

HEALTH AND VITALITY THROUGH EXERCISE AND NUTRITION

JOHN PARRILLO'S

PERFORMANCE

PRESS

April 2018

Paragon Strength & Fitness

The Fitness Facility of the Future

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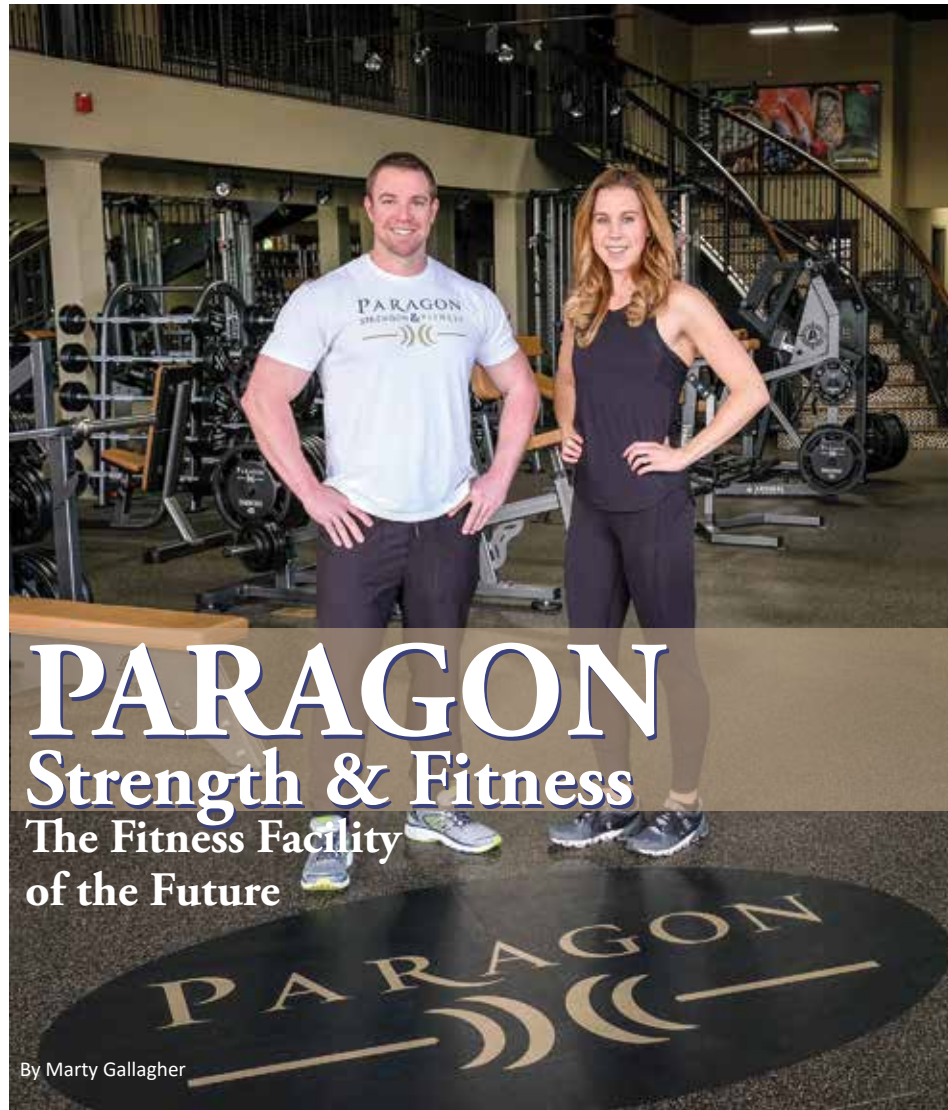


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PARAGON

Strength & Fitness

The Fitness Facility of the Future

By Marty Gallagher

In the year 2018 the fitness industry is redefining itself. As one commentator recently pointed out, “We live in an age when everyone knows everything.” Insofar as access to information, this has never been truer. Anyone that can form a question for Google can get an answer. Everyone everywhere can now think they know everything about anything. And that, plus four dollars, will get you a latte coffee at Starbucks. Knowledge is one thing and superficially everyone can be on an even intellectual footing. In fitness, we are awash in a sea of many choices. With so many possibilities, how does one determine what system to pick? Seek a system that produces results and proudly shows you those results. Knowledge is not worth much without action. Tenacity and patience are mental characteristics

needed to turn abstract thought into concrete action. Knowledge without application is useless. The best knowledge, once put into practice, generates tangible, measurable, irrefutable results: in fitness results are measured by increases in athletic performance and improvements in the physique. There is a new young generation of fitness professional that are obtaining outstanding results for regular people on a widespread basis. One such futuristic fitness facility where knowledge is converted in to action that generates real results is Paragon Strength and Fitness located in Nashville, Tennessee.

At Paragon they meld hard science with Parrillo-infused empiricism to generate dramatic physical change for those clients smart enough to follow their no-nonsense advice. Jeremy

and Kristin Hughes are the owner-operators of Paragon Strength & Fitness, a stunningly beautiful facility located in suburban Nashville. This spacious fitness facility has wonderful skylights and the main free weight area is studded with Parrillo Genetic Equalizer resistance machines. Paragon is expansive and open; the newness and vibrancy make you want to train. The Hughes’ are both full time fitness professionals. Jeremy recalled that their first “facility” was housed in a small room. “Kristin and I developed guiding principles for training and dealing with clients when we first started out. We sought to deliver a level of individual attention that would set us apart. We did not want to dilute our guiding principles as we took on more students and clients.” The Hughes’ are serious individuals dedicated to fitness. Kristin is a graduate of Indiana University. She holds a degree in exercise science. A lifelong athlete, Kristin grew up playing multiple sports and played for the Tennessee state volleyball champions. Both she and Jeremy are certified personal trainers. Jeremy has a degree in biological sciences from Wright State. Jeremy had a “10-year apprenticeship with my mentor, John Parrillo of Parrillo Performance.” The dynamic duo began training clients many years ago and built critical mass, one satisfied client at a time.

Jeremy explained the Paragon approach. “We are a private training facility not open to the public. The entire facility is reserved for members.” The Hughes approach is designed to attract a clientele serious about changing their lives. “We offer personalized hour-long training sessions that teach strength training protocols, muscle-building strategies and cardio methods. The training is dovetailed with nutrition coaching and nutritional consultations.” Much of the super-successful Paragon methodology will sound familiar to those that adhere to the Parrillo approach. “At Paragon we will have

weekly weigh-ins, we chart progress day by day, week by week, month by month. A Body-stat body fat percentile reading is performed on every member often. Our fat loss and muscle gain strategies are pure Parrillo. Naturally the Paragon approach towards nutrition and supplementation are based on the Parrillo approach. Motivation and accountability are a big part of what we do. Paragon members can access trainers when not at the facility via text or phone call. Our goal is to not only help members succeed in acquiring a lean, fit, muscular body, but to reveal how focusing on their health can positively affect all aspects of their life.”

Through the years, the Hughes’ clientele has steadily grown - and almost entirely through word-of-mouth. They have outgrown capacity in three successive facilities. Which is a good problem to have. As Jeremy explained, “The challenge has been to maintain the one-on-one attention that we are known for as our client-base has expanded.” A few years back they worked their typical transformational magic on a typical client. The family of the client was so taken with the Hughes’ vibe and abilities that they began “mentoring” the Hughes’ in all things business-related. The relationship has proven incredibly beneficial and spawned Paragon Strength & Fitness. “We have a very specific philosophy, a Parrillo-influenced philosophy. At Paragon, everyone uses our Parrillo-influenced methods because we are a personal training facility and not a commercial gym. Every client who walks through the door gets our complete attention.”

Every member at Paragon goes through an initial enrollment conversation. “We want potential clients to identify what their goals are, and not limit them to just their fitness goals. We see a huge benefit in clients telling us why they are truly there, and not just talk about sets, reps,



and nutrition. We also like hearing potential clients talk about their shortcomings or things preventing them from reaching their goals. They need to realize that it’s up to them to truly make a change, even with us there every step of the way.” Jeremy states. “Trainers often undervalue the impact they can make on someone’s life. Getting someone to emotionally connect to the “why they are there” is what will keep a client focused weeks and months down the road. For example, the “why” is often an emotion that they are seeking to feel; for example: confidence, love, pride, and overall happiness.” Everyone at Paragon has a customized game plan. Every individual’s situation is different and taken into consideration, hence the customization.

