



***Building A Lean, Strong Body
in 12 Weeks***

by

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and

**Debbie Hickey, BA, Personal
Trainer, Wellness Coach**

Feminine, Firm & Fit
Building A Lean, Strong Body

By Kelli Calabrese and Debbie Hickey

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Warning

DISCLAIMER: The material contained within the Feminine, Firm & Fit Program (the 'program') is presented for the purpose of educating consumers on diet, exercise and related topics. Nothing contained in the program is intended to be instructional for medical diagnosis or treatment. The Material should not be considered complete, nor should it be relied on to suggest a course of medical treatment for a particular individual. It should not be used in place of a visit, call, consultation or the advice of your physician or other qualified healthcare provider. Information obtained from the program is not exhaustive and does not cover any medical conditions or their treatment. Should you have any healthcare-related questions, please call or see your physician or other qualified healthcare provider promptly. Always consult with your physician or other qualified healthcare provider before embarking on a new treatment, diet or fitness program. You should never disregard medical advice or delay in seeking it because of something you have read in Feminine, Firm & Fit.

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Feminine, Firm & Fit
Building A Lean, Strong Body

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***Building A Lean, Strong Body
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Program Guide

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Program Guide
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Feminine, Firm & Fit

Building a Lean, Strong Body

Meet Kelli and Debbie

Standing in the checkout line at the grocery store was the turning point that inspired me to put together a fitness program specifically for women.

After reading headlines in popular women's magazines like "Eat 5 Slices of Pizza a Day and Lose 5 Pounds a Week," "Hate to Exercise? You Can Still Have a Toned Tummy," "Speed Up Your Metabolism in Just 5 Minutes a Day," I wanted to leap up onto the conveyer belt and shout "Stop the madness!"

Instead, I went home to my computer and began typing a fitness book for women. Then I called my colleague and friend, Debbie Hickey, who agreed to help me co-write what would ultimately become the *Feminine, Firm & Fit Program*.

Debbie and I have unique life experiences which brought us together on this project, but we share the same philosophy and mission in wanting to help women by providing sound information about fitness. We are committed to providing women with the facts and help to overcome any obstacles that prevent them from having a body they can feel good about.

America is filled with women who have tried diet after diet, pill after pill, gizmo after gizmo, and yet have failed at getting the promised result. The average woman has tried at least 10 "diets" and probably plans to attempt another one every Monday morning. We have more "diet" food than any other nation, and at any given time there is always at least one diet book that is a best seller; yet we are the fattest country in the world, with obesity growing at epidemic proportions, even among our children.

Diets have a 95% failure rate, which includes losing fat and muscle then regaining even more fat. Part of the reason for the failure is that every time weight is lost through dieting, approximately 28% of the weight comes from lean, metabolically active muscle, leaving you with a diminished metabolism.

There are countless programs available to shed weight through calorie deprivation, but they are flawed, partly because they make you feel deprived, which sets in motion the classic cycle of chronic cravings, bingeing, feeling guilty and eventually gaining back every pound of fat lost.

You shouldn't starve yourself to lose fat. It not only won't improve your shape, it also depresses your metabolism and your spirit. Your body is shifted into a fat-storing mode and your energy tanks.

Feminine Firm & Fit is not a diet program. You will not have to deprive yourself of calories, eat specialty foods or take unusual supplements. In fact, you will likely find yourself eating more than you imagined without ever feeling like you are on a diet. You don't have to exercise yourself to exhaustion but simply dedicate about 2% of your week to a fitter you.

We created the *Feminine, Firm & Fit Program* to provide you with a step-by-step road map for improving your unique body. The next 12 weeks will be an interactive learning process that will leave you with new habits, intended to last well beyond the initial 12 weeks – they will last a lifetime. This is not a one-size-fits-all kind of program. Take the tools presented in the program and adapt them to meet your preferences, abilities, schedule and goals - at your own pace.

There is sound science behind optimum exercise and nutrition, yet there is also room for interpretation, creativity and fun. This program will use only scientifically accepted principles backed by recent studies. The program includes the latest research on fat burning combined with exercise techniques and nutrition guidelines that have given thousands of our clients the very best results.

Whether you are planning to start a fitness program as a beginner, lose weight gained during pregnancy or fine tune some trouble spots, we promise you'll be in a new body and have a new level of energy and self awareness 12 weeks from now. It's guaranteed!

With the right information, self improvement then lies in your belief to stop negative behaviors and begin making positive, life-affirming decisions. See each day and each meal as an opportunity to make healthy choices. As the weeks go by, you will find it becomes much easier and less undesirable habits will start to slip away.

Eventually you will have fewer cravings and physical activity will become a natural and welcome part of your lifestyle. Beginning an exercise program and making wholesome and nutritious food choices does take effort, but it is absolutely achievable. The improvement you see and feel in your body is well worth the effort, because it is moving you closer to fulfilling your potential.

Feminine, Firm & Fit will be your personal journey of physical, behavioral and emotional transformation. You've heard it before, but it's worth saying again - those who fail to plan, plan to fail. When you put this program into practice, it will become the gateway to a new you. Don't leave your body and health to chance. If you want different results from the ones you've been getting, you have to do something different. In order to achieve your goals, you have to have a plan.

This program is not about the number you see when you step on the scale – in fact, we discourage you from weighing yourself except at the start of your program, at the midpoint and at the end of 12 weeks. It's all about making healthful food choices throughout the day, incorporating a productive fitness plan into your lifestyle and getting to know yourself and your body better.

***Kelli says:** “Over the years I've worked with mothers who were still trying to get rid of the fat they'd gained during pregnancy even though their children are now teenagers. They had tried every diet and exercise gadget claiming to tone their trouble spots. I can tell you from experience, it's not only possible to lose the pregnancy weight and achieve a lean, flat midsection, but you can also get your body back, and it can be even better than ever!”*

*“From the age of 30, I went through pregnancy and childbirth twice. Maintaining the exercise and eating program outlined in *Feminine, Firm & Fit* not only helped me enjoy two easy pregnancies and deliver two perfectly healthy babies, but it also allowed me to regain and even improve my fitness level within just a couple of months of my second child's birth.”*

Debbie says: *“In 1990, I suffered a stroke – at the age of 36! After physical therapy, I had difficulty walking and was left weak and disabled. I was told that this would be my existence for the rest of my life.*

“I decided it wasn’t the life for me. By educating myself about exercise and nutrition, and implementing what I learned, I not only lost 25 pounds (most of which were those post-pregnancy pounds Kelli talks about!), I also regained my pre-stroke abilities, and I am now in the best shape of my life.

“My goal in developing the Feminine, Firm & Fit Program is to share with you all the scientifically based tools that I personally can personally attest to. The guidelines, tips and strategies in Feminine, Firm & Fit are the same ones I used to get my life back. I wasn’t able to overcome these obstacles because I am any better than anyone else. I did it because I was determined to change my life. You can do it too. With Feminine, Firm & Fit, it’s all here for you.”

When you follow this comprehensive program, including the *Results Start Here* CD, the *Companion Journal* and the *Dynamic Coaching* CD, there is no possibility except to succeed. The program will put all of the pieces of the puzzle together for you.

Debbie Hickey and I have successfully trained thousands of clients and together we have over 25 years experience in the fitness industry. We have already proven that the *Feminine, Firm & Fit Program* is effective and produces results. We are confident that in 12 weeks you will be closer to the body you long for—and we invite you to enjoy the journey to a new you!

Introduction

No matter how long you live or what you decide to do in life, you will never exhaust your ability to improve your physical capacity.

Physical changes are constantly taking place in your body. But how you take care of yourself will determine whether those changes are positive or degenerative.

Aging is inevitable, but many of the changes often associated with aging are preventable. You really can become healthier and stronger with age, and in the process, your physical shape can be better than ever. There is no reason your future shouldn't be the most enjoyable time of your life – regardless of how you have treated your body up to this point. **Your body is truly amazing and will respond to both positive and negative influences at any given time.**

Your success begins the very moment you decide to restore your body through physical activity and nourishing foods. The *Feminine, Firm & Fit Program* will give all the daily support, encouragement, and professional assistance needed as you move toward your wellness destination. Think of this program as having your own daily personal trainer and lifestyle coach.

Let go of whatever kept you from achieving your fitness goals in the past. Most likely you were misinformed or misguided. Don't blame yourself! Within this program, you now have both the information and support necessary to succeed and we are confident you will be pleased with an energetic, leaner you 12 weeks from now.

The program dispels the “get-fit-quick” myths and provides a simple way to track meals and activity while evaluating your evolution along your journey to wellness. You will come to understand the special challenges women face in reducing body fat and learn how to overcome them.

Kelli says: “I had a client named Susan who was a slave to the scale. She weighed herself every day and based her perspective for the whole day on what the number on the scale was each morning. She had been a member of my health club for years, yet her body had never really changed for the better.

“I convinced her to give up her scale for 6 weeks and train with me 3 sessions a week. Reluctantly she agreed and physically handed her scale to me for safekeeping. Each week when I asked Susan how she was feeling, she admitted she was feeling more energetic, noticed a positive difference in how her clothes were fitting and was clearly getting stronger.

“She was still panicked about what the scale would say at the end of 6 weeks, especially since I had her eating 5 meals a day when she was only accustomed to 3. After 6 weeks, she stepped on the scale with great anticipation and it showed a 7-pound weight loss.

“What the scale didn’t show was that she had lost 10 pounds of fat and gained a pound of metabolically active muscle. Not only had she lost 10 pounds of fat, which only required 20 calories a day to maintain, but she had gained a pound of muscle, which requires almost 50 calories a day to maintain. That would make future weight loss and maintenance even easier.

“What the scale also failed to show was that Susan had decreased her resting heart rate by 10 beats per minute, lowered her systolic blood pressure by 8mmHg, and had lost a total of 9 inches from her chest, waist, hips, thighs and arms. She was able to reach 2 inches further on a flexibility test, and could perform 8 more pushups than when she started. After years of letting the scale dictate her health, she was finally convinced that her health and fitness was more than a number on the scale.”

Feminine, Firm & Fit is about so much more than the scale. You’ll feel distinctly stronger; you’ll have more energy and you’ll notice your body changing within 7 to 10 days. As you complete the *Companion Journal*, you will begin to understand how your body reacts to both training and dietary variations. This is the best way to learn what works best for you.

Half of all people who start an exercise program drop out within a few months. Why? Most people fail to plan before jumping into exercise. That’s where the *Feminine, Firm & Fit Program* makes the crucial difference – you plan because you understand the process which makes it more enjoyable and ultimately leads to success.

The program will help with so much more than just keeping track of miles walked or weights lifted. It will keep you on track to achieve your goals. You will join the ranks of athletes who have used training logs to help them accomplish their mission and reach world-class levels.

Getting motivated is easier than staying motivated. Your interaction with the *Feminine, Firm & Fit Companion Journal* will help you stay motivated and true to yourself regarding what you are (and are not) doing. Think of the *Companion Journal* as your private space to communicate honestly with yourself.

The *Dynamic Coaching* CD serves as your personal coach. We enthusiastically share practical tips and real life examples of how to overcome obstacles and make healthy choices. You’ll learn the secrets personal trainers use to transform the bodies of their clients. The CD will help to keep you focused, give you direction for the upcoming week and leave you wanting to do your best each day.

Debbie says: *“As a Wellness Coach, I can tell you that lives are changed through the coaching experience. The Dynamic Coaching CD is a unique component of the program that will reinforce new habits each week and give precise tips for fat burning, goal setting, overcoming obstacles, self-evaluation and so on. They are all a part of the coaching process. Kelli and I lead you to good decision making and walk with you on your path to health and fitness.”*

We are confident you will find the *Feminine, Firm & Fit Program* challenging, enlightening and fun as it bridges the gap between your desires and your results. Let’s get started!

Chapter 1

Getting Started

Step one of your journey is to listen to the *Results Start Here* CD.

The *Results Start Here* CD will help you understand why past failures have nothing to do with your potential for success and why, if you stick to a few fundamental principles, you can gain control over the way your body functions as well as over the reflection that stares back at you from the other side of the mirror.

In this introductory CD, co-author Kelli Calabrese is interviewed by the country's most sought after personal trainer, Phil Kaplan. You'll hear what motivated her and Debbie to get into the fitness industry, why they created this program especially for women, why they say 'Throw away your scale!' and much, much more.

