

# **The easy way to achieving abs**

We are constantly bombarded with exercises claiming to tone and strengthen the abdominals, but many of these exercises are inadequate and ineffective. Some exercises can actually lead to lower back pain and will do little to strengthen the abdominals. Then there are these so called 'ab machines' that are advertised in numerous magazines that claim to be able to produce a perfect 'six pack' in 10 days. Don't believe the hype. This booklet is the most brutally honest guide you can find, aimed at getting you into the shape of your dreams in the quickest time possible. Follow it carefully and you too will succeed in developing awesome abs...

## ***Smashing the myths...***

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### **Q: Will doing lots of sit-ups reduce the fat around my waist?**

Contrary to popular belief, you cannot "spot reduce" bodyfat from any area of your body. The only way to reduce your waistline is to reduce the fat around your waist.

This is achieved by following a good diet, cutting down on calories and doing some form of cardiovascular exercise to help burn calories. Yes, it is true that loads of sit-ups will give you rock hard abs, but whilst they're covered in fat, who cares and who knows?

### **Q: Will doing side bends reduce my 'love handles'?**

No. Love handles (the pads of fat above the hip bone at the side of the waist) are fat and as above will only shrink when you cut down on the calories and start training. Don't do side bends or side twists. Side bends develop the obliques (muscle at the side of the abdominals) and therefore give the illusion of even bigger love handles, as the muscles underneath increase. It is amazing how many women and men try hundreds of side bends or twists to reduce these love handles and end up with even bigger waists!

### **Q: Are the 'super curler ab' machines better than normal crunches?**

No. The American Council on Exercise (ACE), recently commissioned a study to see if all the fancy ab training devices lived up to their advertising claims. They compared the Ab Roller Plus, AB Sculptor, AB Trainer, and Ab Works against a traditional crunch using no equipment. The results indicate that the fancy devices provide no apparent benefit (or detriment) when compared to a properly performed crunch. The researchers of course state (as above) that weight loss and muscle definition is achieved through a combination of aerobic exercise, resistance training, and good nutrition - not by abdominal training alone, that the adverts make out.

It is true that some machines or contraptions, help you perform the exercise correctly or make the exercise more fun, they don't do anything magical. Any exercise that you can do with a fancy ab gizmo, you can also do without.

If you're beginner just ask for some help from an experienced trainer or instructor. Within a few minutes, you'll be performing perfect ab exercises and getting great results, without making those "easy payments of £29.95." Please note: EMS machines are no better!

**Q: Do I need different exercises for my upper and lower abdominals?**

No. The upper and lower abdominals are one muscle. You cannot train one part without affecting the other. Every exercise that you perform will, to some degree, target both areas of the abdominals. However, you can exert more stress to the upper or lower abdominals depending on your choice of exercises. Example Leg raises, works the lower abs more and crunches work more of the upper abs.

**Q: Do I need to do high repetitions for greater results?**

It depends, you should treat your abdominal muscles the same as you do any other muscle in your body. If you want your abdominals defined with large grooves in between them, that you can literally hold your loose change in, you'll need to train them with weights. (i.e holding 20kg plate to your chest as you do crunches or holding a dumbbell between your feet whilst doing leg raises, advanced trainers only please!) If however you want hard, defined, but more endurance abs for boxing lets say, then high reps, may be better.

## ***Nutrition***

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Nutrition is one of the most overlooked factors of the 'six pack' quest. You can train as much as you like and as hard as you like, but if you do not discipline yourself nutrition wise and cut down on the calories, then don't expect visible abs!

**Q: So how do I eat for a 'six pack'?**

If you want to see your abdominals, you are quite simply going to have to drop your bodyfat levels. Here are some easy nutritional tips of how to get rid of that unwanted bodyfat.

1. Adjust your diet to at least 6 small meals per day (this speeds up metabolism)
2. Cut down on the rubbish in your diet (sweets, chocolates, crisps etc, these promote fat storage)
3. Eat mainly complex carbohydrates throughout the day with every meal (brown pasta, brown rice, porridge, cereals, vegetables, these provide long lasting energy with minimum fat storage)
4. Increase your intake of fatty fish (they contain good fats, that increase metabolism)
5. Avoid margarine, hydrogenated or transfatty oils (these are bad fats, that also inhibit fat burning)
6. Eat high quality protein with every meal, (chicken, fish, turkey, and whey protein such as Promax).
7. Drink at least 2-3 litres of water per day (this helps burn more bodyfat)
8. Try using a good fat burning supplement (such as Thermokick, Thermovate, Thermobol)
9. Reduce or remove dairy products from your diet (bad fats, use a supplement such as fattack to help you)

Aim to lose around 2lbs per week maximum. If you lose more than this, it is likely to be muscle or water. Your goal is to lose bodyfat and not muscle.