Everyone at Paragon adheres to

the same generalized template. All members use a progressive resistance training program, everyone performs cardio, everyone has a highly specific nutritional game plan that includes target supplementation. Another aspect that differentiates Paragon: everyone undergoes manual fascial stretching between sets of progressive resistance training. This last wrinkle, the emphasis at Paragon on fascia stretching, is a direct result of Jeremy’s long association with John Parrillo. “John is truly my mentor. I embrace the totality of the Parrillo method. Parrillo first pioneered the idea that lifting, cardio and nutrition needed to be combined, blended and interwoven. No one in bodybuilding did cardio before John came along and started touting its benefits. And John is the undisputed father of fascia stretching.” The Paragon philosophy is



comprehensive and fascia stretching is always included in the training mix. "Stretching is used to loosen fascia thereby making muscle expansion and growth easier." Jeremy explained, "Fascia stretching is also used to correct muscle imbalances and alleviate chronic neck and back pains. Repeated fascia stretching improves flexibility and promotes blood flow. We view fascial stretching as integral, not optional."

The only thing better than a self-administered fascia stretch is a fascia stretch administered by an expert. Since all members are always accompanied by an expert trainer, rather than just stand around and watch the client self-administer a stretch, the Paragon trainer steps in and administers the appropriate fascia stretch. The trainer helps maximize the range of motion of the stretch, maximizing the benefit. Jeremy continued, "I have seen the amazing improvements in muscle expansion and big increases

in flexibility – all a direct result of consistent fascia stretching." The level of individual attention extends into all areas. "Our fitness services are individually designed to transform members and enable them to achieve the unique personal goals they set for themselves. We provide the guidance, support and expertise needed to succeed." This is concierge-style service from a fitness facility. To succeed, Paragon needs to produce consistent results for their clients: results are what keeps them eagerly coming back. "Our faith in our strategies is total. We have witnessed too many dramatic physical transformations (triggered by our protocols and strategies) to have any doubt about the effectiveness of our methods." As John Parrillo often points out, "If you lift as hard and heavy as expected, if you are dedicated to cardio and if you are religious about nutrition – it is impossible not to make gains, no matter who you are or what your level." Those that implement the total

program Paragon suggests, those that exert the effort in training and the discipline in eating, always get results.

A special component to Kristin and Jeremy's program is the family-like relationships they build with their clients, which in-turn helps clients invest emotionally and keeps them more accountable. They let members know someone is watching and someone cares. Jeremy related, "Paragon was created as a facility that is welcome to everyone. It is equipped so that a professional athlete can focus and get a great workout, but also a place that a beginner lifter can feel comfortable and be successful." Jeremy adds, "Each member of Paragon has a nine-point BodyStat body fat reading done often. This way we are not flying blind. Based on the BodyStat readout, we can make intelligent adjustments based on factual data." Nutritional supplementation amplifies the multiple-meal eating foundation espoused at Paragon. Every 2-3

waking hours the diligent trainee eats a food meal or a "supplement meal." At Paragon they love to add calories to engage the metabolism by giving the body a continual flow of clean calories. Following the Parrillo principles of nutrition, a client is given a detailed nutrition program. "We love educating clients on why we are doing things, and nutrition knowledge is a huge component to their success." Learning how a client's body reacts is part of the journey, and being able to adapt their nutrition as changes are made is very important. Maintaining and building new muscle creates that optimal metabolic status for burning off body fat, and adjusting their macronutrients is needed as new muscle grows.

Jeremy related that while he wants and expects members to adhere to their nutrition programs, he has some elasticity. "If members are diligent and dead-on their diet plan for the week, we allow them to have a meal out at a restaurant with the family. My clientele are not competitive

bodybuilders, these are regular people, students, adults with jobs and kids, they are not robots. If they give me diligent days of tight eating during the week, I will give them a cheat meal. They often do not feel well after their cheat meal, and then see the huge benefit to healthy eating." Wisdom from a master of fitness psychology. At the core, results power everything. "Transformed clients have always bought us new clients. Over the years, this word-of-mouth phenomena has compounded and expanded our client base. Our programs change the lives of entire families, as one member begins and the others follow soon after." Results begot additional clients until now they are housed in a dream facility.

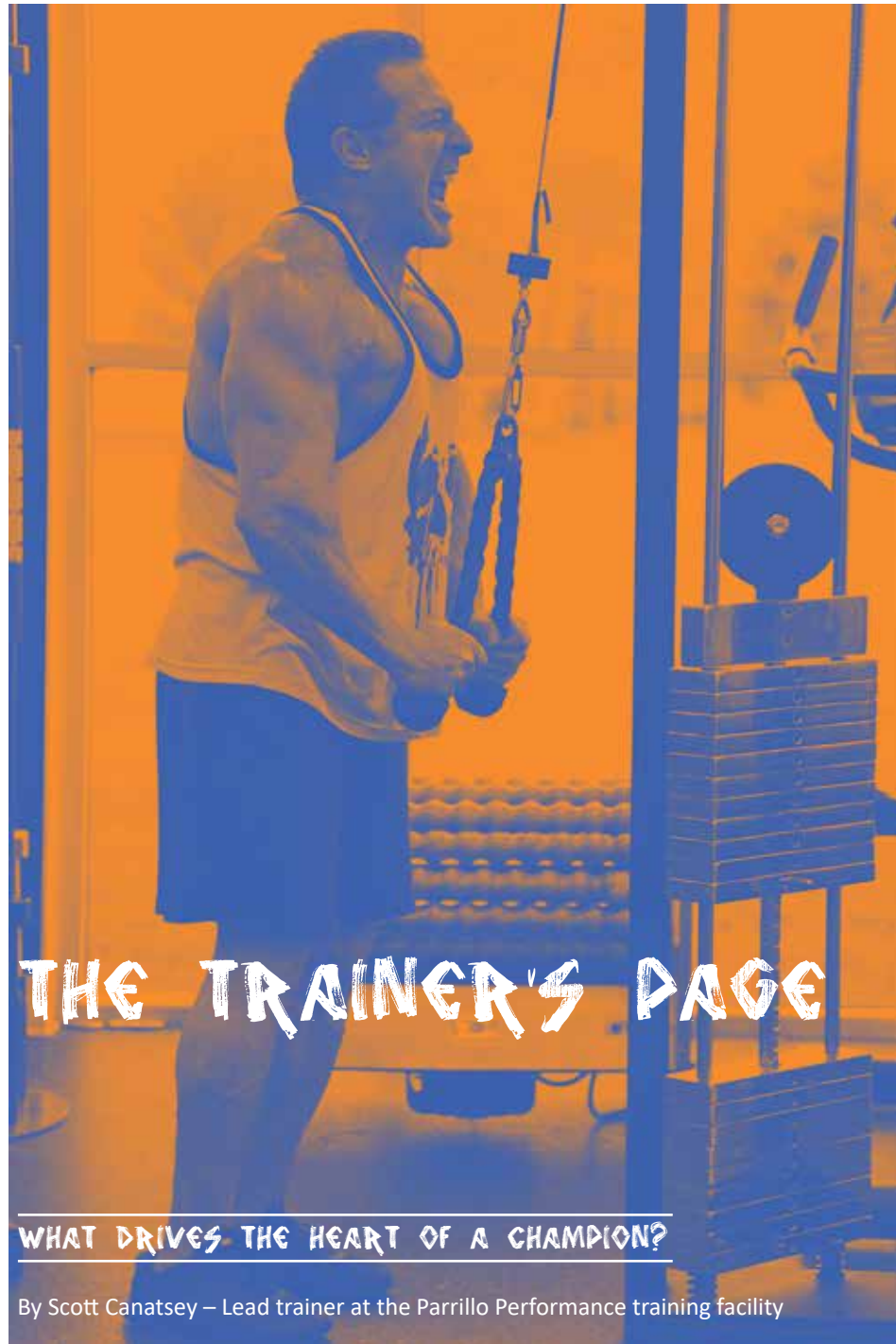
The next phase of Paragon is growing a team, which has been Jeremy and Kristin's hardest step. "The best advice I can give trainers in growing their business, is realizing that there are only so many hours in the day and you must surround yourself with a team to be successful. We recently added a new trainer and therapeutic massage

therapist to our team, and plan to continue our growth in the future. Our clients are extremely busy individuals, and creating a concierge-style, private facility where they can get a great workout that involves stretching, receive a personalized diet, perform their instructed cardio, pick up healthy meals and buy supplements, and then even get a therapeutic massage is something no one else is offering," states Jeremy. "The day I stop learning from others is the day I should quit training. Surrounding myself with qualified professionals that have other specialties will greatly benefit myself and our clients. I have also been blessed to have John Parrillo as an unlimited resource of knowledge, and I cherish the time he gives to educate me."

Paragon is a new paradigm. "At Paragon we are helping people realize their health and fitness dreams." What could be more satisfying?



Watch Paragon as they continue to grow by following them on [Facebook](#) and [Instagram](#) at [Paragon Strength and Fitness, LLC](#). To view more photos of their facility, and for any questions about their programs contact them through their website at [Paragonstrength.com](#)



Go into any gym and it's quite apparent that the fitness culture is at an all time high in popularity. It gives everyone involved the opportunity to be part of something bigger than themselves, but still feel encouraged to share the personal successes that are achieved living the "fit life". It's fun to have many people "like" the pictures that you post on social media, and compliment on the progress made. It's a great way for people to feel respected and validated

for their efforts and the discipline that it takes to make physical changes. There are levels of achievement and levels of passion and desire to create the look each person desires. Getting in general shape and being healthy is a discipline many (some would argue most) seem to be challenged with. We must make the time to be fit! Watch one less television show 3 times a week and a decent fitness regimen can be worked into the schedule. We

only need a solid hour. There are really no excuses besides lack of desire.

