

DRAGON DOOR PUBLICATIONS PRESENTS
HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES

Pavel

Lifting Iron Vs.
Bodyweight Exercises—
What's Best For You?

The Dennis Koslowski Interview:

Wrestling and
Russian Kettlebells

Ori Hofmekler

How to Enhance
Growth Hormone
Activity

Rob Lawrence How and Why I Squat

1-800-899-5111 24 hours a day
fax your order (866)-280-7619



www.hard-style.com

Welcome to the Premier Issue of *Hard-Style*

Dragon Door has been growing into two different directions.

Originally a publisher of Tai Chi and Qigong resources only, we have evolved to be the world's # one provider of cutting-edge fitness information—thanks in large part to our bestselling author Pavel Tsatsouline. At the same time, we have begun to publish leading nutrition authors like Ori Hofmekler, Dr. Gregory Tefft, and Dr. Mark Brudnak.

It's time to separate out these two areas and give them their own distinct identity.

Our former catalog Vitalics will now carry resources on Tai Chi, Qigong, nutrition and Pavel's stretching/flexibility resources.

In a massive departure from Vitalics, our new **Hard-Style** catalog carries articles, features, and interviews along with product information. We look forward very much to hearing your thoughts about the look and content. Best place to comment is on the www.dragondoor.com Forum.

In the first issue of **Hard-Style** you'll see an excerpt from Pavel's **The Naked Warrior**. The expected publication date for this eagerly-anticipated title will be November 30, 2003.

Events to look forward to:

Dragon Door's first-ever **Russian Kettlebell Convention** to be held in Las Vegas, from Friday, February 13—Sunday, February 15, 2004. It's still in the planning stages, but note that we have chosen a weekend that coincides with Valentine's Day and President's Day.

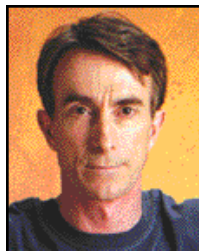
We are considering up to twelve different workshops, plus evening entertainment with a live band that will play up the Valentines angle and perhaps also President's Day (a Masked-President's Kettle-Ball is one idea circulating right now—I can't wait to see Clinton and Bush

squaring off with kettlebells, not to mention Tricky Dicky and The Great Communicator. There will be prizes, of course.) And you can imagine the fun we could have with a Love Your Kettlebell Valentine's Dance.

The **Russian Kettlebell Convention** will also host two competitions: a **Best Painted Kettlebell competition** and a **Best Personal Kettlebell Video competition**. More details to follow soon. Best way to keep informed is to sign up for three of our newsletters on www.dragondoor.com: **Power by Pavel**, the **Publisher's Newsletter**, and the **Product Update Service**. And, of course, visit the Forum on a regular basis.

I am very excited to announce Dragon Door's first-ever marketing workshop, by premier fitness marketer, **Ryan Lee** (Ryan's "How to Quickly and Easily Generate a Six Figure Income in Strength and Conditioning" product is the best of its kind by a long way—see www.bestfitnessmarketing.com for more information.)

Ryan Lee's all-day **Fitness Marketing Workshop** will be held on Thursday, April 15, 2004, the day before Pavel's three-day **Russian Kettlebell Challenge Certification**. If you truly want to succeed as a fitness provider and be earning at least a six-figure income doing so, then you would be crazy not to attend this event. I guarantee that many participants will double their income within six months of attending Ryan's seminar.



Best in fitness,

John Du Cane

John Du Cane
Publisher



Dragon Door Publications presents

Hard-Style

www.hard-style.com
www.dragondoor.com

Publisher & Editor-in-Chief

John Du Cane

Editorial

Senior Fitness Editor

Pavel Tsatsouline

Senior Nutrition Editor

Ori Hofmekler

Editorial Assistant

Dennis Armstrong

Contributors

Stephanie Watson, Rob Lawrence, Steve Baccari

Art Direction & Design

Derek Bringham

Internet Architect

James McConnell,
webmaster@dragondoor.com

Dragon Door Corporate Customer Service

Dennis Armstrong, Tammy Drury, call
651-487-2180, support@dragondoor.com

Orders & Customer Service on Orders: call 1-800-899-5111

Dragon Door Publications corporate address:

Dragon Door Publications
5 East County Rd B, #3
Little Canada, MN 55117

ANNOUNCING: "The World's *Single Most Effective Tool* for Massive Gains in Strength, Speed and Athletic Endurance"

Discover why Russian Kettlebells are storming into "favored status" with US military, SWAT, NFL, MLB, powerlifters, weightlifters, martial artists—and elite athletes everywhere.

- Get thick, cable-like, **hellaciously hard** muscle
- Get frightening, **whip-like speed**
- Get **stallion-like** staying-power in any sport
- Get a, well, **god-like physique**
- Get the most brutal workout of your life, without having to leave your own living room
- Get **way more energy** in way less time
- Get a jack-rabbit's **jumping power**—and a jack-hammer's strength
- **Get it all**—and then more, with Russian KB's

"Kettlebells are unsurpassed as a medium for increasing strength and explosive power. Thanks to Pavel Tsatsouline, I have now rewritten my training program to include kettlebell training, for athletes of all disciplines from Professional Football to Olympic sprinters."

—Coach Davies



CLASSIC KETTLEBELLS

Each authentic Russian Kettlebell is manufactured exclusively by Dragon Door Publications in traditional weight sizes. The kettlebells are made out of solid cast iron and are coated in the highest quality scratch and rust resistant cathodic epoxy gloss. These kettlebells are designed to last a lifetime—and beyond.

Special warning: the *Russian Kettlebell* is an *Xtreme Edge Fitness Tool* for serious workout fiends. It is not a Barbie toy! Treat your kettlebell lifting with the utmost care, precision and respect. Watch Pavel's kettlebell video many, many times for perfect form and correct execution. If possible, sign up for one of Pavel's upcoming Kettlebell Training Bootcamp/Certification programs. Lift at your own discretion! We are not responsible for you boinking yourself on the head, dropping it on your feet or any other politically-incorrect action. Stick to the Party line, Comrade!

RUSSIAN KETTLEBELLS

SIZES DESIGNED FOR WOMEN

- #P10D 4kg (approx. 9lb) —.25 poods
- #P10E 8kg (approx. 18lb) — .50 poods

Price	MAIN USA	AK&HI	CAN
\$89.95	S/H \$10.00	\$52.00	\$29.00
\$99.95	S/H \$14.00	\$70.00	\$41.00

CLASSIC KETTLEBELLS (SOLID CAST IRON)

- #P10G 12kg (approx. 26lb) — .75 poods
- #P10A 16kg (approx. 36lb) — 1 pood
- #P10B 24kg (approx. 53lb) — 1.5 poods
- #P10C 32kg (approx. 72lb) — 2 poods
- #P10F 40kg (approx. 88lb) — 2.5 poods

Price	S/H	MAIN USA	AK&HI	CAN
\$82.95	\$20.00	\$86.00	\$53.00	
\$89.95	\$24.00	\$95.00	\$65.00	
\$109.95	\$32.00	\$137.00	\$89.00	
\$139.95	\$39.00	\$173.00	\$115.00	
\$179.95	\$52.00	\$210.00	\$139.00	

SAVE! ORDER A SET OF CLASSIC KETTLEBELLS & SAVE \$17.00

- #SP10 Classic Set (one each of 16, 24 & 32kg) \$322.85 S/H \$95.00 \$405.00 \$269.00

ALASKA/HAWAII KETTLEBELL ORDERING

Dragon Door now ships to all 50 states, including Alaska and Hawaii. We ship Kettlebells to Alaska and Hawaii via UPS 2nd Day Air service.

CANADIAN KETTLEBELL ORDERING

Dragon Door now accepts online, phone and mail orders for Kettlebells to Canada, using UPS Standard service. UPS Standard to Canada service is guaranteed, fully tracked ground delivery, available to every address in all of Canada's ten provinces. Delivery time can vary between 3 to 10 days.

IMPORTANT — International shipping quotes & orders do not

include customs clearance, duties, taxes or other non-routine customs brokerage charges, which are the responsibility of the customer.

- KETTLEBELLS ARE SHIPPED VIA UPS GROUND SERVICE, UNLESS OTHERWISE REQUESTED.
- KETTLEBELLS RANGING IN SIZE FROM 4KG TO 24KG CAN BE SHIPPED TO P.O. BOXES OR MILITARY ADDRESSES VIA THE U.S. POSTAL SERVICE, BUT WE REQUIRE PHYSICAL ADDRESSES FOR UPS DELIVERIES FOR THE 32KG AND 40KG KETTLEBELLS.
- **NO RUSH ORDERS ON KETTLEBELLS!**

Visit the **Hard-Style** website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



LIFTING IRON VS. BODYWEIGHT EXERCISES—WHAT'S BEST FOR YOU?

Are bodyweight exercises superior to exercises with weights?

Neither is superior. Various types of resistance have advantages and disadvantages. Here is how the most common ones stack up against each other.

Bodyweight

The calisthenic's advantage is their accessibility, first and foremost. I could give you a nonscientific pitch about the naturalness of cals or a pseudo-scientific one about open and closed kinetic chains, but I won't. The primary advantage of bodyweight strength exercises is the fact that you can practice them anywhere and anytime.

Cals enforce a functional bodyweight and a healthy body composition. You could eat yourself into a heart attack yet excel in the bench press. That won't happen with one-arm pushups. You can't have a high ratio of strength to bodyweight if you are a fat blob (or a muscle-bound blob, for that matter).

The biggest disadvantage of bodyweight exercising is that this approach doesn't enable you to perform full-body pulling movements, such as the deadlift, the snatch, or the clean. Such moves are fundamental to training in most sports. While you could develop the muscles of the posterior chain with back bridges, back extensions, and reverse hypers, training the muscles and training the movement are "two big differences," as they say in the Russian hard town of Odessa.

The authoritative Russian Boxing Yearbook recommends doing explosive snatches with a weight equal to the boxer's bodyweight. Frank Shamrock said it all in his interview with Mike Mahler, RKC Sr.: "What the clean does is it builds explosiveness from your toes up and that's really where we're starting from in MMA [mixed martial arts]. Everything starts from the toes and extends to the point of the hands. It's more of a continuity thing; if you can get your body to go rip and blow that energy up, you can focus that energy in other places. Your body will remember that and be strong through that motion. It's very similar to punching."

Barbells

A barbell enables you to lift very heavy, which is just plain fun. There is nothing like the rush of locking out a bar-bending deadlift.

Apart from the testosterone bull, a true advantage of the barbell is the precisely calibrated resistance. You can easily specify something like "82.5 % 1RM." Why is that important? Because it enables you to do

By **PAVEL**

Excerpted from Pavel's upcoming book

THE NAKED WARRIOR

**Strong Anywhere, Anytime with
Bodyweight Exercise**

a power cycle: a multiweek program that specifies exact training poundages and culminates with a strength PR. Such a cycle is very easy to implement and highly effective.

Cycling will not work with other traditional types of resistance the way it will work with barbells. Dumbbells, even if they progress in 5-lb. increments, don't allow such precision (an increase from 20 to 25 pounds is a 25 percent jump!), and kettlebells were purposefully designed to make major jumps in weight. Finally, bodyweight drills don't let you change your leverage with barbell-like precision, either.

Dumbbells

A dumbbell adds a stabilization challenge and works you more equally on both sides than a barbell. The disadvantage of using dumbbells is that you need a ton of them, which consumes cash and space. Adjustable plate-loaded dumbbells are an option. Make sure you get them from a reputable company, such as ironmind.com. You don't want them to fall apart and crack your skull!

Dumbbells are not practical for some valuable exercises. For instance, a strong trainee will have a hard time getting a quality leg workout with dumbbells. They don't get nearly heavy enough for deadlifts, they cannot be racked for front squats, and they cannot be comfortably held for pistols.

Kettlebells

I have yet to meet a hard man who has lifted a Russian kettlebell and not come away convinced that it's the ultimate in strength and conditioning. Dr. Dennis Koslowski, DC, RKC, Olympic silver medalist in Greco-Roman wrestling, flat out stated, "Kettlebells are like weightlifting times ten. . . . If I could've met Pavel in the early '80s, I might've won two gold medals. I'm serious."

The kettlebell's design, namely a thick handle removed from a compact center of mass, is responsible for its many unique benefits. A thick and smooth handle, combined with the ballistic nature of many exercises, forges an iron grip and wrist. Last but not least on the kettlebell forearm killer list are bottom up cleans and similar drills. Offset center of gravity maximizes shoulder strength, health, and flexibility.

The position of the handle also allows dynamic passing of the kettlebell from hand to hand for a great variety of powerful juggling-type exercises, which are strongly endorsed by the Russian Federation State Committee on Physical Culture. These drills develop dynamic strength and injury-proof the body in many planes, unlike conventional linear exercises.

Another benefit of kettlebell training is that there is no need to have adjustable or numerous weights. It has evolved to provide progressive overload through other means. To use the squat as an example, you can back squat holding a kettlebell by its "horns" between your shoulder blades (which cannot be done with a dumbbell), then work up to holding it on your chest (front squats are impossible with dumbbells and can be brutal on the wrists with barbells), proceed to the Hack squats with the kettlebell held in the small of your back (again, cannot be done with a dumbbell), and then to a one-legged squat with the kettlebell held in the front by the "horns." Finally, an extremely strong comrade can do one-legged front squats with a kettlebell racked.

Thus, a single kettlebell provides an uncompromising means of developing leg strength—without the need for expensive and space-consuming barbells and squat racks. Thus, kettlebells have been called "the low-tech/high-concept strength solution for spec ops."

Being a kettlebell lifter, instructor, and businessman, I could go on forever. But you should have the idea by now: The Russian kettlebell is "a workout with balls."

I'm not going to review all the types of resistance equipment on the market. You get the idea.

One parting thought: Your sport's specificity might dictate your primary choice of type of resistance. For instance, a gymnast must emphasize bodyweight training, and a powerlifter must lift a barbell.

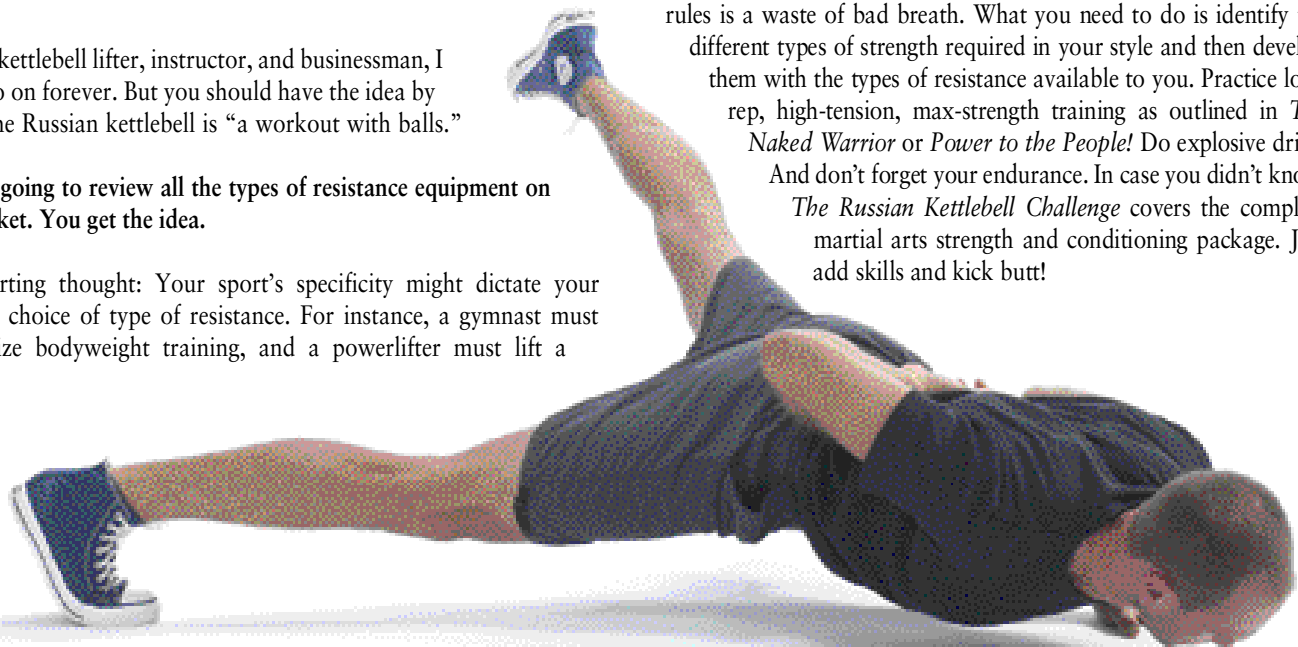
Why is there such an intense argument in the martial arts community as to whether bodyweight exercises are superior to exercises with weights?

Because the issue of what provides the resistance is confused with the workout design: sets, reps, rest periods, tempo, etc.

Under the terms of this pointless argument powerlifting and high rep triceps kickbacks with a Barbie dumbbell fall under the same misleading category of "weight training." The label "bodyweight training" is just as misleading, considering that one-legged squats with a one-second pause on the bottom and Hindu squats have totally different effects on your body. Apples and oranges. The pistols' effect is a lot closer to that of barbell squats—heavy, low rep barbell squats, to be exact—than to that of high rep Hindu squats. The point is, don't get hung up on what provides the resistance. Focus on the attribute you are trying to develop. And a fighter, unlike a weightlifter or a distance runner, needs a mix of different types of strength and endurance.

If you see a powerlifter who sucks wind on the mat or in the ring, it doesn't mean that barbells or heavy training are inappropriate for a fighter. They are simply one piece of the S&C puzzle (and he has neglected the other pieces, be it one or more subtypes of strength, endurance, skill, etc. Yakov Zobnin from Siberia, the heavyweight world champion in Kyokushinkai, "the World's Strongest Karate," squats almost 500 pounds deep enough to get white lights in any powerlifting meet, in spite of his basketball height. But he also maxes out at 25 strict pullups and practices explosive pushups, etc.

The bottom line. The argument about whether iron or bodyweight rules is a waste of bad breath. What you need to do is identify the different types of strength required in your style and then develop them with the types of resistance available to you. Practice low-rep, high-tension, max-strength training as outlined in *The Naked Warrior* or *Power to the People!* Do explosive drills. And don't forget your endurance. In case you didn't know, *The Russian Kettlebell Challenge* covers the complete martial arts strength and conditioning package. Just add skills and kick butt!



How Kettlebells Are **STEALING THE FAT** off Your Bones...**JUMP-STARTING MUSCLE GROWTH**—So Fast, You'd Swear It Happened While You Slept

SUCCESS STORIES FROM THE WWW.DRAGONDOOR.COM DISCUSSION SITE

The **FAT** Is **GONE** for Good!

"Boy am I pumped this morning. Went out yesterday and bought some new shirts XL, I used to wear XXXL. Walked into work this AM and blown way at the compliments I got from the ladies. It was unreal. WOW I should have done this a long time ago. My new total this morning from all this is **73lbs. lost!** Yeah!!!!!! KB's are kicking my butt and I'm loving it.....Yippie!"

From: Randy Joiner, Date/Time 2002-11-14 11:33:27

"Pavel and Comrades your advice has helped me **shed fat (30 plus lbs)** using the Russian Kettlebell Challenge."

From: Black Coffee, Date/Time 2002-12-03 21:24:29

"I've lost over **25lbs** so far doing KB's only."

From: Jim Haines, Date/Time 2002-11-15 12:36:45

"For the last 7-8 weeks, I have trained exclusively with KB's. I have lost **7 pounds**, dropped a pants size and have firmer, more defined muscles. I am no stranger to fitness, having been an avid weight lifter in addition to running marathons. For me, KB's are the best training devices I have ever used."

From: rhgo, Date/Time 2002-11-30 11:10:02

"It seems just like it almost happened overnight. Around the holidays I was porked up to 242 and I regret not measuring bf then, but I'll estimate and say 19-22%. Anyway, after the holidays I started kicking ass and taking names with the kbells and **dropped 20 pounds** in a short amount of time, it was a little less than a month.. It's insane, the kbells are just melting my fat away and I'm loving every minute of it. Look out single digit body fat and visible abs, here I come!!"

From: Fish. Date/Time: 2002-02-08 10:18:15.

"In the last few months I've **hacked off about twenty-five pounds of lard** without even cutting out the goodies or doing any special eating plan, simply by doing three RKC workouts per week."

From: Craig N. Date/Time 2002-03-11 19:49:37

"For a variety of biomechanically sound reasons, the Kettlebell workouts deliver an



astounding variety of athletic benefits, including literally melting the fat off your body. I've **lost about 1% body fat per week on the system**. It is so intense it's downright scary. The endurance benefits are equally impressive."

From: Steven Barnes Date: August 7, 2001

"I love KB's! I have **lost 16 lbs** in the last four weeks since I started the KB lifts. Also, I haven't jogged in 2 weeks and last night I went jogging after my KB workout. At the end of the course that I run there is a big hill. Before KB's I was dying at the beginning of the hill, and a complete goner at the top. Last night I threw the hill aside like a little pink plastic dumbbell!!!"

From: Gediminai. Date/Time: 2001-10-05 16:58:42.

"I Woke Up **SUPERMAN**" How Kettlebells Create Muscle Faster Than You Can Shout **RIPPED!**

"My **biceps grew faster and better** from doing KB snatches than they ever did with curls. Just another of the MANY benefits of doing KB's."

From: BigNate. Date/Time 2001-11-16 14:20:11.

"I have my kettlebell three weeks now and WOW! So far my back and shoulders are growing and getting cut up all at once and my **forearms look like Popeye's**. I can't stop eating but I haven't gained an ounce but have lost an inch in my waist."

From: Robert Arciola. Date/Time: Tuesday, February 19, 2002 6:52:08

"Alternating PTP and RKC in two week cycles for just about three months, have gone from deadlifting 5 X 120 to 5 X 245. New 1RM is 325. I weigh exactly the same (180 lbs) but **leaner, stronger, and with bigger shoulders**."

From: Barry1001. Date/Time: 2001-12-03 23:32:01

"About a month ago I suspended my Westside Barbell method powerlifting workout and went for a month of straight KB workout. I just did the max effort on reg. deadlift and get this folks. I just added forty pounds to my PR on 1RM. My 1RM deadlift went up from 325lb to 365lb. My deadlift technique got a lot more snap in it and more explosive. I noticed the same thing on my squat technique. I am 6 feet and weight 180 lbs. Lifting the twice of your body weight is pretty cool eh?"

From: Craig. Date/Time: 2001-10-29 09:47:25.

"Since I have been doing the kettlebell **my strength has sky rocketed** and my body which used to be soft is now hard as a rock. I fell pumped most of the time. Kettlebells are far superior to dumbbells and barbells, now I only workout with kettlebells. After, I got the book for kettlebell training, I am mass training as well. And believe me Kettlebell training for mass is far superior than ordinary weight training. I'm about to give away my weights, I guess you could say I'm a converted kettlebell lifter now!"

People comment me all the time on my mass gains. I honestly fell that I have widened and defined my shoulders doing the kettlebell Scott Press Lift in two weeks than I have doing a year of training with regular weights! Also, I love the kettlebell so much I can't put it down. I'm lifting it all the time. I fell like I have to force myself to take a break! Thank You Pavel for all the golden information you have given, **You have advanced me in weight training 1000yrs.**"

From: voitle. Date: 5/01/01.



If you are looking for a **SUPREME EDGE** in your chosen sport —seek no more!

The Russian Kettlebell Challenge—Xtreme Fitness for Hard Living Comrades

Book By Pavel Tsatsouline

Paperback 170 pages

#B15 \$34.95

With Pavel Tsatsouline

Running Time: 32 minutes

Video #V103 \$39.95

DVD #DV001 \$39.95

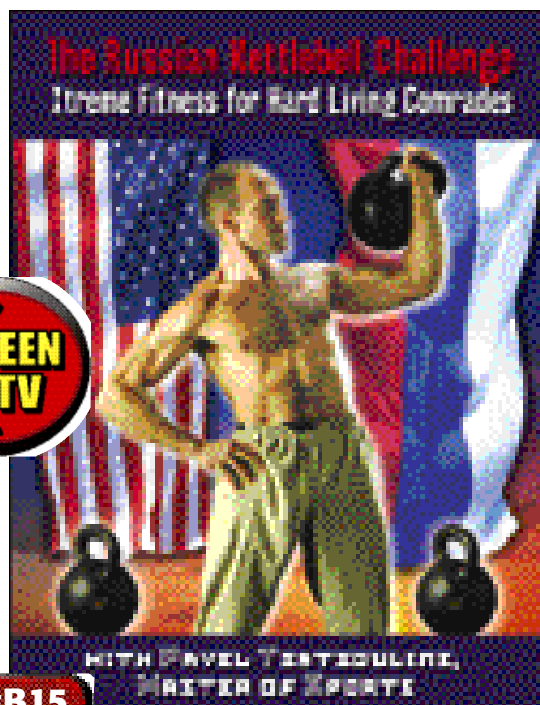
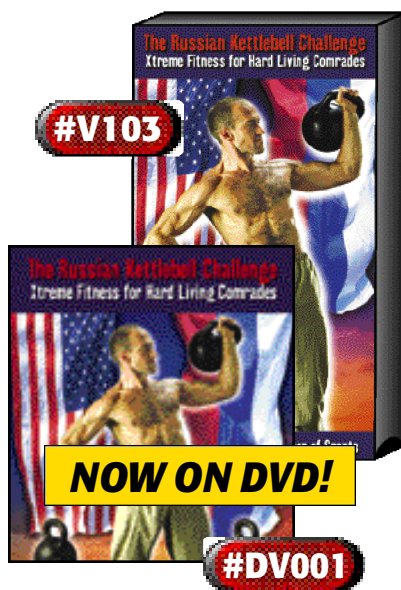
Both the Soviet Special Forces and numerous world-champion Soviet Olympic athletes used the ancient Russian Kettlebells as their secret weapon for xtreme fitness. Thanks to the kettlebell's astonishing ability to turbocharge physical performance, these Soviet supermen creamed their opponents time-and-time again, with inhuman displays of raw power and explosive strength.

Now, former Spetsnaz trainer, international fitness author and nationally-ranked kettlebell lifter, Pavel Tsatsouline, delivers this secret Soviet weapon into your own hands. You NEVER have to be second best again! Here is the first-ever complete kettlebell training program—for Western shock-attack athletes who refuse to be denied—and who'd rather be dead than number two.

- **Get really, really nasty—with a commando's wiry strength, the explosive agility of a tiger and the stamina of a world-class ironman**



- **Own the single best conditioning tool for killer sports like kickboxing, wrestling, and football**
- **Watch in amazement as high-rep kettlebells let you hack the fat off your meat—without the dishonor of aerobics and dieting**
- **Kick your fighting system into warp speed—with high-rep snatches and clean-and-jerks**
- **Develop steel tendons and ligaments—with a whiplash power to match**
- **Effortlessly absorb ballistic shocks—and laugh as you shrug off the hardest hits your opponent can muster**
- **Go ape on your enemies—with gorilla shoulders and tree-swinging traps**



PRAISE FOR THE RUSSIAN KETTLEBELL CHALLENGE

"In *The Russian Kettlebell Challenge*, Pavel Tsatsouline presents a masterful treatise on a superb old-time training tool and the unique exercises that yielded true strength and endurance to the rugged pioneers of the iron game. Proven infinitely more efficient than any fancy modern exercise apparatus, the kettlebell via Pavel's recommendations is adaptable to numerous high and low rep schemes to offer any strength athlete, bodybuilder, martial artist, or sports competitor a superior training regimen. As a former International General Secretary of the International All-Round Weightlifting Association, I not only urge all athletes to study Mr. Tsatsouline's book and try these wonderful all-round kettlebell movements, but plan to recommend that many kettlebell lifts again become part of our competitions!" —John McKean, current IAWA world and national middleweight champion

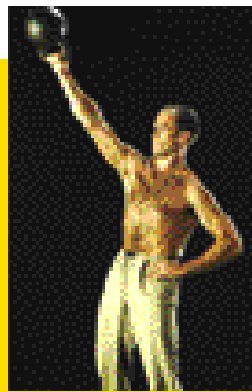
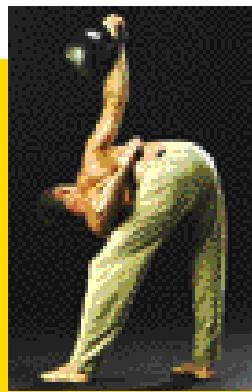
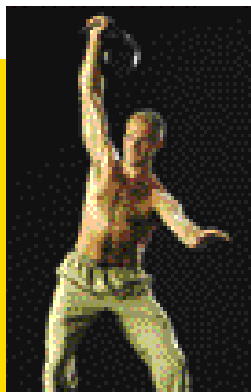
"Kettlebells are unsurpassed as a medium for increasing strength and explosive power. Thanks to Pavel Tsatsouline, I have now rewritten my training program to include kettlebell training, for athletes of all disciplines from Professional Football to Olympic sprinters." —Coach John Davies

"Everybody with an interest in the serious matter of body regulation over a lifetime should commit themselves to Pavel's genre of knowledge and his distinct techniques of writing. Any one of the dozens of suggestions you hit upon will pay for the *Russian Kettlebell Challenge* hundreds of times." —Len Schwartz, author of *Heavyhands: the Ultimate Exercise System* and *The Heavyhands Walking Book!*

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *The Russian Kettlebell Challenge—Xtreme Fitness for Hard Living Comrades*



your back, shoulders, and biceps... Incorporating KB's into drop sets—for greater mass and vascularity.

Kettlebells for arm-wrestlers

World champion arm wrestler gives KB's two thumbs up...why the kettlebell is one of the best grip and forearm developers in existence....

Getting younger and healthier with kettlebells

The amazing health benefits of KB training.... Doctor Kravetskiy's 20-year age-reversal.... successful rehabilitation of hopeless back injuries with kettlebells.... Valentin Dikul—from broken back to All Time Historic Deadlift of 460kg, thanks to KB's....why KB's can be highly beneficial for your joints.

How kettlebells melt fat and build a powerful heart—without the dishonor of dieting and aerobics

Spectacular fat loss....enhanced metabolism.... increased growth hormone....a remarkable decrease in heart rates....

SECTION THREE

Doing It—Kettlebell Techniques and Programs for Xtreme Fitness

Why Kettlebells?

The many reasons to choose K-bells over mainstream equipment and methods.... KBs suitable for men and women young and old.... perfect for military, law enforcement and athletic teams....*Giryas*—a 'working class' answer to weightlifting and plyometrics promoting shoulder and hip flexibility....best bet for building best-at-show muscles....highly effective for strengthening the connective tissues....fixing bad backs....cheap and virtually indestructible....promotes genuine 'all-around fitness'—strength, explosiveness, flexibility, endurance, and fat loss.

The program minimum

The Russian Kettlebell Challenge workout: the program-maximum

Pavel's own free style program....the top ten Russian Kettlebell Challenge training guidelines....how often and how long to train.... The secret key to successful frequent training....THE most effective tool of strength development....difficulty and intensity variation....how to add *Power to the People!* and other drills to your kettlebell regimen

The kettlebell drills: *Explode!*

- **Swing/snatch pull**
- **Clean**—The key to efficient and painless shock absorption.... making the clean tougher....the pure evil of the two K-bells clean....seated hang cleans, for

gorilla traps and shoulders....

- **Snatch**—The one-arm snatch—Tsar of kettlebell lifts
- **Under the leg pass**—A favorite of the Russian military—great for the midsection.
- **Jerk, Clean & Jerk**
- **Jump shrug**

The kettlebell drills: *Grind!*

- **Military press**—How to add and maximize tension for greater power....One hundred ways to cook the military press...The negative press....the 'powerlifter's secret weapon for maximal results in your lifts....why to lift what you can't lift.... the graduated press.... how to get more out of a 'light' weight.... the two-kettlebells press....technique for building strength and muscle mass....the 'waiter press' for strict and perfect pressing skill....
- **Floor pullover and press**
- **Good morning stretch**—Favored by Russian weightlifters, for spectacular hamstring flexibility and hip strength.
- **Windmill**—An unreal drill for a powerful and flexible waist, back, and hips.
- **Side press**—A potent mix of the windmill and the military press—"one of the best builders of the shoulders and upper back."
- **Bent press**—A favorite lift of Eugene Sandow's—and The Evil One.... why the best-built men in history have been bent pressers....leads to proficiency in all other lifts....how to simultaneously use every muscle in your body.... A Brazilian Jiu Jitsu champion's personal kettlebell program

SECTION FOUR

Classic Kettlebell Programs from Mother Russia:

The official Soviet weightlifting textbook *girevoy sport* system of training

The *Weightlifting Yearbook girevoy sport* programs

Three official armed forces *girevoy sport* programs

Group training with kettlebells—Red Army style

Xtreme kettlebell training—Russian Navy SEAL style

Performing snatches and other explosive kettlebell drills under water....pseudo-isokinetic resistance.... how to make your muscle fibers blast into action faster than ever....