Feminine, Firm & Fit

Once you've listened to the *Results Start Here* CD, read the remaining chapters of the book to understand the essentials of the program and how to make it work for you. It will give an understanding of why we have prescribed the workouts and meal planning as we have, why it's necessary to try different exercise techniques, the importance of consistency and much more.

In order to claim success you need to know what your goals are. How can you get from 'here' to 'there' if you don't know where 'there' is? Simply saying, "I want better muscle tone" is not enough to get you to a lean body. When you're planning a trip, you map your route so that you know the safest, most direct way to get from your starting point to your destination. The same is true when planning your wellness journey. Starting your program before completing Chapters 8 and 9 would be like taking a cruise to nowhere.

To ensure success, assess your starting point, determine goals and then take action to create well-deserved results. Chapters 8 and 9 provide the tools to create your road map for the next 12 weeks. Record assessment data and goals in your *Companion Journal*.

Chapter 9 helps you determine where you want to go as well as how to get motivated and build early momentum. Once you've set your goals it will be very hard to stop you. Improvement will not only be attainable, it will be inevitable.

Dynamic Coaching

Once you have listened to the *Results Start Here* CD and you have read the *Program Guide*, start your first week by listening to Week 1 of the *Dynamic Coaching* CD. We will be your coaches via this CD for the next 12 weeks. Skipping the CD will mean selling yourself short of the full benefits of the program. In those 5 minutes of coaching, you may just hear the one thing - the 'Ah Ha' moment - that is going to make a difference in your success.

Ideally each week starts on Sunday. This is a rest day from exercise, but a mental preparation day for the upcoming week. Sunday is the day to plan your meals and workouts for the week and listen to the week's *Dynamic Coaching* CD. You can also assess your successes from the prior week and determine your mission for the coming week.

Feminine, Firm & Fit Companion Journal

The *Feminine, Firm & Fit Companion Journal* lets you chronicle your physical and emotional advancement. At the beginning of the *Companion Journal*, record your fitness assessment results and goals as well as your beginning workout schedule.

As you follow along in the *Companion Journal*, cardio, strength and flexibility workouts will be prescribed on various days to match the program guidelines. For example, Monday will include a cardio workout and Tuesday, following each workout with stretching.

Use the *Companion Journal* to record exercises and track daily successes – also note any obstacles and breakthroughs. Record any significant changes you observe during your workout. There's plenty of space to jot down strategies used to overcome obstacles, to recall a favorite motivational quote, to document compliments received and much more.

On your Mental Training Day, plan your meals for the week in the Daily Meal Planner. In your *Companion Journal*, record any changes made and check off those meals that you completed.

Strive for continual growth. Slow and consistent increases from workout to workout are best. Once each week, compare entries from the previous week to see improvements. Also look for trends in your performance. If you see that your strength has suddenly decreased, try to determine the cause. For example, was it associated with lack of sleep or a missed meal? By following the prescribed workouts throughout the 12 weeks, you will steer clear of plateaus.

In the final pages of your *Companion Journal*, document your success story by taking a close look at your achievements at the conclusion of the program.

In the final chapter, "Be Your Best for Life," we'll share our Top 10 Fitness Success Tips to help you continue on your journey toward the next fitness level.

You can accomplish a lot more than you set out to do when following a proven plan. The more you participate, the more you will get out of it. The tips, lessons, assignments, motivational quotes and goal setting are all there for your benefit. If you faithfully follow the step-by-step guidelines in the *Program Guide*, you can't be anything but successful!

No matter where you are starting from, there will be obstacles and there will be costs, but as you know, good intentions are not going to increase your metabolism or reduce your body fat – you **MUST** take action. There is no success without applying what you learn. The benefits of being fit far outweigh any tradeoffs.

Debbie says: “I have had countless women tell me they don’t have time to exercise. In fact, this is the number one reason people give for not engaging in a regular exercise program. As caregivers, women feel that it is necessary to put ourselves last, leaving us little, if any, ‘me time.’

“Ask yourself this question – Am I as physically and mentally as strong as I can be in order to give my best to those who depend on me? Even the airlines tell you to put your own oxygen mask on first before helping others, including your children, because you will be better able to help others. Make the time and take the time!”

Focus on the big picture and enjoy the process!

Summary

1. Listen to *Results Start Here* CD
2. Read the *Program Guide*
3. Listen to Week 1 of *Dynamic Coaching* CD
4. Begin your *Companion Journal*
5. Use the *Exercise Guide* to formulate workouts
6. Each week listen to the corresponding *Dynamic Coaching* CD track and follow along in your *Companion Journal*

Chapter 2

The Feminine Side

Finally, the little-known facts that explain why women have a harder time losing fat than men! And how fat loss is possible.

What happens to a woman's body composition with age? Why doesn't spot reduction really work? Why do we have 'cellulite'?... and much more.

In this chapter of *Feminine, Firm & Fit*, we're going to talk about the *Feminine* element of the triad. Today's feminine ideal is a lot different from what it was even just two decades ago. With icons like Madonna practicing yoga, Janet Jackson kickboxing and J-Lo strength training, the epitome of femininity today is both firm and fit.

We have watched Demi transform herself into GI Jane and Catherine Zeta-Jones get her figure back after having a baby to perform a spectacular Oscar winning dance performance in minimal clothing for *Chicago*. Training your body using a variety of techniques, especially resistance training, has become the accepted means to a firm and fit body that is also perceived as feminine.

Female Fat is Different from Man Fat

Men and women do not live in an equal world when it comes to our bodies and specifically body fat. Men are taller with larger muscles and bones and a faster metabolism. At puberty, girls put on fat and boys put on muscle. From gestation to breastfeeding, women have different physical experiences than men. As you read this chapter, keep in mind that although the odds may appear to be stacked against us, we can overcome them and make improvements to our shape and our health. Here are the facts.

Fat Storage

Women are both blessed and cursed with the ability to store excess body fat. Fat serves an important biological purpose by helping to insulate the body, pad the internal organs and provide energy. Of the two kinds of fat, brown fat is more metabolically active. It provides heat through a process called thermogenesis by breaking down fat molecules into fatty acids to release heat. This process occurs in hibernating animals, which have more brown fat than humans.

White (or yellow) fat is storage fat. It is less metabolically active than brown fat and cushions organs and acts as an insulator for the body. Contrary to popular myth, cellulite is not a type of fat but rather a cosmetic

term. When white fat cells increase in size, they are separated by connective tissue creating a dimpled effect on the skin.

Nature has cleverly designed **women's bodies to carry almost double the amount of body fat as men** because we bear and nourish babies. Fat is the primary energy source our bodies use to support fetal development. Therefore, to provide energy and protection for the developing fetus, our bodies store extra fat in the abs, hips, butt and thighs.

Unfortunately, we don't have control over where our fat cells decide to swell and shrink, but we can make great strides in helping the cells release fat.

In order for fat to be metabolized, it must be released from the fat cell and transported through the bloodstream, where it is shunted to the liver and other active tissues to be used as fuel. Unfortunately, blood flow to fatty tissues is poor compared to the circulation in muscles and organs. So, fat regions tend to remain fat partially due to poor blood circulation.

The more sedentary we are, the less circulation we have and, as a result, the more our bodies are inclined to accumulate fat — although more blame tends to lie with greater food intake for excess fat. Metabolism is the rate of heat production and the speed in which your body burns fat. Resting metabolism accounts for 60 - 75%, thermic effect of food 10% and activity 15 - 35%. So you can see that being physically active can play a large role in metabolism.

Hormones

Estrogen is a hormone responsible for secondary female sex characteristics and can influence the body's enzymes to store fat in the lower body, while suppressing the storage of fat in the upper body. That's why many women lose inches in the bust area first when they diet.

During pregnancy and menses, hormones encourage the fat cells to retain water. Water retention slows down circulation and makes it more difficult to mobilize fat. The good news is that exercise can help to regulate hormone responses and increase circulation to fat cells.

The other main hormone women produce is progesterone. Progesterone affects appetite and mood. It makes you hungrier during the second half of your menstrual cycle and is responsible for ravenous appetite during pregnancy. Progesterone can also make you feel sluggish and sleepy and, therefore, less inclined to exercise. Women who take birth control pills gain on average 3 to 5 pounds as a side effect.

Kelli says: "After having children, some women notice a bigger influence of progesterone on their appetite in the days prior to menstruation. Counteract the cravings by planning ahead, drinking plenty of water and having healthy foods readily available. Exercise can also offset the feeling of wanting to claw at the refrigerator or spending the evening in the pantry."

Pregnancy

Throughout pregnancy, fat cells not only expand, but this is one of the times during our lives when they can multiply in number. When pregnancy is over, those fat cells remain and are always ready to expand in size whenever your intake of calories surpasses the energy you used. With each pregnancy, the weight loss dilemma is compounded further. The thyroid gland, which also drives the metabolism, notoriously becomes sluggish during pregnancy in order to help the body hold on to fat. Get your copy of *Feminine, Firm & Fit* to read the full chapter including information about menopause, aging, genetics, why men have it easier, the truth about spot reduction and bulking up and more.

Chapter 3

Get Firm with Strength Training

If you only read and grasp the concepts of one chapter in this book, make it this one.

Let's talk about the *Firm* element of the *Feminine, Firm & Fit* triad. Strength training is *the* critical factor in achieving physical excellence for women. Embracing the fundamental principles in this chapter will mean the difference between a longer stronger life compared to one of weakness and limited abilities. Even if you've never exercised and are fearful to step foot into a gym, you can learn the basic principles of strength training and change your life.

To achieve maximum results over the next 12 weeks, give your strength training sessions your very best effort. Not only will it help with long-term muscle gain, fat loss success and maintenance, but it plays a pivotal role in life – including performing leisure activities with greater enjoyment, improving posture and enhancing your performance in daily activities. Strength training is an all-natural 'Fountain of Youth.'

Kelli says: "The United States was a little slower than countries like Germany and Russia to see the benefits of strength training for their athletes. What's interesting to me is that regardless of an athlete's event they can see benefits from strength training. If you have watched any sporting event over time, you will have noticed that the athletes are more muscular, leaner and breaking more records today than they were 3 decades ago. Picture Chris Evert compared to Venus and Serena Williams or Dorothy Hamill compared to Michelle Kwan. On the other hand, look at Martina Navratilova who came from a country that placed a great deal of emphasis on strength training for their athletes. She has been strength training since the beginning of her career and, at an age when most tennis players have long since retired, is still competing at world-class levels. Incorporate strength training – it will change your health, your shape and your life."

This may be totally new and uncharted territory for some women - scary in fact! However, we promise you will not develop large bulky muscles from strength training. As we discussed in Chapter 2, the loss of muscle mass and gain in fat that begins in your mid-20s changes your body composition dramatically. Only strength training can reverse this trend because of the higher caloric needs of muscle. Strength training will cause your body to burn more calories each day - even while at rest. During exercise, the energy demands of the muscles increase significantly.

Here are some additional benefits of regular, progressive strength training:

- Helps control weight. Muscle is active tissue. Gaining muscle helps drive the metabolism and keeps your body burning more calories all day, every day. Strength training maintains metabolically active muscle while losing fat.
- Improves bone and joint health. The overload associated with strength training enhances bone and joint integrity as well as ligament and tendon strength. Strength training helps to prevent bone fractures from osteoporosis.
- Improves glucose metabolism. Adult onset diabetes is associated with poor glucose metabolism. **Strength training assists in regulating glucose metabolism.**
- Reduces low back pain. Eighty percent of Americans suffer from some form of low back problems. Individuals with strong low back muscles are less likely to experience injury and/or pain than those with weaker low back muscles.
- Psychological boost. You will look better, feel better, perform activities of daily living more easily and have a higher level of self-confidence. Exercisers are less depressed.
- Improves balance. Balance typically deteriorates slowly with age, but strength training reduces the risk of falls and improves balancing ability.
- Makes aerobic exercise more enjoyable. Aerobic exercise is difficult to engage in when muscles are weak. Strengthening muscles through resistance training helps to increase the endurance of aerobic exercise.
- Helps your heart. Strength training helps maintain a favorable muscle-to-fat ratio. Having less fat reduces your risk of heart disease.
- Relieves arthritis symptoms. Strength training decreases pain from arthritis and helps to improve range of motion. It also helps to restore strength and muscle which is often lost due to inactivity and age.
- Reduces blood pressure. Strength training without cardiovascular conditioning is shown to reduce both systolic and diastolic blood pressure.