Given that this is the general state of affairs, it's really encouraging to see people that have a strong desire to be all that they have the potential to be. The driven make their experience seem almost effortless, and they generally have a positive outlook even when a setback has befallen them. The more they get pushed, the more they continue to rise to the occasion. This is the attitude of a champion. They believe that if they continue to push harder and continue to improve, it's a mere matter of time before they reach their goal and champion the chosen challenge.

There are famous stories of champions who were inspired by tragedy, like Dan Gable, Olympic Champion Wrestler, whose sister was raped and murdered. Dan dedicated his life's work to his sister's memory and became the winningest wrestler in history. Also, those who are challenged with a major health issue or possible death, like Lance Armstrong, rise to the occasion and seem to do the impossible when put behind the 8 ball. Often, it's a heritage passed down through the family like the famous Football family, the Manning's. They are the epitome of Sport's Heritage. But, sometimes we see an individual come out of nowhere. They seem to have been instilled with the desire to achieve organically, and that excellence is just what they seek to always achieve.

I have a handful of athletes that are in this exceptional category. They are all at different phases of their endeavor, but all possess these amazing qualities that I see as characteristics of a champion. Always eager, always learning, always giving their all and always ready to do more if it's demanded. These are the ones that have a great energy dynamic and strong communication with me, their trainer. We are completely in tune. If

you see us work together, it's evident. This gives me the rare opportunity to observe what really makes a person intent on being the best in the world needs and practices, to keep the passion and fire blazing for years, while seeking the desired goal.

Derrick Bark is one such athlete. Born with a competitive "bone", this man takes on the challenge with intense ferocity. His goal is to be the best bodybuilder he can possibly be. He knows this takes years and even decades to reach the pinnacle. No other sport demands more patience than hardcore bodybuilding. He is mentally prepared for the journey from his lifetime as a competitive athlete. This is a fundamental element lacking from many who decide to take on the challenge of the bodybuilding lifestyle. They don't know the discipline of just "being" an athlete. A devoted lifetime athlete has been developing the mental acuity and toughness necessary to take the body and mind far beyond where it has been before, for many years. And each and every day they have the ability to strive for more. Derrick has clearly displayed his mastery of mental ability to push deep into the pain zone. But there is still more, and he knows it! Each rep he understands as precious and not to be wasted. A wasted calorie is wasted growth potential. Derrick works hard to get the high amount of quality calories that the Parrillo approach demands. Trying to keep a slight surplus is not easy when one's schedule is very demanding throughout the entire week. As a Wright State Athletic Training Major, and assisting his local High school Basketball team, while still managing to squeeze in some of his other love, Hockey, Derrick crushes 5 workouts a week and forces down 6 to 7 meals and snacks of Parrillo Bars each day like clockwork.

Derrick has had his heart wrenched by trauma that has inspired him

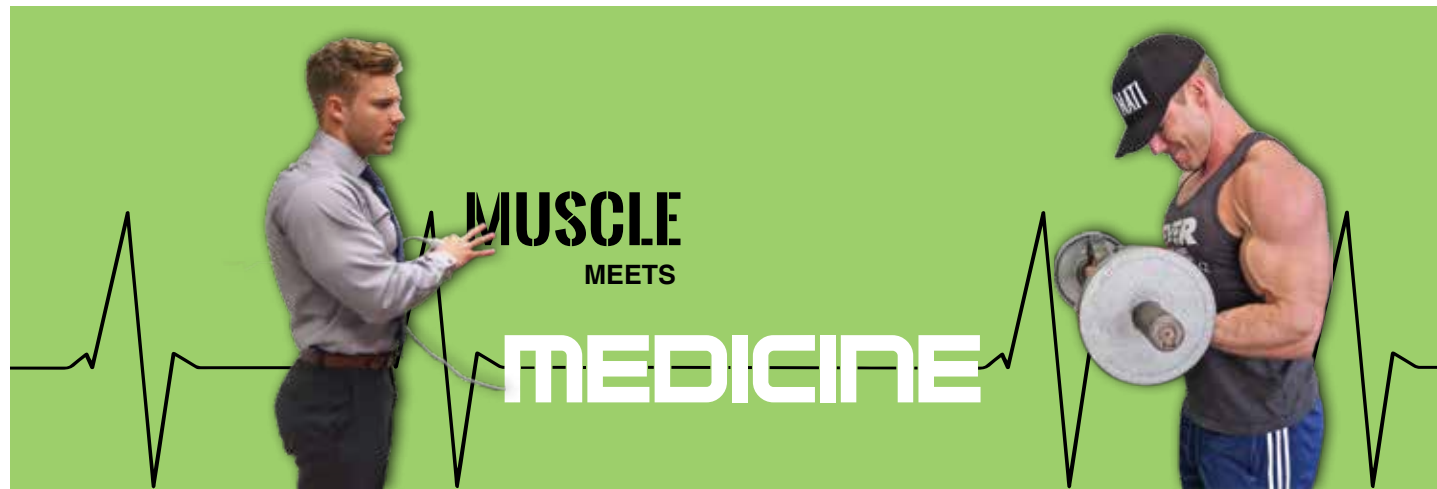


to drive even harder than he was driving before. He lost his Brother in a tragic accident. They were like "Frick and Frack". They trained together and played Hockey together. They challenged each other and pushed each other towards their own personal goals. Losing his brother could have been a devastating end to his sports career, but instead, Derrick knew his brother was still inspiring him in his heart and now even to a greater degree. He uses this as a way to draw more strength and desire from his heart. This is another trait of a person who has the unfettered will to succeed.

It's truly a spectacle to witness an athlete of this caliber and watch them passionately pursue their dream with vigor and gusto. Put them with the right coach and Team, and the successes come at an even greater pace. And it's not just about talent and hard work. There is also a great deal of science involved. To be consistently open to learning and growing in knowledge, as well as

physical prowess, is what takes the really good athlete and transforms them into stellar athletes.

If being successful in the bodybuilding arena is a dream you have inside, know it's a long road that has many necessary components. The primary and most fundamental element is the ability to do the same thing day after day, week after week, year after year and slowly put together the winning physique that you dream of. That takes an amazing amount of patience and discipline that people are just not born with. These qualities are developed over time and with practice. The very heart that it takes to accomplish such a lofty goal is also cultivated and grown as you dig year after year into the soil of affliction, seeking to achieve the great dream that was created from a strong seed of desire. Cultivate the seed until it grows into a mighty tree! So, if this is your dream, now is the time to start developing. It's an incredibly satisfying journey that can last a lifetime. Only a few of us will ever find out.



Evolutionary Biomechanics

By Dr. Jeremy Girmann

Grab a friend and give this a try: Stand with your feet shoulder-width apart and your arms out to your sides. For the first part of the test, keep your palms open and your fingers extended. While in this position, have your friend stand in front, facing you. Choose to test either your right or left side. Your friend should then push against your outstretched arm near

your wrist in an attempt to push you backward while you resist. Take note of how easily your arm extends and your body begins to rotate when force is applied. For the next part of the test, make your hand into a fist and ask your friend to push against your arm again with the same force as before. Notice that you are now able to provide

greater resistance and are not so easily moved. What's going on here? Much of this relates to muscle synergy - the activation of a group of muscles that contribute to a particular movement. We're wired in such a way that particular muscles are intended to fire together in order to produce

Evolutionary Biomechanics

fluid and coordinated movements. This is somewhat analogous to football, in that, when a particular play is called, a set number of players move in a predetermined and coordinated way in order to facilitate smooth and effective execution of the play. As you might imagine, individually instructing each of the players on their respective route prior to every play would represent an inefficient and ineffective strategy.

As it applies to our example, contraction of the hand musculature, and particularly the thumb flexors, increases co-contraction of the pectoralis major. I have observed this with EMG recordings and it can be appreciated while performing the above test by palpating the pectoralis muscle with the opposite hand. The increased proximal muscle contraction is the reason for the increased stability and strength when the hand is held in a tight grip.

This flexor synergy pattern is part

of ancient neurologic organization that facilitated specific patterns of movement. Imagine its use in when thrusting the arm forward in order to strike an attacker. The finger flexors are contracted, forming a fist as the pectoralis major and surrounding muscles force the arm forward. This allows for the delivery of a powerful blow while concomitantly protecting the structures of the hand and wrist.

Recognition of many of these evolutionary underpinnings can assist with exercise execution and proper biomechanical implementation.