SECTION ONE

The History of the Russian Kettlebell—How and Why a Low-Tech Ball of Iron Became the National Choice for Super-Tech Results

Vodka, pickle juice, kettlebell lifting, and other Russian pastimes

'The working class sport'

Finally: Xtreme all around fitness!

Why Soviet science considers kettlebells to be one of the best tools for all around physical development....

Kettlebells in the Red Army

The Red Army catches on....every Russian military unit equipped with K-bells....the perfect physical conditioning for military personnel....the vital combination of strength and endurance....*Girevoy sport* delivers unparalleled cardio benefits....why *Spetznaz* personnel owe much of their wiry strength, explosive agility, and stamina to kettlebells....

SECTION TWO

Special Applications—How The Russian Kettlebell Can Dramatically Enhance Your Chosen Endeavor

Kettlebells for combat sports

Russian wrestlers do lion's share of conditioning with kettlebells.... Why KB one arm snatches work better than Hindu squats....KB's strengthen respiratory muscles.... boxers appreciate newfound ability to keep on punching....KB's reduce shoulder injuries....develop the ability to absorb ballistic shocks....build serious tendons and ligaments in wrists, elbows, shoulders, and back—with power to match....why kettlebell drills are better than plyometrics as a tool for developing power....KB's the tool of choice for rough sports.

Why Russian lifters train with kettlebells

Famous Soviet weightlifters start Olympic careers with KB's.... Olympic weightlifters add KB's for spectacular gains in shoulder and hip flexibility.... for developing quickness.... overhead kettlebell squats unmatched in promoting hip and lower back flexibility for powerlifters.

Get huge with kettlebells—if you wish

Why the *giryas* is superior to the dumbbell or barbell, for arm and chest training....how to gain muscle size doing KB C&J's.... repetition one arm snatches for bulking up

"Pavel's stuff works – period. His methods – and his kettlebells that are my prized possessions – are simply the most effective combination – by far – that I've ever encountered in 30 years of training. This tape, like all of Pavel's products, is worth every penny."—John Quigley, Hazleton, PA

More Russian Kettlebell Challenges

25 Evil Drills for Radical Strength and Old School Toughness

With Pavel Tsatsouline

VIDEO Running Time: 40 minutes

#V111 \$59.95

"Pavel has done another excellent job in presenting challenging drills that will take your kettlebell practice and fitness to new heights. Pavel's trademark humor is ever present, and his instruction is no-nonsense and, as always, well done. Multiple camera angles are used, and are very helpful in grasping the fine points of the drills. Pavel's instruction is pure gold — detailed and meticulous. There is a tremendous amount of valuable information packed into this 40-minute tape. Watch and listen closely, follow Pavel's advice, and you'll find something remarkable in the fitness industry — someone actually delivering on what might appear to be the usual marketing hyperbole."—John Quigley, Hazleton, PA

"The video takes you through some new moves with great detail and also revisits some older ones with more attention to the finer points. This tape will give you many more weapons in your arsenal of KB exercises. KB's offer



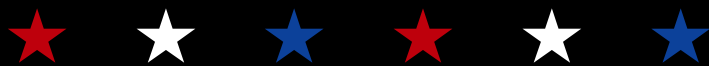
variety of exercises and great flexibility in program design and this video will give you more to work with. Highly recommended!" — Dave Randolph, RKC, Louisville, KY

"Pavel Tsatsouline delivers some outstanding instruction that has to be seen to be appreciated. Do your self a favor and get this video. The quality is what you would expect of a Tsatsouline video. The drills are demonstrated with adept skill and perfect execution. He is an example that this stuff works. 25 drills in this video. Some of them expand on the ones previously demonstrated

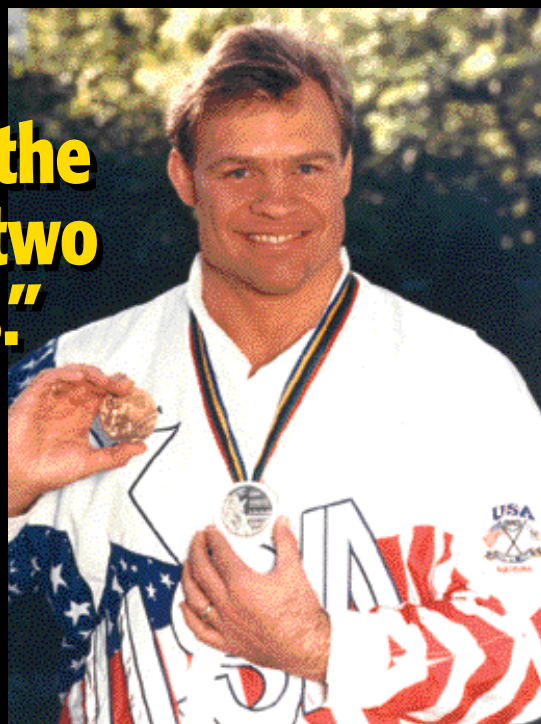


in the "Russian Kettlebell Challenge", and make them more challenging. Others are ones you've never seen before. All of them are "must haves" in your KB lifting repertoire. All of them are tough. There are no namby-pamby exercises in this video. Tsatsouline demonstrates the drills with the ease and grace normally reserved for an Olympic figure skater, only this guy, who looks like he was carved out of stone, is heaving and hoisting kettlebells. I am very satisfied with the purchase of the video. My kettlebell lifting has already improved from it. More RKC definitely will improve my KB lifting for a long time to come."—Christian Rubio, RKC, Lake Mary, FL





“If I could’ve met Pavel in the early ‘80s, I might’ve won two gold medals. I’m serious.”



Dennis Koslowski, Greco-Roman Olympic Silver Medalist and Chiropractor, Discusses the Many Advantages of Kettlebell Training

Interviewed by Stephanie Watson

In 1988 and 1992, Dennis Koslowski won Olympic bronze and silver, respectively, in the 220-pound weight class of Greco-Roman wrestling. He has been a licensed chiropractor since 1986, and is also a practitioner of Active Release Therapy. The Minnesota resident received his RKC certification in June of 2003.

Hard-Style: Do you still wrestle?

Dennis Koslowski: No. I was involved up through 2000, helping guys who were training for Atlanta. I’ve pulled back recently, but I’ll get involved again in the years to come.

H.S.: How did you get involved with chiropractic care?

D.K.: Well, I had injured my ankle the end of my sophomore year in the college wrestling season. It was one of these would-have-been-better-off-breaking-it kind of injuries. And it did seem to heal over the spring and summer, but then once I started playing football again, it started to break down, and every week it got worse.

I was doing everything the trainers and doctors suggested as far as taping and icing and medications and things like that, but by the end of the football season, my ankle was almost unusable. I couldn’t really put my weight on it; I couldn’t push off on it.

I made it through the football season, but then—usually I would practically step off the football field and onto the wrestling mat. When I tried to do that, the injury was very obvious because in wrestling you really have to be able to pivot and push. One day, I just realized, “This is not going to work.”

So I found a chiropractor in the town I was going to college in, and within one visit, I had about a 75-80% improvement. I was so impressed with it, and I was getting a B.A. in biology at the same time, and after a few more visits and talking to the chiropractor, I decided that that would be the way I wanted to go.

That’s pretty common with people who go into Chiropractic College; they’ve had that type of life-changing experience, if you will. They’re so impressed with the results that they think it would be neat to do that for other people. So that’s kind of how I got into chiropractic.

H.S.: When you were training as a wrestler, did you follow the traditional weight lifting programs?

D.K.: Yes, although I did get into some of the big lifts kind of late—in my last couple years of wrestling, because I realized that I wanted to get more depth in the squat-type movements. A big part of Greco was the par terre or down position, when you’re trying to lift the person off the mat, ready to do a throw. And your opponent is not laying still; they’re moving around and trying to knock you off balance. So it’s a moving target, and you have to have not only the strength, but also the speed.

“Kettlebells are like weightlifting times ten”

H.S.: How do you feel about kettlebells versus more traditional weightlifting?

D.K.: It's like weightlifting times ten. I mean, you're getting a lot more function out of KB training. Out of all of the motions, and strengthening exercises and stabilizers. I think KB training is a much more functional form of weightlifting.

If I could've met Pavel in the early '80s, I might've won two gold medals. I'm serious.

In wrestling, you're always trying to lift your opponent off the mat, and for me, it was a 220-pound guy that didn't want to be lifted, you know? And the better you could do at it, the better success you would have in the sport. Obviously, if you can pick a guy up off the mat, throw him in the air, throw him on his back—you're going to win a lot more matches than you lose. And even though I got somewhat proficient at this, I was never as good as I wanted to be.

I think that if I would've understood what Pavel teaches as far as the paradoxical breathing and what he's calling a “virtual weight belt,” of how you use your diaphragm to load and protect your spine while you lift, I think I would've been a much more effective wrestler.

Because I find that by doing these techniques, it just makes you so much stronger. You know, when you're doing a KB lift and you breathe correctly, the way Pavel teaches you, the weight feels so much lighter. So it stands to reason that if I was trying to lift an opponent off the mat, and I would control my breathing and have practiced this regularly, I would've been able to lift people much more effectively.

H.S.: How did you get interested in this Russian brand of fitness?

D.K.: Our World and Olympic coach, between '83 and '88, was Russian, his name was Pavel Katsen, and he actually brought over the Russian way of training for wrestling. Not with kettlebells; just wrestling. But it was our first big leap forward as a team, as a

country. We hadn't won a wrestling medal in a fully attended Olympics, ever.

In fact, in '88, I was the first American wrestler to win an Olympic medal. And in '92, I was the only two-time medalist at that time. So I have a lot of faith in the Russian way...in the United States for Greco we had five or six coaches, and they weren't even full time. In Russia, they had 30,000 full-time, paid coaches in Greco-Roman. So the numbers and the emphasis there and the whole training is much more in-depth. I have a lot of confidence in the way they've done things.

H.S.: So just to clarify, you feel that the U.S. started winning wrestling medals because of the Russian way of training?

D.K.: Oh, yeah!

H.S.: What do you hope to get out of the RKC certification seminar, and what are your plans once you leave here?

D.K.: Well, as a chiropractor, I'm always looking for new ways to help people, and it's not always easy to say, “Okay, go join a health club.” You know, it might not be something they can do financially. It might not be in their mental makeup—they don't want to go to a gym and do that whole thing. So usually, a home exercise-type routine is the best way to go, and something that guarantees better success.

And so I think I'm going to be trying to teach my patients to a certain level, and if they really like it (which I think they will), then I'd probably refer them to Andrea Du Cane or somebody else. I'd try to push them to a class and that type of thing. Even during this weekend, I've been thinking about half a dozen of my patients that I'm sure would gravitate towards it right away.

“I may end up giving up my own health club membership just because I like kettlebells so much.”

H.S.: So it's more about helping other people than personal goals, is that right?

D.K.: Well, no, I love it! I may end up giving up my own health club membership just because I like it so much. I was talking to Jeff Martone about it, about how he tries to use KBs almost every day; it's just that you need to change it up. So I'll probably stock my clinic with KBs, and do it over lunch hour. Because I don't have a lot of time, you know, to go to the health club.

Kettlebells great for golf too

Actually, my big love now is golf, and I see a lot of real help from kettlebells there, too. I can see a lot of transfer...a lot of the things we're doing here at the RKC weekend are real solid core exercises, but with kind of loose arms. You're trying to project your power from the core strength, while bringing speed out to the arms. The kettlebell swing is a counterbalance; that's what it really is. That's one word no one's ever said, but that's what it looks like to me. You're not trying to lift it; you're trying to offset the weight of that kettlebell. And that's what a golf swing is: You're trying to create a real solid core, but you have to have a suppleness in your club. So there's a lot of similarities between golf and kettlebells.

H.S.: I'm sure a lot of people would be interested in that connection. I mean, people are always looking for ways to improve their golf swing.

D.K.: Oh, absolutely. And I think the ART—there's a real complementary thing with ART and kettlebells. Most of the problems that you treat with ART are either of chronic, static position—where the person is shoulders hunched forward, sitting all day. So we have ways to treat that, to break up adhesions and open up the body. Those are active stretches, but they're not really strengthening exercises. That would be the next step, to strengthen the body so it doesn't allow it to get into that static position again.

And I think kettlebells are actually a great combination of strengthening and stretching. That's what I mean about functional lifting.

I've always considered myself a flexible person, but I feel like I'm going to be 50% more flexible once I start doing the kettlebells more frequently.

If you live in Minnesota and are interested in receiving ART or chiropractic from Dr. Koslowski call (612) 379-4043



www.hard-style.com

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Action!



Meet Your Senior RKC™ Instructors

Steve Cotter, CSCS is a U.S. Full Contact Kung Fu Champion and the author of *Full Contact Kettlebells* video. FullKontaktKettlebells.com, California

Andrea Du Cane, a star of Pavel's From Russia With Tough Love program, has a background in classical ballet, kung fu, and qigong. FromRussiaWithToughLove.com, Minnesota

Brett Jones, MS, CSCS is a strength coach who specializes in athletic enhancement routines for the competitive athlete and weekend warrior. InMotionAthletics.com, Pennsylvania

Rob Lawrence, MA strictly presses an 88-lb kettlebell at 5' 11" and 160 lbs and emphasizes exacting technique, mental concentration, and the development of wiry strength. PhiladelphiaKettlebellClub.net, Pennsylvania

Mike Mahler is a strength coach to MMA fighters, a Fightscene magazine columnist, and the author of many articles in iron game magazines such as Ironman. MikeMahler.com, California

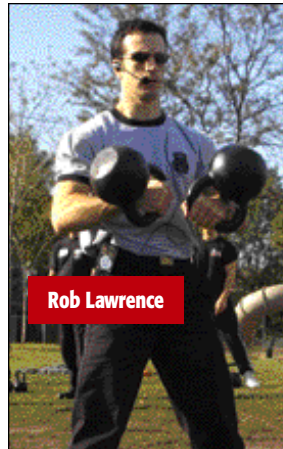
Jeff Martone is a defensive tactics, firearms, and special response team instructor, providing low-profile operational development training to a federal agency. He is the author of *Hand-to-Hand Kettlebell Drills: Explosive Strength and Stamina for the Combat Athlete* video. h2hkettlebell.com, Tennessee

Steve Maxwell, MS is one of three American Black Belts to hold a world title in Brazilian Jiu-Jitsu. Steve is the author of *Steve Maxwell's Cruel and Unusual Kettlebell Exercises for Real Men* video and the owner of the first kettlebell gym in the US. maxercise.com, Pennsylvania

SSgt. Nate Morrison is the combatives course project manager for the USAF Pararescue. He has taken his kettlebells on a 'world tour' with his elite unit and converted countless special operators into our way of training. militaryfitness.org, North Carolina



Steve Cotter



Rob Lawrence



Brett Jones



Steve Maxwell



Andrea Du Cane



Mike Mahler



Jeff Martone



SSgt. Nate Morrison

Comrade, you are in luck! The senior RKCs are available for seminars, private training, and correspondence coaching.

“Come to My April 2004 Russian Kettlebell Challenge Certification—

And I Guarantee to Make You A Better Man— Or Woman!”

Where:

Twin Cities, Minnesota

When:

April 16-April 18, 2004



For complete details visit www.dragondoor.com and go to the Workshops Section.

Here's what participants had to say about my September 2003 RKC Training:

“This training was by far the most superior physical training I have ever had.”—Robert Bersi, Police Officer; Springdale, AR.

“This has been the best training I have ever received. The physical training I received was tougher than S.W.A.T. school or any other training seminar I have attended.”—Michael Johnson, Police Officer; Ellicott City, MD

“Outstanding! Nothing that I have ever attended downloaded as much info as this seminar. I learned more in one weekend about body alignment & body control than with a 4-year degree in exercise science. Nothing previously that I have attended even comes close to the depth & breadth of this workshop.”—Brad D. Nelson, Personal Trainer; Woodbury, MN.

“Excellent instructions! Most of my fitness training has been law enforcement related, and most of it has sucked! This is the kind of stuff cops should be learning.”—Jim Yankowsky, Police Officer; Tenafly, NJ

“Outstanding! The quality of both the training and instructors exceeded all of my expectations. This course far exceeded my study in preparation for the ACE CPT exam and is only challenged by some of my military training in terms of practical use. In terms of quality, this course is unmatched.”—Christopher R Greene, Systems Analyst; Summerville, SC.

“The quality of training was very good and in depth.”—Steve Pusker, Physician; Greenville, SC.

“Better conditioning in one weekend than six months in Police Academy.”—Jeff Colon, Deputy Sheriff; Carmel Valley, CA.

“Outstanding, this is by far the most challenging yet enjoyable experience of my life.”—Dan Kayser, RKC Instructor; Roswell, GA.

“More valuable, practical, applicable physical exercise knowledge was provided this weekend than in my degree and two personal trainer certifications combined. It will be of great value to my current and future clients.”—Garrett Smith, Naturopathic Medical Student/Personal Trainer; Tempe, AZ.

“It was the single best seminar I have ever attended in the fitness industry & I have attended many. Great instruction. There is no better way to learn than hands on.”—Rob Smith, Personal Trainer; Prior Lake, MN.

“I am certified ISSA and their quality of instruction through this certifying body could not compare with the RKC.”—John Wolf, Personal Trainer; Marina, CA.

“Incredible instructors and a brutal workout. I'm hardcore, and RKC pushed me way out of my comfort zone. The trainers will shock you with their talent. They are the best in the world.”—Randy Part, Tennis Coach; Santa Monica, CA

“This is the best course I have ever taken for physical conditioning.”—Omar Hakim, Graduate Student; Sioux Falls, SD

“It was one of the best trainings I have ever attended. NO, I would say it is the very best EVER. There is no other training or organization that has the total performance/fitness package in-house. Cardio, strength, flexibility – the RKC training does it all. It truly has to be experienced to be believed.”—Brian Erickson, Trainer/Exercise Equipment Retail; Loveland, CO.

“The RKC has been the best most thorough course I've ever taken. Everything was extremely functional, and far surpasses all the other physical training I've had. Very well organized with a wealth of information. Was worth every penny, as this type of info is just not found anywhere else.”—Christopher M. Gioso, Student /Fitness Trainer; Newark, DE.

“A life changing physical experience, not only did my flexibility increase, but also my endurance and strength. The instructors are among the elite in the world. Second to none!”—Mitch Jackson, Customs Inspector/LMT; Humble, TX.

“Hands down the best instruction ever for strength training. I learned an incredible amount of information about training for strength and power thru kettlebells. And more importantly I actually experienced it for myself and learned how to teach it.”—Kurt D. Kindred, Correction Officer/SRT Team Leader/Personal Trainer; Hillsboro, OH.

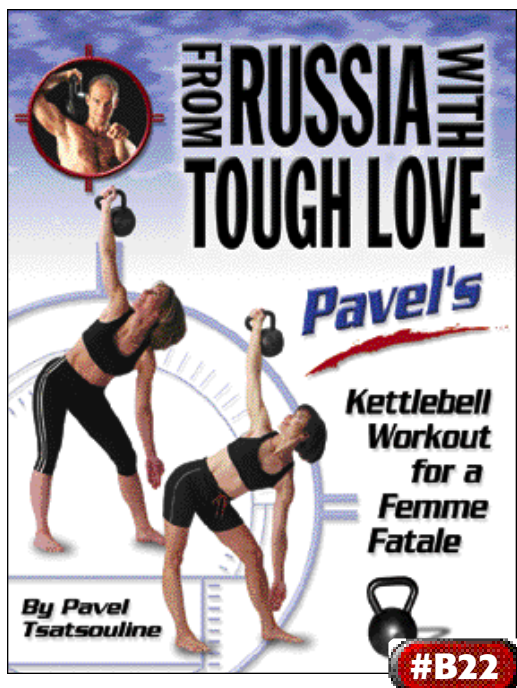
Winning Hands at The September 2003 RKC



*"Outstanding!
This was by far the most challenging
yet enjoyable experience of my life."
—Dan Kayser, Roswell, GA.*

*"Better conditioning
in one weekend than six months
in Police Academy."
—Jeff Colon, Carmel Valley, CA.*

**Look *WAY YOUNGER* than Your Age
Have a *LEAN, GRACEFUL, Athletic-Looking Body*
Feel *AMAZING, Feel VIGOROUS, Feel BEAUTIFUL*
Have *MORE* Energy and *MORE* Strength to
Get *MORE* Done in Your Day**



From Russia with Tough Love Pavel's Kettlebell Workout for a Femme Fatale

Book By Pavel Tsatsouline

Paperback 184 pages 8.5" x 11"

#B22 \$34.95

In Russia, kettlebells have long been revered as the fitness-tool of choice for Olympic athletes, elite special forces and martial artists. The kettlebell's ballistic movement challenges the body to achieve an unparalleled level of physical conditioning and overall strength.

But until now, the astonishing benefits of the Russian kettlebell have been unavailable to all but a few women. Kettlebells have mostly been the sacred preserve of the male professional athlete, the military and other hardcore types. That's about to change, as Russian fitness expert and best selling author PAVEL, delivers the first-ever kettlebell program for women.

It's wild, but women really CAN have it all when they access the magical power of Russian kettlebells. Pavel's uncompromising workouts give *across-the-board, simultaneous, spectacular and immediate results* for all aspects of physical fitness: strength, speed, endurance, fat-burning, you name it. Kettlebells deliver any and everything a woman could want—if she wants to be in the best-shape-ever of her life.

And one handy, super-simple tool—finally available in woman-friendly sizes—does it all. No bulky, expensive machines. No complicated gizmos. No time-devouring trips to the gym.

Into sports? Jump higher. Leap further. Kick faster. Hit harder. Throw harder. Run with newfound speed. Swim with greater power. Endure longer. Wow!

Working hard? Handle stress with ridiculous ease. Blaze thru tasks in half the time. Radiate confidence. Knock 'em dead with your energy and enthusiasm.

Can't keep up with your kids? Not any more! They won't know what hit them.

Just wanna have fun? Feel super-relaxed from the endorphin-rush of your life, dance all night and feel finer-than-fine the next morning...and the next...and the next.

Got attitude? Huh! Then try Pavel's patented Russian Kettlebell workouts. Now, THAT'S attitude!

Just some of what *From Russia with Tough Love* reveals:

- How the *Snatch* eliminates cellulite, firms your butt, and gives you the cardio-ride of a lifetime
- How to get as strong as you want, without bulking up
- How the *Swing* melts your fat and blasts your hips 'n thighs
- How to supercharge your heart and lungs without aerobics
- How to shrink your waist with the *Power Breathing Crunch*
- How the *Deck Squat* makes you super flexible
- An incredible exercise to tone your arms and shoulders
- The *Clean-and-Press*—for a magnificent upper body
- *The real secret to great muscle tone*
- The *Overhead Squat* for explosive leg strength
- How to *think* yourself stronger—yes, really!
- The queen of situps—for those who can hack it
- Cool combination exercises that deliver an unbelievable muscular and cardiovascular workout in zero time
- An unreal drill for a powerful and flexible waist, back, and hips
- How to perform multiple mini-sessions for fast-lane fitness

From Russia with Tough Love Highlights

- How to strip away stubborn flab and morph into graceful strength.
- How Russian Kettlebells let you have it all: strength, speed, endurance, and flexibility.
- How Soviet science discovered kettlebell lifting to be one of the best tools for all-around physical development.
- Kettlebells for shoulder and hip flexibility—and as a highly effective tool for strengthening the connective tissues, especially in the back.
- How kettlebells set your fat on fire like no other form of exercise.
- Extra benefits: cheap, indestructible and easy to store.
- How only K-bells deliver strength, explosiveness, flexibility, endurance, and fat loss in one tight package.

What Makes The Kettlebell Workout Unique?

- How KBs strengthen and recruit the deeper, harder-to-work, stabilizing and supporting muscles.
- Gaining greater daily functional strength.
- Why KBs are better at burning off body fat.
- Gives you better muscle definition... stronger tendons and ligaments.

Fast-Track Training Secrets

- How to avoid injuries while gaining strength faster.
- The vital process of synaptic facilitation...how to get more juice of your muscles.
- Succeeding with daily submaximal training...the powerful Russian concept of continuity of the training process.
- Your speed lane to fat loss.
- How to get rid of unwanted soreness.
- The delayed training effect...the power of the adaptation lag.
- Intelligent short-term overtraining.

How To Get Very Strong Yet Stay Slender

- Why the mind-muscle link is your real key to strength.
- The structural approach to strength training vs. the functional approach.
- Conscious practice vs. the mindless workout.
- How to rev up recruitment and firing

- rate to build strength without adding muscle.
- Developing the skill of staying tight for greater safety and performance.
- The real secret to great muscle tone.

Advanced Weight Lifting Secrets

- External and internal resistance training.
- The impracticality of isolation exercises.
- How to optimize full-body tension for your primary muscles.
- How to make heavy metal your best friend.
- How to master the secret of intra-abdominal pressure for greater and safer lifting power...the miraculous effects of Virtual Power Breathing.
- Molding hard obliques... the unexpected benefits of low reps.
- When controlled overtraining or overreaching beats out total recovery training.
- Building up your adaptation reserves for greater gains.
- Little-known secrets that help you grade-out higher on the press.
- How to optimize strength by manipulating the extensor reflex.
- Why locking out your joints is A-Okay.

Get Younger And Healthier With Kettlebells

- Success stories: curing a host of maladies with KBs.
- Rehabilitating hopeless back injuries...from wheelchair to national ranking.
- KBs for better joint health.

Anti-Isolation For Power And Safety

- Why isolation as a key cause of injury in the gym.
- How to take advantage of irradiation for greater strength.
- Maximizing tension with the secret of bracing.
- Using Starling's law and the obtyazhka maneuver to get stronger in your press.

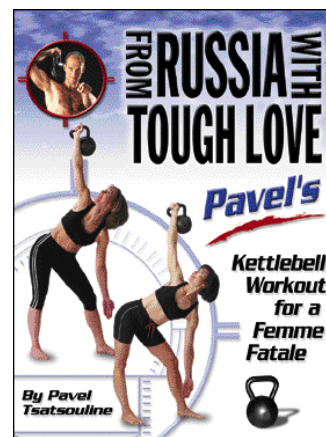
Think And Be Strong

- The power of thought to make you firmer.
- The Russian sports science concept of skill strength.
- The dating game, iron-style: why's it all

- about lessons and practice.
- Treating your kettlebell practice as "iron yoga."
- Focusing on the mind, muscle, and breathing connection.

Workouts for the Perfect Female Form

- Unlock the power of your hips with the BOX SQUAT.
- How to improve squatting depth, flexibility, technique, and power.
- Stretch and strengthen your glutes and hamstrings with the GOOD MORNING STRETCH.
- Blast your glutes, hams, inner and outer thighs—and even abs!—with the ONE LEGGED DEADLIFT.
- Strengthen and harden your whole body—and especially your obliques—with the ONE ARM DEADLIFT.
- Firm and shrink your waist, boost your overall strength, and protect your back with the POWER BREATHING CRUNCH.
- Why the conventional crunch is a waste of time and effort...how to avoid neck problems.
- The foolishness of high-rep ab training.
- How to perform Power Breathing for harder abs and a slimmer waist.
- Controlled striking to generate stronger tension.
- Get super flexible and work your hips and thighs even harder with the DECKSQUAT.
- Melt fat and blast your hips and inner thighs with the SWING.
- Get cool and slim with the CLEAN.
- Add power and definition to your hips, thighs, and even abs with the FRONT SQUAT.
- Strengthen and firm your arms and shoulders with the MILITARY PRESS.
- What if I want to work my pecs more?— The unique kettlebell floor press.
- The cardio and fat-burning powers of the clean-and-press.
- Strengthen your legs and open your shoulders with the OVERHEAD SQUAT.
- Mold a graceful and athletic body with the TURKISH GETUP.
- Shed cellulite, get a hard butt, and enjoy the cardio workout of a lifetime with the SNATCH.
- How to concoct cool combination exercises that deliver an unbelievable muscular and cardiovascular workout in a very short period.



From Russia with Tough Love Pavel's Kettlebell Workout for a Femme Fatale Book By Pavel Tsatsouline Paperback 184 pages 8.5" x 11" #B22 \$34.95

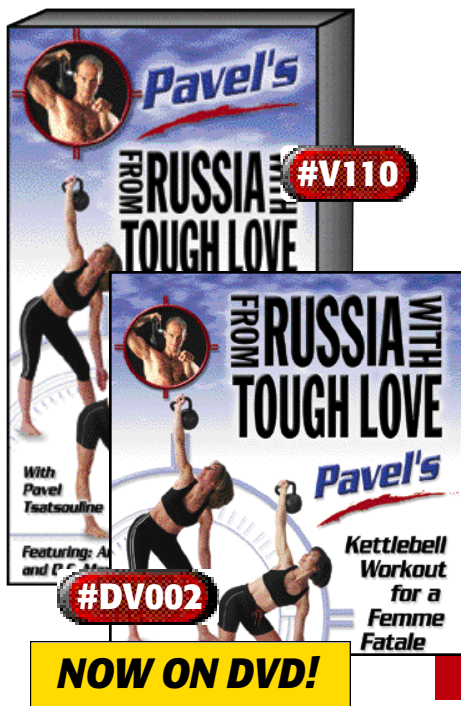
- The WINDMILL—an unreal drill for a powerful and flexible waist, back, and hip.
- Forge iron wrists and grip and firm up your waist with the BOTTOMS-UP CLEAN-AND-PRESS.
- Get an even harder stomach and tie your upper and lower body into a strong unit with the ROLLING SITUP.
- Cut up your legs and burn calories with the DRAGON WALK—the evil alternative to the lunge.

Freestyle Kettlebell Training

- The tremendous versatility of KBs—fitting your ideal practice schedule.
- Why KB's are NOT for brainless, senseless sissies.
- The first commandment of kettlebell training.
- Fragmentation of training volume for more effective strength adaptation.
- The secret power of multiple mini-sessions.
- Why fresh and frequent rules.
- Variation cycling for quicker progress.
- When best to practice what.
- Circuit training and the phenomenon of fatigue specificity.
- Two great alternatives to straight sets: Interval training and the ladder, a Russian Special Forces favorite.



“Download this tape into your eager cells and watch in stunned disbelief as your body reconstitutes itself, almost overnight”



From Russia with Tough Love

Pavel's Kettlebell Workout
for a Femme Fatale

With Pavel Tsatsouline

Running Time: 1hr 12 minutes

VIDEO **#V110** **\$29.95**

DVD **#DV002** **\$29.95**



The Sure-Fire Secret to Looking Younger, Leaner and Stronger AND Having More Energy to Get a Whole Lot More Done in the Day

What you'll discover when "Tough" explodes on your monitor:

- The *Snatch*—to eliminate cellulite, firm your butt, and give you the cardio-workout of a lifetime
- The *Swing*— to fry your fat and slenderize hips 'n thighs
- The *Power Breathing Crunch*—to shrink your waist
- The *Deck Squat*—for strength and super-flexibility
- An incredible exercise to tone your arms and shoulders
- The *Clean-and-Press*—for a magnificent upper body
- The *Overhead Squat*—for explosive leg strength
- The queen of situps— for a flat, flat stomach
- Combination exercises that wallop you with an unbelievable muscular and cardio workout

Spanking graphics, a kick-ass opening, smooth-as-silk camera work, Pavel at his absolute dynamic best, two awesome femme fatales, and a slew of fantastic KB exercises, many of which were not included on the original Russian Kettlebell Challenge video.

“Kettlebells are without a doubt the most effective strength/endurance conditioning tool out there. I wish I had known about them 15 years ago!”
—Santiago, Orlando, FL

At one hour and twenty minutes of rock-solid, cutting-edge information, this video is value-beyond-belief. I challenge any woman worth her salt not to be able to completely transform herself physically with this one tape.

“I know now that I will never walk into a gym again - who would? It is absolutely amazing how much individual accomplishment can be attained using a kettlebell. Simply fantastic. I would recommend it to anyone at any fitness level, in any sport.

—William Hevener,
North Cape May, NJ

“In six weeks of kettlebell work, I lost an inch off my waist and dropped my heart rate 6 beats per minute, while staying the same weight. I was already working out when I started using kettlebells, so I'm not a novice. There are few ways to lose fat, gain muscle, and improve your cardio fitness all at the same time; I've never seen a better one than this.”

—Steven Justus, Westminster, CO

“I have practiced Kettlebell training for a year and a half. I now have an anatomy chart back and have gotten MUCH stronger.”

—Samantha Mendelson,
Coral Gables, FL

“It is the most effective training tool I have ever used. I have increased both my speed and endurance, with extra power to boot. It wasn't even a priority, but I lost some bodyfat, which was nice. However, increased athletic performance was my main goal, and this is where the program really shines.”