### *The easy way to achieving abs*

By getting impatient, you risk losing muscle. By losing muscle you reduce your metabolism. Take time, be patient and you'll soon achieve a lean hard waist with awesome abs. The saying 'it comes to those who wait' could not be more true when wanting to lose bodyfat. Remember 2lbs a week doesn't sound much, but in 2 months that's 16lbs... and that's impressive.

## ***Training***

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### **Q: What exactly are abs?**

Firstly we need to understand what muscle you have and how they work. The abdominals are a long sheath of muscle connecting the pelvis and the sternum.

There are three main areas of your abdominal muscles.

A/ The first two main areas are the 'centre' muscles or rectus abdominus, commonly called the six pack.

B/ Next are your lower abdominals, which are responsible for drawing the pelvis and the rib cage closer together, stabilising the pelvis and forced expiration of air, faeces, urine and stomach contents (as in vomiting).

C/ The third area is known as your obliques (the muscle on the side), which are responsible for twisting the upper body to the left and right.

### **Q: How do I go about training for a six pack?**

Two methods of training are required to achieve the ultimate goal of an awesome 'six pack'.

A/ The first method of training is cardiovascular exercise, also known as CV work, is great when done to work in conjunction with your correct eating plan and to help burn off those excess calories (bodyfat).

B/ The second method is direct training of the abdominal muscles, through correct ab exercises in order to develop of course the abdominal muscles.

### **Q: How do I exercise for fat loss?**

Even though you are cutting the calories and watching what you eat, this will take forever unless you include cardiovascular exercise into your weekly schedule, so as to speed up the metabolism and therefore to burn off those excess calories. For best results do around 30 minute's minimum of CV work at least three times per week (such as cycling, rowing, kick boxing or even jogging). In these sessions try to maintain your heart rate at around 80% of its maximum. To estimate your maximum heart rate (MaxHR) use the following equation.

1)  $220 - (\text{your age}) = \text{your MaxHR}$ ,

2) To find out 80% of your MaxHR

$80 \text{ divided by } 100 \times (\text{your MaxHR}) = \text{Working heart rate}$

Many of the fancy CV machines in the gyms have built in heart rate monitors.

Alternatively you can buy from polar or timex heart rate watches. If you can't find these, a good indicator that I use is that if you are finding it too difficult to talk whilst training, cut down a little bit and speed up if your not sweating well.

**Q: When is the best time to train for maximum results?**

It has been shown in research that the optimal time to exercise for fat loss is first thing in the morning before breakfast because your body is more likely to use up fat as an energy source. Training in the morning raises your metabolism (burning of calories) for the rest of the day and even more so, when used in conjunction with fat burning supplements (such as Thermobol or Thermokick).

Early morning training also raises natural growth hormone levels, which is vital for increasing lean muscle mass and reducing bodyfat. Don't eat though before training in the morning, just drink some water before training to prevent dehydration and have a good healthy breakfast after.

**Q: What exercises give the best results?**

I could explain every abdominal exercise to you, but not only would it be boring to read, it would be devastating to the rainforest. Therefore I have chosen the three main basic exercises to work the three areas of the abdominals mentioned earlier. I am sure you have seen and heard of many others but, these have been proven effective in research and after a good instructor has shown you what to do, they are highly effective. The key thing you need to understand is that you want to work your abdominals not your hip flexors, therefore you do not want your feet anchored in any way (i.e stuck under a chair, etc...). The abdominals only work in a short range of motion (30 degrees). So correct technique is critical! e.g. If you're doing crunches and lying on the floor, you need to raise your upper body about a third of the way from the floor - and that's it...Any further you'll be including other muscles and risk getting a bad back!

***Crunches***

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**Primary Area Worked**

The upper abdominals will have greater activity in this exercise.

**Technique**

1. Lie face up on the floor, knees bent with feet flat on floor and neck straight.
2. In a controlled motion, keeping neck straight, curl upper body up.
3. Contract abdominals fully without compromising form.
4. While maintaining the controlled motion, return to starting position.
5. Do not allow muscle to relax before next repetition.