Furthering our example, it is important to use a closed grip when performing a bench press. With the thumb wrapped around the bar in a closed-fist manner, the pectoralis major is more effectively activated. Use of an open grip, in which the thumb is held on the same side of the bar as the other digits, can result in decreased muscular recruitment and increased risk of injury. In fact, I have taken care

of 9 patients who sustained pec tears while bench pressing and 8 of the 9 were using an open grip.

I am setting the stage for a further elaboration of biomechanical considerations with historical and functional context. Understanding some of these patterns will help to optimize training technique and reduce risk of injury. Stay tuned!



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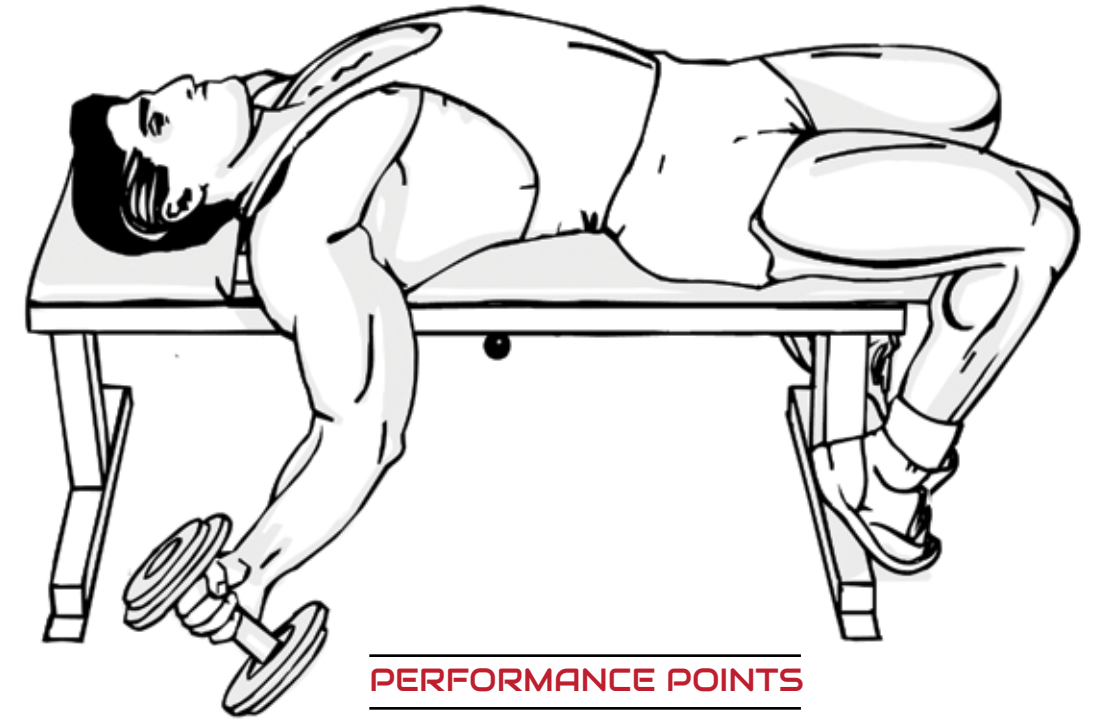
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With dumbbell flyes, it is important to keep your shoulders pressed into the bench throughout the entire movement. To get full isolation of the pecs, bring your elbows together at the top of the movement. Then push your sternum out at the top. The same technique should be used when performing cable crossovers.

- Keep your shoulders pressed back into the bench.
- Bring your elbows together at the top.
- Push your sternum out at the top.

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PARRILLO PERFORMANCE TRAINING NUTRITION CARDIO MUSCLE STRENGTH ENERGY

THE PARRILLO PRINCIPLES

By Duke Nukem

Nutrient Timing and Mild versus Wild

When you take in nutrients is as important as what you take; sub-maximal exercise is worthless

One thing mainstream nutritional science completely and continually misses is the subtle relationship between diet and exercise. Mainstream science has it half right. The experts agree that to build muscle and burn off excess body fat, a skillful balance of exercise and diet is required. Naturally, the mainstream health and fitness experts routinely recommend the *wrong* kind of diet and the *wrong* kind of exercise. The exercise suggested is too much of the wrong type and too mildly executed to generate any real results. The diets suggested are low calorie starvation diets that stunt the metabolism and the few calories allowed are loaded with insulin-sparking refined carbohydrates. Results speak the loudest; the lack of results obtained by those that follow mainstream exercise and diet advice should not be ignored or dismissed. Results speak the loudest; the amazing results obtained by those that follow Parrillo protocols should not be ignored or dismissed. Parrillo links effective exercise with equally effective nutrition. In the world of

competitive bodybuilding, results are all that count. One would think that mainstream experts in diet and fitness would look to bodybuilding to help improve the slim results obtained for mainstream adherents. Instead, bodybuilding is dismissed, relegated to “cult” status, sneered at as self-absorbed and extreme. The cold truth is that mainstream fitness practitioners are spending an inordinate amount

of time, money and effort to obtain substandard results.

Why “normal” fitness fails: mainstream fitness advocates cite science and studies that caution fitness adherents against “extreme” exercise. Those seeking to get fit, lose fat and add muscle are urged to train and eat “reasonably” and “sensibly.” The truth of the matter



is that “reasonable exercise” and “sensible diet” will never generate dramatic results. At Parrillo Performance we have been running an informal 40-year long case study involving thousands of bodybuilding participants. Those that successfully follow the Parrillo protocols *never fail* to make dramatic progress, i.e. real results, more muscle, reduced body fat, stronger, fitter, leaner, better in every measurable category. Compare the never-miss results obtained following Parrillo strategies to the never-succeed strategies offered by mainstream experts: both advocate diet and exercise – so why the dramatic difference in results? Meek and mild exercise and diet prescriptions are not dramatic enough to shake the body out of its complacent homeostasis. The body seeks to stay the same and only intense training, coordinated with strategic nutrition, and adhered to religiously for a protracted period, is sufficient to spark the type of gains that people come to expect from diligent and protracted fitness effort.

Ineffectual exercise: if you consult the most popular exercise sources you discover that they are popular (in large part) because they promise sensational results for minimum time and effort. If you read fitness articles written by fitness experts in the New York Times, if you open any mainstream fitness magazine, the type of exercise recommended is typically mild to moderate cardio. If a mainstream fitness oracle or guru has a resistance training element, it is equally mild. Exercise recommendations are predictably heavily biased towards moderate to low intensity steady-state cardio wherein long sessions are performed at a recommended 60% to 70% of cardio capacity. Aerobic exercise performed at 60% of capacity will only tax the most out-of-shape individuals. Resistance training, if recommended at all, will be as “sensible” and ineffectual as the cardio. The goal

of progressive resistance training is to trigger hypertrophy. This, by definition, means training at the outer limits of our current capacities, that’s how we improve, that is where the gains lie. The main concern for the mainstream is that resistance trainers avoid injury. Unfortunately, if exercise is insufficiently intense nothing of any real physiological consequence can or will happen. The moderate exercise crowd trains at the local fitness facilities every day of the week. They diligently ride the cardio machines and they diligently push and pull on a variety of progressive resistance machines. Because there is no real exertion in either slow cardio or light weight training, they stay the same.

Ineffectual nutrition: if you go to a physician for a diet, if you read diet articles in newspapers and magazines, if you buy diet book bestsellers, there is a sameness about the type and kind of diet recommended. The mainstream nutritional strategy is a one-dimensional approach that says to lose weight, slash calories. Carbs form the backbone of starvation diets and insulin-spiking carbohydrates are routinely recommended. Calories are slashed to generate weight loss; protein is minimalized and fat demonized. The solution to weight loss stagnation is always the same: cut more calories and add more (mild) cardio exercise. This cut calories solution stunts the metabolism, causing the body to cannibalize its own muscle tissue to feed itself. The calorie slasher might reduce their scale weight from 250 to 200 pounds; yet still retain a high body fat percentile. More than half of every pound of scale weight lost was muscle tissue. Calorie-slashing diets create miniaturized versions of the (still) fat person. A body that thinks it is starving will eat muscle tissue preferentially while purposefully sparing body fat. Body fat is the body’s last line of defense against starving to death. Muscular cannibalism is very real. Calorie-slashing diets designed to

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promote fat loss in actuality prevents fat loss. If the body is feed insulin-spiking foods at starvation levels, muscle cannibalism is guaranteed.