Debbie says: "Still not convinced? My client, Carol, was terrified to lift anything heavier than the 'pink weights.' She trained on her own for several years, achieved her weight loss goal but was still very unhappy with her flabby body. When I explained the same principles to her that we are applying here regarding challenging the body with resistance, she was not completely convinced, but she was unhappy enough with her body to give it a try. Needless to say, Carol not only got rid of her flab, but she also reduced her low back and arthritis pain, improved her posture and finally saw muscle definition! You can experience the same success Carol had by incorporating strength training into your routine. I can't stress its importance enough."

Follow the steps below to plan your strength training workout.

Step #1. Determine Your Strength Training Level

Keep in mind that you may not be at the same level for strength training as you are for cardiovascular training.

Level	Description
Beginner	New or irregular exerciser or exercising less than 6 months
Intermediate	Exercising regularly for 6 - 12 months
Advanced	Exercising regularly and intensely for 1 year or more

Step #2. Your Strength Training Plan

Frequency: Optimally you should engage in strength training on 3 non-consecutive days per week. Three sessions per week have been prescribed in the program; however, if on occasion you can only perform two strength sessions weekly, you can expect 80% of the benefits derived from performing 3 sessions per week. And, if occasionally you can only perform one session in a given week, you can expect 70% of the results you receive with three days a week. The point is to always strive for 3 sessions for best results, but two sessions are better than one and one is better than none.

Intensity: Choose a resistance that causes you to reach momentary muscle failure in 30 – 90 seconds. If you are an intermediate or advanced exerciser and prefer to perform more than one set, keep in mind that the law of diminishing returns applies here. The law of diminishing returns means that doing two sets does not give you twice the benefits of one set and doing three sets does not give you three times the benefits of doing one set. Yes, you will get slightly more benefits with multiple sets, but spending double or triple the amount of time on your workout is not necessarily the most efficient way to get fit.

A ‘set’ is the sum total of each repetition that you do for each exercise. For example, as you lift and lower a weight 12 times each time is a repetition and the repetitions in total are a set.

Whether you workout at home or in the gym, an important factor is working to momentary muscular failure. Momentary muscle failure means that at some point between 30 and 90 seconds you should be unable to move the resistance one more time with good form. When you can reach 90 seconds, or 15 or more repetitions, with good form, it is time to increase the resistance by approximately 5% or slow down your speed. You likely will not reach momentary muscle failure with every exercise, but be honest with yourself about how hard you are working.

Time: It should take you between 25 and 35 minutes to complete your strength training workouts, with the exception of Week 9 in your *Companion Journal* where 3 – 5 minute cardio bursts are prescribed between every third or fourth strength exercise. In this case, it will take up to 55 minutes.

Step #3. Equipment

All of the strength exercises for each week have been prescribed for you; however, you do have the option to use different equipment depending on what is available to you and your personal preferences. If exercising at home, you can get just as good a workout and results as someone exercising in the gym. Home exercisers need a minimum of a fitball, dumbbells and fitness tubing. All of the necessary equipment can be found at a local retailer or for your convenience at the fitness store at www.KelliCalabrese.com. You can't put a price on your health and body so, if necessary, make a small investment in equipment – the return on

your investment will be priceless! You will get your money back tenfold in reduced medical expenses and a higher quality of life for years to come.

For those who have access to a gym, use a combination of free weights, machines, fitballs, body weight exercises and so on. For example, when given a chest press exercise in your routine, perform it with dumbbells, a straight bar, a selectorized machine or a fitness band. Use a combination of modalities as each has its benefits.

For fat-burning secrets that will enhance your strength training workouts and strength training techniques that produce results, order your copy of *Feminine, Firm & Fit* today.

Chapter 4

Get Fit With Cardio

Kelli says: “Sit up tall, pull your shoulders back, hold your head high and take your deepest breath all day. Hold it. Hold it. Ahhh - now long exhale.”

Those were the instructions I started and ended many of my 15 years of teaching group fitness classes with. Try it now. You are guaranteed to feel refreshed.

In this chapter of *Feminine, Firm & Fit*, we're going to talk about the *Fit* element of the triad. Oxygenating your blood is known as aerobics and it's a crucial piece of the fitness puzzle. **Engaging in cardiovascular exercise optimizes the way your body meets demands for oxygen and delivers vital nutrients.** **Cardiovascular exercise helps to reduce body fat and improves your health significantly.** The more aerobically fit you are, the more efficient your body is, leading to a higher quality of life both physically and mentally.

Knowledge empowers! In the following pages, you will learn what you need to know about one of the lynchpins of the *Feminine, Firm & Fit Program*, cardiovascular conditioning. You will finally understand your target heart rate range, the importance of monitoring your pulse, as well as the minimum and maximum time you should do aerobic exercise. And we'll give you ideas about how to make your program more interesting and productive.

There is no question that cardiovascular conditioning is paramount to a healthy, fit and energetic body. Some of the main health benefits you will derive from cardiovascular training are:

- Decreased body fat percentage by contributing to daily caloric deficit
- Reduction in resting blood pressure and heart rate
- Improvement in HDL (good) cholesterol
- Increased heart efficiency
- Improved health of blood vessels and aerobic capacity
- Decreased anxiety and depression
- Increased energy and stamina

Follow the steps below to plan your personalized cardiovascular workout.

Step #1. Determine Your Cardiovascular Level and Exercise Plan

Beginner	
You're a new or irregular exerciser or have been exercising for less than 6 months	
Frequency	3 times per week
Intensity	50 - 70% heart rate reserve*
Time	20+ minutes (two 10-minute sessions are acceptable for those who have a low starting level)
Type	Non-impact/low impact, i.e., walking, biking, elliptical training
Key Point	Listen to your body and progress gradually
* Refer to the section below on how to calculate heart rate reserve	

Intermediate	
You've been exercising regularly for 6 - 12 months	
Frequency	3 times per week
Intensity	65 - 80% heart rate reserve*
Time	20 - 45 minutes
Type	Choose activities that are more challenging, i.e., stairclimbing, rowing, swimming, cross country skiing
Key Point	Choose a variety of exercises
* Refer to the section below on how to calculate heart rate reserve	

Advanced	
You've been exercising regularly and intensely for a year or more	
Frequency	3 times per week
Intensity	70 - 85% heart rate reserve*
Time	20 - maximum of 60 minutes
Type	Add more skill-related and physically challenging activities, i.e., kickboxing, mountain biking, running
Key Point	Monitor your heart rate to ensure that you are exercising within your target heart rate range
* Refer to the section below on how to calculate heart rate reserve	

Step #2. How Hard Should I Exercise?

Clients routinely ask what intensity they should be exercising at in order to burn the most fat. At rest your body uses approximately 60% of its calories from fat and 40% from carbohydrates. At moderate intensities that ratio switches to about 50/50. **As the intensity gets higher, a greater percentage of calories burned come from carbohydrates BUT no matter which system the body is using, calories are burned from fats, carbohydrates and proteins.** At higher intensities, more total calories and fat calories are burned compared to lower intensities. In the hour following exercise, you begin to shift back to burning a higher percentage of calories from fat. Remember though that it takes time to work up to exercising at higher intensities and you should not work at the highest intensities each workout. The program will give you variations of shorter, more intense sessions as well as moderate and longer duration workouts to keep your body continuously adapting and changing.

In order to maximize fat and calorie burn, challenge yourself to work at an intensity that is mild to moderate for beginners and moderate to near maximal for intermediate and advanced exercisers. This can be achieved by using intervals, which is further explained below. If you are feeling fatigued when it's time for your cardio workout, plan a "recovery" cardio session where your intensity is lower. If you find you are chronically fatigued, re-evaluate the level you chose and adjust accordingly.

If you feel you can comfortably work in a higher heart rate range than what we prescribed, do so gradually. And visa versa – if your target heart range seems too high for you, decrease your range accordingly.

Target Heart Rate Range. Exercising in your target heart rate range will give you the most benefit with the least amount of risk. Determine if you are exercising at the right intensity by measuring your heart rate periodically while you exercise and by trying to keep it within a range that is appropriate for your present level of fitness. For most healthy individuals, the Karvonen formula provides a good estimate of your target heart rate range – see Target Heart Rate Reserve below to calculate your target heart rate range. An example can be found below.

First determine your maximal heart rate. Maximal Heart Rate (MHR) is a prediction of the maximum number of times your heart can beat in one minute. It is based on 220, which is the maximum number of times an infant's heart can beat, minus your age. So, with each passing year, your maximal heart rate will be lower according to this formula.

This calculated estimate is accurate to plus or minus 10 beats per minute (bpm). The only precise way to know your MHR is to perform a maximal stress test under the supervision of a physician. If you are a beginner or are not supervised, avoid exercising near maximal capacity.

Second, measure your resting heart rate. Resting heart rate is the number of times per minute your heart beats when your body is at rest. Normal resting heart rates can range from 50 to 100 bpm. The average resting heart rate for adults is 72 bpm. Individuals who are aerobically fit generally have lower resting heart rates.

We are not limited to a certain number of heartbeats in a lifetime, so you don't have to worry that you might use up your heart's capacity by making it work harder. Cardiovascular exercise helps your heart work more efficiently to supply the body with oxygen and nutrients - and it will likely pump a lot longer, expanding your life.

To determine your true baseline resting heart rate, take your pulse for one full minute before getting out of bed in the morning. Ideally, take your pulse on three different mornings and average the three to determine resting heart rate. If you are unsure about how to find your pulse, please see the section below on 'How to Monitor Your Pulse During Exercise.'

Target Heart Rate Reserve. The Karvonen formula prescribes a range of 50% to 85% of your heart rate reserve (HRR). Heart rate reserve is determined by subtracting your resting heart rate from your maximal heart rate. Here is an example of the Karvonen formula.

Stats:

Age: 40

Resting heart rate: 70 bpm

- a. Determine maximal heart rate: $220 - 40 = 180$ bpm
- b. Subtract resting heart rate from maximal heart rate to determine heart rate reserve: $180 - 70 = 110$ bpm
- c. Calculate 50% of heart rate reserve ($110 \times .50 = 55$)
- d. Add resting heart rate to that number ($55 + 70 = 125$ bpm) - the low end of the heart rate range is 125 bpm
- e. Calculate 85% of heart rate reserve ($110 \times .85 = 94$)
- f. Add resting heart rate to that number ($94 + 70 = 164$ bpm) - the high end of the heart rate range is 164 bpm

In this example, the target heart rate range would be 125 - 164 bpm during exercise.

Now try it for yourself. Plug in your age and resting heart rate in the formula below to determine your training range. You can also find a target heart rate calculator at www.KelliCalabrese.com. Click on the link 'For Your Body' to automatically calculate your target heart rate range.

- a. $220 - (\text{my age}) = \text{maximal heart rate}$
- b. $\text{maximal heart rate} - \text{my resting heart rate} = ?$
- c. $? \times .50 = x$
- d. $x + \text{resting heart rate} = \text{low end of target heart rate range}$
- e. $? \times .85 = y$
- f. $y + \text{resting heart rate} = \text{high end of target heart rate range}$

How to Monitor Your Pulse During Exercise

First find your pulse points. Your radial pulse is located on the underside of your wrist in line with your thumb, and your carotid pulse is located at the side of your neck directly below your eye. You can use either one.

To monitor your radial pulse during exercise, gently rest the pointer and middle fingers of one hand to locate the radial pulse point on the opposite wrist. Or lightly touch your middle finger to the same side of your neck to check your carotid pulse.

Periodically slow down or stop your workout, find your pulse and count the number of beats in a 10-second period. Count the first beat as 0, not 1. Then resume your workout. To determine your heart rate in beats per minute, multiply the number of beats during that 10-second period by 6. For instance, if you counted 20 beats in 10 seconds, your exercise heart rate would be 120 bpm.

For full Program Guide to *Feminine, Firm & Fit* to learn other methods of determining intensity, cardio techniques that optimize fat burning and common cardiovascular techniques that increase motivation and adherence as well as goal setting, assessing fitness, preventing injuries and making this Program a permanent part of your life, go to www.kellicalabrese.com.

Chapter 5

Restore Your Body with Stretching

Stretching is a vital component of any fitness plan.

The more flexible you are, the less chance of injury you have and the better you feel. Stretching when done improperly is counterproductive at best. You will find that in as little as 5 – 10 minutes 3 or more times a week you can feel younger and keep your joints healthy.

