but this isn't your typical gym. I can't say enough about New Dorp Fitness.

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THANK YOU all for being such bad asses, but yet so nice and kind."

- Dalia M., member

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"I am going on month 2 of my membership. Love the variety of the workouts, love that there are people of all shapes, sizes and ability levels! I feel like they

adapt and meet all of our needs. Love all of the different class time options. Worth every penny, give it a try if you are thinking about it."

- Bonnie A., member

"Like no other gym I've experienced, New Dorp Fitness is all about their clients and working with us in a way that allows us to continuously improve in a fun, non-competitive, supportive environment. The trainers are very aware of our injuries and work with us every step of the way to make sure we get stronger in spite of these limitations. Give them a try - they're an awesome group!"

- Patti H., member

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I love everything about this place! I am so thankful that I pushed myself out of my comfort zone and joined one of the 21-day challenges. In that short time, I really was surprised by how much stronger I was getting and how much I looked forward to going to the gym! This is unlike any gym I've ever tried. It's always a challenge, never the same, and the trainers are there to help you and push you. It's the perfect place for all fitness levels!!

- Angie M., member