Parrillo-style exercise: Moderate intensity exercise, be it cardio or resistance training, at best will maintain a physique already built. When training moderately there is insufficient stress and insufficient effort to trigger hypertrophy or trigger fat loss. Muscle is built when a targeted muscle is thoroughly decimated in a hardcore weight training session. For the adaptive response, hypertrophy, to occur, the training must be so intense and so traumatic that the muscle seeks to create more muscle to cope with the stresses of training. The body creates muscle as part of a defensive effort. This does not happen when a civilian uses a chest press machine at the local YMCA and performs a sub maximal

set of ten reps; this does nothing. Hypertrophy occurs by continually assaulting the barriers of current capacity. Sub-maximal resistance training is worthless, other than for maintaining what we are. A Parrillo trainee achieves hypertrophy in every session: The Parrillo trainee pushes and pulls reps to positive failure and then extends the set using forced reps or drop sets. Body fat is not melted by riding a stationary bike at 70% of max capacity for 30 minutes; body fat is forcibly burned by engaging in cardio that causes the trainee to become drenched in sweat as they maximally huff and puff, seeking to equal or exceed previous best cardio efforts. When hardcore resistance training is melded with intense aerobic exercise and coordinated with a Parrillo-style nutritional program, the body has no choice other than to grow muscle and burn off body fat.

Parrillo-style nutrition: the entire Parrillo approach towards nutrition is based on the assumption that the trainee is training hard, often and intensely. Attention in Parrillo world is paid to exercise timing and meal timing. Exercise is critical for attaining the goals we seek from our bodybuilding efforts. Nutrition is critical for maximizing exercise performance. Lean protein is a critical nutrient that promotes the regeneration of muscle tissue torn down by intense weight training. Fibrous carbohydrates are eaten in unlimited quantities in the Parrillo nutritional approach: fiber dampens insulin and slows digestion, a good thing. Starch carbs are eaten with a purpose: withhold starch to accelerate fat loss and use starch to add muscle size. Starch is used to refill depleted glycogen stores as needed. The relationship between when we eat and when we exercise is critical. Upon awaking and before breakfast, an intense cardio session burns through glycogen coming off the sleep-fast. Once glycogen is exhausted, the body begins burning stored body fat. After an intense weight training session, nutrients are digested and distributed at triple the normal rate. Parrillo Performance Products created 50-50 Plus™ specifically as a post-workout replenishment drink to take advantage of this exercise/nutrition timing relationship: result derived from the workout are improved by drinking a delicious post-workout shake. Parrillo nutrition supports the training effort.

Timed eating: maximum benefit can be attained by training in the absence of nutrients as in pre-breakfast cardio. Maximum benefit can also be attained by flooding the body with amino acids and glycogen-replenishing nutrients in the post-workout phase. These are sophisticated strategies: one withholds nutrients at a specific time in relation to exercise to achieve a desired fat-burning effect, the other floods the body with nutrients at a specific time in relation to exercise

to achieve a desired muscle-building effect. The backbone of the Parrillo approach to nutrition is the multiple meal eating schedule. Every 2-3 waking hours, the Parrillo approach requires an intake of powerhouse nutrients. By continually resupplying the body with quality calories at predetermined times, a state of perpetual anabolism is attained and maintained. Clean calories create anabolic conditions that are capitalized on by engaging in high intensity weight training. With every Parrillo product there is a statement of usage. When a supplement is taken is almost as important as taking the supplement.

A day of timed eating: The Parrillo trainee wakes up and immediately drinks an Optimized Whey™ protein shake. A single serving only contains four grams of carbohydrate (with 33 grams of high BV protein) preserving the sleep-fast status. A sweaty cardio session is followed by a classic bodybuilder breakfast of oatmeal, eggs and CapTri® C8 MCT, the Parrillo

MCT oil. Mid-morning is perfect time for a supplement meal: a Parrillo protein shake and a Parrillo protein bar provide 50 grams of protein and 350 quality calories. Lunch is a chicken breast, potato and salad. Mid-afternoon would be perfect timing for a post-workout 50-50 Plus™ shake and a Parrillo Energy bar. Super that evening could be fish, rice and asparagus with a final 'meal' before bed. Parrillo high protein snack foods are fantastic and completely in keeping with tight diet restrictions: Parrillo chocolate cake, muffins, contest cookies, all washed down with a Parrillo Hi-Protein™ shake. What a great strategy: eat more to lose fat! Throughout the day "Parrillo Pills" are taken to augment the overall effort. Muscle Amino Formula™ and Liver Amino Formula™ are particularly helpful during mass-building phases; Advanced Lipotropic Formula™, Max Endurance Formula™ and Ultimate Amino Formula™ capsules are used during lean-out phases.

The bottom-line: first and foremost,

make sure that you are exercising with sufficient intensity. Is your weight training augmented by drop sets and forced reps? Are you continually striving to add reps, add poundage and are you continually seeking ways to go 'past' failure? Is your nutritional game plan serious? Are you smart enough to avoid the catastrophic effects of starvation dieting? Get the nutrition squared up. Timing is everything. Create a multiple meal daily schedule; every two to three hours devour quality nutrients. Use potent Parrillo supplements to 'fill in the gaps' and accelerate progress. Take advantage of physiologic anomalies: perform pre-breakfast cardio, replenish after weight training and use potent Parrillo supplements to take the entire effort to the next level. Be done with meek and mild training strategies and diets; skillfully intertwine serious exercise with serious nutrition to reap outstanding results. Get onboard with the Parrillo approach and reap the gains you realistically expect from your training and dietary efforts.

What's your story?

Are you a...

- Bodybuilder?
- Fitness Model?
- Gym Owner?
- Personal Trainer?
- Contest Competitor?
- An Avid Parrillo Product User?

Or maybe you...

- Have an amazing transformation story.
- Would like to inspire others.
- Want to show everyone what you've accomplished.

All you need is to:

- E-mail us a short paragraph about yourself and why you should be featured.
- Provide 5 - 8 **high resolution** photos
- Answer some interview questions
- Have a photo release signed by any professional photographers whose photos you will be using.

Contact:
Graphics@parrillo.com
to get started!

Then we want to hear from you!



Recipe Spotlight

Chicken-Mushroom Soup

- 4 cups of chicken stock
- 6 tbsp. CapTri®
- 100 g. fresh mushrooms, sliced
- 1/4 tsp. chervil (dried)
- 1 tsp. lemon juice

Place chicken stock in a pot and bring to a boil. Season if needed. In a skillet, heat CapTri® and add mushrooms. Sauté until tender then add lemon juice and chervil. Add mushrooms to stock and simmer for 15 minutes. Serves six.



Food of the Month

Almonds



- Store shelled almonds in a tightly sealed container, in a cool dry place away from exposure to sunlight. Keeping them cold will further protect them from rancidity and prolong their freshness.
- Although one-quarter cup of almonds contains about 11 grams of fat, a sizable portion of it (7 grams) is heart-healthy monounsaturated fat.
- Add sliced almonds to chicken salad.

Nutritional Information for:
Almonds, Sliced, raw, 0.25 cup (23.00 grams).

Calories: 132.25	Fiber: 2.81g	Iron: 0.86mg
Protein: 4.88g	Sodium: 0.23mg	Phosphorous: 111.32mg
Fat: 11.37g	Potassium: 162.15mg	Vitamin A: 0.23 IU
Total Carbs: 4.98g	Calcium: 60.72mg	Vitamin D: 0.00 IU



Question & Answer

Question: Would there be any benefits to following a high fat diet to get lean or is there a better choice out there for me?

Answer: There are more benefits of a high carbohydrate diet as compared to the high fat diet in terms of getting lean. Not all calories are created equal. Dietary fat is preferentially stored as body fat, whereas carbohydrates do not significantly contribute to fat stores. Most of your body fat is derived from the fat you eat and very little comes from conversion of protein or carbohydrates into fat. So it makes sense that if you want to reduce body fat the first place to start is to eat less fat. Proponents of the high fat diet say that carbohydrates cause insulin release which in turn stimulates fat storage. On the Parrillo diet we teach you how to select carbohydrate sources and structure your meals so that carbohydrates are released into the bloodstream very slowly, so this isn't a problem. We have found that if you eat a diet higher in carbs and low in fat you will end up being leaner and more muscular whether you are using the diet to gain weight or lose weight.



News & Discoveries in Fitness and Nutrition

Running helps brain stave off effects of chronic stress

Most people agree that getting a little exercise helps when dealing with stress. A new BYU study discovers exercise -- particularly running -- while under stress also helps protect your memory.

The study, newly published in the journal of Neurobiology of Learning and Memory, finds that running mitigates the negative impacts chronic stress has on the hippocampus, the part of the brain responsible for learning and memory.

"Exercise is a simple and cost-effective way to eliminate the negative impacts on memory of chronic stress," said study lead author Jeff Edwards, associate professor of physiology and developmental biology at BYU.

Inside the hippocampus, memory formation and recall occur optimally when the synapses or connections between neurons are strengthened over time. That process of synaptic strengthening is called long-term potentiation (LTP). Chronic or prolonged stress weakens the synapses, which decreases LTP and ultimately impacts memory. Edwards' study found that when exercise co-occurs with stress, LTP levels are not decreased, but remain normal.

To learn this, Edwards carried out experiments with mice. One group of mice used running wheels over a 4-week period (averaging 5 km ran per day) while another set of mice was left sedentary. Half of each group was then exposed to stress-inducing situations, such as walking on

an elevated platform or swimming in cold water. One hour after stress induction researchers carried out electrophysiology experiments on the animals' brains to measure the LTP.

