October 2000

Bob Cicherillo
NPC USA Champ
Rocky Balboa incarnate?

Dale Buchanan
Parrillo Certified Trainer of the Month
Centered, focused, successful

Zap Fat to Zero
Eating the right carbs in the right amounts

Nutrition Fruition
You are literally what you eat
So what's for dinner?

Bob Cicherillo, 2000 National Physique Committee USA Bodybuilding & Fitness Champion, Super-Heavyweight Class
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Natural Weigh Loss Miracles
Adding weight in all the right places
by Maggie Greenwood-Robinson, Ph.D.
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Bob Cicherillo was musing over the similarities. Well after all, they were both Italian athletes!

He’s just off the biggest win of his jagged career but you’d never know it from the way Bob C. talked. You’d think, judging by the calm measured cadence of his tone, that he was describing driving down to the 7-11 to pick up the Sunday paper and a 16-ounce French roast instead of narrating how he crushed, literally crushed, any and all competition at the biggest amateur physique contest in the United States. And this was after twelve non-sequential years of trying. “Hey – I knew I was gonna win this sucker. I almost won it last year and that was weighing 221 pounds twelve weeks after breaking off my L-5 disc and having major back surgery. This year I trained the entire year injury-free was just as hard and weighed 240. All the ‘one-shot wonder’ talk, all the ‘Cicherillo can’t get hard’ talk, all the smack on the Internet fueled some monster training sessions.”

But the Rocky Balboa parallels kept erupting all over the place.

Even Bob had to agree, “The ‘Rocky’ parallels were a little odd . . . my friend Mike got the whole thing started when he came up to me at the contest and said, ‘Hey! Bob! You’ve become Rocky!’ I didn’t think too much about it at the time but a lot of weird things kept popping up. My Apollo Creed was King Kamali who beat me last year. Anyway, King and I have gotten friendly over the past year and he showed up to this year’s contest to help me out. We are in my hotel room and he says, ‘hey Bob I got something for you.’ He reaches into his bag and pulls out his custom posing trunks that he won in last year. I try them on and they are an absolute perfect fit. What do you think about that? I mean, my trunks were great and it would have been the easiest thing in the world to just say, “thanks, but no thanks King” and he would have understood. What da’ ya think, I’m gonna go onstage in baggy trunks? C’mon, do I look suicidal? So his trunks fit me better than my own. Do you remember the scene where Apollo gave Rocky his red-white-and-blue boxing trunks right before the Mr. T fight? I say ‘thanks man I don’t know what to say’ and King, without missing a beat, says, just like Apollo to Rocky, ‘Just make sure you wash them before you give them back.’ That was for starters.”

Unlike the seesaw, nip-and-tuck RockyBalboa/Clubber Lang fictional bout, Cicherillo’s fight was far removed from the back and forth drama of the movie. Bob’s win was more like a surprise nuclear attack or Mike Tyson’s 60-second wipeout of Michael Spinks way back when Iron Mike was still young and hungry and his crusty mentor Cuss D’Amato was still alive. “I was determined that I would win this contest outright. I wanted an irrefutable win.” Bob said. “If the competition was close, if I squeaked out a victory, the rap would be ‘Oh, his buds among the judges wanted to give Cicherillo the win for old time sake.’ I wanted a win with no asterisks, no cause for controversy.”
especially after I hit my seven mandatory poses and the head judge said, ‘step out of the line-up number 223.’ I knew that I had won and they were sorting out the other places.” Between the prejudging and the night show Bob stayed in his room eating and eating and eating, he wanted to come into the night show even fuller and harder. “My trainer George Farah calculated that in eleven hours I ate sixteen pounds of food.” Holy carb-up Batman! Sixteen pounds of grub? “I shrunk up a little last year between the prejudging and the night show so we were determined not to allow that little catastrophe to happen this year. Every hour I would eat – yams, potatoes, rice, steak filets – then I would check-pose in the bathroom mirror to see the effect. It seemed that as each hour passed I was getting fuller, harder - and without the slightest hint of subcutaneous water.” On and on the eating enduro went, “The tough part was no liquid. It gets tough to choke down two baked potatoes and a steak without any liquid!” Not to worry, by the time the night show rolled around, Cicherillo had added another 5-7 pounds to his already dominate physique. It was a rout, a blowout, and a massacre. It was Dallas beating New England 58-14 in the Super Bowl. It was a slaughter.

At age 34, Bob Cicherillo is now a card-carrying IFBB professional bodybuilder. And unlike the vast majority of new pros, Bob is gonna “dance with the one that brung him” to paraphrase an old country cliché. “All the rookie guys wanna lay out after they win their pro card, figuring they need to add another twenty pounds of muscle in order to get ‘the pro look’. This is a huge mistake in my opinion and the wrongness of this approach is born-out by the way these guys get slapped around when they finally do debut. They ruin the lines of their physiques in a vain attempt to transform themselves into cube-monsters.” As Bob is quick to point out, “The fallacy is this: anyone who wins a pro card most likely has 7-10 years of hard-core training under their belt already – so how are they miraculously gonna gain 10-20 pounds of striated, ultra-hard muscle in a few months? I don’t think so!” So what is the proper approach? “Get in the mix! Go with what got you there and improve over time, refine and add detail, but hey, the last thing I’m gonna do is ruin my physique in a crazy attempt to remake myself by bulking.” So Rocky, when are you going to “get in the mix?” “Well give me a few minutes to savor this one will ya! But, hey, I’ll be up onstage before too long.”

Toronto and Night of Champions were openly discussed, all with the “premature to speculate” disclaimer firmly in place. Bob thinks there might be a place for him in the IFBB. “Already, the oil boys are beginning to be penalized. And that’s good news for us symmetrical bodybuilders—and I bring a more symmetrical package to the deal!” For instance, one monstrous IFBB pro got so big that at a recent Olympia he could not grab his opposite wrist in the side tricep mandatory pose. Bob thinks the judging pendulum might be swinging back. “The super-freak pros all look like comic book monsters, huge body parts but little or no muscle in a tra-hard striated, ultra-hard frame.”

For instance, Chris Dickerson.

Don’t be at all surprised to see the super-symmetrical Cicherillo onstage next to the likes of Flex, Ronnie, Nasser, Paul and Jay this coming pro season. His combination of lines, hardness and size - all hung so perfectly proportional on his magnificent X-frame exoskeleton, will make him quite a formidable force to reckon with on the pro circuit. We asked the newest IFBB professional any parting thoughts? “Well yeah, I want to go out of my way to thank John Parrillo for all his support over the years. It seems like John and I have known each other forever and he has consistently offered me support, encouragement and timely, helpful advice. His supplements are superb.”