**Keypoints**

1. Make sure you do not hold your breath, and fully exhale as you contract the abdominals.
2. Keep the lower back on the floor throughout the exercise.



## ***Crunches with Twist***

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### **Primary Area Worked**

Emphasis is placed on the obliques (the muscle at the side)

### **Technique**

1. Lie face up on the floor, knees bent with feet flat on floor and neck straight.
2. Put your right leg over your left leg
3. In a controlled motion, keeping neck straight, curl upper body up while twisting left and touch your right elbow on your left knee.
4. Contract obliques fully without compromising form.
5. While maintaining the controlled motion, return to starting position.
6. Do not allow muscle to relax before next repetition.



### **Keypoints**

1. Avoid throwing body upward.
2. Keep breathing; avoid holding your breath.
3. Obliques may be trained one side at a time or alternate left and right sides.

## ***Reverse Crunches***

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### **Primary Area Worked**

Emphasis is placed on the lower abdominals.

### **Technique**

1. Lie face up on the floor
2. Lift legs up with knees slightly bent.
3. In a controlled motion, curl lower body up by lifting hips off the floor.
4. Contract abdominals fully without compromising form.
5. While maintaining the controlled motion, return to starting position.
6. Do not allow muscle to relax before next repetition.



### **Keypoints**

1. This exercise will also affect the hip flexors.
2. Keep breathing; avoid holding your breath.
3. Concentrate on contracting the abdominals.

## **Hyperextensions**

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### **Primary Area Worked**

Lower back

### **Technique**

1. Lie down on your front with your arms by your side.
2. Look forwards and keeping your pelvis pushed against the floor slowly contract the lower back muscles.
3. At full contraction, pause momentarily and then slowly lower back to the starting position.



### **Keypoints**

1. Do not lift the head too far back
2. Keep breathing throughout the whole exercise
3. Do not over-arch the back



## **Abdominal Stretch**

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### **Technique**

1. Lie down on your front
2. Place your hands in the press up position, close to the body and then go onto your elbows (or hands for advanced stretch).
3. Keeping your pelvis and legs on the floor, slowly push with the arms, causing your back to arch.
4. Keep looking forward, and when you feel a stretch in the abdominal area, hold for a count of 10 seconds
5. Repeat 3 times



### **Keypoints**

1. Keep breathing pattern normal throughout the stretches
2. Don't bring the neck too far back, because it will strain the neck
3. Perform the movement slowly and with correct technique.



## **Sample Training Programme**

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### **Monday**

1. Crunches
2. Hyperextensions
3. Abdominal stretch

### **Wednesday**

1. Crunches with twist
2. Hyperextensions
3. Abdominal stretch

### **Friday**

1. Reverse crunches
2. Hyperextensions
3. Abdominal stretch

## **Exercises for the more advanced abdominal trainers...**

### **Cable Crunch**

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#### **Primary Area Worked**

The upper abdominals will have greater activity in this exercise.

#### **Technique**

1. Position yourself on your knees facing the pulley machine, giving yourself enough room to bend forward.
2. Grasp the rope handles so that your hands are on each side of the head.
3. Slowly bend forward bringing your face towards your knees, flexing abs strongly at the bottom
4. Slowly return to starting position.



#### **Keypoints**

1. Do not use the momentum of your bodyweight make your abs do the work
2. Breathe all the air out of your lungs as you contract your abs for a maximum contraction.

### **Cable Crunch with twist**

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#### **Primary Area Worked**

Emphasis is placed on the obliques (the muscle at the side)

#### **Technique**

1. Position yourself on your knees facing the pulley machine, giving yourself enough room to bend forward.
2. Grasp the rope handles so that your hands are on each side of the head.
3. Slowly bend forward bringing your face towards your knees, flexing abs strongly at the bottom
4. As you contract the abs touch the left elbow on your right knee and then vice versa
5. Slowly return to starting position.



#### **Keypoints**

1. Do not use the momentum of your bodyweight make your abs do the work
2. Breathe out of your as you contract your abs for a maximal contraction.

## **Hanging Leg Raises**

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### **Primary Area Worked**

Emphasis is placed on the lower abdominals.

### **Technique**

1. Take hold of a chinning bar, with your palms facing forwards.
2. Keeping your knees together, contract your abs and bring your knees up to your chest slowly.
3. At the top of the movement, slowly lower the knees back down to the starting position.
4. Repeat the procedure.