Stressed mice who had exercised had significantly greater LTP than the stressed mice who did not run. Edwards and his colleagues also found that stressed mice who exercised performed just as well as non-stressed mice who exercised on a maze-running experiment testing their memory. Additionally, Edwards found exercising mice made significantly fewer memory errors in the maze than the sedentary mice.

The findings reveal exercise is a viable method to protect learning and memory mechanisms from the negative cognitive impacts of chronic stress on the brain.

"The ideal situation for improving learning and memory would be to experience no stress and to exercise," Edwards said. "Of course, we can't always control stress in our lives, but we can control how much we exercise. It's empowering to know that we can combat the negative impacts of stress on our brains just by getting out and running."

Reference
Brigham Young University. "Running helps brain stave off effects of chronic stress: Exercise protects vital memory and learning functions." ScienceDaily. ScienceDaily, 14 February 2018. <www.sciencedaily.com/releases/2018/02/180214093823.htm>.

Supplement of the Month

Protein Chew Bars™

The Parrillo Protein Chew Bar™ chews like taffy giving you that chewing satisfaction while minimizing calories. The Protein Chew Bar™ contains 20 grams of protein and only 180 calories which fills the needs of those who require a smaller caloric intake per meal. When you're craving a sweet treat, reach for a Protein Chew Bar™ to satisfy your sweet tooth.

- Chews like taffy
- 20 grams of protein per bar
- Available in Vanilla and Chocolate Graham Cracker Flavors





MCT OIL VERSUS COCONUT OIL: WHAT'S THE DIFFERENCE?

What makes CapTri® C8 MCT Superior?

By John Parrillo

As most know, MCT oils, including our CapTri® C8 MCT, are made from coconut oil and/or palm kernel oil. Coconut oil has now become a very popular dietary oil. But what is the difference between CapTri® C8 MCT and coconut oil?

The main difference has to do with the fatty acid makeup of each oil, and this affects how these oils are used by the body. For one thing, coconut oil has no MCTs in it, but is made up of 62% – 65% of fatty acids which fit the chemical classification of MCFAs which are used to make MCTs. Coconut oil also contains a lot of long chain fatty acids (LCFAs). Not all of these fatty acids are equally effective for fat-burning and energy production.

Specifically, there are four kinds of MCFAs found in coconut oil: C6, C8, C10, and C12. (The numbers refer to the length of the carbon chains.) These are the four main medium-chain fatty acids in coconut oil, broken down:

- C12: Lauric acid, 45%
- C8: Caprylic acid, 7%
- C10: Capric acid, 6%
- C6: Caproic acid, 1%

Lauric acid is the least useful and most difficult to digest of all the MCFAs. In fact, it behaves more like a conventional fat in the body than an MCFA, and many chemists and scientists do not even want to classify it as an MCFA. And like conventional

fats, lauric acid gets processed like regular LCFAs and therefore is more likely to be stored as fat. MCTs, on the other hand, are rapidly converted to ketones in the liver releasing a lot of energy.

So right off the bat, you can see that coconut oil is high in a fatty acid that may not even be an MCFA. This also means that when you consume it, you do not obtain the fat-burning benefits that some other MCFAs or MCTs confer. Plus, lauric acid can be more readily converted to body fat. Basically then, only 15% or less of the MCFAs in coconut oil are truly effective.

Which brings us to the other MCTs. Among these, the most superior is C8, caprylic acid. It has the best ketone-producing profile; ketones are substances that are extremely easy for your body to use for energy. Put another way, the body produces ketones when it uses fat for energy, as opposed to glucose. In fact, C8 MCT is the fastest MCT to metabolize, and all of the C8 MCFAs are converted to ketones in the liver.

Another benefit of C8 (caprylic) fatty acid is that it helps support a healthy gut due to its powerful antimicrobial properties. This refers to caprylic acid's ability to eliminate harmful bacteria without interfering with good bacteria.

Parrillo CapTri® C8 MCT is formulated with high purity C8 fatty

acids. (See below.)

Capric acid, C10, has more carbon chains than C8 fatty acids, so it is a bit slower to convert into energy than C8.

Caproic acid, or C6, has the shortest chain, but this fatty acid is used largely in industrial applications and is quite minute in coconut oil. It has a terrible taste and can contribute to stomach or intestinal problems – which is why it doesn't turn up in many supplemental oils.

While coconut oil may be “natural,” oil, it is manufactured to separate the medium-chain fatty acids from the rest of the fatty acids. But this is a good thing. MCFAs are the most beneficial part of coconut oil for fat-burning and physical energy. Thus a more concentrated form containing pure MCTs best delivers these great benefits. A purified supplement better supports weight loss and enhances physical performance better than a natural one, in this case.

CapTri® C8 MCT

Parrillo CapTri® is pure C8 MCT (The fractionation process separates the C8 from the other fats, making it the best MCT on the market.

Unlike regular conventional LCT oil, MCTs have a lot of benefits in your diet, but none as amazing as they're ability to burn fat. But not just any fat

... MCTs burn off belly fat (including the dangerous deep fat that pads the stomach and organs), and they pry off stubborn hip fat (which should be good news for women). MCT oil like CapTri® C8 MCT is turning out to be a body sculptor in a bottle.

According to a review of 13 studies published in the Journal of the Academy of Nutrition and Dietetics, MCTs (compared to conventional long-chain fats) decreased overall body weight naturally (without dieting) by 2 pounds on average; waist circumference by more than half an inch; and hip circumference by up to half an inch – along with statistical decreases in internal fat around organs.

What these results mean is that CapTri® C8 MCT supplementation acts as a natural fat burner, with the potential to attack all sorts of fat on the body. Also, it may serve as a supplement to prevent fat gain when used daily.

CapTri® C8 MCT is also:

- A concentrated calorie source for gaining muscle mass.
- A metabolism booster.
- A source of instant energy.
- An effective fuel for your body and brain.
- An antimicrobial agent that helps fight bacterial infections and viruses.
- A cooking agent for frying foods healthfully.

MCTs, CapTri® C8 MCT, and Low-Carb Eating

The Parrillo Nutrition Program is based on eating high amounts of protein and complex carbs and keeping fat intake to a minimum. Of course, everyone's metabolism is different and can handle foods differently. If you've worked with the Parrillo programs, you know that to lose body fat, we recommend

cutting carbohydrate calories. We don't dispute the fact that you can lose body fat by lowering carbs, thus reducing insulin. What is wrong with high fat programs is the use of conventional LCT dietary fat.

Remember, conventional LCT fats are very prone to being stored as body fat. Not only does dietary fat contribute more to fat stores than carbs or protein, but high-fat foods are loaded in cholesterol and trans fatty acids, making you a prime candidate for heart disease.

The way you utilize the low-carb strategy on the Parrillo Program is with the help of CapTri® C8 MCT. Because of its C8 molecular structure, it digests in the body more like a carbohydrate but without the fat-storing potential of carbs. In fact, it is burned more quickly than carbohydrates and is not stored as body fat. CapTri® C8 MCT is used to sustain energy levels when lowering carbs or adding quality calories to your diet when trying to gain lean mass. Bottom line: CapTri® C8 MCT is the healthy approach to low-carb/high-fat dieting.

Supplementing with CapTri® C8 MCT

CapTri® C8 MCT is incredibly versatile

and tastes delicious. Start with one half tablespoon a meal, and after several days, add in another tablespoon or two. You can:

- Use it as a salad dressing with a little vinegar, herbs, and spices.
- Add it to protein shakes.
- Drizzle it over vegetables or eggs.
- Top baked potatoes with it (butter-flavored CapTri® C8 MCT is yummy on spuds).
- Put it in your coffee for an energy booster.

CapTri® C8 MCT is the most highly refined, ultrapurified C8 MCT on the market, specifically designed for people who want to be as lean as possible. CapTri® C8 MCT is available exclusively from Parrillo Performance. So if you're looking for a good source of calories to provide energy while dieting, try CapTri® C8 MCT

Available in regular and butter flavor. Visit www.ParrilloPerformance.com to order

References

1. Mumme, K., et al 2015. Effects of medium-chain triglycerides on weight loss and body composition: a meta-analysis of randomized controlled trials. Journal of the Academy of Nutrition and Dietetics 115:249-263.



Supplement Facts		
Serving Size: 1 Tablespoon		
Servings Per Container 64		
	Amount Per Tablespoon	% Daily Value
Calories	120	
Calories from Fat	120	
Total Fat	14g	22%
Saturated Fat	14g	70%
Percent Daily Values are based on a 2,000 calorie diet		
INGREDIENTS: Medium Chain Triglycerides		



Also available in Butter Flavor

- Concentrated calorie source for gaining muscle mass.
- Energy source for dieters intent on losing fat while retaining muscle.
- A cooking agent for frying foods healthfully.