I put him on the spot and asked Bob what his favorite Parrillo nutritional supplement was and without any hesitation replied that; “John’s sports nutrition bars are the absolute best! Listen, I eat real clean and it seems like any of the other sports nutrition bars I’ve eaten have always disagreed with me. “Not with John’s bars! His bars rule.” Just like you Rocky.
Most personal trainers simply go through the motions and the results they obtain for their clients are usually confined to the first few months. A little bit of progressive resistance training will put muscle on anyone with two legs, two arms and a pulse. Then there is Elite Personal Trainers. Monsters of the industry, who always manage to produce fantastic results, even for the most resistant of physiques. They somehow manage to keep coaxing progress out of their clients year after year after year. Success, in the PT business, is measured by the results that a trainer is able to acquire for the client. The best PT’s are known far and wide and compensated extremely well for their efforts. Good personal trainers don’t really need to advertise, as every successfully renovated client is a walking, talking testament to the effectiveness of their methods. Respect has to be earned and cannot be bought. In the personal training business, clients, their physiques rebuilt like customized cars, make the most marvelous flesh-and-blood advertisements. No finer billboard could ever be devised. The old Chinese saying goes, “build a better mousetrap and the world will beat a path to your door”. There is a man in Reston, Virginia (an upscale suburb of Washington, DC) who is renovating bodies right and left and the world is beating a path to his door. Not surprisingly, he is a Parrillo Certified Personal Trainer.

Dale Buchanan is a 35-year old Elite Personal Trainer at the Fitness Equation in Reston, Virginia. The Fitness Equation is a 33,000 square foot facility with 6,000 members. Among its fleet of personal trainers only Dale and one other individual have been granted the prestigious “Elite” PT classification. Dale has labored long and hard to get where he is at today and explained his roots, “I have been involved in the personal training business since I was eighteen years old.” Dale said. “I began at the Sporting Club in Tyson’s Corner, Virginia in 1983 and for the last seventeen years I have developed and refined my methods, which have become quite effective at getting results for clients.” This is a massive understatement: Dale is now one of the most sought after personal trainers in the super competitive Northern Virginia market. “My typical client is a successful individual in their mid-thirties who decides it is time to take charge of the physical side of their complex lives. Most are bright, motivated, and disciplined - so getting results is fairly easy when I show them an effective method by which they can make gains.” His method is drenched in Parrillo tactics and strategies.

Many who employ Dale’s services are successful businessmen and women who apply the skills they learned in the corporate wars to their benefit in their new fitness efforts. Dale provides his motivated clients with a time-proven game plan, one ever so familiar to those who’re familiar with Parrillo methods. He explained, “If someone is smart, has the time and the determination, and assuming I provide them with a sound plan of attack, weekly guidance, monitoring and with my supplying any necessary in-flight

Dale spots Pam Carpenter at the Fitness Equation gym
corrections, it would be almost impossible for them to not make progress.” Dale Buchanan uses Parrillo-inspired methods and products to get the quick, radical results that have clients flocking to him. He also uses some high-tech equipment to access the client’s initial degree (or lack of) of fitness. “We use a computer program that measures heart rate both at rest and during exercise. It will determine VO2 max, base strength and body fat percentage. It gives us a good barometer of how fit - or unfit - the individual is when we begin. These parameters provide crucial information I use in constructing the individual’s exercise program. After all, when a good athlete comes in we will design a totally different program than what we would construct for a out-of-shape, overweight person whose never exercised.” Welcome to the new Hi-tech millennium.

Dale is a huge Parrillo fan and has used and recommended Parrillo Performance Products for years. “I use John’s products personally and I recommend them to all my clients unreservedly.” We quizzed Dale on which products and flavors he prefers, “Oh wow, it’s quite a list,” he said, “I drink a ton of chocolate flavored Optimized Whey, 50-50 Plus and I use CapTri to cook with. What else? I order Parrillo Protein Bars by the case. I think the last time I ordered, I had them send me ten boxes.” This is a pretty powerful testament as to how highly Dale Buchcanan values Parrillo products. Dale recently completed his Parrillo Certified Personal Training Course and was wildly enthusiastic: “I feel very strongly that my Parrillo certification has increased my knowledge base and that my income will increase dramatically as a result.” Dale feels that with Parrillo in his corner he is more capable and prepared than at anytime in his already successful career. “Parrillo Certification has allowed me to increase my knowledge – useful knowledge immediately applicable to my clients. And hey, when the clients progress we all prosper.”

Dale talked some more about why he is so enthused about becoming a Parrillo Certified Personal Trainer, “Anytime I have a problem getting gains for a client, I will call Parrillo Headquarters, lay out the situation and have a brain storming session and get some expert advice.” When he runs into a puzzling plateau, he just picks up the phone and consults with the brain trust at Parrillo Headquarters. “This is an incredible resource and I call upon it often.” Dale said. What other advantages go along with being a Parrillo Certified Personal Trainer? “Let me give you a very real example: later on today I’ve got a phone conference scheduled with Brian (Daskam, head trainer, PCPT) to discuss some progress stimulating ideas for three of my clients.” Dale indicated that since becoming a PCPT, he and Brian talk every week. “Anytime a client’s progress slows down, I don’t hesitate to pick up the phone and pick Brian’s brain, whose opinion I really value. He and I will brainstorm and see what we can come up with in order to propel the client up to the next level.”

Coming up with strategic approaches for stagnant individuals is one aspect of being a PCPT. “I will also call the man himself, John Parrillo, and call upon his vast reservoir of knowledge.” Sometimes John and Brian will conference call in tan-

coco buck works on her back under trainer dale buchanan’s careful supervision
Gaining Muscular Weight

By John Parrillo

The primary goals of bodybuilding are to gain muscle, lose fat, and get stronger. By-products of these efforts make you healthier, look and feel better, and have more energy.

Over the last few months I’ve written about ways to reduce body fat stores. This month I want to discuss the other side of the equation — gaining muscle. The two main factors are nutrition and training. You have to eat correctly and train properly to get results. Contrary to popular belief, gaining muscle isn’t that complicated. It takes hard work, but if you put forth the effort you CAN get the results you want. People who attempt to gain muscular weight but are unable to do so are invariably making a mistake with either their nutrition or their training. These people either don’t train intensely enough, or don’t eat enough calories.

Let’s say you simply want to gain muscle mass. Obviously, if you’re going to gain muscle mass while keeping fat mass constant, your overall body weight will increase. Meaning you must eat more calories than you expend. People are afraid to eat more, because they’re afraid it will make them fat. Well, if you supply those extra calories by eating junk food, it will indeed make you fat.

The key is to eat properly, and that’s what the Parrillo Performance Nutrition Manual is all about. We’ve spent years working with professional and advanced amateur competitive bodybuilders experimenting with every diet imaginable, perfecting the optimal nutritional program to support muscular growth while being confident that the vast majority of the weight you gain, if not all of it, will be muscle.

We developed our program starting with a thorough knowledge of nutritional biochemistry and metabolism. Then we started experimenting. Our experimental subjects were bodybuilders and our lab was the gym. We measured and recorded everything. How many calories, how many grams of protein, how many grams of carbs, how many grams of fat, what kinds of foods, how many meals per day — everything. And we systematically changed things, usually one thing at a time, until we found what produced the best results.