### **Keypoints**

1. Breathe out of your as you contract your abs for a maximal contraction.
2. Do not swing the legs, or the body, make the abs do the work
3. If you are finding that your grip fails then invest in some wrist straps, to take the strain off your forearms.



### **Q: How often should I train abs?**

The abdominals are like any other muscle in the body, therefore they should be treated the same. If you do not allow the abdominals time to rest and recover then they will not respond.

Just 3 sessions per week is suffice for abdominal development, and make sure you do not train them back to back (2 days in a row), If you do, you risk over training them and getting injuries.

### **Q: How many sets and repetitions should I do?**

There is so much debate in this area, some people say high repetitions and some say low repetitions. Basically if you do high repetitions (into the 100's) then you will have very good abdominal endurance, but limited development. To develop your deep etched abdominals you want to aim for around 3 sets of 15-20 repetitions.

Just like with any other exercise programme, you need to progress slowly. Start off with just 1 set of 10 repetitions, and increase the repetitions each session until you can do 1 set of 20 repetitions, then bring in a second set. Your eventual goal is to be able to perform 3 sets of 20 repetitions, but remember the correct technique is more important than the number of repetitions. Use weight as the exercises becomes easier and easier.

### **Q: Someone said that too much ab work, can turn you into a hunch back?**

Yes in a way, your abdominals and your lower back are responsible for your posture, they work together to keep your body upright. If you over develop your abs and ignore the opposing muscles in your lower back (spinal erectors muscles), you will end up with an unsightly hunched appearance, as the strength of your abs muscles force your chest downwards. To avoid this is simple, with each ab workout always train your lower back. The best exercise are hyperextensions and are a must.



**Q: Are there any Supplements that can boost fat burning?**

To help you on your way to seeing those abdominals, Maximuscle produce some potent (but safe) natural fat burning supplements, that will help you reach your goal. The following list are highly effective at helping you lose excess bodyfat and tone-up. They each serve a different purpose, so read them carefully.

**Thermokick** (thyroid regulator)

If you can't seem to lose weight no matter how hard you try, maybe you have a lazy thyroid, caused by years of inactivity or numerous crazy diets. Thermokick contains the Indian herb Guggulesterone and iodine (from kelp). These nutrients help restore normal thyroid function. Effective amounts of Phosphates have been included to boost your metabolic rate still further. Thermokick contains Coleus Forskohlii extract (20% Forskolin), as Clinical trials show that this powerful herb accelerates fat loss while preserving lean muscle. To increase the effectiveness of Thermokick, the digestive aid Bioperine is also included. Take 3 capsules daily to restore peak thyroid function and shift stubborn body fat.



**Thermobol** (potent metabolic enhancer)

Thermobol is by far the strongest product Maximuscle produces. It is a highly effective and potent thermogenic formula and guaranteed to help you burn fat faster by increasing your metabolic rate. Containing Citrus Aurantium extract, Guarana, and White Willow Bark extract. Thermobol contains the strongest Green Tea extract on the market (standardised to 95% polyphenols). New research shows that green tea extract increases the amount of fat calories you burn each day, making weight loss faster and easier. Potent amounts of Cayenne and Naringin have also been added to increase the effectiveness of the formula and prolong the fat burning effects. Thermobol is considered the most effective, legal and potent fat burning formula sold anywhere. Take 3 capsules daily for maximum results. Please note do not use any fat burner, if you have any medical condition.



**Fattack** (fat & carbohydrate blocker)

Fattack is an exciting supplement that lets you eat more of the foods you enjoy without feeling guilty or putting on weight. Fattack works in a totally different way to other fat burners, by preventing fat and complex carbohydrates from being stored in the first place. As far as your body is concerned, the calories you eat might as well never have existed! Fattack contains Absorbitol, an advanced version of the popular fat binding supplement chitosan. This highly effective patented product (US patent # 4,223,023) will neutralise fat to the equivalent of 12 times its own weight. To make the formula even more effective, Fattack also contains Phaseolamin™, the patented carbohydrate blocker from the USA. Laboratory tests show that 1gm of Phaseolamin neutralises 2,250 complex carbohydrate calories. Use 2-3 capsules of Fattack whenever you want to cheat on your diet without feeling guilty. Not to taken within 45 minutes of healthy fats, such as evening primrose oil, GLA, as absorption of them, will be affected.