—Tyler Hass, Walla Walla, WA

Party Members Share AMAZING SUCCESS STORIES Of Stunning FAT LOSS, Maximal STRENGTH GAINS And Huge Strides in Conditioning From Using—And Loving—Their Russian Kettlebells



Fantastic Fat Loss with Magical KB's

"I have been training with the KB's and DB's for about 2 months or so. To date, I have lost about 33 pounds of fat, and put on 5 pounds of muscle. Give it all you have comrade, the weight will fall off." From: ZenTrainer Date/Time 2001-06-20 13:06:13

I added forty pounds to my deadlift in one month

"About a month ago I suspended my Westside Barbell method powerlifting workout and went for a month of straight KB workout. I just did the max effort on reg. deadlift and get this folks. I just added forty pounds to my PR on 1RM. My 1RM deadlift went up from 325lb to 365lb. My deadlift technique got a lot more snap in it and more explosive. I noticed the same thing on my squat technique." From: Craig, Date/Time 2001-10-29 09:47:25

I lost 16 lbs in the last four weeks since I started the KB lifts

"I love KB's! I have lost 16 lbs in the last four weeks since I started the KB lifts." From: Gediminai, Date/Time 2001-10-05 16:58:42

Incredible gains in energy, strength, explosiveness, power, speed, overall coordination, balance, flexibility

"After 6 months, at age 68, I have experienced incredible gains in energy, strength, explosiveness, power, speed, overall coordination, balance, flexibility, joint mobility, restoration of all ranges of motion, ability to do difficult body weight exercises, dramatic increase in overall endurance, posture, correction of lower back weakness, completion of the repair of a very serious shoulder injury from 6 years ago and far better muscle definition than ever in my entire life." From: Andy68 Date/Time 2001-11-20 10:25:53

KB's improved my sparring

"I have been only doing the KB's for two weeks. Already, in my sparring class, I tapped out a guy who's been regularly kicking my butt in the year that I've been training at the dojo. I certainly didn't expect to get this far this fast!" From: Ari Date/Time 2001-06-02 20:48:10

KB's made me even stronger, after 20 years of Olympic lifting

"I've been an Olympic lifter for over twenty years...it has kept me strong, athletic and young! Now, I have been turned on to kettlebells, and I am having a ball with them. It has made my body even stronger after twenty years of OL. Do yourself a favor and get a kettlebell or two." From: Sbdasaint Date/Time 2001-06-09 05:20:23

In 3 weeks of KB's the changes in my wife's appearance are staggering

"My wife started on KB's three weeks ago along with my 12 year old sons, the changes in my wife's appearance are staggering to say the least. She has now dropped her gym membership and will be working out entirely with the KB's. Encourage your wife to try this form of exercise, it will deliver results the spandex and Lycra brigade could never hope to match." From: nickel Date/Time 2001-12-03 07:31:10

No more back pain

"Since I received my KB's, I have no lower back pain when I deadlift. My arthritis is also much more manageable. Power to the Party!!!!" From: Comrade Logan, Date/Time 2001-11-26 10:52:29

"She was at a weight she hadn't been at for 15 years"

"For almost 3 years I have done PT with a woman who has achieved average results. 2 months ago I started her on PT and worked in cycles of RKC last month. She was literally firming up and slimming down before my eyes. She called the other day bubbling and gushing over the phone that she was at a weight she hadn't been at for 15 years and wearing clothes she could only fit into before she had her teenage daughter!"

From: Jcannon Date/Time 2001-12-23 11:38:37

"Kettlebells are the best method of increasing strength, cardio and endurance"

"I have studied TKD/HKD (both art and sport versions) for over 15 years. Kettlebells are the best method of increasing strength, cardio and endurance." From: ichiban, Date/Time 2001-11-08 11:00:00

"I've lost an average of 1% body fat per week"

"I've lost an average of 1% body fat per week, from about 20 to about 16. Love handles gone." From: sebarnes Date/Time 2001-06-20 12:11:11

"My biceps grew faster and better"

...from doing KB snatches than they ever did with curls. Just another of the MANY benefits of doing KB's." From: BigNate Date/Time 2001-11-16 14:20:11

Kettlebells Rule for Muay Thai Conditioning

"I am a Muay Thai boxer and have recently purchased my first kettlebell (3 wks ago). I've been using it every day for about half an hour. I can't get enough of it. Benefits so far have been 1. Extremely shortened recovery times for all types of martial art exercises (I'm talkin' amazingly short); 2. Impressive muscle growth, especially in the shoulders, back and legs (finally, functional strength!!)." From: mtaibrad Date/Time 2001-09-13 03:05:17

"I don't want anybody else knowing about KB's"

"I'd rather that no one else knows about KBs and Pavel's other programs except for those who already know. Why? I want that edge. I want to be the one who can outrun, outlift, outjump, and outlast everyone else. I want it to be my secret weapon!" From: WarpedMind Date/Time 2001-12-08 01:27:00

No more back pain...

"I've been doing KB's for about 1 1/2 months now. My back is finally pain free after about a year of on-and-off pain. I can't wait to see where my future training goes with the KB's." From: X-celsior Date/Time 2001-11-02 13:32:23



This is a small sample from the deluge of similar stories you will find posted on the www.dragondoor.com Discussion Site



STEPHEN MAXWELL'S

Cruel and Unusual Kettlebell Exercises

FOR REAL MEN

#V109 \$39.95 Video Running Time: 35 minutes



How Pavel and John twisted the arm of Brazilian Jiu-Jitsu World Champion Steve Maxwell until he finally, reluctantly, submitted and agreed to share his formerly-private and unyieldingly-secret workout regimes for **TOP DOG, LORD-OF-THE-MAT, ALWAYS-WIN** strength and endurance—using the astonishing leverage and dynamic, ballistic power of Russian Kettlebells

Here's the champion's own description of what you'll get:

“Three brief but incredibly intense kettlebell routines that puts America square in the middle of the Russian map of kettlebell lifting!”

Each workout is well rounded, blending elements of kettlebell and bodyweight exercises with the distinctive style that has established Steve Maxwell as one of today's most popular workout constructionists.

Workout One

This workout builds strength, flexibility and endurance. Steve starts with core kettlebell movements and complements them with key bodyweight resistant exercises to create the kind of workout that can transform a competitor into a champion.

Workout Two

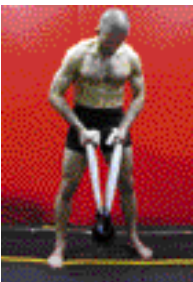
This workout is the stuff of warriors with movements like the Gladiator and the Turkish Get-up. Master this routine and your body will be prepared to march to any battlefield and then explode into battle.

Workout Three

This routine begins with Kettlebell Circles and ends with Kettlebell Swings, but the trick is making it through the exercises in between. If you do, you get dessert....Leg Raises, Brazilian Jiu-Jitsu style.

Special Bonus Workout

For survivors; Steve Maxwell's Killer Cardio Kettlebell Snatches for Power/Endurance.”



Hey, you don't get to be a two-time world champ wrestler and supreme athlete by sitting on your duff all day and fantasizing your way to fitness. Particularly if your name is Steve Maxwell. When you look up “dedicated” in the dictionary, you'll find yourself staring at a picture of Steve. The man is constantly, constantly pushing his envelope—striving for

the ultimate physical edge, the honed, rugged, wild-animal, don't-mess-with-me body that screams champion from every cell.

When Steve heard about Pavel's Evil Russian Kettlebells he leapt at them like a starving leopard. Holy Gamole! His competitors could be heard running for the hills while they still had time. And his home town has never been the same since. After word got out that Steve's cutting-edge Maxercise studio was generating some blistering new fitness stories, it wasn't long before The Philadelphia Enquirer did a feature on Steve and the poor fella can barely sleep for the barrage of eager phone calls.

But back to my story. You see, Steve has a fatal flaw. He's modest. He just doesn't appreciate what a goldmine he has

to offer the world. Here's a man who has dedicated his life to the Holy Grail of developing the perfect fitness-workout. And has two world championships in a brutal, brutal art to prove it. Would ya think there'd be a few people out there who'd want what Steve has? I'd say! And so did the Evil One.

So, at the Arnold Classic, Pavel and I sat down to dinner and breakfast and dinner with Steve and drubbed him into agreeing to put his hard-won secrets onto tape. Phew! Glad it didn't get physical! Fortunately for all of us, the patented Anglo-Russian gentlemen's gang-tackle worked. We got Steve convinced.

Those of you who already have Pavel's Russian Kettlebell Challenge will appreciate and love the new routines and startlingly-intense techniques that Steve has welded together. In fact, Steve wowed Pavel and all the participants at the Russian Kettlebell Certification Workshop with these same workouts. Cruel and unusual is definitely the by-word!

Steve and his awesome wife D.C. (also a two-time world champion in Brazilian Jiu-Jitsu) put this video together at their studio, Maxercise. They've done a nice, clean job of presenting the workouts in easy-to-follow fashion, with flashes of classic humor and a driving pace.

“Steve Maxwell is one of the top functional conditioning coaches at work today and *Steve Maxwell's Cruel and Unusual Kettlebell Exercises* is a must for every athlete who wants the edge over his competition.”
—Pavel Tsatsouline, the author of *The Russian Kettlebell Challenge*



Visit the **Hard-Style** website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Power to the People! + Hand-to-Hand Kettlebell Drills = The Perfect One-Two Combination for Any Fighter



by Steve Baccari, RKC

HARD-STYLE

See page 29 for
Power to the People
and page 23 for H2H
Kettlebell Drills



The most common form of strength training, for a boxer, is circuit training. Circuit training enables a coach to train a large number of fighters at the same time, with the following goals in mind:

- 1) To improve strength endurance;
- 2) To increase work capacity;
- 3) To target various physical qualities.

The circuit-training format is the system of choice for the USA Olympic Training Center.

Jeff Martone's *Hand-to-Hand Kettlebell Drills*, in my opinion, takes circuit training to a whole new level.

First, it simplifies the equipment down to one kettlebell.

Second, by seamlessly blending one exercise with another Jeff has removed the brief rest an athlete gets when he moves from one piece of apparatus to another. This usually accounts for 10-15 seconds. Without this brief rest interval the intensity of the circuit goes through the roof!

Third, by varying the complexity of the exercises, you can insert an active rest period. This would eliminate the typical 30-60 second rest intervals given between trips—further increasing the intensity of the overall training session. I have already started formulating specific flow drills to use with my boxers. I honestly believe this type of training would benefit any kind of fighter.

**“Before You Can
Endure Strength
You Must First
Develop Strength”**

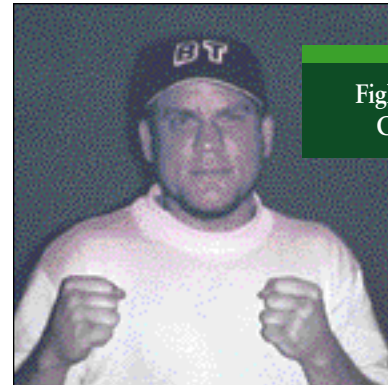
Having said all that about circuit training/H2H, before you can endure strength first you must develop strength.

Pavel's *Power to the People!* program is the very best base strength program we have ever used at the South Shore Police Athletic League School of Boxing.

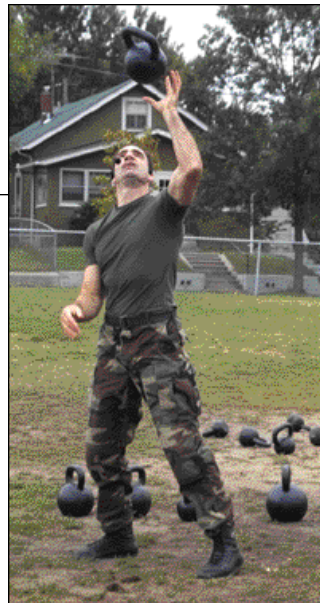
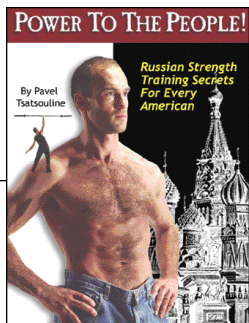
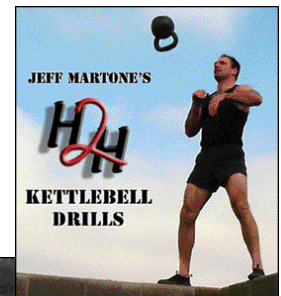
Steve Baccari, RKC is a Medford, MA based boxing coach and certified Russian kettlebell instructor. To inquire about training under Steve e-mail sbaccari@selmark.com.

I am currently using PTP with three professional fighters: **Shaun Creegan, Jimmy Leblanc, and Chris Tillman**. Their sizes range from 5' 8" 165 Lbs. to 6' 0" 140 Lbs. to 5' 10" 190 Lbs. All three of these fighters have a completely different style of fighting. Amazingly, this single short simple program has benefited all three fighters immensely. In fact, it would be hard to tell which fighter has gotten the most out of it. They are all using the 'strength and tone only' program in a step cycle three times a week exactly as it is in the PTP book.

Another bonus of this *Power to the People!* program is that all three training sessions only total 45 minutes for an entire week. Adding in three sessions of H2H drills for another total of 45 minutes brings us to an hour and 30 minutes per week. This is crucial because a fighter has so much sport specific work that has to be done before he can even consider additional strength and conditioning programs.



Fighter, Shaun Creegan



See page 23 for H2H Kettlebell Drills



See page 29 for Power to the People!



Russian Kettlebell Invasion Rolls Through US, Meets Little Resistance—Major Media Quick to Voice Support for New Fitness Regime

October 21, 2003
Staff correspondent

“We thought they’d put up more of a fight, to tell you the truth, but it has really turned into a rout”—claimed **Dragon Door** honcho, **John Du Cane**, today, when we reached him at an undisclosed location.

As bodybuilders fled for the hills and “bigger-is-better” diehards went underground, swearing to fight to the last failed rep, **Pavel The Evil One Tsatsouline**, could be heard chuckling on his cell phone—“Yes, we expect isolated pockets of resistance, but John’s right—the jig is up for the old fitness establishment. I think, in the long run, real results will always triumph over hype and misinformation. People will only tolerate failure and frustration for so long—and they’ll rush to a genuine solution, like Russian Kettlebells, when they see it. We’ve been happy to liberate folks from their decades of wasted effort—it has been very gratifying to watch the speed and enthusiasm with which the nation has taken up our challenge to transform its functional fitness.”

“Nothing sells like success and in the world of serious fitness results are the only thing that matter. The best sales tool imaginable is a human walking billboard, someone who has obtained tangible results using a particular system. Pavel and his business partner **John Du Cane** have taken the fitness world by storm; like **Marshall Zhukov** blasting T54 tanks through retreating Panzers at Stalingrad.”

—**Marty Gallagher**,
Washingtonpost.com, Feb 2003

“Russian kettlebell trainer **Pavel Tsatsouline** demonstrates how to achieve a commando’s physique and wiry strength.”

—**Playboy**, July 2003

“Think yoga or Pilates is too, uh, delicate? Now you can maintain your tough-guy image and be at the fitness forefront with Russian kettlebells. The cast-iron bells are lifted and swung in a series of moves that build total body muscle and burn calories.”

—**Smart Money**, June 2003

“My job...involves travel to remote places and walking around with a pack on my back or crawling through caves or kayaking on glacial lakes...I don’t know what I’ll be doing next: trekking in the tropical forest, climbing mountains in Peru, or riding a horse across a Mongolian steppe...I don’t always have time to bone up on the specific skills involved. That’s where the highly functional strength and endurance developed with kettlebells comes in handy.”

—**Tim Cahill**, *Men’s Health*, *Best Life Magazine*, Spring/Summer 2003

“KB workouts, which produce particularly impressive gains in the legs, hips and shoulders, are all the rage in North America.”

—**EnRoute Magazine**, *Air Canada*

“Reshape your body and burn fat fast with the kettlebell—a superior strength training tool used by Russian athletes for decades. If you’ve stopped seeing results from your workouts, it’s time to take a cue from your body by intensifying your training. So ditch the dumbbells and challenge your muscles with kettlebells, a versatile new strength training tool that will make you rethink your definition of strong.”

—**Karen Asp**, *Oxygen*, July 2003

“I have been doing kettlebell training for over a year and have never been in better shape. In addition to being stronger, my muscular endurance is also incredible. And

I am the leanest I have ever been in my life! But it’s not just me. Since I started working with kettlebells, I’ve heard many similar stories of success from satisfied users. In fact, it seems like everyone from novice exercisers who have never lifted weights to experienced trainers can benefit from this program.”

—**Mike Mahler**, *Exercise for Men Only*, March 2003

“For more intensity try kettlebells...it’s a full-body workout, aerobic and strength-building”

—**Time Magazine**, 2002

“For practical types... kettlebells could be just the tonic”

—**New York Times Sunday**, 2002

“Kettlebells— Hot Weight of the Year”

—**Rolling Stone**, 2002

“Kettlebells—a workout with balls”

—**Men’s Journal**, 2002

“Pavel Tsatsouline— Hot Trainer of the Year”

—**Rolling Stone**, 2001

Now Available: Urban Warfare Specialist's Undercover Program Rewards You With a **ROCK-SOLID** Core, **FEARFUL** Grip, **AMAZING** Stamina, and **TIGRISH** Strength— Plus A Whole Lotta **RISKY** Fun!

Jeff Martone demonstrates 30 innovative and progressively challenging H2H Kettlebell drills that will catapult your explosive strength, stamina, and hand to eye coordination to a whole new level.

Martone is a former senior instructor of the Agent Candidate Physical Training Program for the nuclear security teams of the US Department of Energy. When Martone took the position of the Physical Training and Combative Coordinator at the Direct Action Resource Center, the largest urban warfare training center in the US, Jeff started teaching his H2H kettlebell techniques to various federal, state, and local law enforcement agencies. They were an instant hit among the people who rely on their conditioning for their lives.

The H2H drills will add a new dimension of variety, enjoyment, and intensity to your current high-repetition Kettlebell routines.



Jeff Martone Stopped Arnold Dead in His Tracks With His Amazing Display of Hand-to-Hand Kettlebells, Columbus, Ohio, March 2, 2003

Arnold congratulated Jeff and told him how happy he was to see these great old strongman techniques being brought back into style. Arnold said he just loved to see that old-school power and grace back in action.

"Exceptional conditioning while having a great time - this is what Jeff Martone's video is all about. The H2H KB drills are addictive, you will not want to put your kettlebell down." —**Pavel Tsatsouline**

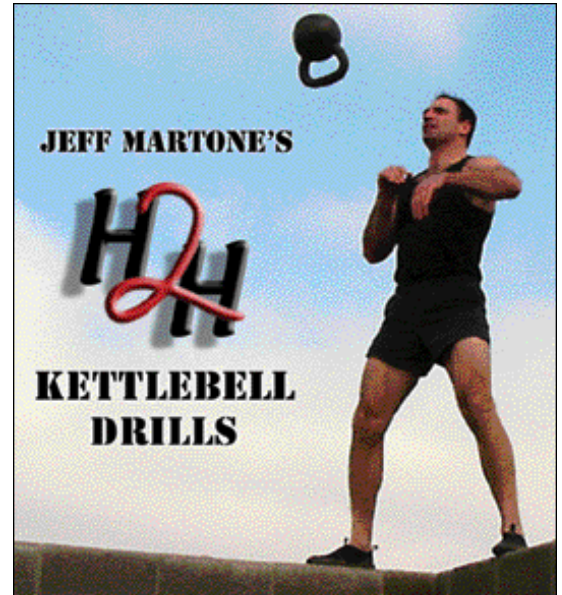
"What terrific new drills he introduces! I highly recommend this video if you want to improve your grip or core strength. Or if you want to improve your ability to absorb shock. Or if you want to work on your strength endurance without the burnout and injury potential of high rep snatches or the like. Or if you just want some fun new skills to work on.

Jeff makes his drills look so easy, it's almost as though he is juggling his kettlebell. His strength, explosiveness and coordination are really impressive. Jeff moves through his presentation crisply,

building from one skill to the next, and he also shows how to incorporate a number of moves into a freestyle workout. Especially interesting for someone like me, who prefers to train intuitively rather than following a pre-choreographed routine." —**From: Gary Karl, 2003-04-15**

"I highly recommend this video for anyone who has mastered the basic kettlebell drills and who wants to take their grip, abdominal, and coordination training one step further." —**Rob Lawrence, PA**

"The exercises are challenging, different, and fun! I have always enjoyed kettlebell lifting, but Jeff's unique approach has added a whole new dimension of possibilities to my training." —**Dave Finley, OH**



Hand-to-Hand Kettlebell Drills: Xplosive Strength & Stamina for the Combat Athlete

With Jeff Martone

Running time: 57 minutes

Video **#V112** **\$39.95**

- **Dramatically increase your explosive strength, stamina, and agility**
- **Improve your hand-to-eye coordination and hand speed**
- **Up your grip strength**
- **Enhance the shock absorbing qualities of your connective tissues**
- **Strengthen every fiber in your body**
- **Maximize your athletic performance**



“They Laughed When I Walked into The Locker Room— But When I Ripped Off My Shirt And They Saw My Abs...”

Time to fess up. When it came to my abs, we were talking SECRET WEAKNESS. It didn't matter how many reps I pumped out. It didn't matter how many ab-gizmos I experimented with, those washboard abs refused to show up in my mirror.

I had wrenched my lower back and screwed up my neck from endless crunches—and still wasn't ripped. Whatever I tried—and believe me, I've put in the man hours!—my belly still looked fat. Frustrating doesn't begin to describe it.

Then one day I met my friend Joe for lunch at our favorite restaurant downtown. Was I in for a shock!

There was something really different about him. A new aura of confidence. He radiated a sense of strength he'd never shown before. He was a whole lot MORE GUY. He looked like a SERIOUS PLAYER suddenly. What can I say?

Well, like I often do:

I Punched Him Playfully in The Gut—Only to Recoil, Wince and Rub My Fist!

Joe's abs were solid rock! I mean, I might as well have punched the wall behind him!

He grinned at me. Then told me his secret:

Something about an amazing new abs program he'd stumbled on by some former Soviet Special Forces fitness expert. Name of Pavel. Seems the Soviets had researched a way to gain an iron six-pack in one-tenth the time and effort of anything we had in the West.

Turns out, this Special Forces guy, Pavel, had done one better than his former Comrades. Not content with the world's best abs program, he'd enhanced the whole deal with a device to guarantee results in as little as five reps! Brilliant!

The Russian fitness expert calls his wonder-

machine the Ab Pavelizer II. And it was obvious from Joe's new body, the Ab Pavelizer II was brutally effective! Joe was a new man and I wanted what he had.

Joe was all the proof I needed. I NEVER do things by halves. So I immediately ordered Pavel's whole program (Pavel has a book—Beyond Crunches, a video—Bullet-Proof Abs and the Ab Pavelizer II itself.)

I remember the hair standing up on my neck as I started to read the book and watch the video. I got it right away! If only I had known about this ten years ago! I'd have saved myself a world of fruitless hurt and wasted hours.

Oh well, I had the real goods now and there was no looking back.

Now it was my turn to startle the world!

I'll never forget that scene in the locker room. God, I wish I'd had a camera to snap those looks of jealous awe. In fact, when we were in the hot tub later:

One Guy Outright Accused Me of Taking Steroids!

Ha! Ha!

I'm sorry, I admit it, but I really get off when people are impressed by the way I look. But until I used Pavel's amazing abs program, this was really just a pipe dream. Whole new story today. Whole new story!

Well, when I get results this big, I'm the kinda guy who wants to share them.

So, I persuaded Pavel's publisher to make you an irresistible offer—that you'd be crazy not to take advantage of. They took some persuading, but I got the deal. They're giving up a lot, so they might pull the offer any time, so hurry.

They are calling it the Astounding Abs Special

Offer. For the price of a couple of good dinners you get a lifetime of iron abs with this guaranteed program:

Pavel's Bullet-Proof Abs book.
Pavel's Beyond Crunches video.
The Ab Pavelizer II.

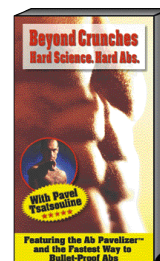
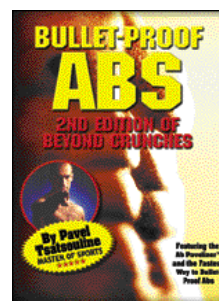
Get these items individually and you'd pay \$204.85, but with the **Astounding Abs Special Offer** you can rip \$27.85 of that price—it's like you're getting the video for only a couple of bucks:

Astounding Abs Special Offer:
#VBPS1 only \$177.00 plus shipping.
(You save \$27.85!)

All products guaranteed 100% for one year. Yes, use these products for up to one year! If you are not completely satisfied with your results return them for an instant 100% refund!

Gain a Ripped Powerhouse of Six-Pack Muscle with Breakthrough Techniques That Blow the Roof Off Traditional Ab Exercises—NOW!

Order Now—Call Toll-Free 24 hrs:
1-800-899-5111





"NEW AB MACHINE Exposes Frauds, Fakes and Cheaters— But Rewards Faithful with the MOST SPECTACULAR ABS This Side of Heaven"

You know, it's a crying shame to cheat on your abs. Your abs are your very core, your center. Your abs define you, man or woman. So why betray them with neglect and less-than-honest carryings-on? That's bad! And everybody always knows! **Rationalize all you want, hide all you want, but weak, flabby abs scream your lack of self-respect to all comers. Why live at all, if you can't hold your head up high and own a flat stomach?**

Fortunately, you can now come clean, get honest and give your abs the most challenging, yet rewarding workout of their lives. And believe me, they will love you for ever!

Maybe you've been misled. Maybe you think you have to flog out hundreds of situps to get spectacular abs? Ho! Sorry, **but with abs, repetition is the mother of insanity.** Forget about it! You're just wasting your time! You're just fooling around! No wonder you're still not satisfied!

No, if you really, really want abs-to-die-for then: **INTENSITY IS EVERYTHING!**

And here lies the secret of The Ab Pavelizer™ II. It's all in the extreme, unavoidable intensity it thrusts on you. No room for skulkers or shirkers. No room at all! Either get with the program or slink back under the stone from under which you crept.

You see, The Ab Pavelizer™ II's new sleek-'n-light design guarantees a perfect sit-up by forcing you to do it right. Now, escape or half-measures are impossible. Sit down at the Ab Pavelizer™ II and a divine slab of abs will be served up whether you like it or not. You'll startle yourself in your own mirror!
The secret to the Ab

Pavelizer™ II is in the extra-active resistance it provides you. The cunning device literally pushes up against your calves (you'd almost swear it was a cruel, human partner) and forces you to recruit your glutes and hamstrings.

Two wonderful and amazing things happen.

First, it is virtually impossible to do the Janda situp wrong unless you start with a jerk. Second, the exercise becomes MUCH harder than on the Ab Pavelizer™ Classic. And "Much Harder" is Russian for "Quicker Results."

It is astonishingly hard to sit up all the way when the new Ab Pavelizer™ II is loaded with enough weight, 10-35 pounds for most comrades. If you can do three sets of five reps you will already have awesome abs.

A Great Added Benefit:

Are you living in an already over-cluttered space? Want to conveniently hide the secret of your abs-success from envious neighbors? The new Ab Pavelizer™ II easily and quickly folds away in a closet or under your bed. Once prying eyes have left, you can put it up again in seconds for another handshake with heaven—or hell, depending on your perspective.



The Ab Pavelizer™ II
Item # P12
\$139.95

FREE BONUS:

Comes with a four page detailed instruction guide on how to use and get the most out of your Ab Pavelizer™ II. Includes two incredible methods for massively intensifying your ab workout with *Power* and *Paradox Breathing*.



The Ab Pavelizer™ II

**10-25 lb Olympic plate required for correct use.
(You will need to supply your own plate)**



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

How and Why I Squat

by Rob Lawrence, RKC

For strength athletes, sprinters, running backs and linemen everywhere, the squat is the acknowledged King of Exercises. The transformative power of the 20-rep squat routine is legendary. Do 20-rep sets twice a week, ransack your refrigerator hourly and sleep nine hours a night, the legend runs, and in six weeks you will be a massive, superhuman version of your former self, with the clothing bills to prove it.

The legend is largely true. When combined with the right protocols and lots of food, the squat will pack on mass like no other exercise. But even if you don't want to pack on mass—for example, if you are a “wiry” strength trainee like myself (5' 11", 165) who can't or won't spend half your waking hours eating—you should seriously consider making the squat your core exercise. This article explains why and how.

The squat vs. the deadlift

The best—maybe the only—contemporary book on the wiry strength ideal, Pavel Tsatsouline's *Power to the People!*, proposes a highly abbreviated daily program based around the deadlift. To gain strength without mass, Pavel explains, train the nervous system instead of bulking up. Pull two sets of five daily with a near-maximal poundage, then hit the showers (if you even need to). Stay fresh, stay alert. Choose the deadlift for its brute simplicity and total-body training effect. Avoid the squat due to its technical complexity and its mass-building effects.

I find most of this logic tough to argue with. I find abbreviated daily training with high poundages invigorating and a great way to make steady gains. However, I do not agree that the deadlift is simpler or less technical than the squat—or, to address a corollary argument, that it is less dangerous. Granted, with light poundages, a raw beginner will probably make a better first showing in the deadlift than in the squat. Picking a weight off the floor is more intuitive than squatting with it on your back. But as the poundage increases, the deadlift quickly becomes every bit as technical as the squat. The penalties for minor lapses of form mount quickly: a tweaked back, a forced week off. I am an absolute stickler for form in every lift, and yet I have hurt myself deadlifting more times than I care to admit. The injuries have come despite close attention to form and despite the fact that I have the classic “deadlifter's build” of long arms and long legs. If the deadlift has treated you better, I wish you the best, but I do not feel comfortable generalizing that the deadlift is safer than the squat, or that it is inherently better for long-limbed wiry trainees.

As a learned skill, the squat is quite the opposite of the deadlift. Your first few squats will likely be grotesque in the extreme. Raw beginners seem to think the point is to collapse under the weight—that is, to perform what Dan John calls an “accordion squat.” The potential for injury in this initial learning phase is high, but with light weights and some good coaching, anyone with fair athletic sense can learn to squat safely over the course of several weeks. There is one important caveat: unless you are handling very light poundages, you should always squat with qualified spotters or a rack. This is not quite the “gotcha” some would have you believe, however. A serviceable rack can be had for around \$250, and anyone with basic carpentry skills can improvise some type of spotting solution for far less than that.

Once the basics are in place, the squat is much like the deadlift: heavier poundages require more and more precise technique. Given a good spot, however, the price of technical failure is much lower. I have never hurt myself seriously doing barbell back squats. When I miss a lift, I simply lower the weight to the rack pins, crawl out, and prepare for the next set. A serious lapse of form can hurt you in any lift, of course, but in general minor lapses will not damage you in the squat the way they do in the deadlift. I strive for 100% concentration on every lift, but when I squat in the rack, I feel safer knowing that if I only hit 95% concentration, I will still be back the next day.

What about the wiry strength ideal? Will squatting necessarily blow up your quads and hamstrings and set you up for a lifetime of shopping at the big-and-tall store? If you tightly control your volume and caloric intake, no. Ask any big guy how “easy” it was to become big, and you may find yourself hanging from your pretty new squat rack. I have put on ten pounds squatting over the course of a year, but they were ten pounds I felt I needed and had to fight hard to put on. I put them on during cycles of 20-rep squats by eating four times a day. When I hit my desired weight, I dropped back to a *Power to the People!*-type protocol (three sets of three with maximal weights), began eating normally again, and stabilized at 165. In the NFL, I wouldn't even pass for a soccer-style kicker from the Czech Republic.

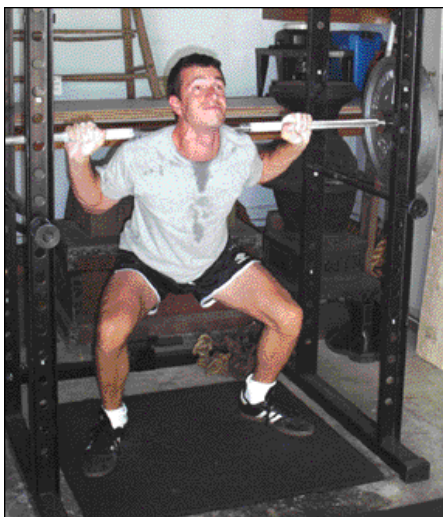
Of course, you can squat and deadlift, and if you are a powerlifter, you have to. But if you are practicing for wiry strength without mass, you are better off sticking to one total-body lift and working the heck out of it. So far, the squat has done wonders for me. I've squatted 315, and with the aid of kettlebell training, maintained my deadlift (which I now do sumo-style under the influence of my squat) at 365 or better whenever I've checked in on it. I am faster and more flexible and feel athletic in ways I never did while concentrating on the deadlift. I do all my lifts raw without so much as a taped knuckle or a lycra waistband for support, and so far, I still fit into my 32/34 jeans without a hitch.

Technique

What about technique then? I will not mince words: the squat is a relentlessly technical exercise. If you have a short attention span, stick to your leg press or better yet, stay out of the gym altogether. If however you accept the basic fact that anything worth doing takes serious work and concentration, you are already halfway to becoming a good squatter. The next step is to find yourself a good teacher or, barring that, some good instructional material. I cannot recommend the following highly enough:

- Bud Jeffries' books and tapes on squatting, available through www.strongerman.com.
- Dan John's online materials on Olympic lifting, freely available at danjohn.org/coach.html.
- Louie Simmons' and Dave Tate's articles on squatting, freely available at deepsquatter.com.