We followed the athlete’s body composition (pounds of lean mass and pounds of fat), his strength, and how he looked. Bodybuilders are wonderful to work with on nutritional experiments for a couple of reasons. One is that they are very lean, so if you make a small change in diet you can actually see the effect. Secondly, they are probably the only group of people dedicated enough to their nutrition that they will actually weigh their food and keep records of ev-
charge that some carbs work better than others. Beans and whole grain rice will tend to preserve leanness, while bread and pasta are more prone to contribute to fat stores, even if overall calories remain the same.

Even today you will hear some nutritionists say that it doesn’t matter what you eat, it’s the overall caloric intake that governs body fat content. While calories are certainly important, that view is a gross oversimplification. We’ve demonstrated over and over again that you can feed the same person two different diets that are identical in calories but vary in food selection, and their body composition will change as a result. (The reasons for this are complex and beyond the scope of this article. You can find more information about this in some old issues of the Performance Press and in the Sports Nutrition Guide on our website, www.parrillo.com. I will say briefly however that there are two main factors which explain this: One is the energetic efficiency with which different foods are converted to body tissue or else expended as energy. The second factor is that foods affect the hormonal and neurologic systems which direct the partitioning of ingested nutrients to be stored in either the fat or lean compartments.)

So if you want to gain lean mass, the first step is to eat more. How much more? I generally recommend increasing caloric intake by 300 to 500 calories a day above your usual intake. Adjust this as needed so that you’re gaining a pound every week. If you’re not gaining weight, increase calories some more. Eventually you will gain weight. A “hard gainer” is simply someone who doesn’t eat enough. If you have trouble eating enough food to support weight gain, use nutritional supplements. The best ones for this purpose are our drink mixes, bars and CapTri. Supplying calories in the form of a drink doesn’t fill you up as much as solid food. Probably the single best drink mix to support muscular weight gain is 50-50 Plus, since it has a mixture of high quality protein and slow release carbohydrate, although any of our drink mixes or bars will help. I would suggest trying a few different ones to find what works best for you personally, but 50-50 Plus is a good starting point.

People are afraid to eat more, because they’re afraid it will make them fat...

A plan which works well for many people is to eat three whole food meals per day and have three servings of a drink mix or bar per day. That way you can get in six meals without feeling too full. Sometimes all a person has to do is add one or two servings per day of 50-50 Plus to what he is already doing, and that supplies the extra calories and nutrients needed to support muscular growth.

Besides calories, the other major nutritional consideration is food selection. This is crucial in determining whether the weight you gain will be muscle or fat. I can’t begin to reproduce all of the information in the Nutrition Manual in this article, but I can give some general guidelines. Every meal should have a lean protein source, an unrefined, complex carbohydrate, and a fibrous vegetable. Good protein sources are egg whites, chicken breasts, turkey breasts, and fish. An occasional steak is ok, but I don’t recommend it as one of your primary protein sources because it’s too high in fat.

Good carbohydrate sources are oatmeal, potatoes, sweet potatoes, corn, peas, beans, whole grain rice, lentils, legumes, and any whole grain. Fibrous vegetables are things like lettuce, celery, peppers, onions, mushrooms, greens, tomatoes, broccoli, cauliflower, Brussels’s sprouts, carrots, and essentially any other vegetable. (The only vegetable to avoid is avocado since it is high in fat.) These foods are high in fiber and low in calories. The fiber acts to slow down the digestion of starch, thus reducing the insulin response (discussed last month) and decreasing fat accumulation.

Generally speaking, you can eat as much vegetables as you want, any time you want. An interesting observation I’ve made is that (generally) the more vegetables a person eats, the leaner he is. Please refer to the Nutrition Manual for an exhaustive list of the foods you should be eating, as well as a nutrition composition table.

If you want to minimize fat accumulation as you gain muscle, there are definitely some foods you should...
avoid. First off, avoid all simple sugars and refined carbohydrates. This means no sweets or desserts, and no bread or pasta. Stay away from snack foods like pretzels and chips and crackers, since these are made from refined carbohydrate too. Also you should stay away from fruit and fruit juice, since virtually all the calories supplied from fruit are derived from sugar. I also recommend that you not drink milk, since it also is high in sugar. A cup of milk contains 8 grams of very high quality protein but also has 12 grams of sugar (lactose, the sugar that occurs naturally in milk). Also you need to avoid any fatty foods, and don’t add fat or oil to your food. Some common foods that are high in fat are nuts, salad dressings, mayonnaise, processed meats, anything fried, ice cream, cream, butter, cheese, oils, and so on.

Read nutrition labels carefully. It is best to base your diet on whole, natural, unrefined foods like those I mentioned previously. It is very important to emphasize that if you eliminate fruits and dairy products from your diet it is imperative that you use a vitamin and mineral supplement. Fruits provide many important vitamins and dairy products are the best whole food source of calcium. I suggest that serious bodybuilders avoid these foods because they are high in [naturally occurring] sugars. However, if you do not eat these foods you will need a vitamin and mineral supplement. If you don’t use dairy products it will be hard for you to meet your daily calcium requirement unless you use a supplement. Our Essential Vitamin Formula and Mineral Electrolyte Formula are designed to supply all the necessary vitamins and minerals you need. The vitamin formula is high in B vitamins, which are used in energy production, especially important for athletes.

Besides food selection, the overall nutrient composition of your diet is important too. By this I mean grams of protein, carbohydrate, and fat. To support muscular weight gain you want to eat one and one-half to two grams of protein per pound of bodyweight each day. Most people will get good results with one and one-half grams of protein per pound of bodyweight, but some people need more. Start with one and one-half, and increase as needed. Second, limit fat to 5-10% of total calories. If you limit your food choices to the foods recommended in the Parrillo Performance Nutrition Manual, the fat grams will pretty much take care of themselves.

The menu suggests a list of foods that are naturally low in fat. Then, supply the remainder of the calories you need in the form of unrefined complex carbs and vegetables.

In a future article I’ll discuss how to adjust training variables to optimize muscular growth and also talk about how to modify things if your goal is to gain muscle and lose fat at the same time.

A day’s menu might look like this:

**Meal 1:** Omelet with 6 - 10 egg whites, mushrooms, and peppers

**Meal 2:** Two scoops of 50-50 Plus

**Meal 3:** Chicken breast, baked potato, green beans, salad

**Meal 4:** Two scoops of 50-50 Plus

**Meal 5:** Fish, brown rice, steamed vegetables, salad

**Meal 6:** Two scoops of 50-50 Plus

Adjust the quantities as needed to fit your individual requirements.
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The Master Trainer Certification Program

By Bryan Daskam, Head trainer, PCPT

In the American military, the Army Rangers and Navy Seal’s are the best of the best, the cream of the crop, the elite. In the world of professional personal training, there exists a similar elite organization, one that teaches good personal trainers how to become great ones. This organization takes PT up to the next level and into the next dimension. This organization teaches elite methods and tactics for training, nutrition and business. The Parrillo Certified Personal Trainer Program is the fastest growing PT certification program in the country and the reason is simple: results still count! A Parrillo Certified Personal Trainer is on the cutting-edge. Whether it is the latest training or nutrition breakthrough, or the latest business tool or technique that allows you to radically increase your income, when you become a Parrillo Certified Personal Trainer (PCPT), you are prepared! Ready, willing and able to jump in the competitive mix of modern professional personal training for fun and profit and not get eaten alive. Rather than a hearty handshake and a hollow promise to do lunch sometime, at Parrillo, when you graduate we stay in touch and give you a degree of support you wouldn’t imagine possible. As a PCPT, anytime you have a training-related problem you simply call us and council with the collective brain trust here at Parrillo Headquarters. Think of us as the muscular counterpart to the Rand Corporation Think Tank.