**CLA-1000** (toning and muscle definition product)

Numerous studies show CLA helps you shift fat faster than diet and exercise alone and stops you gaining fat once you've stopped dieting. CLA is free from stimulants and lets you lose body fat safely and naturally without side effects. CLA-1000 contains a massive 840 mg of the finest CLA in each capsule, along with 170mg of Capric Acid and Lauric Acid. It uses the same patented form of CLA shown in research to speed up fat loss and preserve lean muscle tissue. Until now, CLA has been a very expensive product that was a pain to take in the correct 6000mg daily dose, (as proven in research.) Now however with the new super potent and cost effective Maximuscle CLA-1000, taking the correct dose of 2 capsules, 3 times per day is easily achieved, giving great results.



### **SLIM-MEAL bars** (slimming bars)

These are the first high protein, low carb, meal replacement bars for weight management with the highly effective CLA, whey protein and metabolic support nutrients. If your vision of a 'diet' or 'lite' bar is some bad tasting nut and grain mess, covered in sticky honey, think again. Each Slim-meal bar tastes superb and contains 179 calories with 1500mg of CLA), 17g of protein, high fibre to keep hunger at bay, just 15g of carbohydrates, essential fatty acid (EFA's) and a collection of herbs, vitamins, & minerals to support an optimum metabolic rate. Slim-meal bar is an ideal substitute for working lunches and can be used any time where a healthy, quick and easy alternative to fast foods is needed, (whilst aiding fat loss) No other slimming bar comes close! Do not take more than 2 bars a day.



### **SLIM -MEAL** (slimming meal replacements)

An advanced meal replacement formula (MRP) for weight management incorporating the highly effective CLA and metabolic support nutrients. Unlike most cheap and nasty mass market 'Slimming' or 'lite' meal replacements Slim-meal™ is different. It is a research based meal replacement drink designed for slimmers or anyone looking to tone-up. Slim-meal™ contains 242 calories and contains; 40g of BIOMAX™ whey protein, just 10g of complex carbohydrates, fibre to keep hunger at bay, essential fatty acid (EFA's), 1500mg of Conjugated linoleic acid (CLA) and a collection of herbals, vitamins, & minerals to stimulate your metabolic rate. Slim-meal's unique formula and individual ingredients have been shown in research to preserve and reduce muscle breakdown whilst dieting. Slim-meal mixes instantly with water to form a great tasting (Choc or Straw) shake, that really works! Slim-meal is an ideal substitute for breakfast and lunch and can be used at any other time where a healthy, quick and easy alternative to fast foods or unhealthy snacks are required. No other slimming meal replacement formula comes close! For optimum results take twice a day.



### **GH Kick** (growth hormone promoter)

GH Kick is a unique formula that will increase your growth hormone levels by an incredible 700% within 90 minutes. Growth hormone is one of the most powerful anabolic hormones (along side Testosterone) in your body for promoting lean muscle and reducing bodyfat. The patent pending glutalysinapryro™ is the worlds first proven blend of Lysine Hydrochloride, Arginine Pyroglutamate, Nicotinic Acid and L-Glutamine. Combined with a unique dextrose transport system G.H kick, is the Holy Grail of natural growth hormone release. Nothing is stronger, more effective, legal and safe to use. Use a serving during the day (or before training) and before bedtime, for effective results. Superb for over 40's.



## **Summary...**

From reading this booklet you should now understand what is needed to finally achieve the 'six pack' you have always dreamed of. As with all true goals, there are no 'quick and easy' solutions. If it was easy, everyone would be walking around looking like a 'Baywatch' star. It's hard work and dedication that makes the elusive 'six pack' so sought after. Are you going to be one of those elusive people that others stare and look at on the beach or swimming pool or are you going to still be doing the dreaming and staring 12 months from now. Hopefully, you now have the knowledge to go out there and do it. Remember before taking any fat burning products, ensure you are following a high protein diet by using Maximuscle's advanced whey protein (Promax) to help increase your protein levels, without the hassle.

For more detailed information on training and nutrition advice, we recommend the following;

1. The booklet: 'The simple guide to getting in shape' (£2.50)
2. The book 'Uncovering the secrets to muscle and definition'- (£14.99)
3. Visit [www.maximuscle.com](http://www.maximuscle.com)
4. Call Maximuscle direct on: 01923 650600 for information on any supplements discussed in this booklet.