Before you go looking for material, be warned: even those who agree on



The IPF squat: Louie Simmons meets Idalberto Aranda. Note distinct non-hugeness of the quadriceps and hamstrings.

the value of the squat are split up into camps. The two primary camps share a basic theory that there are two types of squats: “power squats” and “Olympic squats.” The theory runs something like this:

- In the power squat, the lifter keeps the bar lower on his back and uses a fairly wide stance. He concentrates on sitting back (rather than down), and leans forward somewhat as he reaches a bottom position just below parallel.
- In the Olympic squat, the lifter keeps the bar higher on his back and uses a narrow stance. He concentrates on sitting down between the legs (rather than back) and keeps the torso bolt upright as he squats all the way to “rock bottom” - i.e. the position where the hamstrings come to rest against the calves.

This distinction is good and valid as far as it goes. As a tool for really understanding the squat, though, it is hopelessly inadequate. There are three major problems with it:

The Olympic/power distinction isn't particularly descriptive. Very few people do a pure power squat or a pure Olympic squat. There are countless differences of physiology and technique. In fact, if you took just six variables—bar position, stance width, forward lean, hip flexion, knee flexion, and ankle flexion—you would not find two people in a hundred who squat the same way. At least one of these variables would almost surely differ in any two people you looked at.

The Olympic/power distinction covers up similarities between the two allegedly pure styles. As much as their techniques differ, all good squatters have a few things in common. They “sit” under a weight instead of folding up under it. They keep their knees more or less in line with their toes. They maintain extreme tension while descending with a weight and stand up with it explosively.

The Olympic/power distinction covers up differences between allegedly similar “Olympic” and “power” squats. Many powerlifters, particularly in the US, are

SQUAT POINTS

After a year of serious squatting, I have distilled all I know about the squat into seven fundamental principles. I have put these on a sign in my garage gym:

REVIEW BEFORE EVERY SET

- Chest way out
- Feet braced outward against the ground
- Knees braced outward
- Flex hip flexors hard while descending
- Sit down/back and “pull hips out of sockets”
- At bottom, “drive traps into the bar” and push with feet
- Drive up with explosive acceleration

If these don't make sense to you yet, they will. Seek out a teacher or instructional material and start learning. Regardless of the style you end up with, every good squat you manage will be more or less based on the above principles.

“good morning” squatters: they use extreme forward lean, particularly when competing in a meet with a monolift, and just barely break parallel. Other powerlifters, particularly those you see in the IPF, keep their torsos fairly upright, use a slightly narrower stance, and get well below parallel: in some cases, three or four inches below. These “IPF power squatters” bear a closer resemblance to Olympic squatters than they do to good-morning power squatters, a fact that seems to undermine the “power squat” category altogether.

Similarly, there are Olympic squatters, particularly those with long limbs, whose squats look nothing like the textbook “no no no” squats lionized in the pages of Milo. If you've ever seen the 85-kilo Oscar Chaplin perform a squat snatch, for example, you've seen him pull with his feet close together, then jump into a super-wide, not-so-deep squat to get under the weight. If there were any purists booing him at the 2002 Nationals in New York City, where I happened to catch his brilliant performance, I didn't hear them.

The fundamentals don't change

The point is: free your mind. The less you try to force yourself into a “power squat” or an “Olympic squat” based on the advice of someone with a completely different build and training history, the better off you'll be. Experiment with the pure types early on, using very light weights. Widen your stance here, narrow it there, change your bar position, do whatever you need until you have found an efficient groove that lets you break parallel without sacrificing overall muscular tension.

Cycling poundages

I am a highly non-scientific cyclist. In my kettlebell training, in fact, I don't cycle poundages, reps, sets, or anything else. With the squat, though, I believe that some type of cycling is necessary. It is too taxing a lift to leave to “feel” or whims or crystal readings.

In a normal workout I do four sets of three reps or less. For me a typical squat cycle might look something like this:

Workout

Squat poundages x reps (x sets)

- 1 185 x 3, 225 x 3, 235 x 3 x 2
- 2 185 x 3, 225 x 3, 245 x 3 x 2
- 3 185 x 3, 225 x 3, 255 x 3 x 2
- 4 185 x 3, 225 x 3, 265 x 3 x 2
- 5 185 x 3, 225 x 3, 275 x 3 x 2
- 6 185 x 3, 225 x 3, 285 x 2 x 2
- 7 185 x 3, 225 x 3, 295 x 2 x 2
- 8 185 x 3, 225 x 3, 305 x 1 x 2

As you can see I like to do warmup sets, but I never do them with less than 185. I find a weight like 135 just does not enforce good form. If I squat using tension with 135, I cannot feel the weight and have no sense of technique. It takes 185 or more to do a warmup that will resemble the actual work sets. The next weight, 225, feels like half warmup, half work set. The next two sets are the ones for which the poundage is actually cycled.

Note that the foundation of my routine is triples. I cannot provide any rational explanation for this; I just feel like three is a good number. On the first rep, the weight feels novel, on the second I adjust to it, on the third, I feel technically perfect. On a fourth or fifth rep I get no improvement of focus or concentration, so I don't do fourth or fifth reps. I like to think that in the great cosmic scheme of things, the bodybuilders are doing my reps for me.

Of course, at the top of the cycle I get into weights that I cannot necessarily triple. So I don't. I simply do a double or single with maximum concentration. You may object that this strategy won't add mass. My point exactly.

Twenty-rep squats

When I do want to add mass, I do twenty-rep squats twice a week, rest at least one day after each twenty-rep session, and space out the work days of my normal cycle which otherwise proceeds normally. Many strength-and-conditioning writers have extolled twenty-rep squats, and everything they say is true: they are brutal, they make you hungry, and they add mass. There is one other point those writers have neglected to mention: if you have good conditioning from kettlebell work, you should not take three deep breaths between each rep with the bar on your back. Your breaths will be so slow and so long that you will be there forever and will crumple before your twentieth rep, even if you just have 150 on your back. Two medium-deep breaths will do for a kettlebell man. If a big guy who can't climb a flight of stairs without huffing and puffing challenges you on this point, challenge him to an underwater breath-holding contest.

That, in sum, is how and why I squat. If you have questions, direct them to robt_lawrence@yahoo.com or address them to me on the www.dragondoor.com forum.

"Pavel: The Triumph of Strength Over Weight"

REAL PEOPLE—REAL RESULTS THE COMRADES SPEAK OUT

Brash and insightful, *Power to the People* is a valuable compilation of how-to strength training information. Pavel Tsatsouline offers a fresh and provocative perspective on resistance training, and charts a path to self-improvement that is both practical and elegantly simple. If building strength is your top priority, then *Power to the People* belongs at the top of your reading list. —**Rob Faigin**, author of *Natural Hormonal Enhancement*

"I learned a lot from Pavel's books and plan to use many of his ideas in my own workouts. *Power to the People!* is an eye-opener. It will give you new—and valuable—perspectives on strength training. You will find plenty of ideas here to make your training more productive." —**Clarence Bass**, author of *Ripped 1, 2 & 3*.

"A good book for the athlete looking for a routine that will increase strength without building muscle mass. Good source of variation for anyone who's tired of doing standard exercises." —**Jonathan Lawson**, *IronMan Magazine*

"I have been a training athlete for over 30 years. I played NCAA basketball in college, kick boxed as a pro for two years, made it to the NFL as a free agent in 1982, powerlifted through my 20's and do Olympic lifting now at 42. I have also coached swimming and strength athletes for over 20 years. I have never read a book more useful than *Power to the People!* I have seen my strength explode like I was in my 20's again—and my joints are no longer hurting." —**Carter Stamm**, New Orleans, LA

"I have been following a regimen I got from *Power to the People!* for about seven weeks now. I have lost about 17lbs and have lost three inches in my waist. My deadlift has gone from a meager 180lbs to 255 lbs in that short time as well." —**Lawrence J. Kochert**

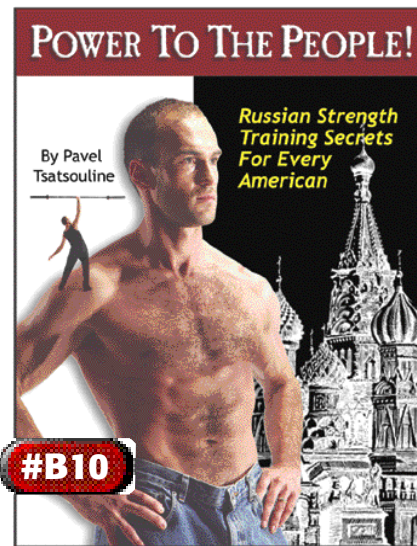
"Like *Beyond Stretching* and *Beyond Crunches*, his other books, this is great. I think that it is the best book on effective strength training that I have ever read. This is not a book just about theory and principles. But Tsatsouline provides a detailed and complete outline of an exact program to do and how to customize it for yourself. It is very different from anything you have probably ever read about strength training. The things he teaches

in the book though won't just get you strong, if you want more than that, but can make you look really good—lean, ripped, and/or real big muscled if you want it. It's a very good book; the best available English-language print matter on the topic of strength training." —**Dan Paltzik**

"The great thing about the book *"Power to the People!"* is that it tells the readers what not to do when training for strength and why not. As you read the book, you will keep saying to yourself: "so that's why I'm not getting stronger!" Pavel points out all the things that are wrong with conventional weight training (and there is lots of it) and shows the readers what they need to do to get stronger, but not necessarily bigger." —**Sang Kim**, Rome, GA

"Using Pavel Tsatsouline's weight training methods from his book *Power to the People* gives you the feeling that you can take on the world after only a 20-30 minute workout! Tsatsouline's book is written with such cleverness, clarity, and detail that I couldn't put it down. I am thoroughly enthusiastic about weight training where my past indoor training consisted only of Yoga postures. I would recommend this book to anyone interested in enhancing their performance on the job, in weight training, and in other athletic pursuits. Pavel's genius is that he can take a complex subject like weight training and design a program that is enjoyable, efficient and gets fast results. He has done the same thing for abdominal development and stretching." —**Cliff D.V.**, Honolulu, Hawaii

"It isn't growth hormone... it's Pavel! This is THE definitive text on the art and science of strength training... and that's what it's all about, power! Page after page of the world's most useful and productive strength-training practices are explained in this book. A lot of experienced lifters, who think that they know how to train, will be humbled when they find out how much better Pavel's system is than anything the western iron-game community has ever done. I have surpassed all my previous bests...and I no longer need or use lifting belts. I learned how to up-regulate tension through his "feed-forward" technique, how to immediately add AT LEAST ten pounds to every lift via "hyperirradiation", and to do it in my best form ever, and how to gain on every lift WEEKLY through the Russian system of



Power to the People! Russian Strength Secrets for Every American Book

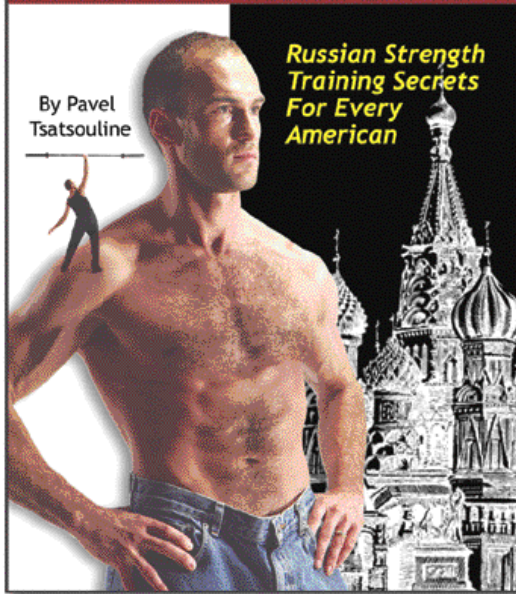
By Pavel Tsatsouline
Paperback 124 pages 8.5" x 11"
#B10 \$34.95

periodization without any plateaus! Seriously, I gain every week! Pavel's training is the most valuable resource made available for strength athletes since the barbell. The breathing techniques alone are worth the asking price. This book is my personal favorite out of all his works, and in my opinion, they should be owned as a set. This book is superior to all the muscle mags and books that dwell on a content of unessential details of today's "fitness culture" and yet never fully explain the context of training for strength. Pavel cuts right to the heart of the "muscle mystery", by explaining the all-important context of the Russian system: quick, efficient, permanent strength gains, without spending a small fortune on "me-too" bodybuilding supplements and without unnecessary, time consuming overtraining." —**Sean Williams**, Long Beach, NY

"This is a real source of no-b.s. information on how to build strength without adding bulk. I learned some new things which one can't find in books like *'Beyond Brawn'* or *'Dinosaur Training'*." —**Nikolai Pastouchenko**, Tallahassee, Florida

"Forget all of the fancy rhetoric. If you are serious about improving your strength and your health buy this book and pay attention to what's provided. I started in January 2000 doing deadlifts with 200 lbs. Three months later I was at 365 lbs. Pavel knows what he is talking about and knows how to explain it simply. That's it." —**Alan**, Indiana

POWER TO THE PEOPLE!



Russians have always made do with simple solutions without compromising the results. NASA aerospace types say that while America sends men to the moon in a Cadillac, Russia manages to launch them into space in a tin can. Enter the tin can approach to designing a world class body—in your basement with \$150 worth of equipment. After all, US gyms are stuffed with hi-tech gear, yet it is the Russians with their metal junkyard training facilities who have dominated the Olympics for decades.



#B10



“You are not training if you are not training with Pavel!”

—Dr. Fred Clary,
National Powerlifting Champion
and World Record Holder.

Power to the People! Russian Strength Secrets for Every American Book

By Pavel Tsatsouline

Paperback 124 pages 8.5" x 11"

#B10 **\$34.95**

Here's just some of what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Power to the People!*:



- How to get **super strong** without training to muscle failure or exhaustion
- How to hack into your 'muscle software' and **magnify your power** and muscle definition
- What, how and when to eat for maximum gains
- How to ensure high energy after your workout
- How to become super strong and live to tell about it
- How to get super strong **without putting on an ounce of weight**
- Or how to build massive muscles with a classified Soviet Special Forces workout
- How to increase your bench press by ten pounds overnight
- Why high rep training to the 'burn' is like a form of rigor mortis—and what it really takes to **develop spectacular muscle tone**
- How to mold your whole body into an off-planet rock with only two exercises
- How to design a world class body in your basement—with \$150 worth of basic weights and in twenty minutes a day
- How futuristic techniques can squeeze more horsepower out of your body-engine
- How to **maximize muscular tension** for traffic-stopping muscular definition
- How to **minimize fatigue** and get the most out of your strength training
- How to **ensure high energy** after your workout
- How to get stronger and harder without getting bigger
- Why it's safer to use free weights than machines
- How to achieve massive muscles and awesome strength—if that's what you want
- How to master the magic of effective exercise variation
- **The ultimate formula for strength**
- How to **gain beyond your wildest dreams**—with less chance of injury
- A high intensity, immediate gratification technique for **massive strength gains**
- The eight most effective breathing habits for lifting weights
- The secret that separates elite athletes from 'also-rans'

“Pavel and his book are the best imports from Russia since Siberian Ginseng!”

—Fairfax Hackley, Arnold Schwarzenegger
Classic Martial Arts Seminar Director:

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com



"Power to the People!" IS ABSOLUTE DYNAMITE.

If there was only one book I could recommend to help you reach your ultimate physical potential, this would be it."

—Jim Wright, Ph.D., Science Editor, Flex Magazine, Weider Group

Modern neuroscience offers us a host of very simple techniques that make an IMMEDIATE positive IMPACT on your strength performance.



How would you like to own a world class body—whatever your present condition— by doing only two exercises, for twenty minutes a day?"

A body so lean, ripped and powerful looking, you won't believe your own reflection when you catch yourself in the mirror.

And what if you could do it without a single supplement, without having to waste your time at a gym and with only a 150 bucks of simple equipment?

And how about not only being stronger than you've ever been in your life, but having higher energy and better performance in whatever you do?

How would you like to have an instant download of the world's absolutely most effective strength secrets? To possess exactly the same knowledge that created world-champion athletes—and the strongest bodies of their generation?"

Pavel Tsatsouline's *Power to the People!*—Russian Strength Training Secrets for Every American DELIVERS ALL OF THIS AND MORE.

As Senior Science Editor for Joe Weider's *Flex* magazine, Jim Wright is recognized as one of the world's premier authorities on strength training. Here's more of what he had to say:

"Whether you're young or old, a beginner or an elite athlete, training in your room or in the most high tech facility, if there was only one book I

could recommend to help you reach your ultimate physical potential, this would be it.

Simple, concise and truly reader friendly, this amazing book contains it all—everything you need to know— what exercises (only two!), how to do them (unique detailed information you'll find nowhere else), and why.

Follow its advice and, believe it or not, you'll be stronger and more injury-resistant immediately. I guarantee it. I only wish I'd had a book like this when I first began training.

Follow this program for three months and you'll not only be amazed but hooked. It is the ultimate program for "Everyman" AND Woman! I thought I knew a lot with a Ph.D. and 40 years of training experience...but I learned a lot and it's improved my training significantly."

And how about this from **World Masters Powerlifting champion and Parrillo Performance Press editor, Marty Gallagher:**

"Pavel Tsatsouline has burst onto the American health and fitness scene like a Russian cyclone. He razes the sacred temples of fitness complacency and smugness with his revolutionary concepts and ideas. If you want a new and innovative approach to the age old dilemma of physical transformation, you've struck the mother-lode."

Or this from **Fairfax Hackley, Arnold Schwarzenegger Classic Martial Arts Seminar Director:**

"Pavel and his book are the best imports from Russia since Siberian Ginseng! A fountain of information... an elixir for the body."

Follow this program for three months and you'll not only be AMAZED but hooked. It is the ULTIMATE program for "Everyman" AND Woman!

ORDERING INFORMATION

Customer Service Questions? Please call us between 9:00am–11:00pm EST Monday to Friday at 1-800-899-5111. Local and foreign customers call 513-346-4160 for orders and customer service

Telephone Orders For faster service you may place your orders by calling Toll Free 24 hours a day, 7 days a week, 365 days per year. When you call, please have your credit card ready.

100% One-Year Risk-Free Guarantee. If you are not completely satisfied with any product—we'll be happy to give you a prompt exchange, credit, or refund, as you wish. Simply return your purchase to us, and please let us know why you were dissatisfied—it will help us to provide better products and services in the future. *Shipping and handling fees are non-refundable.*

1•800•899•5111
24 HOURS A DAY
FAX YOUR ORDER (866) 280-7619



Complete and mail with full payment to: Dragon Door Publications, P.O. Box 1097, West Chester, OH 45071

Please print clearly

Sold To: A

Name _____
 Street _____
 City _____
 State _____ Zip _____
 Day phone* _____
 * Important for clarifying questions on orders

Please print clearly

SHIP TO: (Street address for delivery) B

Name _____
 Street _____
 City _____
 State _____ Zip _____
 Email _____

Warning to foreign customers:

The Customs in your country may or may not tax or otherwise charge you an additional fee for goods you receive. Dragon Door Publications is charging you only for U.S. handling and international shipping. Dragon Door Publications is in no way responsible for any additional fees levied by Customs, the carrier or any other entity.

ITEM #	QTY.	ITEM DESCRIPTION	ITEM PRICE	A OR B	TOTAL

Warning!
 This may be the last issue of the catalog you receive.

If we rented your name, or you haven't ordered in the last two years you may not hear from us again. If you wish to stay informed about products and services that can make a difference to your health and well-being, please indicate below.

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

HANDLING AND SHIPPING CHARGES • NO COD'S
 Total Amount of Order Add:
 \$00.00 to \$24.99 add \$5.00
 \$25.00 to \$39.99 add \$6.00
 \$40.00 to \$59.99 add \$7.00
 \$60.00 to \$99.99 add \$10.00
 \$100.00 to \$129.99 add \$12.00
 \$130.00 to \$169.99 add \$14.00
 \$170.00 to \$199.99 add \$16.00
 \$200.00 to \$299.99 add \$18.00
 \$300.00 and up add \$20.00
 Canada & Mexico add \$8.00. All other countries triple U.S. charges.
 See Kettlebell section for Kettlebell Shipping and handling charges.

Total of Goods
Shipping Charges
Rush Charges
Kettlebell Shipping Charges
OH residents add 6% sales tax
MIN residents add 6.5% sales tax
TOTAL ENCLOSED

Do You Have A Friend Who'd Like To Receive This Catalog?

We would be happy to send your friend a free copy. Make sure to print and complete in full:

Name _____
 Address _____
 City _____ State _____ Zip _____

METHOD OF PAYMENT CHECK M.O. MASTERCARD VISA DISCOVER AMEX
 Account No. (Please indicate all the numbers on your credit card) EXPIRATION DATE
 [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] / [] []
Day Phone: () _____
Signature: _____ **Date:** _____

NOTE: We ship best method available for your delivery address. Foreign orders are sent by air. Credit card or International M.O. only. For **RUSH** processing of your order, add an additional \$10.00 per address. Available on money order & charge card orders only.
 Errors and omissions excepted. Prices subject to change without notice.

How to stay informed of the latest advances in strength and conditioning

VISIT WWW.HARDSTYLE.COM



Visit www.hard-style.com and sign up for Pavel Tsatsouline's free monthly e-newsletter, giving you late-breaking news and tips on how to stay ahead of the fitness pack.

Visit www.dragondoor.com/cgi-bin/tpost.pl and participate in Dragon Door's stimulating and informative Strength and Conditioning Forum. Post your fitness questions or comments and get quick feedback from Pavel Tsatsouline and other leading fitness experts.

Visit www.dragondoor.com and browse the Articles section and other pages for groundbreaking theories and products for improving your health and well being.

Get an Instant
15%
DISCOUNT

On All Dragon Door Products Each and Every Time You Order for a Whole Year When You Join Our **PREFERRED CUSTOMER CLUB**

Do you place frequent
or large orders with
Dragon Door?

Receive an automatic 15% discount on all products offered in our catalog, from the moment you join. The fee for annual membership is only \$39.95.

Would you love to use our superb nutritional supplements regularly at a bargain-basement price? Then the Dragon Door Preferred Customer Club lets you save and save, day-in, day-out.

SAVE
15%
Today

**For more
information and to
sign up today call
1-800-899-5111.**

Do you have your own website?

*Now you can promote
Dragon Door products on
your site and start earning
money immediately!*

BECOME A DRAGON DOOR AFFILIATE.

**Share your passion for
fitness with your friends
and website visitors, while
you earn a HANDSOME
INCOME in the process.**

It's Easy!

We provide you with all of the tools you need as an Affiliate. You simply add our links to your site and feature our outstanding line of products. When your visitors click thru to our site and buy, you'll earn commissions. You'll be able to access reports online so you can see how well you're doing as an Affiliate. We handle the order process, shipment, and billing. All you do is place the link and make money!

As an affiliate, you will have access to a variety of banners, buttons, and text links, including DragonDoor.com articles, checklists, and mini-sites. You'll get a link to your own Administration Area with all our linking methods once you're accepted as our affiliate.

How much money can I make?

It's up to you! Anywhere from nothing to literally thousands of dollars per month. We provide you with the tools and assistance to earn big commissions with DragonDoor.com, and your earning potential is in your hands.

As a DragonDoor.com affiliate, you will find that we are highly motivated and truly dedicated to your success. We want to send you a check every month, and we want to work with you to help you succeed. DragonDoor.com affiliates have access to tutorials, a dedicated Affiliate Program Manager to guide you, an e-mail discussion list, archived tips & hints, and more—all created specifically with the intention to help you earn more money.

Benefits to Being a DragonDoor.com Affiliate

- We pay your **commissions monthly** & promptly by the 15th of every month for the previous month's verified sales
- Outstanding personalized service for you and your clients
- **Unique, proven products**
- No monthly minimums, you make ONE sale—we pay you either electronically or by check!
- Generous click-through tracking period of 180 days (six months)—Even if your visitor



doesn't buy from us for 6 months after that first click—you'll get paid!

- **Incentives paid for high volume producers** on a case-by-case basis

Associate with a Company you can trust

Customers want to buy products from a name they trust. DragonDoor.com is the industry leader in cutting-edge fitness and health. When you sell our products on your web site, your visitors will be buying from a company with over 10 years of experience in this industry. You can feel comfortable knowing that you linked your visitors to a reliable, first-class merchant.

HOW DO I JOIN?

**For more information and to instantly
become a Dragon Door Affiliate at no
charge, go to:
www.dragondoor.com/affiliate.html**

Pavel Delivers Kettlebell Certification to U.S. Secret Service

Pavel recently trained elite personnel of the U.S. Secret Service in Russian Kettlebells. Here's a few comments from our friends at the Secret Service about their experience:

"If you don't do kettlebells you don't know what you are missing... Kettlebells are more fun to use than dumbbells and barbells and machines. It takes athleticism and intensity... I've been with the Secret Service for 12 years and these were two of the most satisfying days I have had on this job."—Name Withheld, Special Agent, U.S. Secret Service

"The exposure to this method of physical training was outstanding, as was Pavel's method of instruction. For tactical operators the use of the kettlebell... is the best form of PT I have experienced."—Name Withheld, Instructor, U.S. Secret Service

"Functional, intense, unique, and valuable. The training added to the working skill set of USSS Special Agents."—Name Withheld, Special Agent, U.S. Secret Service Counter Assault Team

"I can't think of a more practical way of special operations training... Excellent course! I was extremely skeptical about kettlebell training and now wish that I had known about it fifteen years ago when I was playing college football. It would have made me more explosive. My son will surely use them..."—Name Withheld, Special Agent, U.S. Secret Service Counter Assault Team

Participant Praise from the April 2003 Russian Kettlebell Certification

"The very best certification training I have ever attended and that includes ACSM, NCSA, and IDEA. Would take anything Pavel would offer in the future."—David Barrett, Owner, Why Weight Personal Training & Sports Conditioning, Director of Health, PE and Recreation JCC of Akron, Akron, OH.

"This is a great and functional certification. Pavel and his instructors were excellent in methods of teaching kettlebells."—Ethan Reeve, Head Strength Coach, Wake Forest University, NC.

"Hands down the absolute best physical training experience one could wish for. Top notch – none better!"—Craig T. O'Connell, Research & Training Specialist/FDLE, Tallahassee, FL

"This weekend was worth the trip from Australia. I learned more in the three days than two years reading books. It was a turning point in my life and I am a lot stronger now than ever."—Simon Forsyth, Detention Officer, Whyalla Norrie, South Australia.

"Compares highly with the USA Weight Lifting course – Outstanding and much better. To have the level & professionalism of this group of instructors is and was well worth the price."—Mike Burgener, Strength Coach; Buena Vista, CA.

"Without a doubt one of the most informative, professionally run seminars I have ever attended. Pavel is a master trainer who knows how to bring the best out of everyone."—Shawn Mozen, Martial Arts Teacher; Montreal, Canada.

"The best certification course I have ever taken in terms of each and every participant being able to correctly perform the exercises. It rivals the USAW course and may be even better in that it is possible for anyone to become proficient in what

we were taught in three days. This was a great overall experience very much worth the time and money."—Josh Everett, Strength and Conditioning Coach; Riverside, CA.

"Absolutely the most awesome hands on seminar I've ever taken. Practical, effective, challenging and fun. The techniques and tips you learn you can apply immediately and feel the immediate strength improvement. This is stuff I can use tomorrow with my clients."—Franz Snideman, Strength Coach and Trainer; San Diego, CA.

"This weekend has been unbelievable. It's still hard to imagine that Pavel and Dragon Door are so generous with this information. It's worth every penny."—Doug Garbarz, HR Consultant/Ice Hockey Coach/Power Skating Instructor; Pinckney, MI.

"This was the best, most complete training I have ever received, period I was greatly looking forward to this training and was a bit leery that it would somehow fall short of my expectations. Not only were my expectations met – they were unbelievably surpassed. It was fabulous. As far as fitness training goes it surpassed the other training by leaps and bounds."—TR Smart, Sergeant; Kettering Police Dept, OH.

"Better than any other training in the fitness profession. Equal to dance masters in modern dance such as Erik Hawkins, Martha Graham, Paul Taylor (who were all more than twice Pavel's age when workshop taken)."—Kathy Foss-Bakkum, Exercise Specialist/Corporate Fitness; MN.

"It was an outstanding experience and you over-delivered on your promise for the weekend."—Tim Larkin, Master Close-Combat Instructor, Las Vegas, NV

"The quality of the instruction was better than anything I had ever experienced."—Tyler Hass, Student/Publisher/Entrepreneur/Athlete; Medina, WA.

"A fantastic experience for anyone serious about strength performance. Amazing for becoming a better instructor & coach."—Josh Henkin, Strength & Conditioning Coach; Phoenix, AZ.

"First in all categories. Unquestionably the best strength training seminar I have ever attended. I was amazed at how much information was presented by instructors and comprehended by students in such a short time."—Steven Knapstein, HVACR Mechanic; Oreland, PA.

"Up there with the best. Similar to USAW (but more in depth, intense/difficult) and blows CSCS/NSCA away. It was a tough weekend, but a worthy challenge. Great coaches, hard work, much learning and a joy. I am a better coach/athlete for having come. Pavel is a master who knows his subject at an incredible level and is great at communicating pretty complex stuff in a manner we can understand/use."—Stephane Rochet, Strength Coach; Westlake Village, CA.

"I cannot imagine a more effective training weekend than the one I've just experienced." Steve Freides, Computer Consultant; Ridgewood, NJ.

"The most practical training I have taken by far (I have a B.S. degree in kinesiology). From the top down, this is a first-class program."—Steven Cotter, Trainer/Self-Defense Instructor/Consultant; El Cajon, CA.

"RKC focuses solely on the bottom line, getting stronger and more athletic. I don't think the quality could be any better. It has been probably the most enjoyable money I have ever spent."—Paul Lough, Police Officer; Milwaukee, WI.

"Quality crossover of usefulness in multiple sports. Highly practical for off-season. Quality of instruction is equal to that from Oly Training Ctr – USAW."—Doug Fairchild, CSCS, USAW Reg. Coach, EMT; Amarillo, TX.

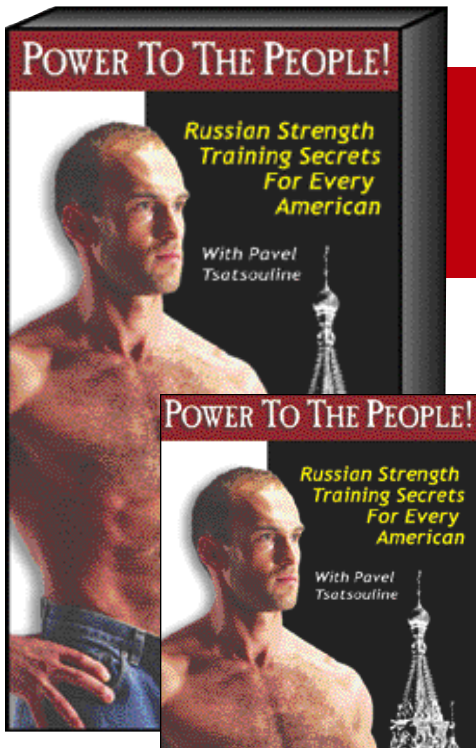
For more information and to register for the next workshop call 1-800-899-5111 or go to the Author Workshops section on www.dragondoor.com

Now, It's Yours for the Taking:

IRRESISTIBLE STRENGTH and a BODY-TO-DIE-FOR

Turn on Pavel's *Power to the People!* video

and watch in amazement as you
rapidly increase your strength by **20, 30,**
even 50 percent—often in one session!



Power to the People!

Russian Strength Secrets
for Every American Video

With Pavel Tsatsouline

Running Time 47 Min

Video **#V102 \$29.95**

DVD **#DV004 \$29.95**



Whatever your current workout
program, just download Pavel's
strength techniques for an
immediate improvement in
your results.

You may, or may not, want to **startle your friends, excite your lovers, scare your enemies and paralyze your neighbors with envy,** but believe me, it's gonna happen when you easily absorb Pavel's breakthrough strength secrets.

Of course, what's most important is how you're gonna feel about yourself. Get real! Toss out your lame rationalizations and pathetic excuses. Stop behaving like a spoiled brat about your infantile levels of strength. Stop hating yourself for banging your head against phony training plateaus. **Now you can smash through the glass ceiling of your ignorance and burst into the higher reaches of maximum performance.**

Let's face it—it's a delicious feeling to be as strong as a panther—confident, sure-of-yourself, genuinely attractive, a SPECIMEN, THE GENUINE ARTICLE, stalking the streets with evident power and natural grace.

I don't care who you are or what you are, I promise you: grab Pavel's Power to the People! video IMMEDIATELY, plug yourself in—and I MEAN, PLUG YOURSELF IN—do what it says, and you won't believe the new you.