We have three levels (I, II and Master Level Fast-Trac) and each builds and expands on the knowledge base of the preceding level.

LEVEL 1

Entry level is Level I of the Parrillo certification process. L-1 is aimed at those interested in becoming part of the personal training industry for the first time. We tailor Level I for those who have never had any sort of personal training experience. We advise those who hold a certification from another organization to take our Level I certification as the Parrillo approach is distinctly different from other programs. L-1 is intended to provide you the basic technical overview of Parrillo tactics and strategies. Upon completion of Level I, you will be able to safely and effectively design training programs, construct food and supplement meal plans, and lay out comprehensive programs that include all the elements of the Parrillo approach and then customize them depending upon the circumstance of the client. As an L-1 graduate, you will be able to balance the component parts of a comprehensive fitness program. At Parrillo we pride ourselves on our demonstrated ability to customize programs, dependent on the individual’s available time and circumstance. You will be taught and tested on important subjects: anatomy, physiology, kinesiology, injury prevention, program design, facial stretching, evaluations, nutrition and supplementation. In addition you will receive the following:

- A Body Stat Kit for testing and evaluating body fat
- The Parrillo Nutritional software CD
- Study guide for the test
- The Parrillo Sports Nutrition Guide, a 400-page master work
- A trial subscription to the Parrillo Performance Press
- Participation in a 2-day intensive workshop featuring Brian Daskam
- Ongoing technical support from John Parrillo and Bryan Daskam
- One-year membership in the Parrillo Network of Professional Fitness Trainers

COST: $349 - Level I is also
offered as a correspondence course.

**LEVEL II**

This level is for those who have previous experience in training clients and are certified with another organization. The Level II curriculum provides a more in depth look at anatomy, physiology, exercise techniques, kinesiology, program design, evaluations, stretching and target nutrition. Level II is ideally suited for those who wish to advance their career up to the next level. L-2 introduces you to an expanded knowledge base, one that blends the scientific with three decades of real-world experience. 30+ years of experience at training some of the world’s elite athletes. Science teaches us to look ahead and empirical experience teaches us not to repeat old mistakes. John Parrillo and his staff of experts make sure that all your questions on client training and as importantly, the intricate business aspects of the PT business, will be answered at length and in depth. You will receive a high level of support from the Parrillo Corporate office and they will help you to refine and redefine your approach to the personal training business. At Parrillo we understand that personal training is a business. And we can help you get better, not

- Membership in the Parrillo Network of Professional Fitness Trainers.
- A free listing on our website directory
- You will be able to apply for a Parrillo wholesale distributorship
- COST: $349

**MASTER LEVEL FAST-TRAC PROGRAM**

The Master Level Fast-Trac program is the Rolls Royce of the industry and is designed to transform you into a top dollar, elite fitness professional in the fastest possible time. We require that you pass through L-1 and L-2 of the Parrillo Certification process - or posses an advanced certification from another organization before you are allowed to undergo the Fast-Trac certification. If you are a long-time, successful professional – with or without certification – you may take the Fast-Trac certification. The Master Level certification assists you in mastering the intricacies of being a top-line personal trainer. All Parrillo philosophies and concepts regarding weight training, aerobics, diet, nutritional supplementation, fascial stretching, competition and client preparation are gone over in detail. This certification program is a process, not an event - and typically to complete takes 4-6 months. Parrillo Performance will coach the Fast-Trac candidate in a productive, ongoing, realistic fashion. You meet one-on-one with the top Parrillo instructor: me, Bryan Daskam. The

The latest scientific breakthroughs are shared with you in order to keep you abreast of new and exciting paths of progress. Plus, you have access to all the knowledge of top trainers like John Parrillo, a man with only as a trainer but also as a businessperson. The program includes all items outlined in L-1 plus:

- **Ongoing technical support from John Parrillo and Bryan Daskam**

Bryan Daskam and PCPT Tracy Anderson conduct a certification workshop. “Whether you are a newcomer seeking to enter the world of personal training, or a seasoned vet seeking to improve profitability and reduce burn-out,” says Bryan, “the Parrillo approach lets you achieve your financial and job satisfaction goals quickly.”
Master Level program is the quickest way to become an Elite PT. For the duration of the Fast-Trac program, I will personally coach you. I will show you whole series of innovative, unconventional methods and novel approaches to both the physical and monetary aspects of the business. I will give you step-by-step instruction on how to trigger physical gains in clients. And equally as important, I will share with you my dollar-maximizing business methodology and tactics. I can show you how to spark gains in your clients and guide you through the maze of the business world. Your chances for success will be greatly optimized.

- Train clients by phone - Don’t be chained to a locale
- Avoid the hassles of dealing with health club owners
- Make your business recession-proof
- Overcome fee objections and make your business affordable
- Double or triple your hourly rate, yet make yourself more affordable
- Work less, earn more and avoid burnout – all at the same time!

**MASTER LEVEL FAST TRAC INCLUDES:**

- One-on-one weekly contact with Bryan Daskam.
- Training manual covered step-by-step
- You will become a licensed Master level Parrillo Trainer with ability to use logos and promotional material of Parrillo Performance.
- National promotional exposure. Master Level Trainers will be used in ads; trade shows and will be referred business.
- Wholesale distribution status.
- Access to John Parrillo.
- Potential distributor status – develop a PT trainer network.
- Earn money training other trainers - plus earn a percentage from their ongoing efforts.
- Continuing subscription to the Parrillo Performance Press
- Computer Nutrition Software CD.

**Complementary Supplement Package - which includes:**

- Chocolate Hi Protein Powder, Protein bars, Evening Primrose Oil, Essential Vitamin, Mineral Electrolyte, Captri

**COST:** $2,999.00 or four payments of $748

**TESTIMONIALS**

“"I have totally changed my approach since becoming a Parrillo Certified Personal Trainer. I’ve learned to work a lot smarter and the new methods I’ve learned are a lot easier on me. I don’t feel as burned-out and best of all, my new Parrillo-inspired approach has not only changed my beliefs about personal training - but dramatically increased my profits!” — Mike Loos

“"I’ve been certified by other organizations, but once I became Parrillo Certified my business immediately started to increase. Bryan has helped me stay focused and motivated and I’ve been getting results past my wildest expectations.” — Dale Buchanan

“"As a personal trainer with close to ten years experience and holder of four different certifications, I was sure I knew just about everything - I couldn’t have been more wrong! Since attending the weekend seminar I have not only expanded my knowledge base, but my client base as well. I have the best support staff in the business (John Parrillo, Bryan Daskam and the rest of the Parrillo team). Whether you are a trainer starting out - or experienced pro like myself - this is the best certification program out there! This is where personal training is headed and it is exciting to be a part of!” — Anthony Castore

So what are you waiting for? Pick up the phone and call me, Brian Daskam, right now – and the call is on me! Just dial my toll-free number: 1-800-344-3404. Talk is free and you never know, it might be the phone call that changed your life!
Wanna Blast up to the Next Level?

announcing

Parrillo Intensive
2-Day Fitness Camp!