***Kelli says:** “One cold morning in Newark airport at 5:30 AM, my husband and I were awaiting a 14 hour flight to Hawaii for a Valentine’s getaway (without the kids). It had been a particularly brutal winter and I watched as everyone sat around bundled up, half asleep and looking pretty gray. The gate was right next to the concessions and just about everyone waiting for our flight had a large cup of coffee in one hand and a cinnamon bun in the other . I was just imagining how they were going to feel from the caffeine and sugar jolt followed by the sluggish tranquilized sugar crash. Just then I noticed a strong, lean, vibrant, mature woman in the corner who had laid down her jacket on the carpet and began performing yoga poses. She proceeded to stretch, breathe deeply and elongate every major muscle group in her body for the entire hour that we waited to board the plane. I was trying to imagine how wonderful her body must feel and how prepared she was to sit in a plane for 14 hours compared to the jittery-turned-numb coffee and sugar junkies. There was no doubt in my mind that woman was flying first class.”*

Have you ever watched a dog or cat when they get up from a nap? The desire to stretch is a natural impulse when you feel stiff. Stretching encourages suppleness, helps with postural alignment and makes us very aware of our body. Think of stretching as your healthy dessert after a nutritious main course. It’s something you don’t want to miss out on. When not overlooked or misused, stretching can help prevent injuries.

Flexibility assists your joints in moving freely through a full range of motion. In your daily life being flexible enables you to tie your shoes with greater ease or comfortably reach items. Flexibility and function are inescapably tied together.

Proper stretching can also help to relieve chronic pain and discomfort. Without regular stretching, muscles get tight while other muscles may get overstretched and weak, which can lead to pain, misalignment and compensation in gait and posture. For example, individuals with low back pain usually have tight hamstrings which can cause an exaggeration in the curve of the back. By following a balanced flexibility program that includes stretching the hamstrings, lower back pain may be alleviated. To learn techniques personal trainers use to improve flexibility and posture, order your copy of the complete *Feminine, Firm & Fit Program* today.

Chapter 6

Fuel Your Body

This chapter will help you finally get a grasp on making food choices that will nourish and energize you, and give you the tools to make your body an efficient fuel-burning machine.

Fueling your body has a significant impact on your weight management, energy levels and, ultimately, your health. Making healthy choices in the proper amounts can become a natural habit. The *Feminine, Firm & Fit* guidelines for fueling your body are flexible, include natural foods and are guaranteed to help you shed fat without starving—all without measuring or weighing your foods!

Kelli says: “Once upon a time, eating was simple. You plucked fruits and vegetables from trees and hunted and fished for your protein. You ate when you were hungry and stopped when you were full. As our civilization developed, food in boxes and cans with confusing labels and misleading names became the norm. Soon scientists (and some non-scientists) unleashed hundreds of guides, books and reports to suggest what you should and shouldn’t eat. What was once natural has now become highly confusing – but it doesn’t have to be.”

Success in nourishing your body and reaching your goal weight does not rely on quick fixes but on making wholesome and nutritious food choices and healthful behavioral changes. To get the most mileage from your exercise efforts you need to have a plan for your meals. Leaving your meals to chance is self-sabotaging. You may have tried vegetarianism, noshing, low-carb diets, diet food or have a fat phobia. All of these popular eating plans have some truth to them but the extremes lead to deficiencies, cravings, binging or worse.

We are going to keep this simple. No calorie, gram or point counting. You do not need to measure anything! Initially it may take a little trial and error to optimize fueling your body so that your metabolism is continuously stoked throughout the day and night. After 12 weeks of making healthy food choices, you will rely less on planning and recording, while still being able to lose fat and maintain a high energy level.

The Feminine, Firm & Fit Eating Guidelines

This simple plan that will teach you how to make food choices that will raise your metabolism, facilitate your body in becoming efficient at burning fat and give you more energy. Here is a summary of practical suggestions which will be explained throughout this chapter.

- Combine eating nutritious foods with exercising to give impressive and lasting results that will preserve muscle and burn excess fat.
- Consume 5 – 6 small meals of similar caloric value.
- Compare food labels to ensure you are making the best choices.
- Understand a serving size and eat slowly.
- Avoid fads like low calorie or high protein diets.
- Drink the recommended amount of water for your current weight each day.
- Time meals with your workouts.
- Make positive behavioral changes.
- Consume lean protein, complex and fibrous carbohydrates and polyunsaturated fats.
- Treat yourself to your favorite foods once a week.
- Journal and track meals daily.
- Take a multi-vitamin/mineral supplement each day.
- When possible, eat foods in their most raw natural state.
- Enjoy dining out.

The Dynamic Duo Exercise and Diet

Exercising Alone - If your goal is fat loss and you plan to exercise but not make changes to your diet, it's going to be a long, slow road to transforming your body. Your health will improve, you will get stronger and more aerobically fit, but the pounds will come off very slowly unless you are eating nutritious foods in the proper amounts.

For example, let's say you walk one mile 3 times a week and burn approximately 300 calories in total. You would have to walk for 11 ½ weeks to burn one pound of fat. At that rate you would have lost 5 pounds at the end of the year – not exactly what you had in mind. And if you return from your walk and have a sports drink, you will likely offset the calories you burned.

***Kelli says:** “In my senior at Rutgers University, I was the victim of a hit and run automobile collision. The crash left me with fractured ribs, a concussion, subluxated discs up and down my spine, torn ligaments in my knee, whiplash and lacerations. Prior to the accident I was teaching about 12 group fitness classes a week on campus and at 4 different health clubs. That was in addition to my own strength training workouts and whatever other physical activities arose in the path of a 22-year-old exercise science major. I went from quite a bit of activity to nothing more than being driven back and forth to physical therapy and chiropractors. I was in chronic pain. Trying to get comfortable in bed or in a chair was a challenge – that was a far cry from the girl who up until that point felt physically invincible. I continued to eat as if I were teaching 12 aerobic classes a week – even though I wasn't. You can guess what happened. My weight went from 128 in Feb 1991 to 158 in Dec 1991 – 30 pounds in less than a year.*

There are a couple of points I would like to make here based upon my experience. One is that exercisers can eat much more than non-exercisers and still maintain their weight. Second, when you are exercising, you also tend to make better food choices. I found that I was less conscious of what I was consuming when I wasn't exercising. Third, exercise boosts your energy and wards off depression. As the first time in my life as a non-exerciser, I found myself low on energy and esteem.

“Well as you can imagine, there was a turning point. I got back to strength training as quickly as I could and got back on track with making healthful food choices. I did get back to my original size, but I was leaner this time. My new weight was 135, but I had more muscle and a higher metabolism – and less fat.

I began teaching aerobics again although I avoided impact classes and focused on strengthening classes, SPIN and Pilates. Prior to my accident I was overtraining and holding on to excess fat. Following my recovery, I was exercising less yet I was in better shape, stronger, leaner and had more energy.”

Debbie says: *“When I was younger, I was very careful about what I ate to keep my girlish figure. I didn’t engage in any form of physical activity at all. And let me tell you it was tough to maintain my desired body weight! During my pregnancy, I gained 60 lbs. and after delivering my daughter was eventually left with 25 of those pounds. It wasn’t until I began to eat a balanced diet and added physical activity to my lifestyle after my stroke that I began to see positive, sustainable changes in my body. I now weigh 15 lbs. more than I did when I was younger but look better than I did way back when and can easily maintain my weight – it’s been the same for more than 10 years. Whether you would like to lose 10 lbs. or 100 lbs., it is achievable and maintainable.”*

Dieting Alone - If you diet (i.e., calorie deprivation) without exercising, you may lose fat temporarily but you will not get the health benefits that exercise brings. In addition to fat, 28% of your weight loss will come from muscle. I think we’ve told you about a bazillion times how important metabolically active muscle is. You also have a significant chance of regaining the weight you lose when you lose it through diet alone. Dieting also does not help you get stronger or have shapely muscles or improve your posture - benefits achieved when you combine exercise with proper eating. 95% of dieters who don’t exercise regain the weight lost – and then some. Exercisers on average keep off every pound they lose.

Energy Balance - Proper eating does not mean calorie restriction or starvation and it certainly does not mean relying on dangerous fat-burning supplements or trendy diets. Balancing calories expended and consumed does play a role in weight loss, gain and maintenance, but it’s very individual. Two people can weigh the same, exercise the same and eat the same foods, but at the end of the day their energy balance may be different. It has to do with where the calories are coming from and how efficient your body is at processing them. All calories are not created equal. Fat gives your body a 5% metabolic boost, complex carbs a 10% boost and proteins up to a 25% boost. If you are eating high sugar, processed and fried foods and your metabolism is sluggish due to years of gunking it up with simple sugars and trans fats, you will not metabolize foods as efficiently as someone who is making food choices from nature that are unrefined and unprocessed – and who exercises often.

Kelli says: *“One of the consistent themes I hear from my clients is that they cannot believe how much more they can eat – once they start eating what we’ll call ‘clean.’ They are eating more and are leaner. The best thing is that after time, they pretty much lose their cravings for sweet or fried foods. Read on to find out how this works.”*

Eat 5 – 6 Meals a Day

Active women can eat considerably more on a daily basis and yet weigh less than those who exercise at low levels or are sedentary. Active women maintain a lighter and leaner body with a lower body fat percentage even though they eat more than their sedentary counterparts.

When you eat, your body heats up. This is known as the thermic effect of food. The heat is the result of the intense metabolic action involved in digesting and absorbing the food you’ve eaten. It can last for as long as three hours following a meal. By eating 5 – 6 smaller meals throughout the day you are putting this scientific fact to work for you. Think of it as breakfast, mid-morning snack, lunch, mid-afternoon snack, dinner and evening snack.

Most likely you are unconsciously doing this now in the form of BLTs - Bites, Licks and Tastes add up to considerable calories by the end of the day. A handful of pretzels here, a few french fries there, a couple of

cookies with your afternoon coffee – those non-nutritive, empty calories count. When you eat mindfully, using a combination of lean protein, complex and fibrous carbs and low fat, you turn your body into a fat-burning machine instead of a fat-storing machine.

Skipping meals, especially breakfast leads to low energy, cravings and overeating later in the day. People who don't eat breakfast tend to be heavier than those who eat a lean breakfast. By eating every 3 hours you will never be hungry and *never* feel like you are on a "diet." Eating smaller portions of food every few hours helps with digestion. In addition, the brain will never send the body into starvation mode and you shouldn't crave sweets. Because of the balanced natural foods you are eating, blood sugar will remain stable, you will not experience dips in energy and you will feel satisfied.

Frequent fueling is a great way to stave off hunger and fuel metabolism, but the meals will likely have to be smaller than what you are currently accustomed to. See more information on serving sizes below.

Debbie says: "My friend, Mary, skips breakfast, eats a salad for lunch and a dinner of chicken or fish (grilled of course) and can't understand why she can't reach her fitness goals while I maintain my healthy weight. She refuses to eat any more for fear of gaining weight. Mary is not alone. This type of thinking is typical of most women – I was there myself for years! Now I eat 6 meals a day and maintain a healthy weight. Change your thinking to achieve success."

Unscrambling Food Labels

Kelli says: "As a rule of thumb, if there are ingredients that you cannot pronounce on the label or the food is high in fat, sugar or salt, avoid it. On my last trip to the grocery store, I couldn't help but notice the soda, chips, coffee, deli meats and boxes of snack bars that were on the belt in front of my order. I glanced up at the owner of these "food" items and a grayish, overweight, middle aged man appeared slumped over his cart. Just thinking of consuming those products would likely zap your body of energy. Imagine what eating them does."

Food labels tell us what is inside processed food packages and are our lifeline to good health. They come in handy when trying to determine which yogurt has the most protein per serving, which cereal has the least amount of sugar per serving or which salad dressing is the most healthful. Here's a quick 'how to' that will help you become an educated consumer and make the most healthful choices.

Serving Size and Servings per Container: Misconception about the size of a serving is one of the biggest traps people fall into. For example, you are traveling and it's time for a meal. You pull off the road, run into the convenience store and grab a bag of trail mix with nuts and dried fruits. You glance at the package and notice 170 calories, but you didn't notice that there are seven servings in the bag. If you eat the entire bag of trail mix, you will have consumed 1190 calories.

Compare the servings to determine how much of the package you can eat (one or two servings will most likely meet your meal requirements). The same applies to the nutrients. If a serving has 9 grams of protein, 2 servings would have 18 grams and so on for the other nutrients.