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Fairfield, OH 45014

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Info: (513)874-3305

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PARRILLO PERFORMANCE
Health and Vitality through Exercise and Nutrition

CLIMB THE LADDER FOR HUGE BICEPS!

By Ron Harris

Very few of us can flex our biceps in the mirror, smile and nod, and say, "oh yeah, they are done." The rest of us are always struggling to add more size to our bi's. It's a showpiece muscle that's visible in any T-shirt or tank top, and it's the one thing people expect you to flex when they command you to 'make a muscle.'

Let's assume you've been training your biceps hard and with good form and mind-muscle connection for years, yet they haven't budged in size for a very long time now. What are you supposed to do? Keep doing the same workouts and pray for the best? The definition of insanity is doing the same thing over and over and expecting a different outcome. What you need is to stress your biceps in a way they simply are not used to and cannot expect. This will give them no choice except to adapt or die. The adaptation will come in the form of bigger, fuller biceps to show off. The technique we will use to shock your bi's is something I call The Ladder. It involves light weight, heavy weight, high reps, lower reps, and ascending sets, all in one incredibly intense set. Here is how to do it.

Set up three pre-loaded bars on the ground. They can be straight bars or EZ-curl cambered bars. I prefer the EZ bar due to wrist pain with straight bars. The bars should be placed on the floor in order of lightest closest to you, heaviest further away, though they only need to be about a foot apart. Let's say you select a 30, a 40, and a 50-pound bar. Here is how the set will look, dropping each bar as soon as the target reps are reached, and immediately picking up the next.

30 x 20 _____
40 x 12 _____
50 x 6 _____

The fun part of The Ladder is that while using the first bar, you will inevitably think you should have chosen a heavier weight. By the time you hit 20 reps, the pump will be starting to pack your biceps tightly with blood. On the second set, you will feel that pump deepen into almost a cramping sensation by reps 11-12. Finally, that 50 you pick up that would normally be pretty easy for 8-10 reps is now murder to get 6 with in good form. You give yourself 60-90 seconds to recover, and then you do it all over again. One more break, and a third climb up The Ladder will be enough to make your biceps cry for mercy. Don't worry if you can't get all the reps on the third round. Do the best you can and work to failure. When you've finished three rounds,

stretch your biceps just like it shows you how to do in the Parrillo Training Manual.

There is a 90% chance that even if your biceps never get sore, The Ladder will make it so that unbending your arm is going to be uncomfortable for a couple days. Finally, for those who are true gluttons for punishment, you can move on to the advanced version eventually:

30 x 20 _____
40 x 12 _____
50 x 6 _____
40 x 12 _____
30 x 20 _____

Two rounds of that will smoke even the most stubborn biceps!



IRON VIC SPEAKS

BY IRON VIC STEELE

Front press or PBN

CapTri® C8 MCT to get ripped?

Big and lean requires perfection

Creatine for competition

Supplemental protein makes things easier

The smartest bodybuilder of all time

Good Morning!

I hope you can shed some light on the differences between the front press and the press behind the neck (PBN). Most of the top bodybuilders that train at my gym use the PBN as their main shoulder exercise. They do the seated variation where they have a training partner lift off for the behind the neck press. I really like the front press. These are done by taking the bar out of the squat racks, stepping back and pressing with a slight incline. Taking it out of the squat racks avoids having to clean the bar from the floor to the shoulders. A lot of the bodybuilders are telling me that the PBN is superior because it is stricter and because it uses a different set of shoulder muscles in a different way. What say you? Am I missing the boat?

Arn, Fairfax

First off, a large percentage of the population cannot comfortably perform a press behind the neck. This

is due to shoulder construction and is genetic. Not to worry, you will know immediately if you can or cannot PBN comfortably. The second point is that unless the press behind the neck is lowered to the hairline, the results are lessened. Too many PBNs are not lowered deep enough. Like shallow squats and shallow dips, shallow behind the neck presses are throwing away results for the ego of handling more poundage. If you can PBN the reps need to be taken deep! But not too deep or you will reap havoc on your rotator cuffs – do not relax and let the barbell sit on the shoulders between reps at the bottom of a PBN. Lower down with control and precision and tightness until the bar reaches the earlobes, then begin the upward push immediately. While the standing press naturally invites some lean back, the standing front press, taken out of the racks, is a more difficult lift. The weight is on the shoulders when you commence a front press. In the PBN gets a ‘rolling start’ in that the eccentric takes place

before the concentric. The front presser (like the deadlifter or curler) commences the rep with the concentric push, no eccentric lowering to create the rolling start. There is no better or best, the PBN does not trump the front press or vice versa. A screwdriver does not trump a hammer. The PBN and front press are the best two tools in the progressive resistance shoulder training toolbox. I would add the standing dumbbell press. This is as a fantastic exercise that lies halfway between the PBN and barbell front press. Rotate these three major pressing exercises and back them up with various lateral raises. If your shoulders allow you to do the press-behind-the-neck, by all means do so! All time greats make it their number 1 shoulder exercise.

Hello,

I read where CapTri® C8 MCT is used by bodybuilders to lose body fat? How does that work? Isn't CapTri® C8 MCT a super high calorie lipid? A liquid fat, right? How could a high calorie lipid be used to get ripped? I get the logic for using CapTri® C8 MCT to build mass – but to lose body fat? That doesn't sound right. Help me out.

Puzzled, Parts unknown

Using a lipid, a liquid fat containing 9-calories per gram and 120-calorie per tablespoon for anything other than mass-building sounds counterintuitive – just like another counterintuitive Parrillo precept: eat more to lose fat. CapTri® C8 MCT is a unique lipid; it is an MCT, a medium-chain triglyceride. MCTs are preferentially burned once they are consumed. Whereas regular long-chain triglycerides (LCTs) are easily converted into body fat, MCTs are digested as if they were carbs; no need for the carnitine shuttle. CapTri® C8 MCT easily skirts the mitochondrial membrane and is oxidized preferentially. Elite bodybuilders prepping for a competition will pull the starch out of their diet as the competition grows close. If they simply remove the starch carbs, muscle mass would suffer. The smart play is to replace “lost” starch calories with nutrient-dense CapTri® C8 MCT calories. MCTs amp up the metabolism and cannot end up as body fat. The “CapTri® C8 MCT switch-out” allows competitive bodybuilders to retain hard-earned muscle mass even while shedding and shredding. The smart trainee expropriates this cool bodybuilder tactic for their own fat loss efforts. Use CapTri® C8 MCT to get ripped.

Greetings from Norway,

Is it possible to get big and lean at the same time? That would be the ultimate. Typically, I go in one direction or the other, alternating between periods of adding mass and periods of leaning out. I am in good shape. Our favored cardio over here is cross country skiing. We are more able to stay lean than to grow large – how do we add size and not add fat? I understand Parrillo bodybuilders add size while getting leaner at the same time. How is that possible?

Magnus, Oslo

Elite pro bodybuilders are indeed able



to attain a mythological metabolic state where they are able to add size yet simultaneously lose body fat. To pull this off they must be perfect: they must be perfect in their eating, no missed meals, no cheat meals, no bobbles, no fumbles. One bad meal derails the effort. The training need be perfect: no missed sessions, weight training is done often and is hardcore, cardio is done twice a day before a show. This perfection in eating and training need be maintained for a protracted period. Once in this zone of metabolic perfection, by adding slightly more calories on a daily and weekly basis, the already ripped bodybuilder grows bigger yet burns more fat. The amped-up metabolism is attained by someone that trains fourteen times a week and eats fifty clean meals a week. The food is pure and clean, the supplements potent, the exercise crazy intense. Each week, more clean calories, more potent supplements, longer harder training. Lots of deep sleep and rest and stress-free living complete the growth cycle. Maintain perfection for months on end and you too can add muscle while melting off body fat. You now know exactly how to do it. Understanding the strategy is easy, adherence is everything. Good luck Magnus.

Vic,

I'm thinking about using creatine in

conjunction with entering my first powerlifting competition. Looking to squat 350, bench 275 and deadlift 400 weighing 180. I am 30 years old and I want to get on creatine to add some muscle. The weight class limit is 184 so I need to add five pounds of muscle. I figured I'd use creatine as a mass booster leading into the competition.

Ronnie, Glenmont

I would save taking the creatine for the last four weeks before the competition. Begin with the loading phase for five days. Drop back to maintenance levels for the remainder of the cycle. Don't miss taking creatine at the appointed times. Be consistent. Expect to see a quick increase in bodyweight shortly after the switch from the loading phase to the maintenance phase. The usual increase in bodyweight is five pounds for the under 200-pound athlete and ten-pound bodyweight increases are routine for larger athletes. As the weight goes on you need to make sure your diet stays clean. Don't drop cardio! Clean eating and cardio is how you keep any weight gain all lean muscle. If you get your calories from pizza and beer your weight gain will be body fat. Parrillo creatine monohydrate is super potent and super clean. With so much imported garbage on the scene, a real source of potent creatine is a god-send for an



athlete such as yourself, looking to add lean body mass and up your game. I like the rocket-ride effect creatine has and don't want that to occur too far out from the actual competition.