Are you tough enough? If you are serious about improving your physique—and want to simultaneously quadruple your knowledge base, then take the plunge and attend a two-day intensive training workshop hosted by the Guru himself, John Parrillo. Parrillo’s unique methodology has aided Olympia winners, IFBB professionals and more national level bodybuilders and professional athletes then you can shake a stick at. Here’s the deal: come to Parrillo Headquarters in Cincinnati and on Saturday get a session supervised by none other than John Parrillo and ably assisted by Brian Daskam, Head Trainer, Parrillo Certified Personal Trainer division of Parrillo Performance. John will start off easy, with an overview lecture in a classroom session.

“Our certification is taking trainers to a new understanding of how to do the personal training business. You have to know what you are doing, and why you are doing it, before you do it—otherwise you end up confused and results will be diluted. My overview will touch on the basic pillars of the Parrillo Philosophy of physical renovation: high intensity weight training, scientific diet and nutrition, high intensity aero-bics, fascial stretching and target supplementation.”

After the game plan is laid out and explained, you will take the newfound knowledge to the gym floor for a workouts. You will understand, up-close-and-personal, exactly what high intensity training is all about! It is one thing to read about what high intensity weight training is all about and it is another to experience it! You will learn from the master, first-hand, all about forced-reps, belt squats, 100-rep sets, between set stretching and pacing. You will learn how to design and structure a whole program.

Afterwards an in-depth discussion of nutrition occurs over lunch, hosted by the Guru. A lively give-and-take discussion on every aspect of diet, nutrition and space age supplementation will take place while eating superb food.

On the following day, you will be taught how to take a precise 9-point body fat measurement. You will be introduced to the Parrillo computerized nutrition program. A second training session will occur and participants will pick a favored body part and have John Parrillo guide them through the workout of your life! After a gourmet lunch and a second, nutrition and supplementation talk, camp will conclude with a lengthy question and answer session during which any topic can be discussed at length.

All for only $300
Better jump on this one—spaces are going fast!

Call 1-800-344-3404

Available dates: November 4 – 5
December 2 – 3
January 6 – 7
Isolate Your Abs for Faster, More Effective Results

Excerpted from his book “Bullet-Proof Abs”

By Pavel Tsatsouline

Comrade! I have forged bullet-proof abs for the Special Forces of the Evil Russian Empire. You are next! If you don’t know how—I’ll teach you. If you don’t want to—I’ll make you.

While crunches rival baseball as the national pastime and infomercial ab gizmos are selling like hot dogs, an average American gut still looks more like an air bag then a six-pack. I’ll fix it.

It is universally accepted that the perfect ab exercise:

• Maximizes isolation of the abdominal muscles

•Reduces lower back stress by minimizing the involvement of the hip flexors (the psoas group)

•Fool-proofs itself by the nature of its performance

Before accepting the solution, you must understand the problem. The abdominals (rectus abdominus) connect your pubic bone to your breastbone. When this muscle contracts, it pulls your rib cage together, rounding your back in the process, as in a crunch. This is called “forward spinal flexion”.

Psoas major originates on the vertebrae of the lower back, and inserts into the top of the thighbone. When this muscle contracts, it pulls the body into a jackknife position. When you do a situp, you literally pull yourself up by your lumbar spine, or lower back—which can lead to back problems or aggravate existing ones.

A common so-called solution is to avoid hip flexion, or situps, and do only spinal flexion, or crunches. A number of gizmos were designed to capitalize on the public obsession with crunches. All of them were supposed to make crunches stricter.

The Ab Isolator immobilized the hip joint; the AbFlex increased the recruitment of the abdominals during the crunch by providing direct pressure on the muscles; the AbRoller tracked the crunch mechanically.

There are two problems with these products. First, they are gimmicks. According to John Jakicic, Ph.D., an exercise physiologist and assistant professor at the University of Pittsburgh School of Medicine, these devices “offer no physiological advantage over doing crunches with good form.”

The second problem is the crunch itself. Contrary to popular opinion, the crunch does NOT isolate the abs. Ditto for any crunch-based devise. Because the crunch does not involve hip flexion, it supposedly does not involve the psoas group and stress the lower back. Wrong.

Well-known physical therapists Kendall, Kendall, and Wadsworth determined that it is impossible to completely eliminate the hip flexor recruitment during a crunch. One of the fundamental laws of physiology, the Law of Irradiation, dictates that the contraction of a muscle, the abdominals in this case, will set off a contraction of the adjacent muscles, or the hip flexors. Like a stone dropped in the water sends ripples across the surface, tension spreads—irradiates—from the muscle directly responsible for the job at hand towards its neighbors. To test this phenomenon, make a white knuckle fist. Your biceps will tense up, although there is no movement in the elbow.
According to John Scaringe, D.C., the president of the American Chiropractic Board of Sports Physicians, a person with weak abdominals relies on his or her stronger hip flexors even during crunches. The trainee cannot get his torso off the floor by rounding his back with his abs, so he yanks on his spine with his hip flexors to gain momentum! It does not take an Einstein to figure out that such training is worthless for the abs and dangerous for the spine.

The problem of the hip flexor involvement was radically solved by Vladimir Janda, M.D., from Czechoslavakia, the consultant on rehabilitation for the World Health Organization and the world’s leading expert on back problems, muscle analysis and evaluation.

Professor Janda relaxed the psoas group using another neurological phenomenon: the Law of Reciprocal Inhibition. When a muscle contracts, its antagonist, or the opposite number, relaxes. It is about efficiency. The alternative would be similar to stepping on the gas and the brake simultaneously.

Dr. Janda had his patient assume the standard knee situp/crunch position and placed his hands under the latter’s calves. The patient attempted to sit up while steadily pushing against the doctor’s hands. This activated the knee flexor and hip extensor muscles (the hamstrings and glutes). Reciprocal inhibition took place and the hip flexors relaxed. The result: back stress was eliminated and the abdominals were isolated!

Until recently the Janda situp could not be performed without a training partner. Although the professor recommended pressing into a wall with the toes and simultaneously down into the floor, it does not work.

Then the contraction of the quads engages the hip flexors next door, thanks to the good ol’ Law of Irradiation.