- Achieve super-strength without training to muscle failure or exhaustion
- Know the secret of hacking into your 'muscle software' to magnify power and muscle
- Get super strong without putting on an ounce of weight

- Discover what it really takes to develop **spectacular muscle tone**
- Discover how to mold your whole body into an off-planet rock with only two exercises
- Now you can design a world class body in your basement—with \$150 worth of basic weights and in twenty minutes a day
- Discover futuristic techniques to squeeze more horsepower out of your body-engine
- Discover how to maximize muscular tension and get **traffic-stopping muscular definition**
- Learn why it's safer to use free weights than machines
- How to achieve massive muscles and awesome strength—if that's what you want
- How to master the magic of effective exercise variation
- Know how to **gain beyond your wildest dreams**—with less chance of injury
- Discover a high intensity, **immediate gratification technique** for massive strength gains
- Discover the eight most effective breathing habits for lifting weights
- **Learn the secret that separates elite athletes from 'also-rans'**

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Power to the People!*:

Wired for power: superstrength without bulk

How to install a 'muscle software' upgrade into your nervous system and improve your strength and muscle tone....Why the fascination with bodybuilding has led to a decline in effective strength training.... Futuristic techniques which enable you to squeeze more horsepower out of your body-engine.

Tension! What force is made of

How tension generates force....How to maximize muscular tension for traffic-stopping muscular definition...The five keys to high tension training...The inverse relationship between velocity and strength...Flexing to maximize tension...The function of the mechanoreceptors in regulating strength...Using Henneman's size principle to maximize muscular recruitment...Why high values of fatigue and tension are mutually exclusive.

Training to failure—or to success?

Why the strongest men and women in the world have never trained to failure....Why intensity is the single most important factor in strength training...The fallacy of 'pushing to the limit'...The only scientific definition of weight training intensity.... Pushing the limits of weight/tension, not reps/exhaustion....Why training to muscle failure is counterproductive... Greasing the neural groove using the Hebbian rule.

Don't water down your strength with reps and fatigue!

How to minimize various types of fatigue and get the most out of your strength training...How to ensure high energy after your workout....Why performing more than five reps per set hinders strength development...Why you need to increase the rest intervals between sets...Why it's best to do only two sets...Why you need to pause and relax between reps...How to build greater ligament strength by "locking and loading"...Surprising advice on how often to practice a lift for optimal gains.

More low rep advantages

Three reasons why heavy low rep training is the safest way to lift.... Why the stabilizing muscles are prematurely fatigued during high-rep sets.... Why most serious injuries occur during fatigued states....Why bodybuilders suffer from more pec tears than powerlifters...the significance of concentration for injury prevention...Low reps for a better quality of life...Why heavy low reps can have a tonic, energizing effect on the nervous system.

Rigor mortis, or why high reps failed to tone you up

Why going for the 'burn' doesn't work...What is 'real' muscle tone and how do you get it?...building muscular tension from neurological activity, not energy exhaustion...Increasing muscle tone through a more alert nervous system...Why strength and tone training is the same thing...why deadlifts work best for steel glutes...How to get maximum definition in your triceps...Why training heavy is the best way to get ripped.

"But I don't want to bulk up!"

Why lifting heavy doesn't have to translate into bulking up...What makes a biceps grow?... How to get stronger and harder without getting bigger...minimizing muscular tear-down and reconstruction.... Increasing your muscles' packing density....Why a denser muscle is a harder muscle.

"Machines are the wusses' way out"

Why it's safer to use free weights than machines....And why using the strength built on an exercise machine is like shooting a cannon from a canoe...How machines create micro-trauma, pattern overload and eventual injury...Why the Soviet Olympic teams considered free weights their best chance for winning a Gold.

Isolation exercises, Frankenstein's choice

The dangers of isolation exercises....Paying attention to the kinetic chain for optimal performance...The importance of building inter-muscular coordination for functional strength...Why deadlifts can help you run faster and jump higher.

Irradiation: the science of getting strong and hard with only two exercises

The Sherrington Law of Irradiation....The neural 'turn on'.... How a hard-working muscle can cheerlead its neighbors into amplifying their strength...Why compound exercises are more effective strength builders than isolation moves...Designing a superior efficiency

strength workout.... Starting a chain reaction and bringing every muscle in your body into play....portrait of the deadlifter as supreme muscleman...Why the deadlift is THE exercise of choice for everyone, from computer geek to Olympic athlete....Why the deadlift is more effective than the squat... How the deadlift strengthens the lower back, traps, scapulae retractors, lats, forearms, and hamstrings... Why the deadlift may be the best abdominal exercise, bar none....How to develop your pressing prowess....How to correctly perform the side press.

How to emphasize your problem areas without adding exercises

How to shape your body with only two exercises....Why you cannot reshape an individual muscle...Why genetics makes a difference... Tweaking the basic drill to shift a lion's share of the load to your problem area...Specializing on your weakness while working the rest of your muscles adequately—without adding exercises.

How to become a bear: a Soviet commando's muscle building secret

If you want massive muscles and awesome strength...How a Russian trooper was able to sport sixteen inch arms-of-steel in just two months of training—and go on to lift 40-50 tons every workout...How compression of rest intervals promotes growth hormone production and maximizes testosterone.

Last three pieces of the big biceps puzzle

How to build huge muscles on a program of deadlifts and presses only...What, how and when to eat for maximum gains...The importance of rest...Why you need to reduce stress to protect your gains—and how to do it best.

Virtual masculinity, or "Can I get built up with a very light weight by pumping my muscles up?"

'Muscle spinning', 'fake' muscle growth and the Potemkin village phenomenon...The two types of muscle growth—which one maximizes strength and makes you rock hard.

On variety, soreness, and keeping things in focus

How the rebound phenomenon affects your strength program...Mastering the magic of effective exercise variation... The danger of switching routines...The importance of focused superhuman effort...How to remain relatively free of muscle soreness....The benefits of simplicity over complexity.

Cycling: the Russian breakthrough for continuous improvement (and an excuse to work hard part time)

The fallacy of the Milo myth....The pitfalls of over-prolonged training...Making improvements through reduction...Periodization or cycling—a revolutionary approach to strength training...How to make gains year after year...Why 'softening up' can reward you with new strength breakthroughs...The ultimate formula for strength...How to gain beyond your wildest dreams—with less chance of injury...How to avoid burnout...How to perform the Linear Cycle for new personal records... Wave cycling and dealing with gaps in your training...The Flexible Wave Cycle... The Structured Wave Cycle... The Step Cycle.

Hyperirradiation: how to boost your strength and safety at the same time

How to hack into nature's neural software to maximize strength training effectiveness and efficiency....The reflex arc for easier, safer deadlifts...How to milk irradiation for all its strength amplifying worth...Hyperirradiation—the high intensity, immediate gratification technique for massive strength gains...How to increase your bench press by ten pounds overnight... Three 'Anti-isolation' techniques for added strength and greater workout safety...How Japanese sanchin techniques can add power and stability to your training...The importance of full tension...How to avoid dissipating your strength...The three greatest benefits of hyperirradiation.

Hard abs + strong hands = powerful body

Stimulating the forearm musculature for enhanced lifting ability...The importance of grip strength... Avoiding ligament damage and carpal tunnel syndrome....Abs—the weak link limiting everyone's performance...How flexing the abs amplifies the power of your lift.

Power breathing: the karate secret of superstrength

How to elevate intra-abdominal and intra-thoracic pressure for additional power....The pneumo-muscular reflex....How to potentiate 'muscle excitability' for further strength gains...How to safely hold your breath for greater lifting power—and when the Valsalva maneuver may be contraindicated....Why you shouldn't wear a lifting belt....The best-ever ab exercise?...Avoiding back injuries and hernias....Increasing your overall strength with the pneumo-muscular reflex...Rectal sphincter contraction for amplifying strength... The eight most effective breathing habits for lifting weights.

Slow and steady wins the race

How to simultaneously maximize training effect, safety, and performance...The benefits of slowness...Why gymnasts have the most spectacular muscular definition...Why ballistic cheating is a loser's game...Straining and grinding for maximum lifts...How the firing rate burst can turn you into a lifting crash-and-burn victim...How gunning the weight can kill your lift...Super slow for massive go....Teaching your nervous system how not to give up.

Feed-forward tension—how to acquire the strength of the mentally deranged

Frantz's Third Commandment of Powerlifting...How to trick your feed-back loop and surge to new strength gains...Pulling the brake from under your gas pedal... Disinhibition training, the hottest new direction in strength training...Employing feed-forward tension to maximum advantage...How 'virtual lifting' builds strength...How to successfully ignore reality...Using internalization as a secret weapon in strength training.

Pre-tension for max power and safety

Maximal flexing of the muscles for greater strength and safety... The three types of contraction and which gives the highest values of tension....The secret that separates elite athletes from 'also-rans'. Successive induction: how to get a strong biceps by contracting your triceps Why antagonist pre-tensing, or successive induction, contributes lasting changes to your strength...Successive induction for superior joint stabilization and reduced joint stress.

On shoes, gloves and mirrors

Less strength, more injuries—why it's better not to wear shoes when you lift—and what to wear if you have to... Achieving a power boost with the positive support reaction...Sensitizing the extensor reflex receptors for heavier lifts...Why wearing gloves weakens your presses... Why mirror-gazing can be the difference between mediocrity and greatness...Blindfolded lifting for developing superior 'muscle-joint sense' and better body awareness.

Power stretching

Becoming super strong and living to tell about it...Speeding recovery and reducing injury with power stretching...Increasing muscle growth 334%—with progressively more intense stretching... 9.4% strength increases using Loaded Passive Stretches between sets...Why Eastern European sports scientists consider stretching a form of strength training...The importance of Shutdown Threshold Isometrics and Fascial Stretching.

The drills

Forging your body into an off-planet rock...The only equipment you need....Loading correctly....Performing a deadlift correctly...Grip, posture, breathing...How to lower the weight...The five keys to an impeccable deadlift... The Sumo Deadlift for steel glutes...The Modified Romanian Deadlift for stronger hamstrings and granite calves... The Duck Deadlift off a Platform for eye-popping quads... The Snatch Pull for rock hard lats and upper back...The Clean Pull for exceptional hand and forearm strength...The Deadlift Lockout for midsection, traps, and grip emphasis... The Side Press—seven reasons to make it the press of choice... The Floor Press for pec emphasis... The Curl Grip Floor Press for biceps and lateral triceps emphasis—and for fixing wrecked shoulders.... The Barbell Curl—for those who insist.

The Power to the People! Manifesto

Getting back to the basics—the Holy Grail of true power and strength....Power to the People!, a 'simplex' approach to strength training...The no frills power formula for everyone...On brutally effective essentials—Bruce Lee's final word.

“Abs to Die For— SECRETS to Kill For.”

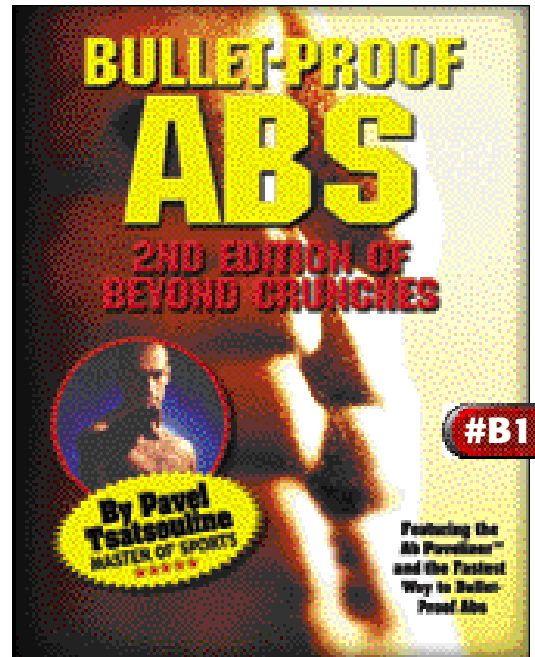
Gain a Ripped Powerhouse of Six-Pack Muscle In No Time at All—
with **Breakthrough Techniques**
That Blow the Roof Off
Traditional Ab Exercises

“As a chiropractic physician, I see the deleterious effects of a weak torso on the lower back. Weak abs lead to years of back pain and dysfunction. As a world record holding powerlifter, I know the importance of strong abs on maximum power performance. Beyond Crunches is THE text and authority on ab/trunk stability.”

—Dr. Fred Clary, National Powerlifting Champion and
World Record Holder

Employ These Little-Known Tips from ELITE ATHLETES and Possess Your Own Set of AWESOME ABS

- **Protect your back and develop exceptional abdominal muscle tone, with a landmark exercise designed for the special needs of Russian ballet dancers and gymnasts.**
- **Employ the **secret ab weapon** of an old time strongman—famous for his exceptional strength and sinewy, wiry physique.**
- **This insider’s secret from East German research radically empowers the traditional situp.**
- **Russian full contact fighters used this drill to pound their opponents with **organ-rupturing power**, while turning their own midsections into concrete. Unlike anything seen in the US!**
- **This simple Yoga asana tightens the internal muscles of the abdominal wall and makes your waist smaller—even if you have not lost a pound!**



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages

119 Photos and 112 Illustrations

#B11 \$34.95

“I read every book on strength training I can get my hands on. There are three I would highly recommend for any lifter or coach. Two are by Pavel Tsatsouline. BEYOND STRETCHING is a scientific approach to gaining flexibility. This is how one should learn and perform proper stretching. The second is Pavel’s BULLET-PROOF ABS. In this book Pavel discusses and provides pictures of the correct method for ab training. I urge all lifters to read these two books by Pavel. I am sure the benefits will be many.”

—Louie Simmons, Powerlifting Coach,
Powerlifting USA



No one—but no one—has ever matched Bruce Lee's ripped-beyond-belief abs. What was his favorite exercise? Here it is. Now you can rip your own abs to eye-popping shreds and reclassify yourself as superhuman.



Fry your abs without the spine-wrecking, neck-jerking stress of traditional crunches—using this radical situp designed by the world's leading back and muscle function expert, Professor Janda, from Czechoslovakia.

"I have seen many abdominal routines in the last 25 years and the Beyond Crunches program is the best yet."

—Steve Maxwell, M.Sc., Senior World Brazilian Jujitsu Champion



When it came to wanting titanium abs yesterday, the Soviet Special Forces didn't believe in delayed gratification. Pavel gave them what they wanted. If you want abs that'll put you in the world's top 1 percent, this cruel and unusual drill does the trick.

YES, I WANT MY FRIED ABS NOW!—

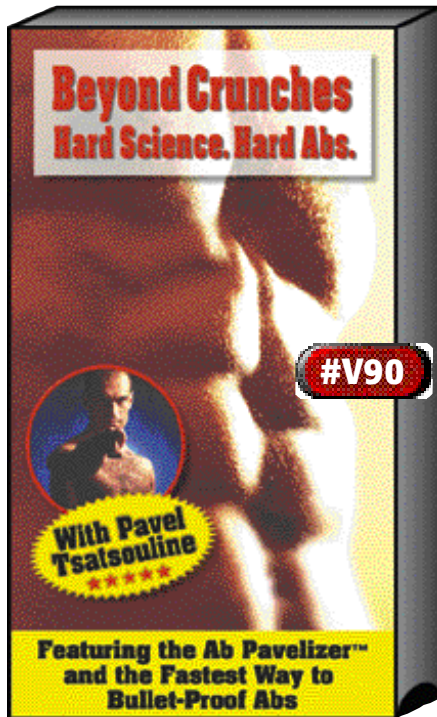
I'm Done Wasting My Time with Slow Burns and Half- Baked Results

As a former Soviet Union Special Forces conditioning coach, Pavel Tsatsouline already knew a thing or two about how to create bullet-stopping abs. Since then, he has combed the world to pry out this select group of primevally powerful ab exercises—guaranteed to yield the fastest, most effective results known to man. According to Pavel, "Crunches belong on the junk pile of history, next to Communism. 'Feeling the burn' with high reps is a waste of time!" Save yourself countless hours of unrewarding, if not useless—if not damaging—toil. Get with the program. Make fast gains and achieve blistering, rock-hard abs now.



Russian full contact fighters used this drill to pound their opponents with organ-rupturing power, while turning their own midsections into concrete.

"An IRON CURTAIN Has Descended Across MY Abs"



Beyond Crunches Hard Science. Hard Abs. Video

With Pavel Tsatsouline
Running Time 37 Min
#V90 \$29.95

Pavel's Ab-strengthening breath techniques will give you the power to explode a water bottle—but don't try this trick at home—if the extreme air-pressure whacks back into your lungs, instead of exploding the water bottle—you can end up very dead, which is a bummer for everyone.



Pavel demonstrates the Power Breathing technique *Bending the Fire* to develop an extra edge in your abs training.

**SAVE
15%**
See Order

Possess a maximum impact training tool for the world's most effective abs, no question.

Includes detailed follow-along instructions on how to perform most of the exercises described in the companion book, *Bullet-Proof Abs*. Demonstrates advanced techniques for optimizing results with the Ab Pavelizer.

As a former Soviet Union Special Forces conditioning coach, Pavel Tsatsouline already knew a thing or two about how to create bullet-stopping abs. Since then, he has combed the world to pry out this select group of primevally powerful ab exercises—guaranteed to yield the fastest, most effective results known to man.

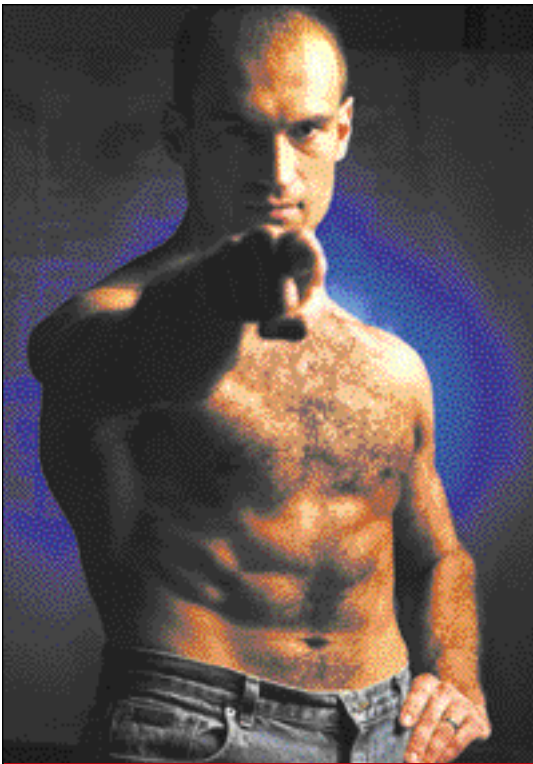
- Russian fighters used this drill, *The Full-Contact Twist*, to increase their striking power and toughen their midsections against blows. An awesome exercise for iron-clad obliques.

- Fry your abs without the spine-wrecking, neck-jerking stress of traditional crunches.
- No one—but no one—has ever matched Bruce Lee's ripped-beyond-belief abs. What was his favorite exercise? Here it is. Now you can rip your own abs to eye-popping shreds and reclassify yourself as superhuman.
- Rapidly download extreme intensity into your situps—with explosive breathing secrets from Asian martial arts.
- Employ a little-known secret from East German research to radically strengthen your situp.
- Do the right thing with "the evil wheel", hit the afterburners and rocket from half-baked to fully-fried abs.
- "Mercy Me!" your obliques will scream when you torture them with the *Saxon Side Bend*.
- How and why to never, never be nice to your abs—and why they'll love you for it.
- A complete workout plan for optimizing your results from the Janda situp and other techniques.



Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!





Pavel Tsatsouline

Here's just some of what you'll discover, when you possess your own copy of Pavel Tsatsouline's **BULLET-PROOF ABS:**

Part I - How to TRULY ISOLATE Your Abs—for Faster, More EFFECTIVE RESULTS

The three essentials of a perfect abs exercise....why crunches can't and don't work....why the current ab machines fail to deliver on their promise.... the *Law of Irradiation*.... Professor Janda's breakthrough discovery....how the Janda situp strengthens and tones your abs in the quickest, most efficient manner.... the *Law of Reciprocal Inhibition*....how the Ab Pavelizer minimizes irradiation and maximizes abdominal strength....how to optimize your results with a graduated program and achieve the abs of a world class athlete.

Part II - Integration: How to Turn Your Abs into Team Players—and SKYROCKET Your ATHLETIC POTENTIAL

A two-step program: from training the muscles to training the movement....the Russian Ballet Leg Thrust for a stable spine and corrugated abs....the right way to do situps....how to test if you are ready to do situps.... the dangers of adaptive shortening....Laputin's highly effective variation of the straight-legged situp.... Scissor Situps—using a martial arts secret for an extra edge in abs strength....how the Swiss Ball Crunch uses extreme stretching to transform the worthless crunch into a thing of pure evil....a brutal love handle muscle workout....hell-on-a-wheel with the jackknife pushup.... Yananis and the killer Spetsnaz special—a one arm-one leg jackknife.... abdominal pushups for core strength and back stability....Bruce Lee's Dragon Flag.

Part III - How to BRUTALIZE the Obliques and SAVE Your Spine

The four crucial functions of the obliques.... the Full Contact Twist—for a tight waist and massive punching power.... the Saxon Side Bend—for sinewy, wiry obliques.... the Suitcase Style One-Arm Deadlift—know what it means to lose to a semi.... power rack deadlifts and neurological carryover.

Part IV - How to Boost Yourself from Wannabe to CHAMPION with POWER BREATHING

The vital difference between passive and active exhalation.... the pneumo-muscular reflex.... how to pick the optimal breathing pattern.... maximizing intra-abdominal pressure....a simple way to boost your strength by 12.2%.... Vladimir Zatsiorsky's first choice for armoured abs... Bending the Fire—1,500 year old martial art secret meets Russian science....turbocharge your breath with the Chi Kung secret of the anal lock....get yet another competitive advantage with the Second Focus....and then beyond—extreme intensity contractions with the Elbow Strike Second Focus....and welcome to the Gulag—with the Second Focus/Ab Pavelizer™ Negative Sequence.... clean up the intercostals with the Yogic Vacuum.

Part V - Questions & Answers

The truth about burning, building and toning....how best to counter the Law of Accommodation....why negatives generate up to 1.3 times more muscular tension than positives.... the force-velocity curve....incorporating isometrics into your abs program....varying exercise tempo for extra strength gains.... canning your concrete abs—for those who want the six-pack look....how often to train your abs....why you shouldn't warm up before abs exercises....debunking the strange myth of 'upper' and 'lower' abs....the benefits of relaxing between reps.

PRAISE FOR PAVEL TSATSOULINE AND FOR THE FIRST EDITION OF BEYOND CRUNCHES

"Thank you for the great job you did in your presentation (on abdominal training) at the **Arnold Fitness EXPO Seminar**. We received uniformly favorable comments concerning the quality of your instruction and the content of your message. As you know the fitness enthusiasts we attract to our seminars are very knowledgeable individuals. Hence, their supportive feedback concerning you and your presentation is of special significance."

—James J. Lorimer, *Schwarzenegger/Lorimer Productions*

"The Pavelizer is the rage among the iron elite."

—Marty Gallagher, *World Masters Powerlifting Champion, WashingtonPost.com*

"I am writing on behalf of the entire Board of Directors of the Texas Tactical Police Officers Association to express our sincere gratitude to you for helping with our Conference 2000. We trained 536 officers from 129 agencies.

Your portion of the instruction was a huge success. All of the student critiques were very complimentary. As a team leader with the **Houston Police Department SWAT team**, I am constantly looking for new ways to improve my physical performance. According to the student comments, you have truly introduced a new and revolutionary fitness program to our members.

In particular, our members commented on your common sense, practical exercises that utilize a minimum amount of equipment to achieve the very goals that other instructors require thousands of dollars of equipment to achieve. These techniques will help each officer reach new levels of fitness and ultimately improve their ability to protect the communities they serve. It is our mission to provide the very best training available, anywhere. Your efforts helped make that possible."
—M.L. "Sandy" Wall, *Training Advisor, TTPOZ*

"Expect to find some of the most grueling stomach-busters that you have ever experienced—Tsatsouline advocates low-repetition intensity over high-repetition "burn" exercises, and introduces us to the Ab Pavelizer, a machine of his own invention that allows for perfect sit-ups. *Beyond Crunches* has many new and challenging drills, making this a great manual for anyone who needs some variety in their workout routine. Included is the Flag, Bruce Lee's favorite abdominal exercise."

—Brendan J. LaSalle, *Amazon.com*

"As a chiropractic physician, I see the deleterious effects of a weak torso on the lower back. Weak abs lead to years of back pain and dysfunction. As a world record holding powerlifter, I know the importance of strong abs on maximum power performance. *Beyond Crunches* is THE text and authority on ab/trunk stability."
—Dr. Fred Clary, *National Powerlifting Champion and World Record Holder*

"I learned a lot from Pavel's books and video, and plan to use many of his ideas in my own workouts, especially the nontraditional ab exercises described in *Beyond Crunches*."—Clarence Bass, *Most Muscular Man, Mr. U.S.A., Past 40, author of Ripped 1, 2 & 3 and Lean for Life*

"Congratulations on your book *Beyond Crunches*. I found several of the insights and expressions to be very interesting and thought provoking (The Ab Pavelizer is just one). I will be implementing some of them into my own abdominal workout schedules."

—Dennis B. Weiss, *author of Mass!, Raw Muscle & Anabolic Muscle Mass*

"As someone who has been crippled twice by injuries to my spine and had to rebuild my body from scratch twice, I have two things to say: 1) serious abdominal conditioning is *mandatory* for anyone with back pain and anyone who intends to push their body in sport or martial arts and 2) Pavel's book is, by far, the best book I've seen on this vitally important and neglected subject."

—Ken McCarthy, *New York*

"This book took me from having a back that everyone told me was too weak to ever do heavy lifting and that was in almost constant pain to no back pain and new PR's in the deadlift and Squat. Pavel's ab exercises are the stuff champions are made of. Clear, concise directions and radical new ideas make this book well worth the money spent. And it's for every trainee with a desire to succeed. I've heard that you must already be very advanced to begin the exercises in this book, but I recently began training my 50 year old father-in-law using these techniques and after about a month he was doing Janda situps with the best of them. Not to mention he no longer complains of back pain and has better posture. Get this book and throw out all of your others on abs!"

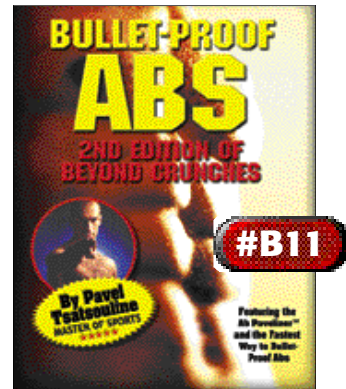
—Chris Dudzik, *Hollister, CA*

"Pavel delivers once again! This book details the mechanics of abdominal and oblique development in an easy to understand, user-friendly format. Learn to either build up your midsection, tone it up, get a prominent six-pack, and/or increase your punching and throwing power by learning to integrate your powerful midsection! There is one particular exercise that I found to be super productive in adding to punching power, and this is the only book that has it... It is extremely simple and easy to understand. Pavel explains how to protect your spine and perform the "perfect" situp. All in all a great book by a great author, definitely a must-have for any fighter and lifter. My punching power and deadlifting strength went up very quickly on this program and I am very pleased."

—Sean Williams, *Long Beach, NY*

"I've bought the TV advertised training devices and a bundle of ab books—tried them all. But, doing the routines Pavel Tsatsouline presents in this book is the way I have achieved solid abs! Pavel offers a great deal of knowledge in an easy to digest manner. His writing, while colloquial, is founded in research and deep understanding of physiology and kinesthetics. I highly recommend this book."

—Linda Crawford, *Minnesota State Masters Powerlifting Champion and Record Holder, Minneapolis, MN*



Bullet-Proof Abs 2nd Edition of Beyond Crunches

Book By Pavel Tsatsouline,
Paperback 128 pages
119 Photos and 112 Illustrations

#B11 \$34.95

"I have seen
many abdominal
routines in the
last 25 years and
the Beyond
Crunches
program is the
best yet."

—Steve Maxwell,
M.Sc., Senior
World Brazilian
Jujitsu Champion



See the New
Ab Pavelizer™ II
on page 25

Here's what you'll discover, when you possess your own copy of **Renegade Training By Coach Davies**



The Renegade Creed

Introduction

The development and maximization of speed...the new demands for explosive strength, agility, and power...the gridiron as modern battlefield... speed as the ultimate weapon for determining victory...how to annihilate the competition...what dictates success...how to produce a faster, more explosive athlete...the governing concept of effective training...the well-trained athlete's elixir to success.

The functional needs of the modern football player...how to maximize an individual's athletic development...the true and only goal of training...the Renegade Training success-mantra that every task must satisfy...the "no holds barred" and back-to-basics coaching philosophy for extreme physical prowess and the relentless pursuit of victory.

How I developed my blueprint for success...astonishing improvements in speed...the key determinant for successful conditioning...the vital importance of *periodization*...the real reason most athletes are not successful...formulating an appropriate plan of attack...regaining the work ethic for mental toughness and integrity...developing the pattern of victory as a daily mindset.

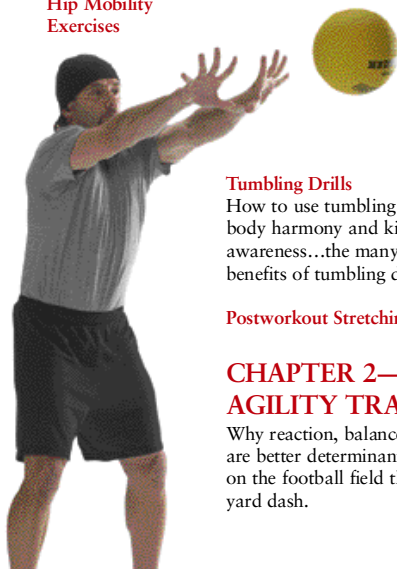
CHAPTER 1— RANGE OF MOTION DEVELOPMENT

Flexibility as sport-specific range of motion...developing a functionally flexible athlete...the power of want and desire...the bending steel analogy...the three major effects of enhanced flexibility...extrafusal and intrafusal muscle fibers.

Static versus Dynamic Range of Motion

Static and dynamic flexibility...how to optimize static flexibility... training the cognitive process... how to optimize dynamic flexibility...understanding the vital difference between *stretching* and *range of motion development*.

Hip Mobility Exercises



Tumbling Drills

How to use tumbling to improve body harmony and kinetic awareness...the many other benefits of tumbling drills.

Postworkout Stretching

CHAPTER 2— AGILITY TRAINING

Why reaction, balance, and agility are better determinants of success on the football field than the 40-yard dash.

Rope Skipping

Rope skipping—the perfect exercise for everyone?...the nine skill areas addressed by rope skipping...the proper mechanics of rope work...selecting the best rope...the importance of correct hand position...rope speed.

Sequence Drills

Four rope routine patterns to employ during breaks, for greater physical benefits plus a heightened sense of awareness and concentration.

Agility Ladder

Ladder drills for foot positioning, quickness of feet, and efficiency of movement...how to make your own ladder.

Agility Ladder Drills

Bag Drills

Bag drills to mimic actual playing conditions and for specialized physical preparation...correct bag set up.

Cone Drills

How to optimize your cone drills... correct set up.

CHAPTER 3— LINEAR SPEED DEVELOPMENT

How to improve absolute game speed...rate of stride x stride length—establishing proper form and correct proportions...how to improve torso stability to maximize speed...correct arm action for speed development.

Sprint Sequences

The three basic phases of sprinting...the nature and timing of maximal and submaximal work.

The 40

Improving the 40 by mastering the start. A simple 10-step progression for astounding improvements.

Setting Up

Explosive Jump Training

Plyometric training to generate greater force and power...the importance of correct pre-conditioning... two drills for tremendous results.

Power-Speed Skipping Drills

Brutal drills to enhance proper running form, develop the functional musculature of the midtorso, the proper pelvic tilt, and the hips, hamstrings, and lower levers needed for top speed.

CHAPTER 4— STRENGTH DEVELOPMENT

How and why to avoid *muscular adaptation*...overcoming the adaptation curve—for tremendous gains in explosive power, speed, agility, and functional hypertrophy... improving motor skill ability...developing a lean, powerfully built football-perfect physique... the importance of creating deliberate chaos in your training.... addressing appropriate measures of absolute strength, speed strength, explosive strength, and strength endurance...starting strength ...acceleration strength...the *conjugate sequence* for strength training...*Special Physical Preparation*...the six key multiple-joint *focus lifts*.

Focus Lifts

Chart of Lifting Movements

Kettle Bell Lifts

Why kettlebell work should be an instrumental portion of any lifting program...kettlebells for muscular harmony, balance and powerful tendons...developing proper hip thrust for sport specific functions.

Olympic Lifts

The advantages of performing Olympic lifts... developing explosive power.

Hybrid Lifts

Supplemental Lifts

Medicine Ball Lifts

The medicine ball for explosive training, core development, proprioception, eye-hand coordination, and sport-specific twisting actions...optimal weight.

Abdominal Training

Understanding the importance of the abdominal carriage for all aspects of football.

The Abdominal Circuit

CHAPTER 5— WORK CAPACITY DEVELOPMENT

The pathway to greatness... tapping into the hidden source of physical talent...when to address work capacity...the real key to success.