To obtain a list of the best food choices for lean proteins, fibrous and complex carbohydrates and fats and to find out why you should treat yourself, purchase the *Feminine, Firm & Fit Program* today.



***Building A Lean, Strong Body
in 12 Weeks***

Companion Journal

Feminine, Firm & Fit Companion Journal

The 12-Week Feminine, Firm & Fit Program Companion Journal

Kelli says: “Journaling is a powerful tool. I’ve kept a journal on and off for as long as I can remember. I used to call it a diary back then. My journals were my personal stories of dreams, experiences, triumphs as well as an outlet for introspection.

Over the years I’ve recorded personal, financial, professional and physical goals and how I planned to achieve them. My journaling became more sophisticated in college and I began to record daily food intake and exercise activity. Each one of my journals began with an assessment of my current situation and my goals for a given period of time.

What I have noticed from my personal experience and working with thousands of clients is that those who plan and record their food intake and exercise activity see the best results. The Companion Journal combines the Feminine, Firm & Fit Program with the journaling techniques that have been researched and successfully used with my clients. I invite you not only take full advantage of the tools in this Journal, but enjoy getting to know yourself a little better.”

Debbie says: “I wouldn’t be as physically and mentally strong as I am today if I had not kept a journal after my stroke in 1990. It empowered me to continue on my journey to health and wellness.

It was thrilling to record my daily accomplishments, no matter how big or small. On the darkest of days, I could look back and read about my recent accomplishments and it always helped me move forward. Today I use my journal to set personal and professional goals as well as to record the strategies I plan to use to achieve those goals. The Feminine, Firm & Fit Companion Journal brings to you the methods and strategies I used that can help you achieve your goals too.

Journaling is an effective way to reach the ‘inner you’ – that voice trying so hard to be heard but is so often ignored. This ‘inner you’ expresses your true hopes, dreams and aspirations. This is **your** journal and I encourage you to take advantage of the process and be totally honest with yourself. Happiness is not achieved by simply reaching a certain weight. Listen to the voice of the ‘inner you’ to find your life’s path.”

Feminine, Firm & Fit Companion Journal

The turning point - Listen to any success story and it has one. Maybe it's not being able to button your favorite pair of pants, or seeing an extra roll when you look at a photo of yourself or seeing the reflection that stares back at you when trying on bathing suits. It's a moment in time when you finally decide you are going to change.

You wake up the very next morning, go for a jog, skip breakfast, eat a salad for lunch and have grilled swordfish with string beans for dinner. Next morning you hit the scale and you've lost 2 pounds. Victory! Day 2, you repeat the same exercise and eating schedule. On the third morning you are down yet another pound. You repeat the same schedule yet a third day. On the 4th morning – nothing! You are devastated, hungry, sore, disappointed, tired and frustrated. You begin clawing at the food in the pantry and eat standing in front of the fridge.

Even people with the best intentions find themselves missing their mark again and again. Typically it comes down to unrealistic goals, lack of planning, insufficient knowledge or being misled by the wrong information. The passion and drive peter out when instant results are not seen and the challenge seems too great. The *Companion Journal* will help you turn your desires into reality with a plan of action that works for your individual body, lifestyle and preferences. Use what works best for you.

Before starting your *Companion Journal*, be sure to listen to the *Results Start Here* CD and read the *Program Guide* to understand the principles of the program. Ideally, each week should start on Sunday with a Mental Training Day. This is a day of rest from exercise, but you will use it as a planning day for the upcoming week. Listen to the *Dynamic Coaching* CD each Sunday for your precise exercise guidelines, tips for success and inspiration for the upcoming week. With a clear-cut direction for the week, you'll have 'the tools' but to succeed.

Establishing your fitness schedule and sticking to it will ensure consistency and progress. Once you have committed to your fitness program, you can use the *Feminine, Firm & Fit Companion Journal* as your daily resource to measure physical and emotional success. Use the *Companion Journal* to guide you - you don't have to be perfect, but giving the program your best effort is guaranteed to change your body and life.

The Mental Training Day gives you the opportunity to reflect on your accomplishments from the previous week and assess what, if any, adjustments you would like to make for the upcoming week. The weekly mission statement will help you incorporate these adjustments into your program.

A weekly assignment will help you keep your commitment to the program, overcome obstacles and stay on track. The weekly fitness tip will empower you to improve your fitness. Week by week, we'll let you know what subtle but very empowering physical changes you should be expecting.

Feminine, Firm & Fit Companion Journal

Think of your *Companion Journal* as your personal resource center. You will constantly refer to it throughout the 12-week program. It provides a meal planner for all 7 days of each week as well as 3 cardio and 3 strength sessions each week with flexibility recommendations. Don't get overwhelmed! Your strength and cardio sessions should be completed in 20 to 40 minutes, and stretching only takes about 10 minutes.

Preplan your meals for the week on your Mental Training Day, then check off each meal as you go through the day, noting any changes you may have made along the way. With all the guesswork taken out of the equation, you are more likely to stay the course.

Perform your workouts by following the exercise instructions on the log. For example, on Tuesday you might be given 10 strength exercises and 6 stretches. Always look a day or two ahead so you can plan for your exercise. When necessary, refer back to the *Program Guide* for a refresher.

By following the guidelines on the *Dynamic Coaching* CD and recording your progress in the *Companion Journal*, you will put into practice the wealth of information from the *Feminine, Firm & Fit Program Guide*. With each passing week making good decisions for your body and health will become easier.

Feminine, Firm & Fit Companion Journal

Feminine, Firm & Fit Fitness Program

The weeks are set up as follows:

Sunday: Mental Training Day

- Rest and recover
- Listen to the *Dynamic Coaching* CD
- Complete the components in the *Companion Journal* for the day
- Review the upcoming week's workouts
- Plan your meals, prepare a shopping list and purchase what food you need for the week

Monday:

- Cardio
- Stretching (We have included the option to stretch on cardio days, which we strongly encourage you to do.)

Tuesday:

- Strength
- Stretching

Wednesday:

- Cardio
- Stretch

Thursday:

- Strength
- Stretching

Friday:

- Cardio
- Stretch

Saturday:

- Strength
- Stretching

Of course you have options as to the order in which you do your exercise sessions. You may prefer to start your week on Monday with strength and finish with cardio on Saturday. Or you may prefer to combine cardio and strength in the same day for a total of 3 weekly sessions. There is just one rule - you must not do strength-training workouts on two consecutive days.

Remember these exercises can be performed at home with a minimum of equipment, i.e., dumbbells, a fitball, and fitness tubing, or you can exercise at the gym.

Feminine, Firm & Fit Companion Journal

Feminine, Firm & Fit Fitness Success Planner

Using the *Fitness Success Planner* below, schedule your workouts for the next 12 weeks before your schedule fills up with other obligations. This will allow you to plan around your workouts – instead of the other way around. If you use a personal planner, digital or otherwise, please reserve your workout time several weeks in advance. No matter how you track your schedule, maintain your fitness appointment as a priority.

My 12-Week Fitness Success Planner							
Start date:				End date:			
Day							
Week 1	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 2	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Week 3	Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
Week 4	Day 22	Day 23	Day 24	Day 25	Day 26	Day 27	Day 28
Week 5	Day 29	Day 30	Day 31	Day 32	Day 33	Day 34	Day 35
Week 6	Day 36	Day 37	Day 38	Day 39	Day 40	Day 41	Day 42
Week 7	Day 43	Day 44	Day 45	Day 46	Day 47	Day 48	Day 49
Week 8	Day 50	Day 51	Day 52	Day 53	Day 54	Day 55	Day 56
Week 9	Day 57	Day 58	Day 59	Day 60	Day 61	Day 62	Day 63
Week 10	Day 64	Day 65	Day 66	Day 67	Day 68	Day 69	Day 70
Week 11	Day 71	Day 72	Day 73	Day 74	Day 75	Day 76	Day 77
Week 12	Day 78	Day 79	Day 80	Day 81	Day 82	Day 83	Day 84

Feminine, Firm & Fit Companion Journal

Get Set for Success

Record the data from your fitness assessment in the table below.

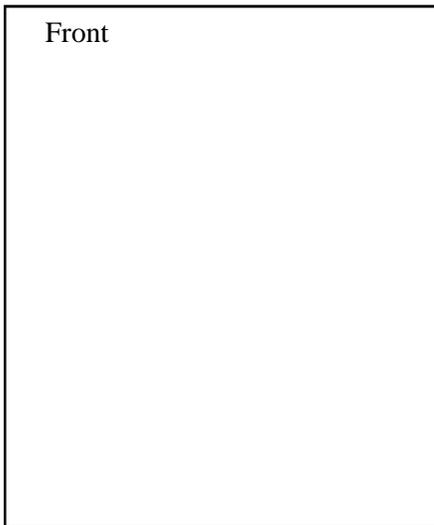
Assessment	Beginning Date _/_/___	6 weeks Date _/_/___	12 weeks Date _/_/___	Change +/-
Weight				
% Body Fat				
Resting Heart Rate				
Blood Pressure				
Circumferences:				
Chest				
Waist				
Hips				
Right Thigh				
Right Calf				
Right Arm				
Right Forearm				
Fitness Walking Test				
Recovery Heart Rate				
Push Up Test				
Curl Up Test				
Sit and Reach Test				
<p>The Pants Test - Put on the tightest pair of pants you own. Take a picture wearing them. Do the same at 6 weeks and 12 weeks with the same pants. Place the photos below.</p>				
<p>Details:</p>				

Feminine, Firm & Fit Companion Journal

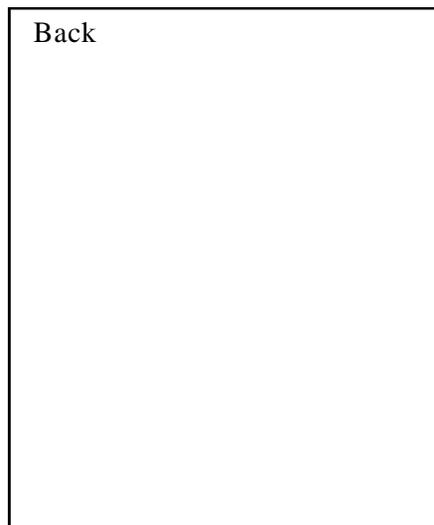
Photos

•••••
• Before Photos •
• Date _____ •
•••••

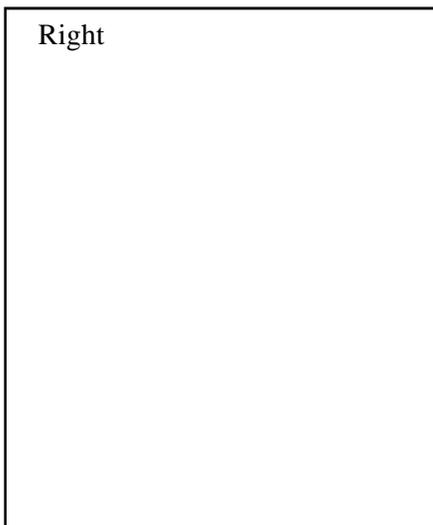
Front



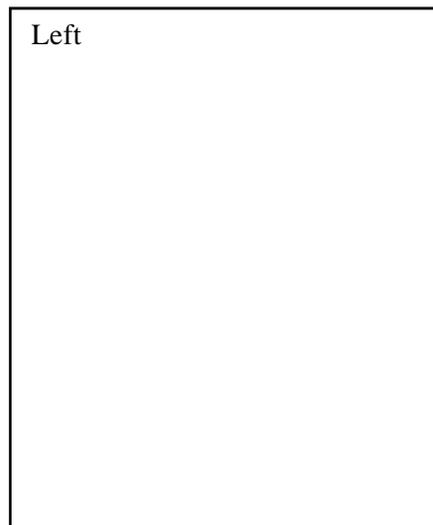
Back



Right



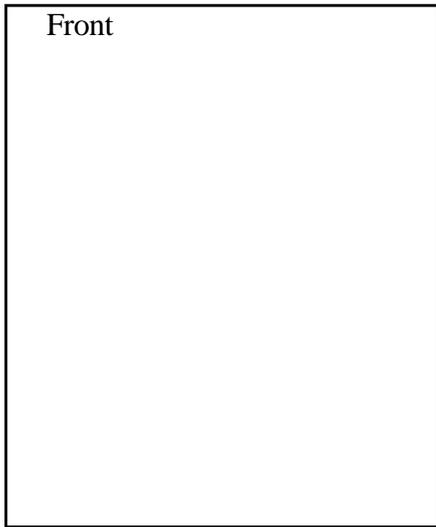
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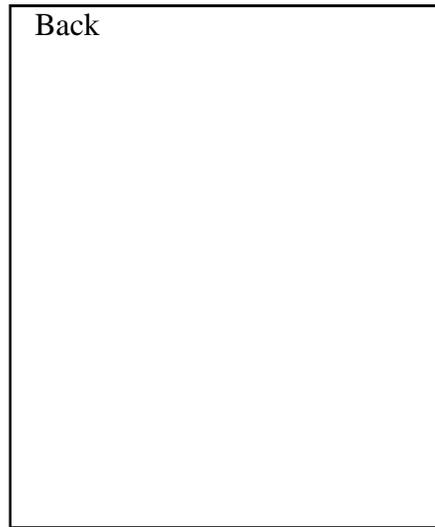
Feminine, Firm & Fit Companion Journal

.....
• 6 Week Photos
• Date _____
.....