Pushing through the floor with one’s heels or feet, as in the “crunch with active propositioning” proposed by chiropractors Jerry Hyman and Craig Liebenson, is also ineffective because of poor leverage.

The muscular tension—and training effect—is minimal. Ditto for crunches with your paws up on a bench.

Enter the Ab Pavelizer™, which allows the performance of a Janda situp without a training partner. Next month, a close look at this ingenious device.

It is very tempting to leg press the wall instead of pulling down. This is exactly what a trainee will do when he gets tired.

This revolutionary device is guaranteed to fry your abs and yield fast, effective results. Save yourself countless hours of unrewarding toil. Quantities are limited. Heavy-duty steel construction insures that this device will last a lifetime. Call today at........

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Ab Pavelizer
version for only
.....$119.00

Professional
version only
.....$159.00
John Parrillo is, at his core, an inventor. He made his reputation decades ago as a wildly imaginative thinker who single-handedly devised a vast array of innovative nutritional supplements; each customized to his exacting and precise specifications. Multi-dimensional, Parrillo’s creativity spills over into other areas. Exercise equipment design, for example. His Genetic Equalizer line of training equipment is nothing short of revolutionary. The groundbreaking architecture of the Genetic Equalizer Series literally ‘forces’ the user to assume the correct technical position in each exercise and when techniques are perfected then muscle gains are sure to follow. Parrillo recently invented a series of stretching machines, the first ever of their kind. His patented FXStretch System allows the user to apply a quick and effective stretch on any muscle imaginable. Stretching has been called the last frontier of bodybuilding progress and Parrillo’s FXStretch System provides bodybuilders with a whole new approach to building and separating muscle. In addition, the regular use of FXStretch will simultaneously improve the user’s flexibility, extend their range-of-motion and reduce the chances of injuries.

As if all this wasn’t enough, Parrillo is continually updating and refining his inventions. The old adage goes; “A rolling stone gathers no moss” and Parrillo’s ever-evolving approach bears testimony to the proposition that continual progress is an ongoing process, not an event. John Parrillo’s nutritional supplements are, like his innovative equipment, cutting edge. John initially built a reputation for quality among champion athletes and elite bodybuilders. Results are everything to those who compete at the highest levels. To ensure maximum nutritional potency, John Parrillo has always insisted on using research grade raw materials in all his supplements. This is expensive and frankly cuts into Parrillo’s pocketbook. Most supplement manufacturers are content to skimp on the ingredients to maximize the profits whereas Parrillo has never compromised in his commitment to excellence. Serious bodybuilders and athletes sensed this immediately, and the elite, whose placing and paychecks depend in part on the purity of their supplements, flocked to Parrillo in droves. A knowledgeable segment of the general public followed suit and over the years, John has built up a sizable following. Folks of every type, style, gender, persuasion and degree of fitness are self-described Parrillo fanatics and swear by John’s products and his no-nonsense approach to the art and science of physical renovation.

One Parrillo supplemental invention in particular captured the imagination of the bodybuilding public like no other: CapTri®, the miracle fat.

CapTri® is another in a long, long line of Parrillo inventions. This particular product filled a huge gapping hole in the big wide world of nutritional supplementation: CapTri® provided a dense source of “clean calories”. Further, due to the incredibly intricate molecular structure of CapTri®, this fat is processed within the body as a carbohydrate. This is good news. John explains, “Once inside the mitochondria all fats are burned by a process called beta-oxidation. Blocks of carbon atoms are chopped off the end of the fatty acid chain and form acetylcoA. The Krebs cycle is activated. CapTri® is different: it gets burned in the liver so fast that it generates a tremendous quantity of acetylcoA, so much so
fast that the Krebs mechanism is overwhelm. Excess is converted to ketone bodies in the liver and released into the bloodstream. Ketones are taken into the muscles for energy or excreted in the urine. They cannot be stored as body fat.”

In contrast to conventional fats, CapTri® can enter the mitochondria by itself and does not require the use of the carnitine shuttle. This was demonstrated in scientific studies conducted by Rapp, Record and Kolpeck in their paper entitled “LCT’s versus MCT’s: a review of metabolism for clinical use”. It was published in the Journal for Nutrition in Clinical Practice and in this groundbreaking paper, they demonstrated that MCT’s are burned for energy even in the presence of carbohydrates. This finding was reaffirmed in a study by Crozier and Chanez entitled “The metabolic effects induced by long-term feeding of MCT’s in the rat”. So how does all this abstract science on MCT oil help the bodybuilder? Bodybuilders can use the quick burning, caloric density CapTri® in several ways. First, as a substitute for starchy carbohydrates, by using CapTri® and reducing carbohydrates body fat stores are burned and CapTri® replaces lost energy that occurs when starch is removed from the diet. Secondly, athletes seeking to gain quality muscle mass also use CapTri®. Used in correct fashion, CapTri® offered a fantastic way for the bodybuilder, athlete or fitness enthusiast to gain muscle size without adding body fat. Again, the quick-burn characteristics of CapTri® allow the bodybuilder to consume hundreds of extra calories with little or no chance of it being partitioned into fat stores.

In addition, after CapTri® was formulated and produced, another amazing attribute became apparent. CapTri® could be used as cooking oil, similar to olive oil, vegetable oil, lard or low fat cooking sprays. CapTri® allows the dieter (intent on preparing low fat, high protein meals) to do so without losing taste. Foods fried in CapTri® - fish, chicken, potatoes, onions, peppers, lean beef and egg whites – take on a delicious taste that provides a wonderful change of pace from bland diet meals. Foods cooked in CapTri® provide a marvelous break from the chronic taste boredom of steamed, baked and broiled foods. This sensational discovery has allowed dieters worldwide to vastly expand the scope and taste of their diet foods and we all know that when foods are tastily prepared there is far less chance of breaking the diet. Is it any wonder that in an interview a few years after the introduction of CapTri®, John Parrillo had this to say, “For a lot of reasons, none of them relating to ego, I think that CapTri® might be the best bodybuilding supplement ever invented.” Why is that? “Conventional fats are circulated throughout the body. Insulin stimulates fat cells to pick up the fat molecules from the bloodstream and store them. CapTri® is not circulated throughout the body, rather processed in the liver – like a carbohydrate. Once in the liver, CapTri® is rapidly burned to produce energy. Some of this energy is used by muscle to fuel activity and some of the energy delivered from CapTri® is converted to body heat in a process known as thermogenesis. The thermogenic effects of MCT’s have been demonstrated time and time again in numerous published scientific papers, among them the classic studies of Hill, Peters, Yang and Sharp (Thermogenesis in humans during overfeeding with medium chain and long chain triglycerides) and Seaton, Welle, Warneko ET Al., (Thermic effects of medium chain triglycerides). So I consider CapTri® the best supplement I’ve ever devised and quite possibly the greatest bodybuilding supplement ever invented. You can use it to get cut and lean and you can use it to acquire fat-free muscle mass. MCT’s have a demonstrated thermogenic effect with a lot of evidence to support the contention that consuming MCT’s in significant quantities can actually boost your metabolic burn rate. Finally, you can use CapTri® to cook with, enabling you to prepare foods formerly forbidden. Taken all together, CapTri®’s has tremendous versatility. It is the nutritional invention I am most proud of.” When you take all CapTri®’s uses into consideration, it is easy to see why a man of Parrillo’s vast and extensive experience would conclude that CapTri® is arguably the finest single bodybuilding supplement ever invented. Are you curious about how CapTri® can aid you in your quest for physical improvement? Why not call our toll-free number and order a bottle of CapTri® and a copy of The CapTri® Cookbook, which contains 80 recipes using CapTri®. The CapTri® cookbook contains the exact nutritional breakdown of each and every dish. Can you afford to be without this marvelous supplement, regardless of your physical goals or aspirations?
Perhaps you’ve leaned out as a result of competing in a contest recently or you’ve been maintaining a ripped physique over the summer.