General Physical Preparation (GPP)

Constructing a solid foundation...the six major benefits of GPP...positively affecting the athlete's psyche...how to structure and correctly perform weighted and nonweighted GPP exercises.

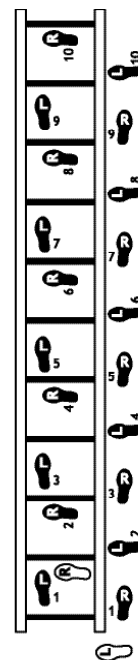


Combative Work

The crucial importance of combative training to decide the flow of the game...reinforcing speed, explosiveness and technical proficiency...how to perform punch patterns for maximum benefit.

CHAPTER 6— SPIRITUAL DEVELOPMENT

The real path to athletic greatness...enhancing commitment...the true source of commitment... developing the "never say die" attitude...fostering will and desire...the five personal attributes needed to achieve greatness... integrity... drive...creating unstoppable toughness...the comprehensive element of discipline... conviction, courage and perseverance...developing the mindset.



"Unleash a Shattering, Unstoppable INTENSITY!"

What does it really take to WIN in football?

How can you turn apparent athletic mediocrity into an unstoppable force that can't stop winning?

Why do God-given talents and genetic-freaks so often fail on the field to lesser mortals?

How do you get the victory before you even step on the field?

What fail-safe training method can churn out winners, year-in, year-out, with a staggering consistency?

Enter the secret stealth weapon of modern football success, Coach Davies, who has helped high school, college and NFL teams turn lead into gold—and also-rans into number one—with startling frequency. In *Renegade Training for Football*, Coach Davies presents you with his full program for gridiron mastery.

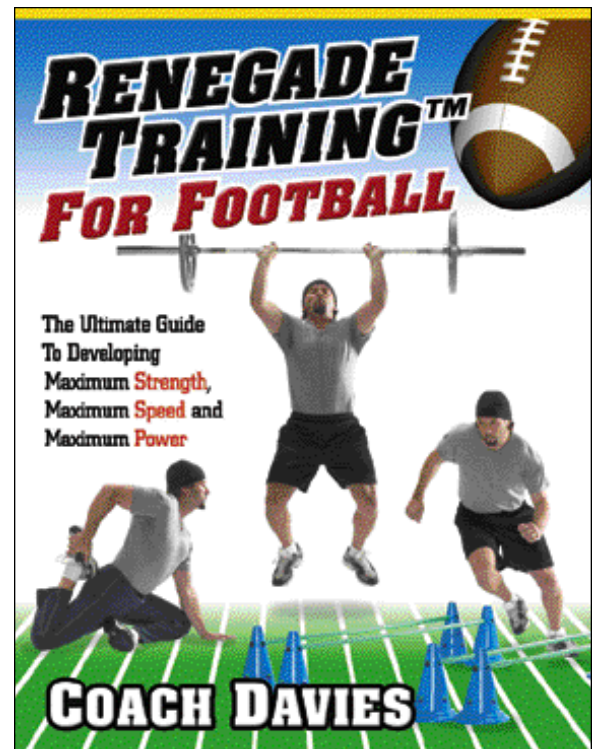
"It's not a game, it's a war!" Coach Davies drills into his athletes. Extreme functional toughness, a bloody-minded brutality of purpose and a nasty-streak one mile wide defines the training mindset.

The physical program itself cuts to the core of what *really, really, really* works-in-the-trenches to optimize on-the-field performance. Techniques run the gamut from cutting-edge Eastern European to tried-and-true traditional. It's all here, from rope-skipping, stretching, hurdling, sprint set-up and Olympic lifts to esoteric Russian Kettlebells, abs-work, ladder work, jumping, tumbling and cones. A goldmine of explicit charts and racks of photographs ensure your complete grasp of how to blow past your current athletic level and ratchet up to greatness.

Discover everything YOU need to know for:

- Range of Motion Development
- Agility Training
- Linear Speed Development
- Strength Development
- Work Capacity Development
- Spiritual Development

We'll see YOU in the HALL OF FAME!



Renegade Training for Football

The Ultimate Guide to Developing Maximum Strength, Maximum Speed and Maximum Power

Book By Coach Davies

Paperback 225 pages 8.5" x 11"

#B21 \$34.95

About the Author

Coach Davies develops comprehensive training packages for all facets and levels of football, from high school to college to the NFL. Internationally, Coach Davies has been acclaimed for his work with European and South American soccer teams.

His Renegade Training philosophy is controversial but has proved highly successful in application. Coach Davies instills a "warrior mindset" in his athletes. The result: a stand-out toughness capable of excelling in the controlled chaos and extreme stress of modern football. Physically, his athletes have consistently broken through past performance barriers to dramatically enhance their speed, strength and power.



www.hard-style.com

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!

Highlights of What You'll Get, What to Expect, When You Own the Xtreme Athletes' #1 Performance Bible—And Hit The Fast Track to Amazing Gains in Your Chosen Sport

Chapter 1

The Renegade Plan of Attack—What It Takes to Xcel as an Xtreme Athlete

How to train for your specific needs...the application of Renegade Training principles to Xtreme sports...true athletic ability and the wheel of conditioning...*range of motion...agility...linear speed...strength...General Physical Preparation (GPP)...Specialized Physical Preparation (SPP)*...the Renegade "plan of attack"...key mental attributes.

Chapter 2

Xtending Your Moves—For Higher Performance, Less Fatigue, and Less Injury

The importance of agility and flexibility... the benefits of range of motion training...how muscles work...*intrafusal* and *extrafusal fibers*...how to enhance energy and decrease injury...*static range of motion...dynamic range of motion*...Preworkout Stretching Routine... Hip Mobility Exercises...Tumbling Movements...*Static Range of Motion*...how and why to achieve intense yet tranquil relaxation...competitive benefits...instinct and flow...controlling mindset and emotions...Postworkout Stretching Routine...Static Stretches

Chapter 3

Xtreme Agility—How to Achieve Cat-Like Balance and Super-Quick Reaction Times

The importance of improving agility for performance success...sport-specific skills... why the Renegade approach uses Swiss balls and balance boards...**Rope Skipping**...the benefits of rope skipping...mental attributes of concentration and timing...the basics of rope work...mechanics...positioning of the rope for optimal workouts...correct speed...movement patterns...**Sequence Drills**...How to ramp up your skipping program...sample skipping sequence...additional benefits...**Balance Training**...enhancing sport-specific skill development...safety factors...balance board training...climate and weather concerns...the *Indo board*...the importance of balance in Xtreme sports...drills to perform daily on the balance board without exception...Swiss ball training...why ball training works so well for

Xtreme sports...safety issues...best ball to use...best progression for training movements...**Beginning and Advanced Swiss Ball Movements.**

Chapter 4

How to Gain Awesome Speed and Explosive Jumping Power

Speed and explosive jump training for sport-specific performance on the board or the bike...the purpose of improving speed and power in the Xtreme sports...sprint patterns...**Maximal and Submaximal Work Sequences**...**Plyometric Training**...the *stretch-shortening cycle* to generate greater force and power...the application of plyometrics to Xtreme sports...optimal time to do plyometric work...the three best drills for enhancing the lower body.

Chapter 5

Xtreme Toughness—Developing The Strength You Need to Master Mean Curves, Hellacious Waves, and Brutal Tracks

The complexity of training strength for Xtreme sports...the ultimate goal of strength training...injury protection...the benefits of a wide variety of exercise movements...planned chaos...the Renegade training rush...the basics of lifting...the three planes of motion...the cornerstones of the program... barbells...why you don't want to use machines...why the Renegade approach avoids using heavy weights...speed and control...kettlebells...types of lifts...focus lifts...training loads and intensity levels...hybrid lifts...maximizing explosive and reactive strength without unnecessary muscular growth...supplemental lifts...complex lifts...**Focus, Hybrid, Complex and Supplemental Lifts**...**Medicine Ball Training**...the purpose of "med" ball work for Xtreme sports...The Circuit...Abdominal Exercises.

Chapter 6

General Physical Preparation—A Basic Battleplan for The Xtreme Athlete

Achieving the correct level of *General Physical Preparation (GPP)*...seven key benefits...GPP

Exercises...sample patterns of nonweighted GPP exercises.

Chapter 7

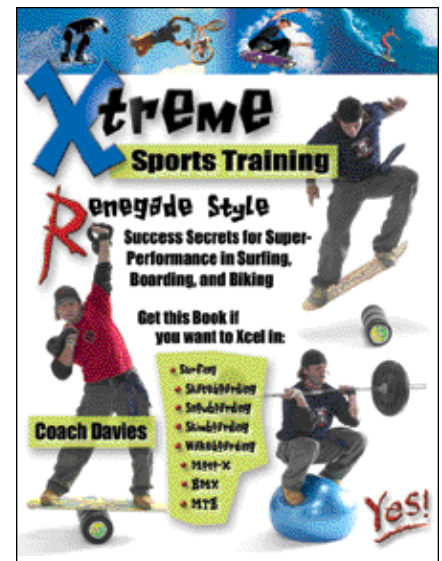
The Renegade Program for Xtreme Xcellence—Putting It All Together

Complete five-day-a-week, six-week training cycle for massive success in your chosen sport.

Chapter 8

Xtreme Spirit—Unleashing The Force Behind True Xcellence

Spiritual training for the X-athlete's...the source of commitment and determination... how to foster will and desire...making chaos your ally...the importance of integrity...drive...discipline... conviction...building the success mindset.



Xtreme Sports Training—Renegade Style

Success Secrets for Super-Performance in Surfing, Boarding and Biking

By Coach Davies

Paperback 260 pages 8.5" x 11"

Over 100 photographs

#B26 \$34.95

Attack-Dog Toughness, Cat-Like Balance, Razor-Sharp Reactions, Explosive Jump-Ability—Get It All When You Train Xtreme Sports, The Renegade Style

Watcha want? Are you for real? Are you a doer? Can you excel? Do you have what it takes? Can you hack it?

Ready to put **MUSCLE** in your **MADNESS**?
FIRE in your **VEINS**? **IRON** in your **CLAWS**?

If you're seriously afflicted with the burning desire to succeed at all costs, to blow the roof off your past achievements and live like it was last your minute on earth, then grab this thing and make it yours from the inside out.

Welcome, friend, to the style of Renegade. Adopt the code, make it yours and explode to ridiculous new levels of spectacular performance—no question.

Welcome, friend, to the first-ever, complete training program for superlative results in the xtreme sport of your choice.

"You Ain't In The Game If You Ain't Doing It Renegade"

- Astound competitors with your blazing speed—appall them with your brutal endurance
- Soar like an eagle—with impossibly high jumps and absurdly extended hang times
- Perform tricks and feats that'd rock the brain of a digital wiz
- Take Nature's toughest pounding—and bounce away laughing
- Rip the most wicked sets with breathless ease and grace
- Unleash the beast within—on an unsuspecting world
- Cry victory—it's yours for the seizing



Xtreme Sports Training—Renegade Style
Success Secrets for Super-Performance in Surfing, Boarding and Biking
By Coach Davies
Paperback 260 pages 8.5" x 11"
Over 100 photographs
#B26 \$34.95

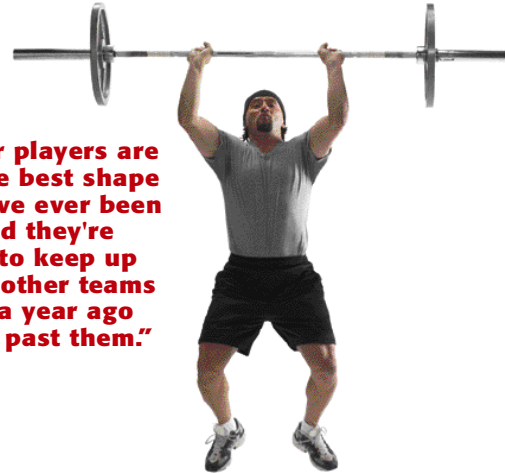


Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Praise for Coach Davies and Renegade Training

"Our players are in the best shape they've ever been in and they're able to keep up with other teams who a year ago blew past them."



"I have learned more in seven months from Coach Davies about the practical application of exercises and hard work in the real world than I did from the other "experts" in 17 years lifting, a Master's degree in Exercise Physiology, countless journals and magazines."
— **Kevin Herring**, Birmingham, AL

"Most strength coaches and football athletes have confused football conditioning with weight lifting. The ability to bench press the weight room has little positive transfer to the playing arena. Fortunately, John Davies' new book on football conditioning will provide the proper roadmap for the aspiring football athlete and his strength coach. The depth of Coach Davies' experience with the football athlete combined with his in-depth knowledge is rarely found in today's contemporary coach. I have found him to be an invaluable resource. His workouts are not only a tremendous challenge that produces results, but they provide a refreshing perspective on this modern gizmo, no pain and no gain mentality. I would not hesitate to recommend this book to any athlete or conditioning consultant."
— **Michael Rutherford**, M.S. Exercise Physiology.

"Coach Davies is the real deal. After three months of training under his guidance, I was able to reach levels of strength and speed that I never thought would've been possible. I'm much more confident in my skills as an athlete and can't wait to be able to apply them to the football field in a few months."
— **M.J. Mafaro**, Staten Island, NY.

"In my 20 years of coaching, I have been fortunate to have been associated with a lot of top quality coaches. When I think of someone whom I would want to send my kids to for speed and quickness development along with a new approach to overall training methods, the one who comes to mind first and foremost is John Davies. I have personally watched him interact on the field and have had the opportunity to send a lot of my athletes to him and **everyone of them have made incredible gains in all aspects.** John is unique with his style, he has cutting edge techniques, but what impresses me most is the way he puts things into a simplified and easy to understand methods that can be tailored to athletes at all levels. Undoubtedly you will find John's **Renegade Training for Football** to be both rewarding and refreshing!! Enjoy!!"
— **Steve Mooshagian**, NFL Wide Receivers Coach

"I just wanted to thank you for all of the power-speed programs you have developed for our football program the past two years. **We continue to make tremendous progress in the area of speed development and conditioning.** The individual programs you have developed by position serves as a motivational tool for our players. Our players have responded well to the position specific training regimens. The blend of 100% sprint work with agility, interval training, resistance sprints, tempo sprints, GPP, SPP, and power-speed drills is truly outstanding. Adding the functional speed-strength work medicine ball drills and sand pit has given us a nice package to work with in developing a faster, powerful athlete. Our staff continues to be amazed at how well our players have progressed through the different levels of the power-speed program. The program emphasizes total athletic development while elevating work capacity and training volumes. The power-speed program demands the best from each player every day during the off-season and pre-season training period."
— **Joey Batson**, SCC, MSS, Director of Strength Speed and Conditioning, **Clemson University**

"Playing football in Canada, you do not receive the same level of coaching that players do in the U.S., and are often left to fend for yourself when it comes to off-season training. Over the years I have tried nearly every football specific workout out there, and found that none of them addressed all of the needs specific to the sport of football. However, Coach Davies' program addresses all of these needs—speed, agility, strength, power and general physical preparation—and puts them into a properly periodized and easy to follow year-round workout program. **I have made incredible progress over a short period of time using his workouts, and wish that I had access to his guidance years ago.**"
— **Scott Vass**, Simon Fraser University Clansmen Football.

"Joining the Renegade Coaching program has made an immediate impact on the young athletes that I work with. As their personal coach I want

the best for them. What better programs to give them than the Renegade Workout? GPP and its proper implementation have made me a believer in any program John Davies creates. **I have seen dramatic changes in my athlete's hip flexibility and overall work capacity.** Coach Davies training program has launched my athletes' confidence and will to succeed."
— **Dan Fichter**, Wannagfast, Power Speed Training, Rochester, NY

"John's work is on the cutting edge; it always has been and always will be. He dares to go where few will tread. He attacks athletic performance with a force firmly founded in tradition as well as venturing into what some deem unconventional. **In the end, the results speak for themselves. Wins, wins, and more wins.** Little more need be said."
— **Mike Ryan**, College and High School football coach, CA

"**Coach Davies' concepts on training football players are the best that I have ever encountered!** His "renegade style" of training the football athlete is unique to any other form of training. It does not emphasize just one or two aspects of football such as weight training and conditioning; it emphasizes all facets equally, which in turn creates a great player on the gridiron. Explosive strength, agility, quickness, flexibility, special awareness, reaction time, conditioning and most importantly, warrior attitude and mental & physical toughness are all developed fully and given equal attention!"
— **Derek Alford**, Offensive Coordinator/Quarterbacks, **Garland High School**, TX.

"John Davies is the new wizard of innovation in sport-specific training. If you don't read this book, then winning must not be very important to you."
— **Arik Orosz**, Trainer, Minneapolis, MN

"Our players are in the best shape they've ever been in and they're able to keep up with other teams who a year ago blew past them. The boys have a love/hate relationship with the program. They believe in it and are willing to go through it, but they also admit that it's the toughest thing they've ever done. They know it will make them better athletes as well as people. If you're gonna be a bear, be a grizzly."
— **Jabo Burgess**, Coach, **Easley High School** Easley, SC

"**Working with Coach Davies was the most intense experience in both the training and the results that I have had since starting training twenty years ago.** I have become a true "Renegade." I now prefer to train alone after the gym closes by myself, leaving my training partners wondering what has caused my new found level of speed, strength and endurance."
— **Jay Cox**, Deputy Sheriff, Bishopville, MD

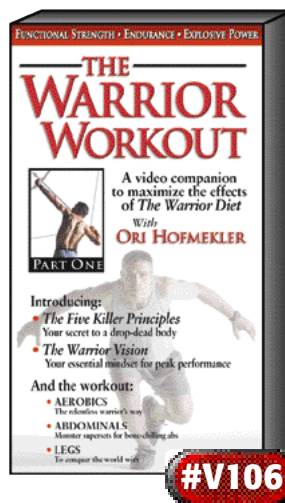




Part One

Introducing:

- **The Five Killer Principles**—and the **secret to a drop-dead body**
- **The Warrior Vision**—your essential mindset for peak performance and the workout—unique, intense, supremely rewarding:
- **AEROBICS**—the relentless warrior's way
- **ABDOMINALS**—monster supersets for **bone-chilling abs**
- **LEGS**—to conquer the world with



THE WARRIOR WORKOUT

With Ori Hofmekler

A video companion to maximize the effects of *The Warrior Diet*

Warrior Workout Videos

With Ori Hofmekler

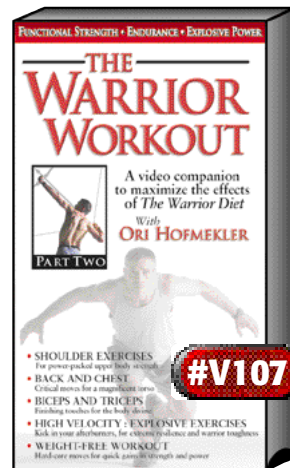
Part One	54 minutes	# V106	\$29.95
Part Two	54 minutes	# V107	\$29.95
The Warrior Workout		# VS6	\$54.00
Set of 2 videos			

Functional STRENGTH
Endurance
Explosive POWER

Part Two

Unique, rewarding, incredibly intense, monster supersets:

- **SHOULDER EXERCISES**—for power-packed upper body strength
- **BACK AND CHEST**—critical moves for a magnificent torso
- **BICEPS AND TRICEPS**—finishing touches for the body divine
- **HIGH VELOCITY : EXPLOSIVE EXERCISES**—Kick in your afterburners, for extreme resilience and warrior toughness
- **WEIGHT-FREE WORKOUT**—Hard-core moves for quick gains in strength and power



Trigger Your Warrior Instinct!

There's a reason why the 137 lb. Roman warrior was able to dominate his 185 lb.-plus Barbarian foe time and time again. **Lean, mean, and ripped-to-the-bone**, the ancient Roman—and ancient Greek—had an **animalistic intensity and brute toughness that defied belief.**

In his breakthrough book, *The Warrior Diet*, Ori Hofmekler revealed the secret to these ancient warriors' formidable power—a secret that let them tap into the raw power of instinctual living and unleash tremendous energy.

Now, in *The Warrior Workout*, Ori Hofmekler gives us the rest of the picture. To survive victorious, the warrior learned how to run roughshod over excess baggage of any kind—be it fat, fear or fatigue.

The *Warrior Workout* trains you in that ancient mindset of stop-at-nothing toughness. *The Warrior Workout* gives you the formula to trigger this warrior instinct—a potent, fat-burning force that stokes your energy, ratchets up your stamina and builds steel-cable muscle.



Discover:

- How to take advantage of controlled fatigue—and bust through to a new dimension of physical fitness
- How to “peak” your hormones—for maximum strength and fat loss
- How to pack greater gains into less time
- How the little-known secret of antagonistic-muscle synergy can turn a mediocre workout into a high-octane power-fest
- How to build a strong, lean body without using weights.

“Being a world class fighter, I can appreciate Ori’s dedication and painstaking research in designing such a useful method of training. Ori and I share the same beliefs in functional strength training. Whether you are a novice or an elite athlete, the *Warrior Workout* videos are designed to guide you step by step to achieve your next level of physical and mental conditioning. It is inspiring to find someone who understands the true nature of a warrior’s workout.”
—John R. Salgado, World Champion Shuai-Chiao (Chinese Wrestling), World Champion Taiji Push-Hands

“The *Warrior Workout* videos are now a part of my fitness library. I believe Ori Hofmekler is right on target in his teaching of “functional strength”. Using our basic instincts to train is what fitness should be about. If you are serious about being in your best physical shape, forget about

“froo-froo” aerobics classes and less than optimal resistance training regimens. Train like a warrior. Tune your body in to its primal motivation for strength, then follow Ori’s lead toward a stronger, healthier, and more vibrant you.”
—Laura Moore, Science writer, Penthouse Magazine, IronMan Magazine, Radio Talk Show Host “The Health Nuts”, Body of the Month for IronMan Mag, Sept 2001

“*The Warrior Workout* videos are a superb illustration of the power of the *Warrior* workout routine. They demonstrate the movements and skills necessary to rapidly carve the fat off your body and reveal lasting stone carved muscles.”
—Carlton M. Colker, M.D., F.A.C.N., author *The Greenwich Diet*, CEO and Medical Director, Peak Wellness, Inc., President and Founder, Peak Wellness Foundation

“Ori Hofmekler has his finger on a deep, ancient and very visceral pulse—one that too many of us have all but forgotten. Part warrior-athlete, part philosopher-romantic, Ori not only reminds us what this innate, instinctive rhythm is all about, he also shows us how to detect and rekindle it in our own bodies. His *Warrior Workout* video program challenges and guides each of us to fully reclaim for ourselves the strength, sinew, energy and spirit that humans have always been meant to possess.”
—Pilar Gerasimo, Editor in Chief, Experience Life Magazine

Here's what you'll discover, when you possess your own copy of Pavel Tsatsouline's *Relax Into Stretch*:

Stretching is NOT the best way to become flexible

Why Americans lose flexibility as they grow older • the dangers of physically stretching muscles and ligaments • *the role of antagonist passive insufficiency* • the nature and function of the *stretch reflex* • how to master muscular tension • how to inhibit the stretch reflex • intensive and extensive learning methods.

Waiting out the Tension—relaxed stretching as it should be

Just relax—when and when not to use the technique of *Waiting out the Tension* • Victor Popenko's key to mobility • the importance of visualization • why fear and anxiety reduce your flexibility • maximizing perceived safety in the stretch.

Proprioceptive Neuromuscular Facilitation

How Kabat's PNF fools your stretch reflex • the function of the *Renshaw cell* • why it works to pre-tense a stretched muscle.

Isometric stretching rules!

Why contract-relax stretching is 267% more effective than conventional relaxed stretching • what the 'frozen shoulder' has to teach us • the lifestyle problem of 'tight weakness', • why isometrics is more practical than weights.

Extreme flexibility through Contrast Breathing

How to breathe your way to greater flexibility • effective visualizations for the tension/release sequence • avoiding the dangers of hyperventilation.



Forced Relaxation—the Russian spirit of stretching

How to turn the contract-relax approach into a thermonuclear stretching weapon • determining correct duration • tips for the correct release of tension.

The final frontier: why Clasp Knife stretches will work when everything else fails

How to cancel out the *stretch reflex* • taking advantage of the *inverse stretch reflex* • the last line of defense against injuries • shutdown threshold isometrics • mastering the Golgi tendon reflex.

Why you should not stretch your ligaments—and how you can tell if you are

Yoga postures and stretches to avoid at all costs • the function and limitations of your ligaments.

Stretching when injured

Rest, Ice, Compression and Elevation • what happens when a muscle gets injured • contracting and releasing the injury • why stretching won't help a bad back and what to do instead.



The demographics of stretching

Why your age and sex should determine your stretches • the best—and worst—stretches for young girls, boys and adolescents • a warning for pregnant women • what's best for older folks.

The details, the schedule

Isometric stretches—when to do them and how often • how to know if you are doing too much • Bill 'Superfoot' Wallace's hardcore stretching schedule • correct order and choice of stretch • why isometric stretching should be the last exercise you do in your day.

The Relax into Stretch drills—

1. The Souped Up Toe TouchPage 49
2. The Spine Decompression HangPage 51
3. The Improved CobraPage 54
4. The Side BendPage 57
5. The Spine RotationPage 60
6. The Lateral Neck and Trap StretchPage 61
7. The Headache BusterPage 62
8. The Anti-Slouch Neck StretchPage 63
9. The Head TurnerPage 64
10. The Chest OpenerPage 65
11. The Overhead ReachPage 67
12. The Biceps and Shoulder StretchPage 68
13. The Shoulder Blade and Lat StretchPage 69
14. The Upper Back LoosenerPage 71
15. The Wrist FlexionPage 73
16. The Wrist ExtensionPage 74
17. The Good Morning Hamstring StretchPage 75
 - a) standingPage 75
 - b) seated on a chairPage 76
 - c) seated on the floorPage 77
18. The Kneeling Hip Flexor StretchPage 78
19. TheLunge Hip Flexor StretchPage 80

20. The Karate Stance Hip Flexor Stretch Page 82
21. The Karate Stance Groin StretchPage 84
22. The Seated Groin StretchPage 86
23. The Calf StretchPage 89
24. The Shin and Instep StretchPage 91

How much flexibility do you really need?

Why excessive flexibility can be detrimental to athletic performance • why old school strongmen instinctively avoided stretching • what stretches powerlifters and weightlifters do and don't need • warning examples from sprinting, boxing and kickboxing.

When flexibility is hard to come by, build strength

Plateau-busting strategies for the chronically inflexible • *high total time under tension*.

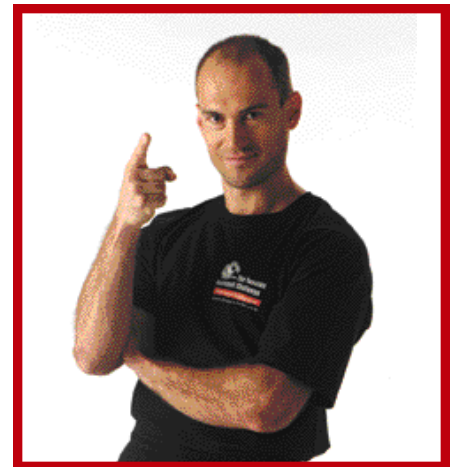
Two more plateau busting strategies from the iron world

Popenko's flexibility data • the reminiscence effect • the dynamic stereotype • How to exceed your old limits with the stepwise progression.

Advanced Russian Drills for Extreme Flexibility

25. The Side StretchPage 100
26. The CossackPage 102
27. The Reverse CossackPage 104
28. The Hip and Side StretchPage 106
29. The Crawling LizardPage 108
30. Hamstring StretchesPage 109
31. Hip Flexor/Quad StretchesPage 114
32. The Lower Calf StretchPage 117
33. The Front SplitPage 118
34. The Bent Press StretchPage 123
35. The Modified Reverse TrianglePage 126
36. The Roadkill SplitPage 128
37. The Side SplitPage 131

Relax into Stretch delivers instant flexibility!



Be as FLEXIBLE as You Want to Be—FASTER, SAFER and SOONER

“I can't say I've read many books on flexibility with the wit and clearheaded wisdom I found in Pavel Tsatsouline's *Relax Into Stretch*. Tsatsouline delivers the how-and-why of progressive techniques for achieving suppleness, from simple yoga stretching to advance neuromuscular facilitation, without burying the reader in hocus-pocus or scientific jargon. Tsatsouline's *Relax Into Stretch* provides an alternative: straightforward and practical techniques that don't require a lifetime to master”.

—*Fernando Pages Ruiz, Contributing Editor Yoga Journal*

“I tell you truly that *Relax Into Stretch* is superb. Stretching has always been associated with any serious fitness effort and Tsatsouline's approach to this old discipline is fresh and unique and thought provoking. Best of all, this book combines philosophic insight with in-your-face reality as Pavel shares with the reader 'drills' that turn you into what this former Russian Spetznaz instructor calls 'a flexibility mutant'. This book supplies both the road map and the methodology. Don't ask to borrow my copy.”

—*Marty Gallagher, Columnist, WashingtonPost.com*

“Pavel Tsatsouline's *Relax Into Stretch: Instant Flexibility Through Mastering Muscle Tension* is a superbly illustrated, step-by-step guide to achieve physical flexibility of muscle groups and sinews. *Relax Into Stretch* is very effective and very highly recommended reading for men and women of all ages and physical conditions seeking to enhance their mobility and flexibility as part of an overall exercise regimen.”

—*Midwest Book Review*

- Own an illustrated guide to the thirty-six most effective techniques for super-flexibility
- How the secret of mastering your emotions can add immediate inches to your stretch
- How to wait out your tension—the surprising key to greater mobility and a better stretch
- How to fool your reflexes into giving you all the stretch you want
- Why *contract-relax stretching* is 267% more effective than conventional relaxed stretching
- How to breathe your way to greater flexibility
- Using the Russian technique of *Forced Relaxation* as your ultimate stretching weapon
- How to stretch when injured—faster, safer ways to heal
- Young, old, male, female—learn what stretches are best for you and what stretches to avoid
- Why excessive flexibility can be detrimental to athletic performance—and how to determine your real flexibility needs
- Plateau-busting strategies for the chronically inflexible.

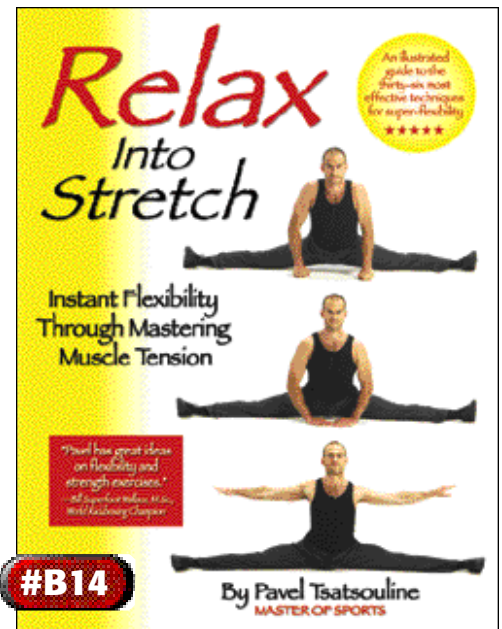
SAVE 15%
See Order Insert

Relax into Stretch
Instant Flexibility Through Mastering Muscle Tension
By Pavel Tsatsouline
Video Running time: 37 minutes
#V104
\$29.95

Forced Relaxation
Advanced Russian Drills for Extreme Flexibility
By Pavel Tsatsouline
Video Running time: 21 minutes
#V105
\$24.95

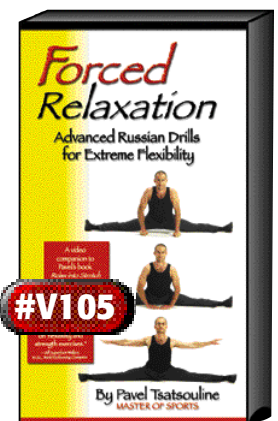
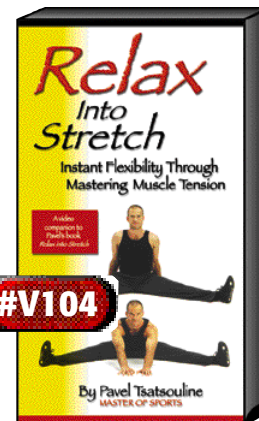
Relax Video Set:
Relax into Stretch & Forced Relaxation #V57
\$49.95

Relax Book and Video Set:
Relax into Stretch book and *Relax into Stretch/ Forced Relaxation* videos #VBS1
\$79.95



Relax into Stretch
Instant Flexibility Through Mastering Muscle Tension
Book By Pavel Tsatsouline
Paperback 150 pages 8.5" x 11"
Over 100 photos and illustrations
#B14 \$34.95

COMPANION VIDEOS
give you dynamic detail on how to exactly master every technique in Pavel's *Relax* book



"Injuries Flee the Scene of the Crime, Rehab Miracles Become Norm—Using *Super Joints* Fast Response, Rescue-Your-Own-Body, Super-Relief Program"

"Three days after I initially fractured my elbow I started doing *Super Joints* and within two weeks I had full mobility back in my right arm. I was supposed to attend Occupational Therapy, but when I got there they were so shocked and amazed at my progress that they sent me home. I guess they've never seen someone regain their mobility so fast."—**Tonya Ehlebracht, US Army**

"*Super Joints* is excellent. It is also saving me a good deal of money. I've had to lay off of heavy squatting and deadlifting because of a back injury. My active release therapist/chiro is amazed at how quickly I am making progress—my alignment doesn't return to crap after an adjustment. I credit the progress mainly to Super Joints." From: **chris m., 2003-05-18**

"I am 58 and need to keep my joints oiled. I have had very good results with *Super Joints*. My knees and elbows don't ache anymore." From: **seahill, 2002-11-07**

"I already feel "younger." I'm also noticing an ability to better withstand rolling in Jiu Jitsu class—I don't have to tap quite as often, even in bad positions. *Super Joints* is a fantastic, fantastic book. I think that everyone should do *Super Joints*." From: **Dan McVicker, RKC, 2003-05-18**

"As the owner of a sixty-four year old body and as the practitioner of a sedentary job, I have lost some range of motion. The movements in this book have helped me in several ways: 1) Improved the range of rotation of my head. 2) Improved the movement and reduced the pain in the right shoulder injured several years ago. 3) Helped alleviate tension in the neck and traps where I tend to carry stress. 4) Improved my posture helping me look less like a wizened old man."—**Comrade Floyd, Amazon.com**

"*Super Joints* = Super ROM. Get the book and you'll realize what you've been missing by just stretching. It's more about maintaining the youthful fluidity of the joints which is lost through age and/or abuse." From: **Larry Dibble, 2002-05-09**

Look at all you get to live longer and feel better with *SUPER JOINTS*:

Foreword

Who needs *Super Joints*?...the needs-based survey for super-healthy joint owners...decreasing the odds of injuries...how to develop the right blend of strength and flexibility and improve your survival odds...for better performance...*active flexibility* versus *passive flexibility*...restoring youthful mobility...flexibility development for young athletes...improving posture...kicking-range...improving passive flexibility.