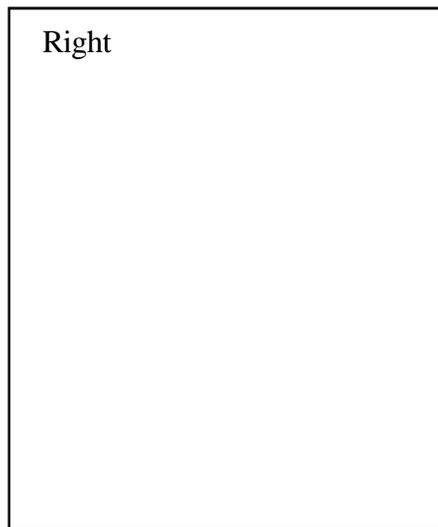
Front



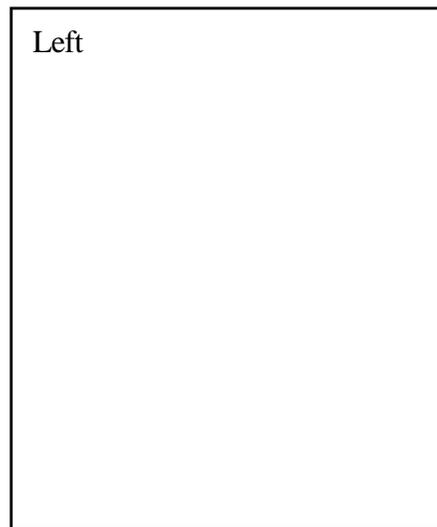
Back



Right



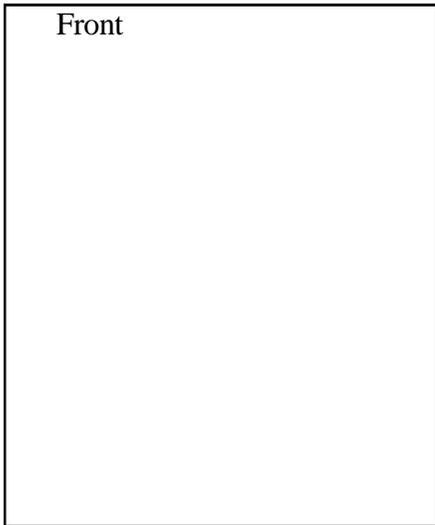
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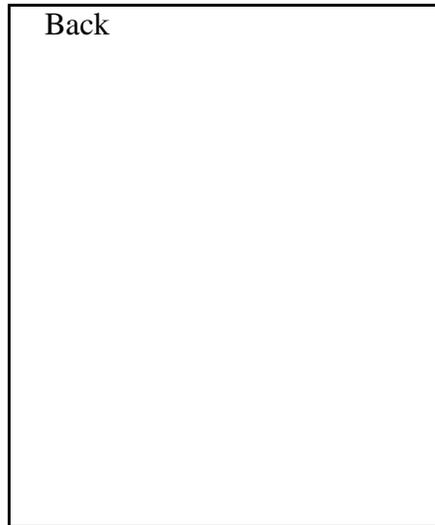
Feminine, Firm & Fit Companion Journal

••••••••••••••••••••
• 12 Week Photos
• Date _____
••••••••••••••••••••

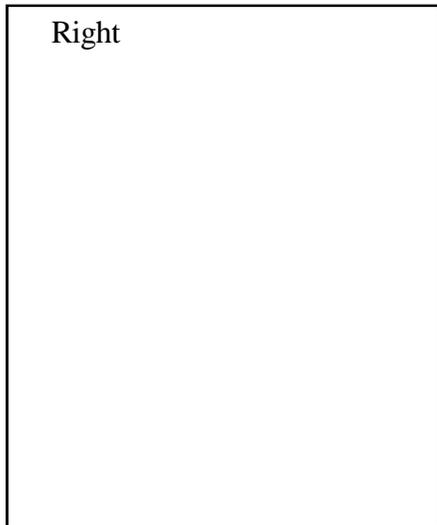
Front



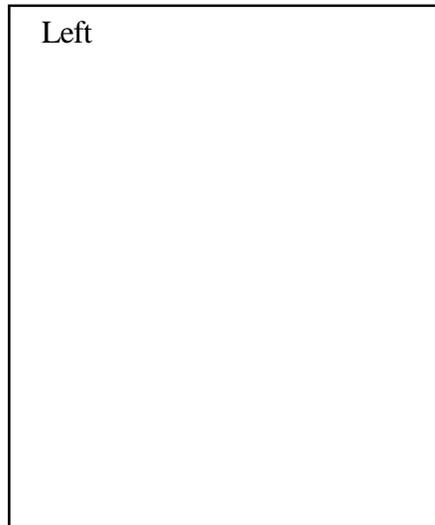
Back



Right



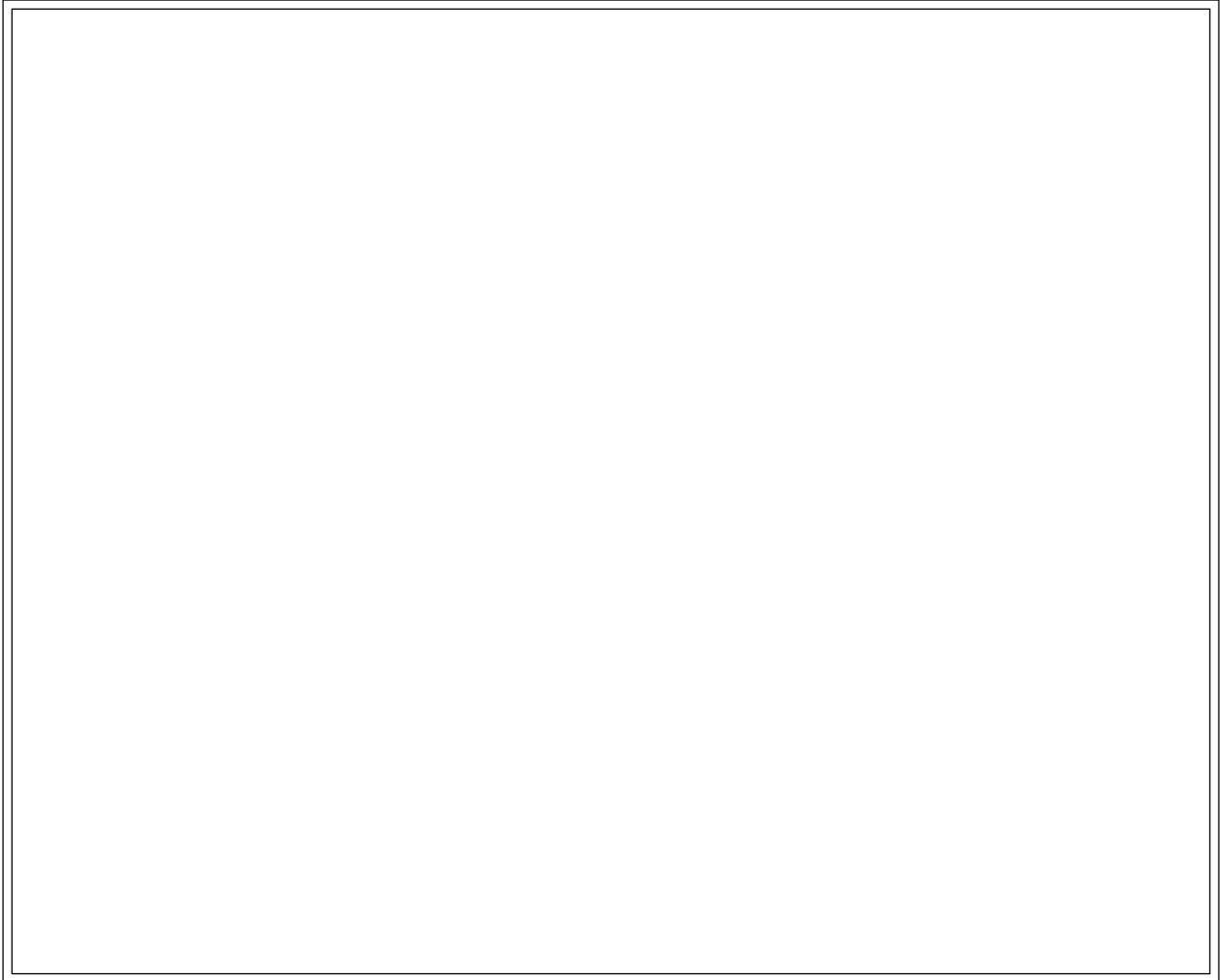
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Feminine, Firm & Fit Companion Journal

Hopes and Dreams

Everything in life begins with your dreams. In the space provided below, write down your hopes and dreams regarding your health and fitness. Don't think too hard about it; just jot down whatever comes to mind.

A large, empty rectangular box with a double-line border, intended for the user to write their hopes and dreams regarding health and fitness.

When you have finished, take a good look at what you've written. You will probably see a central theme emerge. This is a great starting point for setting goals. Circle the top 3 priorities and focus on them over the coming weeks.

Feminine, Firm & Fit Companion Journal

In the space below, record your goals for the first 6 weeks of the *Feminine, Firm & Fit Program*.

By Week #6, I will accomplish the following goals:

Overall Goals _____

Cardio Goals _____

Strength Training Goals _____

Flexibility Goals _____

Nutrition Goals _____

Obstacles I must overcome to reach my goals. _____

Feminine, Firm & Fit Companion Journal

Strategies to overcome these obstacles: _____

What do I have working for me that will give me a head start in reaching my goals? _____

Feminine, Firm & Fit Companion Journal

Week 1

Sunday, _____

Mental Training Day

- ◆ Listen to *Feminine, Firm & Fit Dynamic Coaching* CD for Week 1
 - ◆ **Assignment** – Write down the reasons why you are committed to sticking to your workout schedule for the next 12 weeks. _____
-
-

- ◆ My **mission** for the first week on the *Feminine, Firm & Fit* program is....
-
-
-

* * * * *

Weekly Prescriptions

- ◆ **Cardio** - This week's workouts will consist of continuous cardiovascular training. By that we mean that after warming up, you will exercise at an intensity that gets you to your target heart rate range which you will maintain for the duration of your session.

Refer back to Chapter 4 of the *Program Guide* to determine whether your cardiovascular level is beginner, intermediate or advanced. That will tell you which cardio prescription to follow at the beginning of each week. Pick an activity that you enjoy, put one foot in front of the other and begin!