Now, ask yourself this question: How can I maintain most of that leanness, so that next time, I don’t have to diet so hard to zap the body fat?

While losing body fat is a challenge, keeping it off can be more difficult. One point to remember is: Don’t restrict or cut calories to manage your body fat levels. It simply won’t work. If you fall off that wagon, you’ll regain your weight, plus a lot of extra weight. In fact, nearly 95 percent of those who go on low-calorie diets regain their lost weight, plus some, within five years. Not a resounding endorsement for low-calorie dieting.

Why do people put weight back on so easily following a low-calorie diet? There are several possible answers. First, 25 to 50 percent of body weight lost by cutting calories is muscle. Because muscle is the body’s most metabolically active tissue, losing so much of it slows the metabolism down.

Also, cutting calories tricks your body into thinking it’s starving. This perceived famine speeds up the activity of a special enzyme that primes your body to store fat. Once you go off your diet and start eating again, the food is converted more easily to fat. In fact, fat stores stand first in line to be replaced after a relapse in other ways too. Less food energy is given off as body heat and turned into weight instead. Low-calorie diets also suppress the activity of certain thyroid hormones, further slowing down the metabolism.

One of the major keys to achieving permanent fat loss is “nutrient partitioning” - the assignment of food to either fat stores or muscle stores.

To understand how nutrient partitioning works, it’s helpful to think of the body as being divided into a fat compartment and a lean compartment. Food goes to either of these compartments or is burned for energy.

Losing body fat isn’t nearly as difficult as keeping it off!
it transmits messages in the form of hormones, carried by the blood to specific targets (organs, tissues, or cells) in the body. The messages sent are things like “build muscle proteins,” “store fat,” “burn fat,” or “store carbohydrates.”

Once these messages are received by the targets, the commands are carried out by enzymes, special proteins that control chemical reactions inside cells. Through these reactions, enzymes can make or break down proteins or fat.

Two of the most important hormones involved in muscle growth and fat loss are insulin and glucagon, both produced in the pancreas. They regulate carbohydrate metabolism and fat metabolism by exerting control over the enzymes that carry out these processes.

When blood sugar (glucose) levels rise - usually after carbohydrates are eaten - insulin is released. It transports glucose into cells where it is burned for energy or stored as glycogen. If carbohydrates are released into the bloodstream too fast, an overproduction of insulin occurs. Consequently, some of the carbohydrates are deposited as fat - instead of being stored as glycogen. Simple sugars and refined carbohydrates are rapid-release foods that trigger too much insulin. This channels calories to the fat compartment of the body - not the avenue of nutrient partitioning you want.

Interestingly, insulin is involved in muscular growth because it transports certain amino acids into muscle cells. To make this happen, you need carbohydrates. The key, however, is eating the right kinds of carbs, in the right amounts.

Glucagon opposes the effect of insulin. When blood sugar is low, glucagon is released, and this typically occurs several hours after a meal is eaten. Glucagon then activates the conversion of glycogen to glucose in the liver in response to low blood sugar levels. It also signals the body to start burning fat for energy, because the body is running low on carbohydrates, its preferred fuel source.

The ratio of insulin to glycogen in your body largely determines whether you will gain fat or lose it. You can control this ratio naturally by adjusting the protein and carbohydrate proportions in your diet and combining foods in the proper manner. Here’s how you can partition your food more effectively, so it can be used to burn fat (and keep it off), plus build fat-burning muscle tissue:

1. When trying to gain lean muscular weight, you want a higher ratio of insulin, so you would increase your carbohydrate intake, perhaps as high as 400 to 500 grams or more a day. A carbohydrate supplement such as ProCarb or 50/50 Plus that is formulated with the complex carbohydrate maltodextrin is a good way to increase carbohydrate consumption. At the same time, be sure to meet your lean protein requirement by eating 1.25 to 1.5 or more grams of protein per pound of body weight each day. At least 1 gram should come from chicken, fish, turkey, or egg whites, with at least another .25 or .5 gram of additional protein per pound of body weight from vegetable sources, which contain some protein as well. Consult the Parrillo Nutrition Manual for instructions on how to plan protein-rich meals.

2. To lose body fat and keep it off, decrease insulin and increase glucagon by eating slightly less carbohydrate and more protein.

A good rule of thumb is to adjust your carbohydrate-to-protein ratio to between 1 to 1 or 1.5 to 1. One problem with reducing carbohydrate intake is the potential decline in energy levels. To compensate, try supplementing your diet with CapTri(r), our medium-chain triglyceride supplement. This is a special type of lipid that provides quality calories and, unlike conventional dietary fats, it has very little tendency to be stored as body fat.

3. Don’t take nutrient partitioning to extremes by going on a “zero-carb” diet in an attempt to burn more body fat.

Under extremely low-carb conditions, muscular growth is impossible. There’s not enough insulin available to transport amino acids into muscle cells. Furthermore, the body begins to break down its own proteins into amino acids for conversion into glucose, needed by the brain for fuel.

4. Rate of digestion is important.

Your meals (five, six, or more a day) should include the proper combination of lean proteins, starchy carbohydrates, and fibrous carbohydrates. This combination of foods slows your digestion to keep carbohydrates from being released into the bloodstream too fast, thus preventing an overproduction of insulin.
This month, I’d like to answer some of the most important questions I get about nutrition and training. Here goes:

**Q:** Now that I’ve become more active, should I eat more protein?

**A:** More and more, research in clinical nutrition is showing that active people, including athletes, have increased requirements for protein - far above the current RDA of 0.8 grams/kg body weight per day for the average person. Unfortunately, the RDA was developed from studies of sedentary individuals and doesn’t take into account the needs of more active people. If you’re active, 20 to 25 percent of your daily caloric intake should come from lean protein. This amount should provide ample “building material” for the repair and recovery processes that take place following exercise. You can’t grow muscles if you don’t feed them properly.

**Q:** Should I eat during a workout?

**A:** If you’re fueling yourself well throughout the day, I see no need to consume anything except water (four to six ounces every 15 minutes). Many people can get extra energizing results by sipping a Pro-Carb™ drink during their workouts. This is an easily digested carbohydrate supplement.