Part One: Joint Health and Mobility

How to keep your one hundred joints running smooth...how *Mobility Drills* can save your joints and prevent or reduce arthritis...the *theory of limit loads*...Amosov's daily complex of joint mobility exercises...Lying Behind-the-Head Leg Raises...Standing Toe-Touch...Arm Circles... Side bends...Shoulder Blade Reach...Torso Turn...Knee Raises...Pushups...Roman Chair Situps...how to make the Roman chair situp safer...*paradoxical breathing*...squats... the secrets of safer back bending... Amosov's vital tip for creating a surge in your fountain-of-youth calisthenics.

The distinct difference between *joint mobility* and *muscle flexibility* training...Amosov's "three stages of joint health"...appropriate maintenance/prevention strategies for the three stages...how to get started and how to ramp up...the correct tempos for best results—Amosov's way and Pavel's way...when best to perform your mobility drills...shakin' up your proprioceptors—the one-stop care-shop for your inner Tin Man...how to give your nervous system a tune up, your joints a lube-job and your energy a recharge.

From cruise control to full throttle: *The One Thousand Moves Morning Recharge*—Academician Amosov's "bigger bang" calisthenics complex—how to add more cardio and more strengthening to your joint mobility program...adding One Legged Jumps, Stomach Sucks and *The Birch Tree*—how to achieve heaven-on-earth in 25-40 minutes.

Checking yourself...are your joints mobile enough?—F. L. Dolenko's battery of joint mobility tests...four tests for the cervical spine...two for the thoracic and lumbar spine...four for the shoulder girdle...two for the elbows...three for the wrists...three for the hips...and two for the knee joints.

The Drills: Joint Mobility

Illustrated descriptions and special tips:

Three plane neck movements—deceptively simple but great for bad necks...*Shoulder circles*...*Fist exercise*...*Wrist rotations*...*Elbow circles*...how to avoid contracture or age-related shortening...*The Egyptian*—an awesome shoulder loosener popular with Russian martial artists... *Russian Pool*—for super-cranking your shoulders...*Arm circles*—for all the ROM your shoulders need...*Ankle circles*...*Knee circles*...*Squats*...finding the sweet spot...why deep squats are essential and how to avoid injury with correct performance...*Hula hoop*—a favorite of Russian Phys. Ed. Teachers, good for your lower back and hips...*Belly dance*—a must for martial artists...*The Cossack*—a great drill for the hip

joints and your quest for splits...what *never* to do with your knees...*Split switches*—an excellent adjunct to your *Relax into Stretch* split training and simply dandy for your hips...*Spine flexion/extension*...why spine decompression is vital to spine health and mobility...*Spine rotation*...mobility drills for your spine as a top priority for rejuvenation.

Part Two: Strength-Flexibility Plus More Joint Mobility

How to make your body feel better than you can remember...active flexibility for sporting prowess and fewer injuries...*agonists* and *antagonists*...basic active flexibility training...how long to hold an active stretch...how to "Reach the Mark" —using the *ideomotor effect* to successfully extend your stretch... how strength coach Bill Starr develops active and passive flexibility.

How to perform the *'Pink Panther'* technique...taking advantage of the *Ukhtomsky reflex*...how one physical therapist used the Pink Panther to add a couple of feet to her hamstring stretch in one set...the partner hamstring stretch.

Is active isolated stretching any good?—the bottom line on AIS...the demographics of stretching...how and why your age and sex should dictate your choice of stretching exercises...the best techniques for young girls and boys—and what to avoid...a special warning for pregnant women...what adults should do...the elderly...and adolescents.

Stretching to help slumped shoulders...*stretch weakness* and *tight weakness*...how to address the weakness of the overstretched muscles and the tightness of their antagonists...two respected Russian regimens for better posture...understanding the vital difference between a tight and a toned muscle...the *Davis Law*...functional and dysfunctional tension.

The Drills: Strength-Flexibility Plus More Joint Mobility

Illustrated descriptions and special tips:

Windmill—for effectively improving the spine's rotation...*Pink Panther straight-legged situp*—the drill that can add a palm's length to your toe touch in minutes...*Bridge*—awesome for opening up the chest and improving spine extension...some warnings for those with back and wrists problems...how to dramatically improve your bridges with the *Relax into Stretch* hip flexor stretches.

'Bathtub push'—opens up the chest, great for posture and a must for a big bench press...how to develop an actively flexible spine with minimal disc loading—three tips from Russian experts...*'Ghost Pulling Knife'*—great for correcting "computer hunch"... *Shoulder dislocate with a bungee cord*—the Olympic weightlifter favorite for mutant shoulder flexibility...*Shoulder blade spread*—a popular stretch among old time strong men...*Side wall reach*...*Pink Panther knee chambers and kicks*—to dramatically improve the height and precision of your kicks...a S.W.A.T. team favorite... a unique stretching technique for high kicks from the Russian army's top hand-to-hand combat instructor...*Pink Panther arabesque*...add more height and power to your kicks with the *'Scissors maneuver'*.

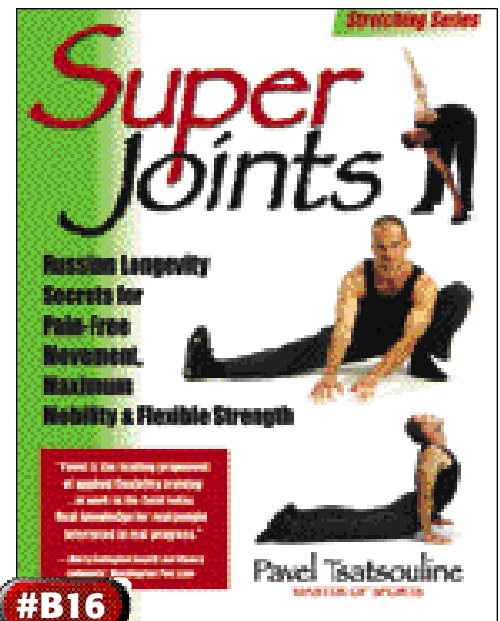
“The Do-It-Now, Fast-Start, Get-Up-and-Go, Jump-into-Action Bible for **HIGH PERFORMANCE and LONGER LIFE”**

You have a choice in life. You can sputter and stumble and creak your way along in a process of painful, slow decline—or you can take charge of your health and become a human dynamo.

And there is no better way to insure a long, pain-free life than performing the right daily combination of joint mobility and strength-flexibility exercises.

In *Super Joints*, Russian fitness expert Pavel Tsatsouline shows you exactly how to quickly achieve and maintain peak joint health—and then use it to improve every aspect of your physical performance.

Only the foolish would deliberately ignore the life-saving and life-enhancing advice Pavel offers in *Super Joints*. Why would anyone willingly subject themselves to a life of increasing pain, degeneration and decrepitude? But for an athlete, a dancer, a martial artist or any serious performer, *Super Joints* could spell the difference between greatness and mediocrity.



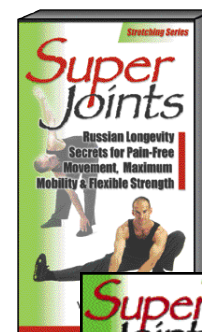
Super Joints Russian Longevity Secrets for Pain-Free Movement, Maximum Mobility & Flexible Strength

Book By Pavel Tsatsouline
Paperback 130 pages 8.5" x 11"
Over 100 photos and illustrations

#B16 \$34.95

COMPANION VIDEO AND DVD

give you dynamic detail on how to
exactly master every technique in
Pavel's *Super Joints* book



Super Joints Video and DVD

With Pavel Tsatsouline
Running Time 33 minutes
Video **#V108 \$24.95**
DVD **#DV003 \$24.95**

NOW ON DVD!

Discover:

- The twenty-eight most valuable drills for youthful joints and a stronger stretch
- How to save your joints and prevent or reduce arthritis
- The one-stop care-shop for your inner Tin Man—how to give your nervous system a tune up, your joints a lube-job and your energy a recharge
- What it takes to go from cruise control to full throttle: The One Thousand Moves Morning Recharge Amosov's "bigger bang" calisthenics complex for achieving heaven-on earth in 25 minutes
- How to make your body feel better than you can remember—active flexibility fosporting prowess and fewer injuries
- The amazing Pink Panther technique that may add a couple of feet to your stretch the first time you do it

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



www.hard-style.com

HOW TO ENHANCE GROWTH HORMONE ACTIVITY

by Ori Hofmekler With Marc Salzman

Growth Hormone, a.k.a “the hormone of youth,” is a highly potent anabolic and fat burning agent. Its complex of actions is currently the subject of much scientific research.

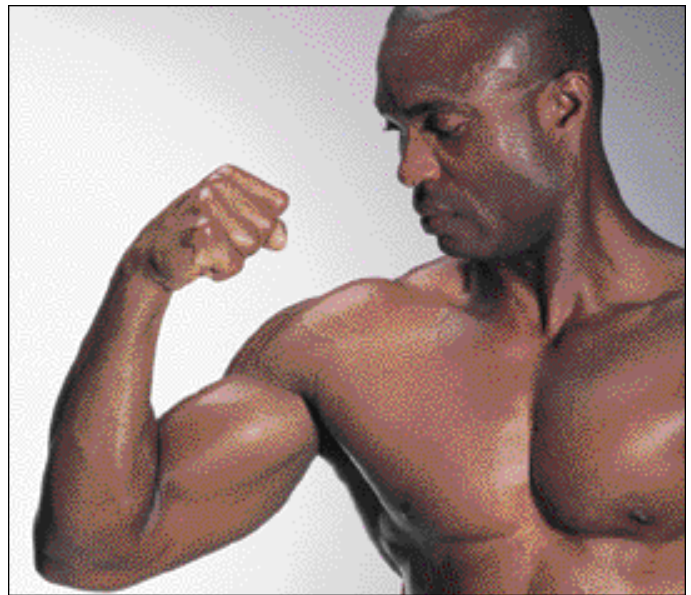
The secretion of growth hormone (GH) is controlled by many variables such as food intake, exercise, sleep, stress and by factors such as age, body mass and gender. Most importantly, growth hormone secretion is affected profoundly by the circadian clock. Factors such as hunger and physical stress during the day and deep sleep at night can up-regulate growth hormone release. GH blood levels are characterized by large pulses succeeded by very low-level pulses. The largest pulse occurs during deep sleep.

Growth hormone secretion could be adversely affected by sleep deprivation, chronic stress and poor eating habits. A GH deficiency can lead to abnormal body fat, a decrease in exercise endurance, poor health, reduced bone mineral density, impaired lipid metabolism, stunted growth and advanced aging. It is most likely that by manipulating certain daily feeding and sleeping cycles, combined with special training routines, one may be able to significantly enhance growth hormone's actions.

Food Intake & Growth Hormone

Growth Hormone is a polypeptide hormone. It is secreted by cells in the anterior pituitary gland. The main effects of GH are: stimulation of bone growth, an anabolic effect in the muscles, conservation of protein and carbohydrates and mobilization of fat for energy (lipolysis). The effects of growth hormone are partly enforced by mediators, of which the most important are insulin-like growth factors IGF₁ and IGF₂.

As noted, GH secretion is controlled by an inner circadian rhythm. Growth hormone secretion starts to decline during the fourth decade of life. It is important to note that aging diminishes GH secretion during the day initially. The sleep-associated GH pulse persists longer. Thus any method that can help increase GH release during the day may have a profound anti-aging as well as anabolic effect on the body.



Regulation of Growth Hormone

Growth Hormone release is regulated by stimulating and inhibitory agents. Secretion of GH is controlled by two hypothalamic peptides:

- **Growth Hormone Releasing Hormone (GHRH)** – that stimulates GH secretion. GHRH is stimulated by cellular factor cAMP and its secretion increases when the GH plasma level drops.
- **Somatostatin which inhibits GH secretion** – its secretion increases when GH level increases. Somatostatin is widely distributed in the body. Any method that suppresses somatostatin would help stimulate growth hormone release and thereby enhance overall growth and fat loss.

The Science of Growth Hormone

Food intake is an important influencing factor in both the rate of growth and fat burning. Mammals' feedings are

controlled by an innate biological mechanism that involves the regulation of hormones and feeling of hunger, aggression and satiety. Animal and humans feed in order to satisfy their immediate energy and nutritional needs. Regulation of food intake involves the sensation of factors such as food availability, danger or temperature.

Under certain conditions such as lack of food or danger, human survival depends on the ability to cycle between periods of sustaining life with minimal food intake, and periods of overeating, while allowing energy and nutrients to be anabolically stored in anticipation of high energy demand.

Animal and human feeding cycles are therefore primarily controlled by a survival-related mechanism. When facing catabolic-inducing conditions such as fasting, undereating or intense physical stress, the body's survival mechanism is triggered, activating very powerful anabolic stimulating factors to compensate and adapt.

The brain plays a key role in regulating feeding cycles and growth. Experiments that were done in the 1940's showed that certain lesions in the hypothalamus reduce feeding whereas other lesions induce overeating. That led to the hypothesis that different lesions in the hypothalamus are pre-programmed to control feeding cycles of undereating and overeating through sensations of satiety and hunger.



Recent biological techniques reveal a more sophisticated neural control of feeding and energy balance. A large number of neuropeptides were found to exert either stimulatory or inhibitory effects on feeding and growth and overall energy expenditure.

For instance, a lack of food will increase hunger-stimulating peptides such as Neuropeptide Y and galanin as well as the stress hormone cortisol. On the other hand, while eating full meals, hunger-inhibitory agents such as leptin and insulin will normally signal the brain to sense satiety and reduce feeding.

Hunger & Growth

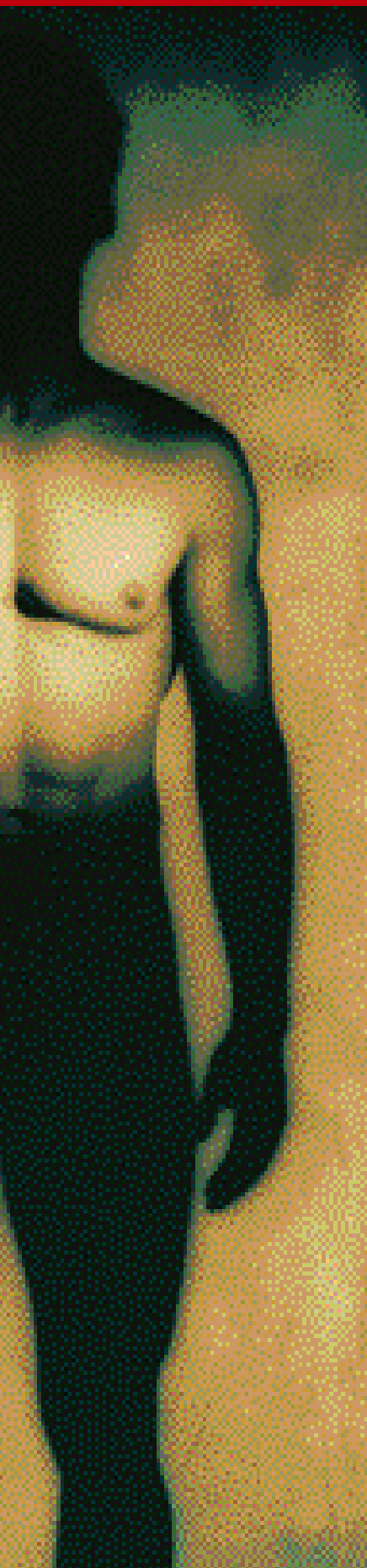
Hunger involves the actions of neuropeptides that stimulate growth hormone release. NPY and galanin are hunger-related peptides found in the central nervous system and gastrointestinal tract. In addition to their effects on feeding and energy balance, it is believed that both galanin and NPY increases GH secretion by inhibiting somatostatin, thus indirectly increasing GHRH secretion which, as noted, stimulates GH release.

This survival-related feeding mechanism controls various biological functions. In addition to stimulating or inhibiting the amount of food eaten, neuropeptides help regulate cravings. NPY induces a preference for carbs whereas Galanin induces a preference for fat. Most important, these neuropeptides may also exert signals that promote growth and fat burning. NPY and Galanin induce a general anabolic state by stimulating growth hormone release, thus improving energy balance and accelerating fat burning.

How To Practically Enhance Growth Hormone Actions

In summary, the Galanin-NPY-GH axis may play an important role in regulating feeding and overall growth. All the above information clearly indicates that the hunger sensation, with its related Neuropeptides,



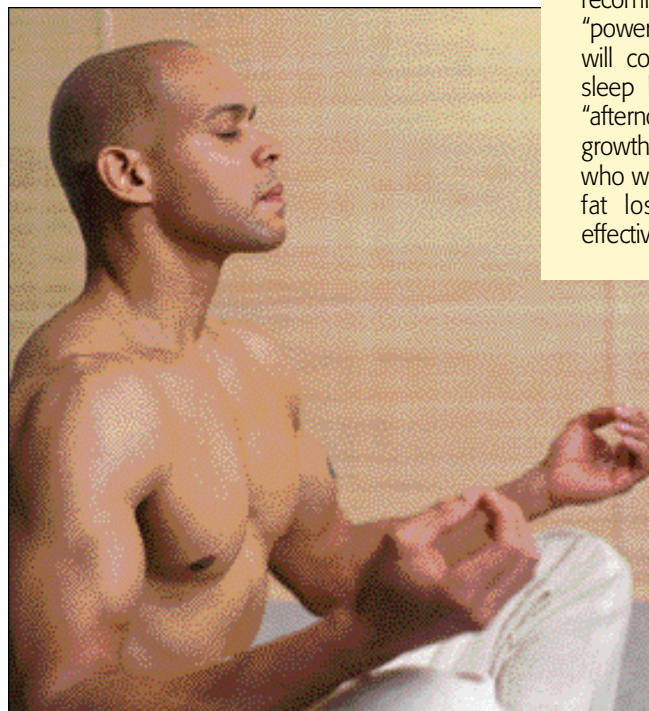


helps increase growth hormone release during the day (for those who fast or undereat).

Human feeding cycles are controlled by a primal survival mechanism that helps sustain life under tough external conditions such as lack of food or intense physical stress with high energy demand. Therefore, undereating and hunger will activate a powerful anabolic stimulation via growth hormone release, thus accelerating fat burning while sparing protein and carbs.

Eating at night while relaxing will likely close the feeding cycle. Keeping a steady daily sleep-wake cycle and avoiding sleep deprivation will help maximize GH impact on the body during deep sleep. Overall, maintaining feeding cycles that involve periods of hunger and physical stress (i.e., exercise) followed by periods of full nourishment and relaxation, combined with sufficient amounts of sleep, will help maximize growth hormone's anabolic and rejuvenating actions on the body.

Avoid chronic calorie and carb restrictions. Carbs are necessary for effectively finalizing growth hormone actions.



Note that GH has a profound affinity for bone and connective tissue buildup. Athletes, bodybuilders and martial artists often suffer from injuries due to weak tendons or low bone density. Bones and connective tissue play critical roles in effective muscular development.

Growth hormone helps facilitate the repair of muscle fibers and tendons and the mineralization of bones. Insufficient growth hormone release will adversely impair overall muscle and strength gain.

Power Naps to Enhance Muscle Gain & Fat Loss

Power naps may help increase GH release during the day. GHRH and deep sleep highly affect each other. High levels of GHRH can increase the amount of deep sleep and vice-versa.

Low levels of GHRH can impair SWS, thus shortening sleep time with an adverse decline in GH release. Interestingly, the amount of GHRH mRNA could be highest in the morning, in particular for those who suffer from insomnia or those who retire late. Thus, for some people, skipping morning sleep may impair GH secretion. It's highly recommended in these cases to have a "power nap" in the afternoon. The body will compensate for the lack of deep sleep by inducing it faster during the "afternoon siesta" and thereby increase growth hormone release. For individuals who wish to accelerate muscle gain and fat loss, power naps may be one effective way to accomplish this.

Ori Hofmekler is the author of *Maximum Muscle, Minimum Fat* and *The Warrior Diet*. Sign up for Hofmekler's free e-newsletter on www.dragondoor.com. For more information or for consultations with the author visit www.warriordiet.com.

Get RAW, Get POTENT, Get POWERFUL—

WHEN YOU UNLEASH THE POWER OF INSTINCTUAL EATING

Eat like an emperor—and have a gladiator's body

Are you still confused about what, how and when to eat? Despite the diet books you have read and the programs you have tried, do you still find yourself lacking in energy, carrying excess body fat, and feeling physically run-down? Sexually, do you feel a shadow of your former self?

The problem, according to Ori Hofmekler, is that we have lost touch with the natural wisdom of our instinctual drives. We have become the slaves of our own creature comforts—scavenger/victims rather than predator/victors. When it comes to informed-choice, we lack any real sense of personal freedom. The result: ill-advised eating and lifestyle habits that leave us vulnerable to all manner of disease—not to mention obesity and sub-par performance.

The Warrior Diet presents a brilliant and far-reaching solution to our nutritional woes, based on a return to the primal power of our natural instincts.

The first step is to break the chains of our current eating habits. Drawing on a combination of ancient history and modern science, *The Warrior Diet* proves that humans are at their energetic, physical, mental and passionate best when they “undereat” during the day and “overeate” at night. Once you master this essential eating cycle, a new life of explosive vigor and vitality will be yours for the taking.

Unlike so many dietary gurus, Ori Hofmekler has personally followed his diet for over twenty-five years and is a perfect model of *the Warrior Diet's* success—the man is a human dynamo.

Not just a diet, but a whole way of life, *the Warrior Diet* encourages us to seize back the pleasures of being alive—from the most refined to the wild and raw. *The Warrior Diet* is practical, tested, and based in commonsense. Expect results!

The Warrior Diet covers all the bases. As an added bonus, discover delicious Warrior Recipes, a special Warrior Workout, and a line of Warrior Supplements—designed to give you every advantage in the transformation of your life from average to exceptional.

About Ori Hofmekler

Ori Hofmekler is a modern Renaissance man whose life has been driven by two passions: art and sports. Hofmekler's formative experience as a young man with the Israeli Special Forces, prompted a lifetime's interest in diets and fitness regimes that would optimize his physical and mental performance.

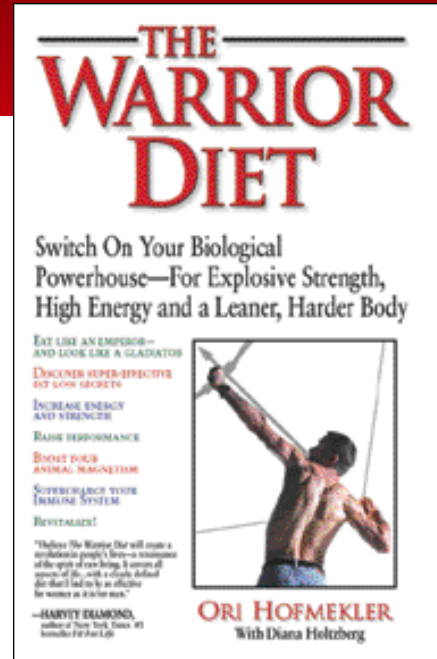
After the army, Ori attended the Bezalel Academy of Art and the Hebrew University, where he studied art and philosophy and received a degree in Human Sciences.

A world-renowned painter, best known for his controversial political satire, Ori's work has been featured in magazines worldwide, including *Time*, *Newsweek*, *Rolling Stone*, *People*, *The New Republic* as well as *Penthouse* where he was a monthly columnist for 17 years and Health Editor from 1998–2000. Ori has published two books of political art, *Hofmekler's People*, and *Hofmekler's Gallery*.

As founder, Editor-In-Chief, and Publisher of *Mind & Muscle Power*, a national men's health and fitness magazine, Ori introduced his Warrior Diet to the public in a monthly column—to immediate acclaim from readers and professionals in the health industry alike.

Check Out
The Warrior
Workout Videos
on page 43

SAVE
15%
See Order
Insert



The Warrior Diet Switch On Your Biological Powerhouse—For Explosive Strength, High Energy and a Leaner, Harder Body

By Ori Hofmekler With Diana Holtzberg

#B23 \$24.00

Paperback 420 pages 6" x 9"

#B17 \$26.95

Hardcover 420 pages 5 3/8" x 8 3/8"

Over 150 photographs and illustrations

“I believe *The Warrior Diet* will create a revolution in people's lives—a renaissance of the spirit of raw living. It covers all aspects of life... with a clearly defined diet that I find to be as effective for women as it is for men.”

—Harvey Diamond, author of world bestseller *Fit For Life*

“Rare in books about foods, there is wisdom in the pages of *The Warrior Diet* ...Ori knows the techniques, but he shows you a possibility—a platform for living your life as well...*The Warrior Diet* is a book that talks to all of you—the whole person hidden inside.”

—Udo Erasmus, author of *Fats That Heal, Fats That Kill*

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



Acclaim for The Warrior Diet

"For those individuals who like to think outside of the box, *The Warrior Diet* represents an innovative approach to fitness and weight loss. No questions, it's worked for Ori Hofmekler, so why not give it a shot?"

—Men's Exercise, Aug 2003

"In a startling reversal of recent dietary advice fitness expert Ori shows how you can indeed have your cake and eat it too—staying slim and trim while indulging yourself with many of your favorite foods. Not just another diet book, *The Warrior Diet* presents a brilliant synthesis of modern scientific research and ancient time-tested secrets for reducing body fat, gaining energy and looking younger."

—Women's Health and Fitness, June 2003

"In my quest for a lean, muscular body, I have seen practically every diet and suffered through most of them. It is also my business to help others with their fat loss programs. I am supremely skeptical of any eating plan or "diet" book that can't tell me how and why it works in simple language. Ori Hofmekler's *The Warrior Diet* does just this, with a logical, readable approach that provides grounding for his claims and never asks the reader to take a leap of faith. *The Warrior Diet* can be a very valuable weapon in the personal arsenal of any woman."

—DC Maxwell, 2-time Women's Brazilian Jiu-Jitsu World Champion, Co-Owner, Maxercise Sports/Fitness Training Center and Relson Gracie Jiu-Jitsu Academy East

"The information in *The Warrior Diet* will help you achieve the next level in training for the 21st century. It is the physical training along with the diet that will make a lasting impact on your life. I am deeply grateful for Ori's advice and the friendship we have established over the years."

—Sifu John R. Salgado, World Champion, Chinese Wrestling and Taiji Push Hands

"*The Warrior Diet* certainly defies so-called modern nutritional and training dogmas.

Having met Ori on several occasions, I can certainly attest that he is the living proof that his system works. He maintains a ripped muscular body year round despite juggling extreme workloads and family life. His take on supplementation is refreshing as he promotes an integrated and timed approach. *The Warrior Diet* is a must read for the nutrition and training enthusiast who wishes to expand his horizons."

—Charles Poliquin, author of *The Poliquin Principles and Modern Trends in Strength Training*, Three-Time Olympic Strength Coach

"Despite its name, *The Warrior Diet* isn't about leading a Spartan lifestyle, although it is about improving quality of life. With a uniquely compelling approach, the book guides you towards the body you want by re-awakening primal instinct and biofeedback—the things that have allowed us to evolve this far. Ironically, in a comfortable world of overindulgence, your survival may still be determined by natural selection. If this is the case, *The Warrior Diet* will be the only tool you'll need."

—Brian Batchelder, Science writer/researcher, National Coach, British Powerlifting Team

"In an era of decadence, where wants and desires are virtually limitless, Ori's vision recalls an age of warriors, where success meant survival and survival was the only option. A diet of the utmost challenge from which users will reap tremendous benefits."

—John Davies, Olympic and professional sports strength/speed coach

"Ori Hofmekler has his finger on a deep, ancient and very visceral pulse—one that too many of us have all but forgotten. Part warrior-athlete, part philosopher-romantic, Ori not only reminds us what this innate, instinctive rhythm is all about, he also shows us how to detect and rekindle it in our own bodies. His program challenges and guides each of us to fully reclaim for ourselves the strength, sinew,

energy and spirit that humans have always been meant to possess."

—Pilar Gerasimo, Editor in Chief, *Experience Life Magazine*

"I refuse to graze all day, I have better things to do. I choose *The Warrior Diet*."

—Pavel Tsatsouline, author of *Power to the People!* and *The Russian Kettlebell Challenge*

"I think of myself as a modern-day warrior; businessman, family man and competitive athlete. In the 2 years that I have been following *The Warrior Diet*, I have enjoyed the predators' advantage of freedom from the necessity of frequent feedings. I also benefit from the competitive edge of being a fat burning machine. My 12-year-old son, who is also a competitive athlete, has naturally gravitated towards *The Warrior Diet*. He is growing up lean, strong and healthy, unlike many of his peers, many of whom, even in this land of plenty, are overweight and frequently sick. Thank you, Ori, for writing *The Warrior Diet*."

—Stephen Maxwell, Ms., 2-time Brazilian Jiu-Jitsu World Champion, Co-Owner, Maxercise Sports/Fitness Training Center and Relson Gracie Jiu-Jitsu Academy East

"My body continues to get tighter and more toned in all of the right places...and people marvel at my eating practices.

Read *The Warrior Diet* with an open mind. Digest the information at your own pace. Assimilate the knowledge to make it fit into your current lifestyle. You will be amazed at how much more productive and energetic you will be. Be a warrior in your own right. Your body will thank you for it."

—Laura Moore, Science writer, *Penthouse Magazine*, *IronMan Magazine*, Body of the Month for IronMan, Sept 2001, Radio Talk Show Host *The Health Nuts*, author of *Sex Heals*

THE WARRIOR DIET Their "# ONE Slim-Down Miracle of 2002—Our Pick for Best of the Best."

"Nothing tugs at your purse strings like the promise of a fat-burning miracle, but let's face it: the weight-loss industry is \$35 billion fat, and sometimes it seems that the only thing getting thinner is our wallets. Well, we've had it. We've spent the entire year searching, researching, tasting and testing so you don't have to waste precious time or money. We're so convinced that we've found 2002's 25 best (the fastest, easiest, cheapest and most effective) get-fit solutions, that we are awarding them a prize...FIRST'S first annual Slimmys for weight-loss excellence.

When it comes to diets, we weed the godsend from the gimmicks and give you the very best every issue. But our pick for best of the best? The Slimmy goes to...The Warrior Diet." — **First For Women Magazine**, December, 2002

"An original, distinctive, and highly satisfying diet plan, The Warrior Diet is meant especially for those who pursue an active lifestyle." — **Midwest Book Review**

"Outsmart your metabolism! Stuff yourself slim! On the Warrior Diet, you can eat all you want for dinner and still lose five pounds a week. The secret? An age-old body bait and switch" — **First For Women Magazine**, July, 2002



Warrior Diet Success Story: Candace Cable "Now I feel energized and clean."

Candace Cable, 48, is a world-class cross-country skier and the winner of over 50 marathons worldwide. She has competed in the Olympic games in Los Angeles, Seoul, Barcelona, and Lillehammer. Oh, and she's in a wheelchair.

A 1975 car accident paralyzed Candace's legs, but it didn't take away the love of being physically active that she had developed while growing up. Candace started racing wheelchairs competitively in 1980, and has been a dominant force in the sport ever since. Her courage and determination to succeed have helped her break world records in all distances.