Technique	Beginner Intensity/Time	Intermediate Intensity/Time	Advanced Intensity/Time
Continuous (one pace)	55 - 70% HRR 20+ minutes	65 - 80% HRR 20 - 45 minutes	70 - 90% HRR 20 - 60 minutes

90% is only a target for interval bursts

Feminine, Firm & Fit Companion Journal

- ◆ **Strength** – This week concentrate on performing each exercise with good form. Some or all of these exercises may be new to you. Use slow and controlled movements and perform each exercise until you reach momentary muscular failure. To achieve momentary muscle failure, keep going until the point when you can no longer do another repetition with good form. That should happen between 30 and 90 seconds. You will perform your strength routine 3 times each week on alternating days.
- ◆ **Flexibility** – Stretch after each strength training session. If you have the time, stretch after your cardio sessions as well—it feels great! Hold each of the stretches for 10 to 30 seconds while continuing to breathe. Try to relax through each stretch.
- ◆ **Meal Plan** – For this first week, focus on making wholesome and nutritious food choices. Begin steering away from processed foods and eating more natural and raw foods. Make sure you never get a chance to feel hungry by striving to eat every 3 hours throughout the day. That means you'll be eating 5 to 6 smaller meals instead of the typical 3 big ones. Try to stick to the preferred food selections in Chapter 6 of the *Program Guide*.
- ◆ **Expectation** - By the end of the first week, you'll notice an increase in your energy, which is a sign that your blood sugar is stabilizing allowing your body to continually release fat as you burn calories. You may also notice a bit more bounce in your step just because it feels good to follow through on your decision to improve your health and body.
- ◆ **Fitness Tip** – Remember to stay within your target heart rate range as you exercise to ensure you are getting the most benefit with the least amount of risk. Review Chapter 4 of the *Program Guide* for instructions on how to determine your target heart rate range and monitor your heart rate during exercise.

Record your heart rate in your daily training log. We recommend wearing a heart rate monitor, which allows you to check your intensity at a glance. If you don't plan to use a heart rate monitor, practice finding your heart rate during rest and exercise. Over time, you'll start to notice that your heart rate is lower with the same workload, which means that your body is becoming more efficient.

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate)	1 2 3 4 5 6 7 8
Multi-vitamin/mineral supplement	yes no
Notes:	

Feminine, Firm & Fit Companion Journal

Monday, _____
Week 1

Activity	Distance / Time	Heart Rate / RPE
Warm Up		
Cool Down		

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate) 1 2 3 4 5 6 7 8	
Multi-vitamin/mineral supplement yes no	
Notes:	

Feminine, Firm & Fit Companion Journal

Tuesday, _____
Week 1

Strength Exercise	Weight	Reps	Sets
Shoulder Width Squat			
Leg Extension			
Hamstring Curl			
Donkey Kick			
Pull Down or Bent Over Row			
Seated Row			
Chest Press			
Chest Fly			
Overhead Shoulder Press			
Biceps Concentration Curl			
Triceps Extension			
Lower Back			
Abs			
Abs			
Obliques			

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate) 1 2 3 4 5 6 7 8	
Multi-vitamin/mineral supplement yes no	
Notes:	

Feminine, Firm & Fit Companion Journal

Wednesday, _____
Week 1

Activity	Distance / Time	Heart Rate / RPE
Warm Up		
Cool Down		

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate)	1 2 3 4 5 6 7 8
Multi-vitamin/mineral supplement	yes no
Notes:	

Feminine, Firm & Fit Companion Journal

Thursday, _____
Week 1

Strength Exercise	Weight	Reps	Sets
Shoulder Width Squat			
Leg Extension			
Hamstring Curl			
Donkey Kick			
Pull Down or Bent Over Row			
Seated Row			
Chest Press			
Chest Fly			
Overhead Shoulder Press			
Biceps Concentration Curl			
Triceps Extension			
Lower Back			
Abs			
Abs			
Obliques			

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate)	1 2 3 4 5 6 7 8
Multi-vitamin/mineral supplement	yes no
Notes:	

Feminine, Firm & Fit Companion Journal

Friday, _____
Week 1

Activity	Distance / Time	Heart Rate / RPE
Warm Up		
Cool Down		

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate) 1 2 3 4 5 6 7 8	
Multi-vitamin/mineral supplement yes no	
Notes:	

Feminine, Firm & Fit Companion Journal

Saturday, _____

Week 1

Strength Exercise	Weight	Reps	Sets
Shoulder Width Squat			
Leg Extension			
Hamstring Curl			
Donkey Kick			
Pull Down or Bent Over Row			
Seated Row			
Chest Press			
Chest Fly			
Overhead Shoulder Press			
Biceps Concentration Curl			
Triceps Extension			
Lower Back			
Abs			
Abs			
Obliques			

Stretches – Choose one stretch for each muscle group as pictured in the *Feminine, Firm & Fit Exercise Guide* beginning on page 49.

Stretches			
Muscle Group	Stretch	Muscle Group	Stretch
Chest		Back	
Groin		Quadriceps	
Hamstrings		Shoulders	
Biceps		Triceps	
Lower Back		Abs	

Feminine, Firm & Fit Companion Journal

Meal Planner	
Meal 1	Meal 4
Meal 2	Meal 5
Meal 3	Meal 6
Water intake -- 8 OZS (circle as appropriate) 1 2 3 4 5 6 7 8	
Multi-vitamin/mineral supplement yes no	
Notes:	



***Building A Lean, Strong Body
in 12 Weeks***

Exercise Guide

Feminine, Firm & Fit Exercise Guide

Feminine, Firm & Fit Exercise Guide

The *Feminine, Firm & Fit Exercise Guide* is your reference to quickly and conveniently choose your exercises for the *Feminine, Firm & Fit* workouts.

Both strength and stretching exercises are demonstrated here. For your cardio workouts, follow the set up instructions on the machine and refer to the *Feminine, Firm & Fit Program Guide*. Some suggestions for cardio include: walking, inline skating, cycling, group fitness classes (step, studio cycling, etc.), elliptical, swimming, rowing, stair climbing.

Strength exercises are grouped by the muscles they work. Select the one performed with the equipment you prefer or have access to, *i.e.*, dumbbell or fitness tubing. Over the course of 12 weeks, rotate the exercises to keep your body challenged.

For each strength exercise, there are two photos - the starting point and the midpoint - use them as a guide to perform each exercise safely and effectively. For your convenience, there is an Anatomy chart on page 59.

Strength Training Key Points:

- ◆ Breathe! Exhale and inhale naturally. Never hold your breath. An easy way to remember how to breathe is to *exhale* on the *exertion*.
- ◆ Breathe in through the nose and out through the mouth.
- ◆ Every 2 or 4 weeks change exercises or equipment. They each have advantages and impose different positive stresses on the body.
- ◆ Move the resistance in a controlled manner without momentum.
- ◆ Beginners start with moderate resistance and work on form for the first few sessions. Then gradually add resistance to your workout.
- ◆ Refer to the Anatomy pictures on pages 60 and 61 to learn the names of the muscles.
- ◆ Stretching after each strength exercise can increase strength and flexibility.
- ◆ Keeping your spine neutral and refraining from locking out any joints, specifically the knees and elbows, will aid in maintaining good form.
- ◆ Stimulate each major muscle group 2 - 3 times weekly on alternating days.
- ◆ Warm up for 5 - 10 minutes (by walking or using any cardio modality) prior to beginning your strength training routine.

If you are unsure of the exercises, consider the *Feminine, Firm & Fit Online Personal Training Program* which has animations, detailed descriptions and is printer friendly. Go to www.KelliCalabrese.com and select "For Your Body" to sign up for the *Online Personal Training Program*.

Let's get started!

Feminine, Firm & Fit Exercise Guide

Starting Positions

One of the following eight positions will be used as the starting point for all of your exercises.

Starting Position #1.

Stand with feet shoulder width apart, arms at side with dumbbells. Stand tall as if someone poured ice down your back.

Examples of exercises using this starting position:

- **Dumbbell Close Stance Squat**
- **Fitness Tubing Close Stance Squat**



Starting Position #2.

Lie on floor with knees bent and spine relaxed.

Example of exercise using this starting position:

- **Ab Crunches**



Starting Position #3.

Lie on fitball face up with feet shoulder width apart and head at a natural extension of the spine.

Example of exercise using this starting position:

- **Fitball Chest Press**



Feminine, Firm & Fit Exercise Guide

Starting Position #4.

Sit tall on fitball.

Example of exercise using this starting position:

- Fitball Front Raise



Starting Position #5.

Lie on fitball face down with feet supported against a wall.

Example of exercise using this starting position:

- Fitball Low Back Extension

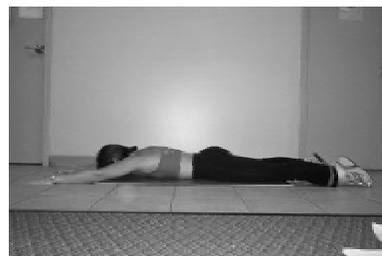


Starting Position #6.

Face down with arms extended over head.

Example of exercise using this starting position:

- Superman



Feminine, Firm & Fit Exercise Guide

Starting Position #7.

Lie on floor with feet on fitball, body in a straight line.

Example of exercise using this starting position:

- Fitball Hamstring Curl



Starting Position #8.

Stand tall with feet staggered, knees soft.

Example of exercise using this starting position:

- Dumbbell Lunge

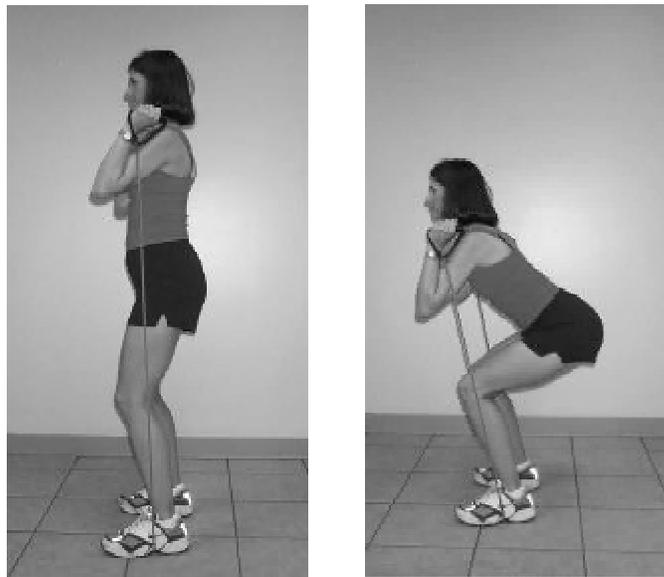


Feminine, Firm & Fit Exercise Guide

Here's a sampling of exercises from the *Feminine, Firm & Fit* Exercise Guide.

LOWER BODY

Quadriceps



Fitness Tubing Shoulder Width Squat

Hamstrings



Hamstring Curl on Fitball

Feminine, Firm & Fit Exercise Guide

Inner Thighs



Fitness Tubing Adduction

Outer Thighs



Side Lying Abduction



Feminine, Firm & Fit Exercise Guide

Glutes



Reverse Dumbbell Lunge

Step back one leg at a time; complete on one side and repeat on the other; alternate for variety.

Feminine, Firm & Fit Exercise Guide

UPPER BODY

Chest



Dumbbell Chest Press on Fitball

Upper Back



Fitness Tubing Bent Over Row

Feminine, Firm & Fit Exercise Guide

Lower Back



Superman

Shoulders



**Dumbbell Overhead Shoulder
Press on Fitball**

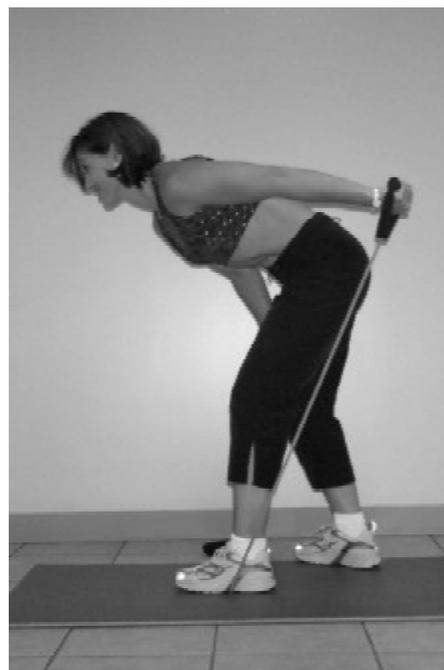
Feminine, Firm & Fit Exercise Guide

Biceps



Fitness Tubing Biceps Concentration Curl

Triceps



Fitness Tubing Triceps Kickback

Feminine, Firm & Fit Exercise Guide

Abdominals



Ab Crunch on Fitball



Obliques



Bicycle Maneuver

Feminine, Firm & Fit Exercise Guide

STRETCHING TIPS

- Muscles should be warm when stretched. Permanent improvements in flexibility are seen when stretching is performed following your workout (or a hot shower).
- Stretching can be done daily but should be done a minimum of 2 - 3 times a week.
- Stretch all the major muscle groups holding each stretch for 15 - 30 seconds. For maximal benefit, repeat each stretch 2 - 3 times.
- Try to keep the body relaxed and focus on each muscle as it's being stretched.
- Stretch until you feel mild tension in the muscle being stretched. If you feel pain, you've stretched too far and should back off.
- Cool down from your cardio workout prior to stretching. A good rule of thumb is to be sure your heart rate is below 100 beats per minute before stopping to stretch.
- Breathe slowly and rhythmically while holding the stretch.
- Avoid ballistic or bouncy type stretching. Ballistic stretching does not help to permanently lengthen muscles and their connective tissues.
- Stretching is most effective when practiced slowly and with concentration.
- Yoga, Pilates and Tai Chi teach proper stretching techniques and can enhance the mind/body connection.