Hello,

What Parrillo supplements would you suggest for a serious athlete that needs to get to 200-grams of protein per day? I have a really hard time staying on top of my food prep. My job is crazy with weird hours. I can really get off track when it comes to making food ahead of time. I thought that a smart use of Parrillo supplements could make getting my protein for the day less of a hassle.

Larry, The Big Apple

I would start by getting my supplements together ahead of time. I would obtain a canister of Parrillo Hi-Protein™ and a canister of Optimized Whey™, a canister of 50-50 Plus™ and a box of Parrillo bars, your favorite type and kind. I would look down the list for a Parrillo food type that suits your fancy. There are so many to choose from: cake, cupcakes, muffins, contest cookie, ice kream, pancakes, syrup, frosting, all are

beneficial bodybuilding foods. Mix and match. I would suggest starting your day with a Parrillo Optimized Whey™ shake and ending your day with a Parrillo Hi-Protein™ shake. Right there you have bookended your day with 68 grams of protein. Throw in a Parrillo 50-50 Plus™ shake after training, a Parrillo bar during the day and perhaps a half dozen Parrillo contest cookies or Parrillo cake and you've consumed 100 grams of supplemental protein. It takes a lot fewer cans of tuna, a lot less chicken breasts or eggs to get to 200 when you can knock down 100 grams of protein via delicious supplementation.

Vic,

I won't ask you who the dumbest big-time bodybuilder you ever met was – that would be rude. We can do that at a bar over beers. But who was the smartest bodybuilder? Was there a champion bodybuilder that impressed you with their brains?

John P., Dayton

Interesting question. My vote would go to Frank Zane. Never has a man gotten further on less. As you can tell, I never cared for Zane's physique and frankly thought he NEVER should have

been an Olympia winner. Regardless of my reservations about his 'lithe' proportions, when it came to being smart and applying those smarts to creating the best possible physique, Frank stands out. Arnold was also dismissive of Frank, once calling Zane "a chicken with 17-inch arms." Ow! Frank got a master's degree in chemistry and taught high school before becoming a fulltime bodybuilder. Called "The Chemist" Frank was way ahead of the pack insofar as supplementation. At seminars back in the 1970s, he used to pull out huge baggies filled with pills, hold them up to the audience and tell them this was his pill consumption for a single day. Zane, Franco, Arnold and all the stars of that era were absolutely sold on beef liver tablets. Zane took 100 per day. He felt beef liver was a blood enricher that enabled better muscle pumps and improved energy. Zane made the most out of the slim hand he was dealt.

Most Olympia winners were genetic wonders that amplified their advantages with hard training. Zane took subpar genetics and with brains, application and tenacity created a body that is the model for light boned individuals. Zane's love of beef liver should serve as a reminder for modern trainees. Parrillo Liver Amino Formula™ offers the most powerful liver tablets ever created. Each tablet contains 1.5 grams of protein, Women suffering from iron deficiency anemia can help their condition by supplementing with heme iron-packed liver tabs. Zane was smart, and Zane loved liver tabs. If you are bodybuilders seeking bigger pumps, if you are an athlete struggling with recovery, or if you are one of the millions of women suffering from iron deficiency, Parrillo Liver Amino Formula™ can cure what ails you. The recommended procedure is to take 3-5 liver tablets every 2-3 waking hours. This way the body is feed a steady stream of blood-enrichers. Users report that energy soars after being on beef liver for a few weeks.

Product Pricelist

SUPPLEMENTS

CapTri®	High Thermogenic Energy Source	32 oz	\$40.00
Butter Flavor CapTri®	High Thermogenic Energy Source	32 oz	\$40.00
Max Endurance Formula™	Nutrients for Hard Training	150 capsules	\$32.00
Enhanced GH Formula™	Nutrients for Endocrine Function	150 capsules	\$38.00
Advanced Lipotropic Formula™	Nutrients for Fat Metabolism	150 capsules	\$30.00
Joint Formula™	Nutrients for Healthy Joints	90 tablets	\$19.95
Bio-C™	Vitamin-C with Bioflavonoids	90 tablets	\$9.95
Natural-E Plus™	100% Natural Vitamin-E	90 capsules	\$8.95
Liver Amino Formula™	Power Packed Protein with Heme Iron	400 tablets	\$49.95
Mineral-Electrolyte Formula™	Nutrients for Electrolyte Balance	150 tablets	\$14.00
Muscle Amino Formula™	Nutrients for Muscle Growth	150 capsules	\$34.00
Ultimate Amino Formula™	Nutrients for Hard Dieting	150 capsules	\$36.00
Essential Vitamin Formula™	Nutrients for Vitality	150 tablets	\$18.00
Creatine Monohydrate Formula™	Boosts Muscular Energy Stores	300 grams	\$29.00
Calcium Pyruvate	Calcium Supplement	150 capsules	\$15.95
Evening Primrose Oil 1000™	Essential Fatty Acids	90 gelcaps	\$24.95
Fish Oil DHA 800 EPA 200™	Essential Fatty Acids	90 gelcaps	\$16.95
Pro-Carb Powder™	Clean Carbohydrate Energy Source	35 oz	\$25.00
Vanilla, Chocolate, and Strawberry			
Hi-Protein Powder™	Outstanding Functional Protein	32 oz	\$42.95
Vanilla, Chocolate, Peach, Strawberry, and Banana			
Hi-Protein™ Single Serving Pouches	Outstanding Functional Protein	20 pouches	\$48.95
Vanilla and Chocolate			
All-Protein Powder™	High Efficiency Protein Dietary Supplement	28 oz	\$47.95
Milk Flavor			
Optimized Whey Protein™	High Biological Value Protein	28 oz	\$47.95
Vanilla Malt, Chocolate Malt, and Strawberry Malt			
Optimized Whey™ Single Serving Pouches	High Biological Value Protein	20 pouches	\$53.95
Chocolate Malt and Vanilla Malt			
50/50 Plus Powder™	Protein and Carbohydrates for Workout Recovery	32 oz	\$38.00
Vanilla, Chocolate, Milk, and Orange Cream			
Chocolate Fix Protein Powder	Protein drink for chocolate lovers	32 oz	\$49.95
Chocolate Almond Coconut and Chocolate Cherry Cordial (NEW)			

BARs

Parrillo Protein Bars™	Portable 60/40 Nutrition	12 / box	\$32.00
Vanilla Crème, Fudge Brownie, Strawberry Shortcake and Peanut Butter Delight.			
Parrillo Energy Bars™	High Powered Nutrition	12 / box	\$28.00
French Vanilla, Peanut Butter Supreme, Chocolate Almond Coconut, Chocolate Cherry Cordial and Graham Cracker.			
Parrillo Protein Chew Bars™	Chews Like Taffy	12 / box	\$32.00
Vanilla and Chocolate Graham Cracker			
Parrillo High Protein High Fiber Soft Chew Bars™	Our Newest Bar! Soft and Chewy Texture	12 / box	\$36.00
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PB for MCT	Protein Packed Peanut Flavored Spread	16 oz	\$21.95
Instant Hi-Protein Low Carb Pudding™	High in Protein, Low in Carbs	16 oz	\$28.95
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Hi-Protein Pancake & Muffin Mix™	Great Taste, Guilt Free	24 oz	\$21.95
Maple and Banana			
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Chocolate, Vanilla, and Spice Cake			
Protein Frosting Mix™	Delicious with the Parrillo Cakes and Cupcakes	21.2 oz	\$36.95
Vanilla, Chocolate, Peanut Butter (Allergen-Free), and Cream Cheese			
Protein Ice Kream™	Make Protein Ice Kream™ in your ice cream maker	32 oz	\$52.95
Vanilla, Chocolate, Strawberry, and Peach			
Contest Cookie Mix™		25.4 oz	\$26.50
Plain, Chocolate and Butter Flavored Shortbread			
Contest Brownie Mix™ (Chocolate)		22.3 oz	\$34.95
High Fiber Chocolate Syrup Mix™	Try this on Parrillo Ice Kream™ or Brownies!	16 oz	\$21.95



PUBLICATIONS

Nutrition Program	Nutrition Manual, Food Composition Guide, 30 Diet Trac Sheets		
	CapTri® Manual, CapTri® Cookbook, Supplement Guide, and 450g Deluxe Food Scale		
Training Manual	Proper Exercise Techniques, Special Fascial Stretching and High Intensity Routines		\$49.95
BodyStat Kit	BodyStat Manual, 12 BodyStat Sheets, and Skinfold Calipers		\$39.95
Performance Package	Nutrition Program with BodyStat Kit		\$79.95
Total Performance Package	Training Manual, Nutrition Program, & BodyStat Kit		\$129.95
CapTri® Cookbook	Strict recipes using CapTri® to make your food taste great		\$9.95
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