In 1984, Candace won a bronze medal in the Olympic 800 meters at the Los Angeles games. She won another bronze in Seoul in 1988. In 1992, she was named Female Athlete of the Year by the National Wheelchair Athletic Association.

In the 1993-94 season Candace made a change in her athletic career. She retired from competitive road racing and track, and took up cross-country skiing full time. She became a member of the US Disabled Cross-Country Ski Team that traveled to Lillehammer, Norway for the VI Winter Paralympics. Candace continues to be a member of the US Disabled Cross-Country Ski Team and is currently making a comeback on the track and road racing circuit.

Candace sees diet as a vital aspect of being a world-class athlete.

"You won't achieve your highest physical potential without a good diet. When you become older, your body doesn't work as well without the nutrition that it needs."

As a devotee of The Warrior Diet, she has found renewed energy, support for her competitive racing and skiing, and overall balance.

"Last January, my chiropractor and nutritionist showed

me The Warrior Diet and I was like, 'Oh, wow, that looks interesting.' It seemed to make sense, with the undereating phase during the day and overeating phase at night.

I felt at first that eating so little while being so active on the ski team might mean not having enough energy. But we have a lot of ski races in the winter, so I really tested the diet out. The races were in the morning, so I would have a bowl of oatmeal (the book says you can have some carbs in the day if you're active) and some fruit, and I definitely had enough energy. I sometimes would go back to the way I ate before, just to see the difference, but I'd always go back to the Warrior Diet. I didn't want to eat heavy eggs and bacon before events anymore.

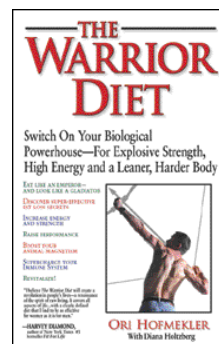
One of the biggest things I've noticed is that I don't have the sugar cravings in the afternoons that I used to have. But I started to crave the things that my body really needed rather than the extra food that I thought I should eat. I used to think, 'Oh, I need to carbo load because I have a race tomorrow.' And I don't feel that so much anymore.

I used to have a low energy period in the afternoon, and although the diet hasn't taken that completely away, it has gotten rid of the greater part of it. I used to feel like taking a nap around 3 pm, and I don't feel that anymore. I feel energized and clean.

In April, after four months on the program, I started to feel that my body was really balancing itself out. I haven't lost a ton of weight—maybe five pounds—but I now crave a clean and natural eating system, and I definitely feel more balanced and energized."

To read the full version of Candace's story see the Customer Success Story section on www.dragondoor.com. To learn more about Candace Cable visit her website: www.candacecable.com.

"Women everywhere are raving about the super-effective "warrior" diet—eating lightly during the day, feasting after dark and losing weight at record speeds." — **Woman's World**, November, 2002



The Warrior Diet
Switch On Your Biological Powerhouse—For Explosive Strength, High Energy and a Leaner, Harder Body

By Ori Hofmekler With Diana Holtzberg

#B23 \$24.00

Paperback 420 pages 6" x 9"

#B17 \$26.95

Hardcover 420 pages 5 3/8" x 8 3/8"

Over 150 photographs and illustrations



Warrior Diet HIGHLIGHTS

Chapter One: The Warrior Instinct

- Developing the “Warrior Instinct” for higher energy and optimal performance.
- Becoming the hunter, not the prey—to own the edge in the game of life.
- Moving from diet-scavenger to diet-predator—for greater health and well being.

Chapter Two: The Warrior Cycle

- Understanding the Cycle of Materialism and Dematerialism—how to turn material into energy.
- How undereating can jump-start healing.
- Mastering the art of controlled fasting for a high-yield metabolism.

Chapter Three: The Undereating Phase

- What you can and can't eat during the day—for true health.
- The nature and benefits of controlled fasting.
- How to feed your brain.
- How to accelerate fat loss.
- How to increase growth hormone (GH) for powerful fat burning.
- How to move from a “materialistic metabolism” to an “energetic metabolism.”
- Three awesome properties of the Undereating Phase.
- Manipulating your hormones to reach maximum metabolic efficiency.

Chapter Four: What To Consume During the Undereating Phase

- The vital importance of raw foods—and the best fruits and vegetables to eat.
- Enzyme-loading for anti-aging.
- The essential function of probiotics.
- Why minerals are the most important supplements.
- The best vitamins, antioxidants, herbs, and brain boosters.
- The empty-stomach factor for natural brain boosting.
- The principles of proper protein utilization .
- Creating the correct power-cocktail for maximum vitality and strength.
- How not to suffer from allergies, inflammation, water retention, gas, and other digestive disorders.
- Why protein powders can be superfoods—or a nutritional gun to your head.
- The role of carbohydrates during the Undereating Phase—what you can and can't eat.
- Going from deep-cleanse detox to a fat-burning army-of-one.

Chapter Five: The Overeating Phase

- How to consume all the food you want—without gaining a smidgen of body fat.
- The Overeating Principles and the three rules of eating.
- How to accelerate your anabolism for tissue repair and building muscles.
- The science of controlled overeating—exploring the advantages of overeating.
- How to make bingeing your happy slave.
- When it's safe to eat carbs if you want to drop fat.
- The crucial importance of subtle taste—how to beat the craving for fast-food meals.

- The golden rules of overeating...the secret to instinctively eating the right amount, and knowing when to stop eating—every time.

Chapter Six: The Main Meal: Food Preparations For the Overeating Phase

- The health advantages of eating cooked, warm food.
- How to make vegetables both delicious and nutritious.
- Why soups and stews are your often-ignored nutritional powerpaks
- The sexual advantage you get from meat, poultry, and fish.
- How vegetarians can safeguard against deficiency dangers.
- The “gladiator” protein—that's also a potent aphrodisiac.
- The ancient—and best—way to prepare beef, fish, and fowl.
- How to avoid protein allergies.
- The true skinny on oil and fat use.
- Discover nature's natural fat-smasher...
- How to lose weight with nuts and seeds.
- The “greatest nut” (and secret cancer-killer)
- Peanuts—the good, the bad, and the ugly news.
- Knowing your carbs—optimal preparation strategies.
- When to eat carbs for optimal fat loss.
- Why wheat is the least desirable grain.
- When it's safe to indulge in a sweet dessert.
- How to eliminate yeast infections.
- Understanding the secret pitfalls of the glycemic index.
- The very real dangers of salt restriction—and the best salts to consume.
- The most allergenic foods—how to avoid sensitivities and allergies.
- What is not allowed on the Warrior Diet...what absolutely does not work, never has, and never will.

Chapter Seven: Stubborn Fat

- The three major problems of stubborn fat.
- What causes stubborn fat.
- The six things you can do now to avoid stubborn fat.
- Effective natural stubborn fat busters
- Why the liver is a key organ in the battle against stubborn fat.
- The best liver detoxifiers.
- Discover the amazing African herb that's simultaneously an aphrodisiac, a potency weapon and a fat burner.

Chapter Eight: The Warrior Diet Versus Other Diets

- The Warrior Diet versus the perils of frequent-feeding.
- Top-selling diets, and how they differ from the Warrior Diet.
- The All-American (Junk Food) Diet, or ultimate “scavenger diet.”
- The American “Health Food” diets.
- The high-carbohydrate, low-fat, low-protein diets.
- The Zone (40/30/30).

- The high-protein, low- or no-carbohydrates diets.
- The holistic diets.

Chapter Nine: Lessons from History

- Why 135 lb. Latin warriors were able to conquer the world.
- The Greco-Roman Warrior Cycle—extremes of deprivation and compensation.
- The functional applications of the Warrior Diet.
- How to live like a warrior in the twenty-first century—and perform at your best physically and mentally.
- Carbs as brain-fuel, as magnificent stress-blocker and anti-aging fuel.
- Carbs, the tax-free fuel—and muscle-saving, secret angel.
- Why in-shape, superactive, ancient warriors needed their carbs.
- Recognizing your individual carbo-needs.

Chapter Ten: The Warrior Diet Idea

- The Warrior Diet as a way of life—the different ways of cycling the Warrior Diet.
- Alternating between the Sympathetic and Parasympathetic Nervous System for maximum metabolic efficiency.
- How to avoid sudden weight gain.
- Why endurance athletes love to stretch their glycogen.
- The dangerous myth of fat storage—why any bulge is a bad bulge.
- The real secret of accelerating muscle growth without gaining fat.
- How to raise the bar of personal freedom using the principles of the Warrior Diet—moving from self-imposed misery to self-directed pleasure.
- The Aggressive Instinct—the positive side of aggression.
- The first and best defense against radioactive, environmental toxins.
- The Warrior Diet as first defense against prostate-related problems.
- Natural supplements to help alleviate prostate enlargement related symptoms.

Chapter Eleven: Q & A

- Does exercise influence when and how much you eat?
- How to wean kids off sweets and fast food.
- The Warrior Diet for young adults.
- How to handle social and business meals while on the Warrior Diet.
- What to do with all this new energy?
- The best enzymes to take—and when.

Chapter Twelve: The Warrior Workout

- How to gain real functional strength.
- How to be lean 'n' mean your whole life, with short, sharp, intense workouts.
- Prioritizing back and joint strength—for essential survival.
- The real factors that determine strength.
- High-velocity exercises—forcing a high-yield partnership between body and instinct.
- How to be tougher than you ever imagined.
- The best and most efficient methods to boost your metabolism and burn fat.
- Gaining the power to endure and conquer extended stress.
- Maintaining the “kick ass” mindset.
- The art of peaking your hormones.

- Preworkout and recovery meals to minimize catabolism, replenish muscles, and accelerate anabolism.
- Proper breathing to reduce acid-stress, muscle fatigue, stiffness, and exhaustion.
- The prime function of the abdominals—triggering maximum contraction.
- The best way to work the obliques.
- Legs—activating the joints and maximizing the three factors of strength.
- How to avoid tendon injuries.
- Dead Lifts—how to best activate the most important compound muscle groups and tendons.
- Maximizing waist and back strength.
- When and how to incorporate high-velocity exercises.
- Clean and Press—the single exercise-of-choice for an effective full-body workout.
- The Warrior aerobic goals and the Warrior aerobic principles.
- Why you need to do aerobics before resistance training.
- The three factors that affect aerobics.
- Accelerating the effect of controlled-fatigue training.
- How the Warrior Workout helps trigger your Warrior Instinct.
- Tips for best results when exercising on an empty stomach.
- Women's different needs and different priorities.
- Building strong, lean, and functional legs without using weights.

Chapter Thirteen: Warrior Meals and Recipes

- Meat Dishes—combining pleasure with health.
- Meat dishes for rapid weight loss.
- Eggs—as high-protein or high-carbohydrate meals.
- Soups—as appetizers and as the basis for a whole meal.
- The great alternatives to sugar-loaded, high-fat, commercial “treats.”
- How to avoid the sugar-rush and still feel satisfied.

Chapter Fourteen: Sex Drive, Potency and Animal Magnetism

- Sex, power, and instincts—sex drive and potency as indicators of health and power.
- Potency and diet—the correlation between diet, exercise, and hormonal balance.
- Common medications that can cause impotency—if not coma and death.
- Natural methods to enhance potency.
- Which diets, drugs and life-factors affect testosterone production, sex drive and libido.
- The Warrior Diet's “instinctual living program” for improving potency.
- The best natural aphrodisiacs and how they can help.

Chapter Fifteen: Women on The Warrior Diet

- How and why The Warrior Diet can work as well for women as men.
- The modern conspiracy against women's bodies.
- Detoxification for rejuvenating all body tissues.
- The power of positive bingeing.
- How The Warrior Diet may help with female stubborn fat.

THINK AND GROW STRONG!

What you think—you become. Knowledge is power. When it comes to changing your body, do you really know what to think?

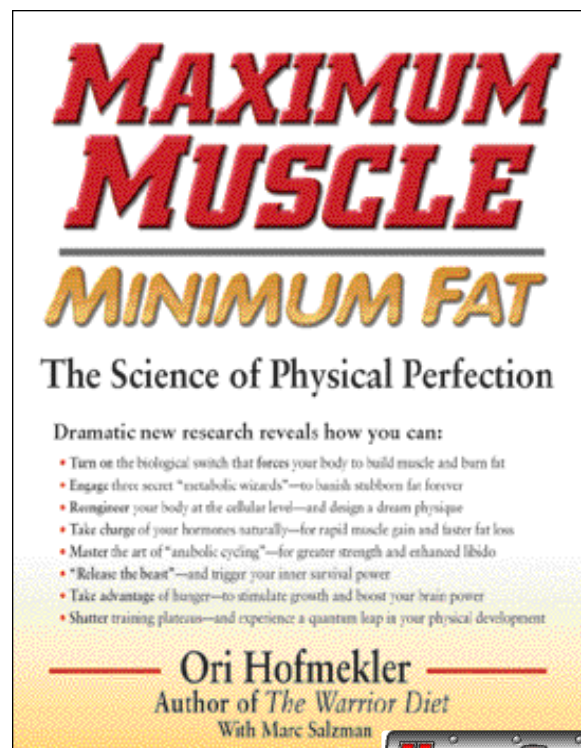
Cutting through the confusion of claims, beliefs and pseudo-science that bedevils modern bodybuilding, bestselling fitness author, Ori Hofmekler, reveals the untold secrets behind guaranteed muscle gain—and guaranteed fat loss.

Now, for the first time, you can unlock your true physical potential—by understanding the fundamental biological principles of physical transformation.

Once you own this wisdom, you will be the master of your body.

Discover:

- How to turn on your anabolic switch—and optimize muscle growth
- The cellular science behind muscle gain and fat loss
- How to use your own fat to build more muscle—and other surprising secrets of modern bio-science
- What you really need to know to harness the full power of human growth and steroid hormones
- How to develop "super muscle"—a muscle packed with unprecedented power and strength
- "Muscle shifting"—a potent new way to redesign your body
- How to make insulin your friend—in the race for more muscle and less fat
- The scientific support behind the ancient wisdom of controlled undereating and overeating—releasing your "inner beast" to become a metabolic powerhouse



Maximum Muscle Minimum Fat

The Science of Physical Performance

By Ori Hofmekler With Marc Salzman

#B27 \$34.95 Paperback 180 pages 8.5" x 11"

Dramatic new research reveals how you can:

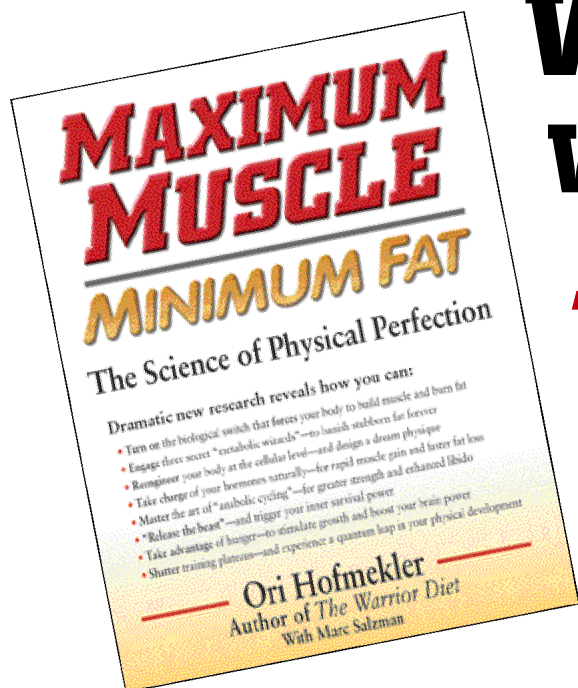
- **Engage** three secret "metabolic wizards"—to banish stubborn fat forever
- **Reengineer** your body at the cellular level—and design a dream physique
- **Take charge** of your hormones naturally—for rapid muscle gain and faster fat loss
- **Master** the art of "anabolic cycling"—for greater strength and enhanced libido
- **"Release the beast"**—and trigger your inner survival power
- **Take advantage** of hunger—to stimulate growth and boost your brain power
- **Shatter** training plateaus—and experience a quantum leap in your physical development

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



HIGHLIGHTS:

WHAT YOU GAIN WITH **MAXIMUM MUSCLE MINIMUM FAT**



Now, for the first time, you can unlock your true physical potential—by understanding the fundamental biological principles of physical transformation.

Once you own this wisdom, you will be the master of your body.

Introduction

A Revolutionary Way of Looking at Maximum Muscle and Minimum Fat

Part I: The Biological Switches That Trigger Muscle Gain and Fat Loss

Chapter 1—Turning On the Anabolic Switch

A Revolutionary Dietary Cycle That Triggers Maximum Anabolic Impact ...How to Realize Maximum Growth Potential...How to Turn Growth Potential Into Muscle Gain...The Great Pump—The Day After Competition.

Chapter 2—Muscle Gain and Fat Loss at the Cellular Level

The Biological Benefits of Stress and Hunger... cAMP—The Missing Link...Can You Gain Muscle Without Gaining Fat?...cGMP and Potency... The Combustion Engine Principle.

Part II: Muscle Gain

Growth: The Product of Opposing Forces

Chapter 3—Steroid Hormones

Unique Steroidal Actions...Converting Cholesterol Into Steroid Hormones...Undereating and Exercise Stimulate Steroid Hormone Synthesis... High Mitochondrial Capacity for Proper Steroidal Impact...Dietary Fat and Cholesterol Level Effect on Steroid Hormones...How to Take Advantage of Steroid Hormone's Anabolic Actions...Testosterone and DHT for Maximum Anabolic Impact ...Aromatizing—The Bodybuilding Nightmare ...The Cocktail Hormone Impact...How to Take Advantage of the Cortisol Wave...Reach Maximum Anabolic Potential During Exercise...Aldosterone for Survival and Muscle Toning.

Chapter 4—Using Dietary Fats for Maximum Growth

Anabolic Actions of Fatty Acids...Good Fats, Bad Fats...Food for Sex and Muscles...Fat and Survival...Arachidonic Acid's Stimulating Effect on Steroid Hormones...EFA Balance for Maximum Performance...EFA Ratios for Reducing Inflammation, Sensitizing Insulin, and Gaining Muscle... "Bad" Fats Can Help Build Muscle... Arachidonic Acid's Profound Growth Impact.

Chapter 5—Growth Hormone

Growth Hormone and the Sleep-Wake Cycle... Regulation of Growth Hormone Secretion...GHRH-Dopamine for Potency and Growth...Deep Sleep, Naps, and Growth Hormone...Feeding Cycles and Growth Hormone...Neuropeptide Y and Galanin—Neuropeptides That Induce Hunger and Growth.

Chapter 6—Insulin-Like Growth Factor 1

IGF1 and Muscular Development...IGF1 and Muscular Differentiation... Natural Methods to Enhance IGF1.

Chapter 7—The Anabolic Cycle: Timing Is Everything

The Amount of Time Required for Muscle Gain ...Short and Long Anabolic Impacts... Manipulating The Anabolic Cycle...Why People Fail to Gain Muscle...How to Take Advantage of the Anabolic Cycle...Eat to Grow.

Chapter 8—Super Muscle

How to Develop Muscle with Superior Biological Capabilities...Size and Power...Developing Super Muscles...Muscle Wiring...How to Develop Super Muscle Fiber... Shifting: Improving Body Proportion ...Gain versus Muscle Waste...Let Your Body Redesign Itself...Muscle Shifting...Postexercise

Recovery Meals...Practical Tips...Carb Loading for Strength, Fat Loading for Endurance.

Part III: Fat Loss

Chapter 9—The Biological Principles of Fat Loss

Carb and Calorie Restrictions...Eliminating Fat's Reasons to Exist...Biological Principle 1: Increased Fat Utilization...Biological Principle 2: Increased Energy Turnover...Biological Principle 3: Increased Overall Detoxification...Regulation of Body Fat...Stress and Stubborn Fat...Lipolysis: The Chemistry of Fat Burning...Low-Carb Ketogenic Diets...Fat-Burning Hormones...Eliminating Fat's Reasons to Exist—Practical Tips.

Part IV: Muscle Gain and Fat Loss Conclusions

Chapter 10—Insulin's Essential Role In Muscle Gain and Fat Loss

Chapter 11—The Single Biological Principle of Muscle Gain and Fat Loss

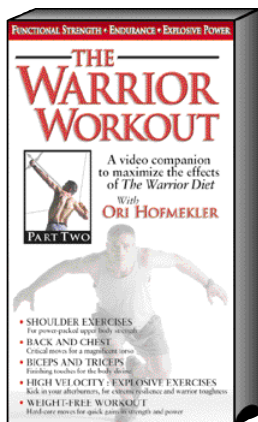
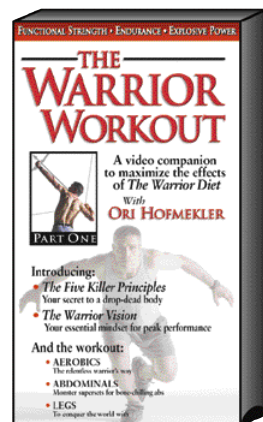
How to Maximize Muscle Functions While Minimizing Fat Functions

Ori Hofmekler's Personal Training System for Functional STRENGTH, Endurance and Explosive POWER

THE WARRIOR WORKOUT

With Ori Hofmekler

A video companion to maximize the effects of *The Warrior Diet*



Part One

Introducing:

- **The Five Killer Principles**—and the **secret to a drop-dead body**
- **The Warrior Vision**—your essential mindset for peak performance and the workout—unique, intense, supremely rewarding:
- **AEROBICS**—the relentless warrior's way
- **ABDOMINALS**—monster supersets for **bone-chilling abs**
- **LEGS**—to conquer the world with

Part Two

Unique, rewarding, incredibly intense, monster supersets:

- **SHOULDER EXERCISES**—for **power-packed upper body strength**
- **BACK AND CHEST**—critical moves for a **magnificent torso**
- **BICEPS AND TRICEPS**—finishing touches for the **body divine**
- **HIGH VELOCITY: EXPLOSIVE EXERCISES**—Kick in your afterburners, for extreme resilience and **warrior toughness**
- **WEIGHT-FREE WORKOUT**—Hard-core moves for **quick gains** in strength and power

Warrior Workout Videos

With Ori Hofmekler
Part One 54 minutes
V106 \$29.95

Part Two 54 minutes
V107 \$29.95

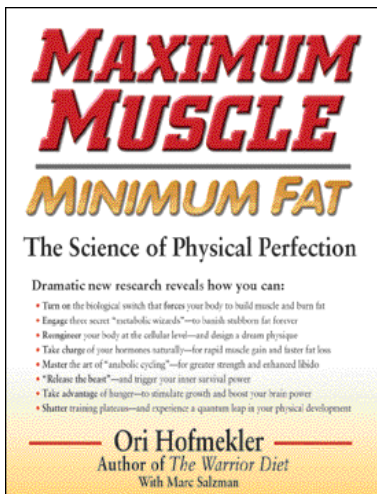
The Warrior Workout
VS6 \$54.00
Set of 2 videos

Visit the Hard-Style website today to take advantage of free author e-newsletters, product updates, cutting edge fitness articles and a highly-active Discussion Site. A goldmine of advice from leading experts, constantly updated!



How to Improve Your Body Proportions with **MUSCLE SHIFTING**

by Ori Hofmekler With Marc Salzman

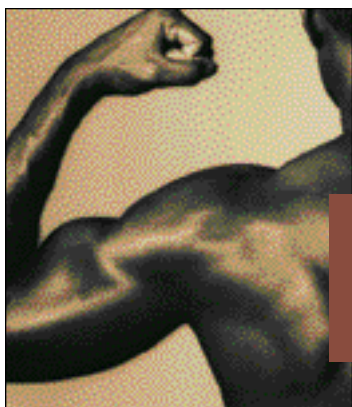


An excerpt from *Maximum Muscle Minimum Fat*

An athlete's failure to reach maximum, peak performance is sometimes the result of dysfunctional body proportion. When the body's natural symmetry is interrupted due to incorrect training, injuries, or aging, some

body parts can grow disproportionately to others. As a result, the oversized body parts assume most of the body's workload, leaving the undeveloped parts prone to further inactivity and resulting degradation.

If uncorrected, unbalanced body proportions may lead to a vicious cycle in which the strong body part gets stronger and larger while the weak body part gets weaker and smaller.



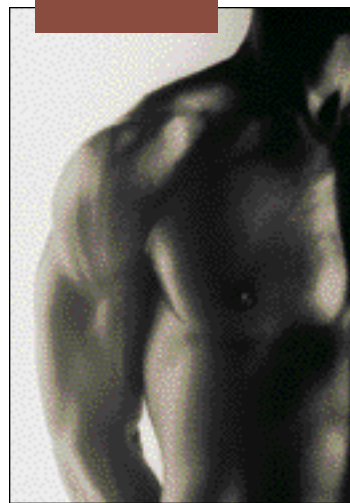
Unfortunately, this problem is often overlooked. Large-chested men often do multiple sets of bench presses while chronically neglecting their legs. There are also those "two-dimensional athletes" who work only on the body parts they see in the mirror, meaning the front of the body only. Two-dimensional people often carry a big chest and biceps but have a flat back and buttocks.

Typical workout routines may not be sufficient to reverse body deformations and establish new body proportions. However, there is a process that can force the body to redesign itself and create new, improved body proportions with overall superior performance capabilities. This process is called *muscle shifting*. To understand how it is possible to improve body proportion, you will need to acquaint yourself with the biological mechanism that regulates muscle gain and muscle waste.



Muscle Gain versus Muscle Waste

Muscle gain is a process by which muscle adds more protein to its mass than it loses. Gain and loss of muscle protein is part of a regulatory mechanism that helps the body constantly maintain homeostasis of its protein pool. Protein is needed for numerous critical metabolic functions, including the formation of antibodies, production of enzymes and hormones, and the repair of old and broken tissue. For this reason, maintaining a protein pool is of the utmost importance for survival.



Skeletal muscles serve as the body's exclusive protein storage organs. Proteins are synthesized or degraded according to the body's specific needs. For instance, injuries, disease, or prolonged starvation increases the body's demand for protein and therefore these are often associated with protein degradation and muscle wasting.

A healthy, 160-pound male has a daily protein turnover of about 280-300 grams. Protein turnover is a term that describes the total amount of protein that is consumed and utilized for anabolic and catabolic purposes. Muscle gain clearly depends on the rate of *protein turnover*, in particular on the rate of protein synthesis and protein degradation. In fact, any process that induces muscle gain also involves a surplus of protein synthesis on protein breakdown.

Real muscle mass gain clearly depends on two critically important processes. The first promotes a gain in muscle protein, and the second inhibits muscle waste. Anything that helps inhibit muscle waste effectively promotes muscle gain, a fact often overlooked.

Because carbohydrates and insulin are considered "bad guys," athletes and bodybuilders tend to restrict carb consumption, not realizing that by doing so they severely compromise their opportunity to effectively build muscle. Insulin, among other functions, is an anticatabolic hormone that inhibits muscle breakdown. That's why it is so important to incorporate small recovery meals that contain protein and carbs after exercise.

The anticatabolic anti-muscle-waste effect of insulin also explains why a state of insulin resistance or diabetes is often associated with muscle waste.

Other factors that help prevent muscle waste do so through various actions, including exercise, inhibition of stress hormones, and the ingestion of dietary protein, especially branch chain amino acids. The amino acid leucine has a profound inhibitory effect on muscle protein degradation. This is also true of the actions of anabolic agents such as growth hormone, testosterone, IGF1 and its related heat-shock protein 27, all of which increase muscle protein conservation, thereby inhibiting muscle waste.

Incorporating special dietary and training methods that reduce stress can effectively suppress cortisol's catabolic effect on muscle protein. Relaxation and proper rest intervals are as important as exercise, and avoiding overtraining is the most important of all. Overtraining often leads to stagnation, plateau, and loss of muscle tissue.

Let Your Body Redesign Itself

Most protein synthesis originates from endogenous sources, not from dietary sources. This suggests that muscle gain is actually a process of recycling in which the body converts endogenous protein into new muscle fibers. It also leads to the startling conclusion that the body can, in fact, redesign itself.

Under certain conditions involving nutritional and physical stress, the body would try to improve performance capabilities by changing its muscular proportions via strengthening of active muscles and attenuating less active muscles.

A process exists that can shift protein from less active muscles to more active muscles, thereby creating a more functional body proportion. Recycling old tissue into new tissue is also a natural method that helps maintain tissue integrity and may slow age-related wear and tear.

How can you signal your body to redesign itself? You can do it by alternating between days of low protein consumption and days of high protein consumption. This dietary method, combined with special exercise that targets and prioritizes certain muscles, is likely to trigger the recycling process that shifts protein from one muscle to another, thereby helping design new body proportions.

Muscle Shifting

Recent experimental evidence demonstrates that a low-protein diet with sufficient calories triggers a mechanism that inhibits active muscle protein breakdown. That mechanism presumably helps the body survive under conditions of low protein ingestion by sparing active muscle's protein from



degradation. It is possible, then, that a temporary low-protein diet combined with exercise may force the body to mobilize protein from less active muscles to more active muscles, thus sparing the more active muscles while using the less active ones as an endogenous source of protein.

That process would redesign the body to achieve more functional body proportions. If you want to improve your body proportions, you may find this method well worth trying. Note that exercise routines that incorporate special strength, speed, or endurance training are necessary for the induction of body transformation according to your specific needs.

Muscle shifting is a new term derived from an old concept. The idea of shifting muscles is based on the body's tendency to improve its performance capabilities by strengthening those muscles responsible for actions that occur most often and most intensely.

In practical terms, a person may be able to shift muscles by establishing special workout sessions five to six times per week that incorporate exercises prioritizing certain body parts (those that need extra strengthening) while maintaining other body parts (those that are either overgrown or relatively overpowering and need to be reduced in size). One can do that by increasing the frequency and intensity of the exercise to targeted body parts, while maintaining lower frequency of exercise to nontargeted body parts.



As noted, cycling between days of low and high protein consumption may help the body redesign itself. Low-protein days are likely to trigger the mechanism that inhibits active muscle breakdown, thereby forcing the body to dig into its protein pool from less active muscles, shifting protein from the less active to the more active muscles. This process maintains and increases the size of active muscles while decreasing the size of less active muscles.

Finally, on high-protein days, the body is likely to take advantage of the increase in protein utilization potential (due to the preceding low-protein days) and therefore maximize protein assimilation. This can result in increased muscle mass. Muscle shifting—the process that facilitates protein shifting from one muscle to another—may help individuals correct body proportion and symmetry, thereby improving both aesthetics and performance.

THINK AND GROW STRONG!

What you think—you become. Knowledge is power. When it comes to changing your body, do you really know what to think?

Cutting through the confusion of claims, beliefs and pseudo-science that bedevils modern bodybuilding, bestselling fitness author, Ori Hofmekler, reveals the untold secrets behind guaranteed muscle gain—and guaranteed fat loss.

Now, for the first time, you can unlock your true physical potential—by understanding the fundamental biological principles of physical transformation.

Once you own this wisdom, you will be the master of your body.

Discover:

- How to turn on your anabolic switch—and optimize muscle growth
- The cellular science behind muscle gain and fat loss
- How to use your own fat to build more muscle—and other surprising secrets of modern bio-science
- What you really need to know to harness the full power of human growth and steroid hormones
- How to develop "super muscle"—a muscle packed with unprecedented power and strength
- "Muscle shifting"—a potent new way to redesign your body
- How to make insulin your friend—in the race for more muscle and less fat
- The scientific support behind the ancient wisdom of controlled undereating and overeating—releasing your "inner beast" to become a metabolic powerhouse

Dramatic new research reveals how you can:

- Engage three secret "metabolic wizards"—to banish stubborn fat forever
- Reengineer your body at the cellular level—and design a dream physique
- Take charge of your hormones naturally—for rapid muscle gain and faster fat loss
- Master the art of "anabolic cycling"—for greater strength and enhanced libido
- "Release the beast"—and trigger your inner survival power
- Take advantage of hunger—to stimulate growth and boost your brain power
- Shatter training plateaus—and experience a quantum leap in your physical development

MAXIMUM MUSCLE

MINIMUM FAT

The Science of Physical Perfection

Dramatic new research reveals how you can:

- Turn on the biological switch that forces your body to build muscle and burn fat
- Engage three secret "metabolic wizards"—to banish stubborn fat forever
- Reengineer your body at the cellular level—and design a dream physique
- Take charge of your hormones naturally—for rapid muscle gain and faster fat loss
- Master the art of "anabolic cycling"—for greater strength and enhanced libido
- "Release the beast"—and trigger your inner survival power
- Take advantage of hunger—to stimulate growth and boost your brain power
- Shatter training plateaus—and experience a quantum leap in your physical development

— Ori Hofmekler —
Author of *The Warrior Diet*
With Marc Salzman



Maximum Muscle Minimum Fat The Science of Physical Performance

By Ori Hofmekler With Marc Salzman

#B27 \$34.95

Paperback 180 pages 8.5" x 11"

1-800-899-5111 24 hours a day
fax your order (866)-280-7619



www.hard-style.com

Dragon Door Publications

P.O. Box 1097
West Chester, OH 45071

Presorted Standard
U.S. POSTAGE PAID
DRAGONDOOR
PUBLICATIONS, INC.