

Fitness Ain't Rocket Science... Or Is It?

by Art Rothafel

When it comes to health and weight-management, most medical professionals offer nothing more than this familiar cliché -- "eat right and exercise." Really...? O.K., will someone please define "**eat right and exercise?**" Seriously.



Eat Right?

Do you know how many calories your body actually requires each day? Do you know the proper ratio of protein, carbohydrate and fat for your body? And, if so, what foods should you eat to achieve those ratios?

And Exercise?

Today, there are hundreds of exercise theories, methodologies and protocol advancing thousands of specific exercises. There are boot camps, Pilates, yoga, cardio, strength and functional training - all which have their place.

Which one is right for you? Thanks, Doc. We're more confused than ever. No wonder people just throw their hands up in despair. Where does one start?

Just Do It! Not.

That we naturally eat and move doesn't mean we do it correctly. Weight-management, fitness, disease prevention and long-term health are dependent on proper protocol. Yet, each year, incredible amounts of time, effort and money are wasted by millions of Americans who – just do it. It's a set-up to fail despite the good intentions and doctors' advice.

Ground Zero - Reframe

The health proposition is not "Eat Right and Exercise." It isn't "Just Do It." The proposition is this: The key to long-term weight-management, health and fitness starts with education. That's right. Education is "ground zero."

Think About it...

You didn't simply hop into a car and start driving. Nor, did you jump off a dock and immediately start swimming. To correctly perform most activities a certain amount of education and guidance is necessary. And, nowhere is this more evident than with de-conditioned adults who decide it's time to get in shape.

Rocket Scientists

The need for basic fitness education is now being addressed by progressive fitness professionals at clubs, studios and spas throughout the country. It is a holistic approach that provides the reasoning behind proper eating and productive exercise. And, while we're not really rocket scientists, if you want to know what it is to "**eat right and exercise,**" don't ask your doctor. Ask our professional fitness staff.