Here's a sampling of stretches from the *Feminine, Firm & Fit* **Exercise Guide**.

Feminine, Firm & Fit Exercise Guide

LOWER BODY STRETCHES



Butterfly - Groin



Hip Stretch

UPPER BODY STRETCHES



Chest



Upper Back

ABS/LOWER BACK STRETCHES



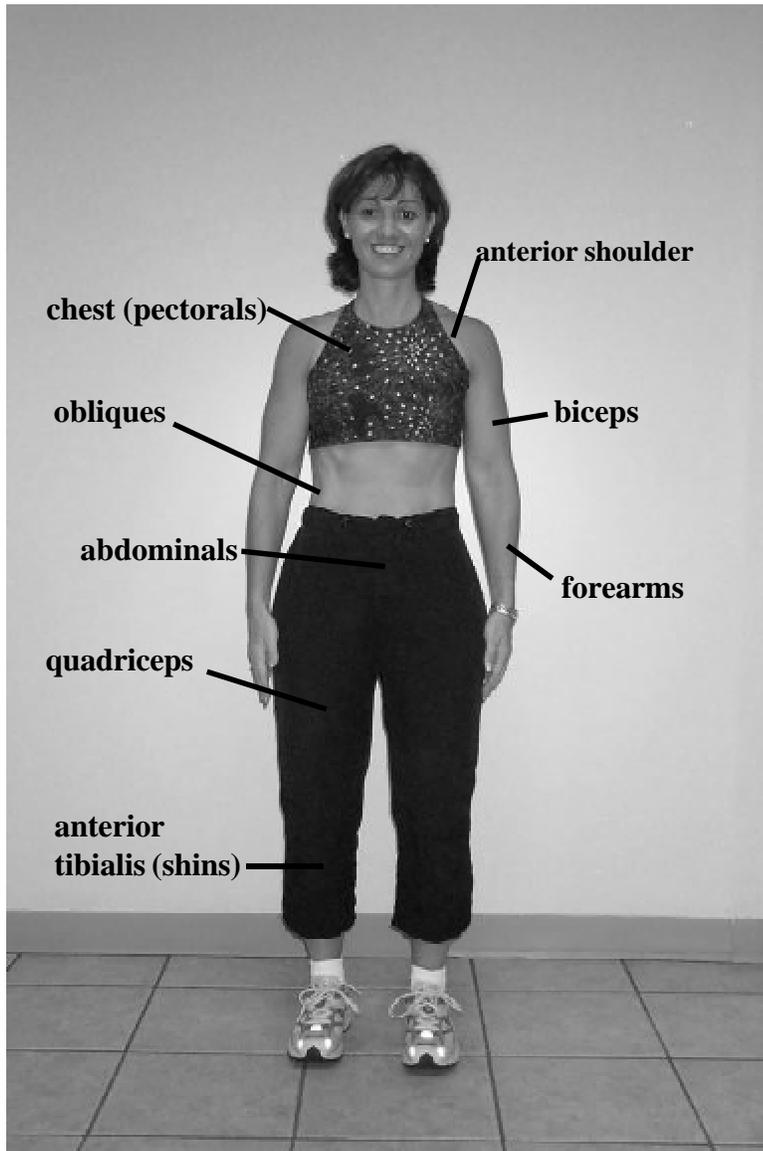
Abs on Fitball



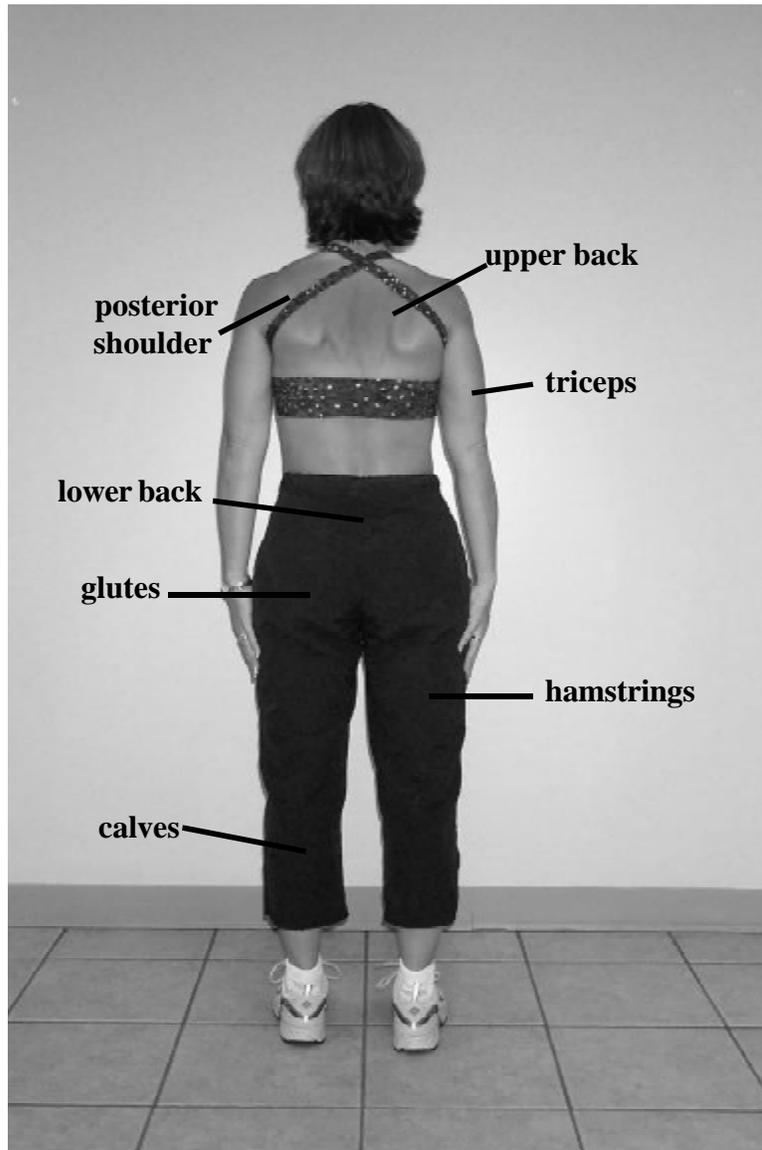
Lower Back on Fitball

Anatomy

ANTERIOR MUSCLE GROUPS



POSTERIOR MUSCLE GROUPS



Biographies

Kelli Calabrese



Kelli Calabrese joined her first aerobics class when she was just thirteen. She is a renowned fitness expert, business owner, teacher, author, and mother of two toddlers. The knowledge that she came from a family prone to heart disease and cancer drove her, at a young age, to make health and fitness a top priority in her life. After attaining her first fitness certification at the age of seventeen, she made the decision to reach out to others to help them to make fitness a part of their lives.

At the age of 22 Kelli had completed three science degrees including an Associates in Biology, a Bachelors with High Honors in Exercise Physiology and a Masters in Cardiac Rehabilitation and Exercise Science. Since 1987, Kelli has also acquired twenty fitness and nutrition-related certifications allowing her to prescribe exercise programs for healthy adults as well as children, athletes and those with special needs and health conditions. She is certified to instruct kickboxing, SPIN, Pilates, PACE, strength training and more.

Seeing a need for more qualified fitness professionals, Kelli opened the first school for preparing candidates for the American Council on Exercise's Personal Training exams. In 10 years, her school prepared over 3,000 students with a 90% passing rate, to become group fitness instructors, lifestyle and weight management consultants, clinical exercise specialists, and personal trainers.

To deliver the fitness and weight loss message to more people, she decided her consulting company would focus on reaching people online and through magazines and seminars. Through her website, www.KelliCalabrese.com, Kelli was able to combine her passion for helping others with her quest to train professionals. In addition to receiving fitness advice, clients can register for online personal training.

Kelli was the lead fitness expert for eDiets.com; the leading weight loss destination, for 3 years and was the lead expert responsible for the launch of eFitness.com.

Kelli has spoken internationally on fitness-related topics and is published in hundreds of magazines and professional journals. She writes a monthly column in *Personal Fitness Professional* magazine and she recently coauthored *The Power of Champions*.

She serves on the Board of Directors for the American Association of Personal Trainers and is an Expert Fellow and Advisor for the National Board of Fitness Examiners. She is a fitness expert for iParenting.com and *Family Energy Magazine*. Kelli is the 2004 Personal Trainer of the Year for Online Trainer awarded by *Personal Fitness Professional* and is an Expert Fellow of the National Board of Fitness Examiners. She is an Advisor to NESTA (National Endurance Sports Training Association). Kelli is a former spokesperson for The American Council on Exercise.

Kelli continues to be a perpetual student of the exercise and nutrition sciences and is devoted to reaching more consumers in her quest to educate them and improve the quality of their lives. She will also carry on her quest to educate fitness trainers about growing their business professionally and with the highest levels of excellence.

Debbie Hickey



Debbie Hickey's introduction to the fitness world was completely unexpected. She suffered a stroke at the age of 36. Rather than accepting a debilitating state for life, she educated herself with regard to fitness and nutrition and began her road to recovery. Debbie's successful recovery inspired her to attend Xercise Institute and she achieved her Personal Trainer certification in 1998.

Debbie has a Bachelors degree with High Honors from Rutgers University and is working toward a degree in Exercise Science. Since entering the fitness profession, she has acquired more than half a dozen additional certifications including Lifestyle and Weight Management Consultant, Nutrition Specialist, Senior Fitness Personal Trainer, PACE and Pilates Mat Science.

Debbie's main focus is the health and wellness of her clients. She has worked with clients from all walks of life including cancer and Alzheimer patients, cancer survivors, obese individuals, teens, pregnant women and those who are looking to enhance their lifestyle by making healthy changes. She found training her clients and assisting them achieve their health and fitness goals through progressive and safe workouts very rewarding, but she began to realize that the few hours she spent with her clients each week allowed her to only touch a small portion of their lives. In order to assist her clients in realizing greater balance and success throughout all aspects of their lives, Debbie entered the Wellcoaches program and earned the title of certified Wellness Coach. This allowed her to not only enable and empower people in the health club setting but also coach her clients on aspects such as stress management, time management, goal setting and other areas that each client sought respectively to improve. With the ability to strengthen not only her clients' muscles, but also their family life, self-esteem, career ambitions and more, Debbie has truly become a well-rounded professional with the talent to transform lives.

While serving as Assistant Director of Xercise Institute and Xercise Personal Fitness Centers, Debbie managed a thriving health club and succeeded as program director for a chain of health clubs and corporate fitness centers. In 2001, Debbie joined eDiets.com as a Fitness Specialist where she consistently strived to support and enhance the eDiets.com programs and support community. Debbie was the chosen spokesperson for eDiets.com for the weekly nationally syndicated "Mom's Town" radio show. During her tenure at eDiets.com, Debbie was also instrumental in the creation, launch and maintenance of eFitness.com, a branch of eDiets.com focused on encompassing not only nutrition, but health and weight loss through moderate exercise as well. eFitness.com subscribers enjoyed monthly articles by Debbie which motivated, encouraged and informed them in their weight loss endeavors.

She now serves as Executive Administrator for the American Association of Personal Trainers (AAPT). Debbie was also the primary editor of AAPT's first publication, *The Power of Champions*. In this role she maintained principle involvement in molding the vision of the AAPT's founder in bringing a book to the general public and fitness professionals alike that would serve as the definitive resource for the fitness-wanting public. To continually bring this message forth to those who seek credible information on health and fitness Debbie is the editor and a contributing writer on the AAPT website and monthly newsletter.

Debbie's commitment to helping others lead a healthy lifestyle becomes stronger with each passing year and she consistently educates herself in the fields of health, fitness and nutrition. She believes that knowledge truly is power – and that we all have power over our lives, fitness and health.