**Q:** Is weight training done just to look good or does it have some health benefit?

**A:** Weight training does as much on the inside as it does on the outside - perhaps more. It keeps your body youthful, no matter what your age; boosts your fat-burning potential; keeps your heart, bones, and muscles healthy; and much more.

**Q:** How exactly does weight training burn fat?

**A:** Weight training turns up your metabolism by developing calorie-burning, metabolically active muscle. Muscle is your metabolism. The muscle you gain directly boosts your metabolic rate so you can burn more fat, even in your sleep.

**Q:** I’m a vegetarian. Can I still build muscle with weight training?

**A:** Yes, but you have to concentrate on getting adequate amounts of protein. Vegetarians who eat eggs and milk (lacto-ovo vegetarians) are getting quality protein in their diets; they just have to eat more of those foods to do so. If you’ve cut out all animal proteins, you have more of a challenge on your hands. In that case, you have to eat lots of high-protein vegetable foods, such as beans, legumes, soy products, and whole grains. These foods contain only limited proportions of the eight essential amino acids, the protein sub-units that must be supplied from food. Your body can’t make them on its own.

Marathon runners to monstrous bodybuilders swear by Pro-Carb™ as one of the cleanest fuel sources available.
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Creatine Monohydrate Formula™
Evening Primrose Oil 1000™
Vanilla Pro-Carb Powder™
Chocolate Pro-Carb Powder™
Vanilla Hi-Protein Powder™
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Strawberry Malt Flavor Optimized Whey Protein™
Vanilla Malt Flavor Optimized Whey Protein™
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Your choice of Cappuccino, Chocolate, Layered Peanut Butter/Chocolate, Peanut Butter, or Vanilla flavor
Your choice of Strawberry Shortcake, Fudge Brownie, Banana, Peanut Butter Delight, Vanilla Creme or Pineapple flavor
Your choice of French Vanilla, Sweet Milk Chocolate, Chocolate Raspberry, Apple Cinnamon, Butter Rum & Chocolate Mint, Peanut Butter Supreme or Chocolate Almond Coconut flavor

Nutrition Program
Nutrition Manual, Food Composition Guide
30 Diet Trac Sheets, CapTri® Manual, Supplement
Guide, and 450 Gram Deluxe Food Scale
Training Manual
Proper Exercise Techniques, Special Fascial Stretching
and High Intensity Routines
BodyStat Kit
Calipers, Bound Separately with Leatherette Cover
Performance Package
Nutrition Program with BodyStat Kit
Total Performance Package
Training Manual, Nutrition Program & BodyStat Kit
High Performance Bodybuilding
Everything the Serious Bodybuilder Needs in One Book
John Parrillo’s 50 Workout Secrets
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CapTri® Cookbook
Strict Recipes Using CapTri® To Make Your Food Taste Great
John Parrillo’s Performance Press™
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The essential amino acid that’s present in the lowest amount determines the level at which all the other essential amino acids will be used by the body. So if a food contains 100 percent of your requirements for seven essential aminos, but only 15 percent of the eighth essential amino acid, only 15 percent of the protein in that food will be used for manufacturing body proteins, including muscle.

This is not a problem if you properly combine your vegetarian foods, however, to balance out the essential amino acids. What one food lacks in terms of a certain amino acid, another food supplies. The combination of beans and rice, for example, is good way to get the right balance of amino acids in a meal.

Q: If I lift weights fast, will I burn more fat?

A: Not at all. In fact, you’ll risk injuring your joints and other connective tissue. An injury like that could put you out of commission for a while. You won’t burn any fat sitting at home!

The best technique for moving weights is in a slow, controlled action on both the lifting and lowering phase of an exercise. This builds calorie-burning, body-firming muscle best. The firmer your body, the faster it burns fat.

Q: About halfway through my weight training workout, I seem to poop out. Why is that?

A: Right off the bat, I’d say nutrition. You need to re-analyze your diet: Are you eating at least five meals a day? Are you fueling yourself properly with the right kinds of proteins and carbohydrates? Have you increased your calories to match the increases in your exercise intensity? Have you tried nutritional supplementation for extra calories and health protection?

During your workouts, you may want to try sipping a serving of ProCarb(tm). Doing so can give you a constant supply of liquid food fuel and keep your energy levels high. Also, make sure you’re getting adequate rest and sleep.

If you honestly feel as though you’re doing everything right nutritionally and getting enough rest during the week, then you may need to consult your physician to explore possible non-nutritional reasons for your tiredness.

Q: Why is it so hard for women to get rid of the fat on their legs and hips?

A: The activity of the fat-promoting enzyme lipoprotein lipase is very high in the thighs and hips of women, so a lot of fat is stored there. Women actually need these stores to prepare for pregnancy and lactation. Regardless, you can still whittle down your thighs and hips. It takes consistent weight training, high-intensity aerobics, and a nutrient-dense, protein-rich diet, as recommended by the Parrillo Nutrition Program.

Q: Will muscle turn to fat if I stop working out?

A: No. A muscle fiber, which is actually a cell, can’t magically transform into a fat cell. They’re physiologically different. However, if you stop training, your muscle cells will shrink, and your fat cells will expand.

Q: Won’t exercise make me hungry?

A: Possibly - but what’s wrong with that? Remember on the Parrillo Nutrition Program, you should be gradually increasing your calories.

In reality, exercise (especially intense exercise) acts like an appetite suppressant, usually for the first few hours after working out. There are several possible reasons for this. First, exercise increases catecholamines (epinedrine and norepinephrine), and these are appetite-suppressants. Second, exercise elevates body temperature - a condition that squelches desire for food. Likewise, working out in hot weather can suppress the appetite.

Weight training turns up your metabolism by developing calorie-burning, metabolically active muscle
Parrillo Performance has completed its move!

Parrillo Performance’s new address is:
4690K Interstate Drive, Cincinnati OH 45246
Info-Line: (513) 874-3305
Fax: (513) 874-4623

The Orderline will be the same number:
1-800-344-3404

Check out the Parrillo Gym

With the new move, John Parrillo once again shocks the world into muscular growth and fat loss. Parrillo Performance has opened a personal training facility here in Cincinnati. The new facility is open for personal training by invitation only. We are looking for trainers to begin training their clients at this state of the art facility. Workouts will be scheduled by appointment only. Trainers must be certified to participate. Call 513-874-3305 for more information.
Natural Weight Loss Miracles

Adding Weight In All The Right Places

By Maggie Greenwood-Robinson, Ph.D.

There’s lots of talk about losing weight. But what if you’re someone who wants to gain it?

The key is to make sure those new pounds are the “right kind” - lean, attractive muscle, and not unsightly body fat. In addition to following John Parrillo’s Nutrition Program, you must adopt the right kind of training and lifestyle program. For example:

Intensity

To put some extra dimension on your physique, lift heavy poundages, particularly on your last one or two exercise sets.

“Heavy” is relative description. In other words, what feels heavy to you might feel light to someone else. The most accurate way to tell what is heavy for you is to identify your “1 rep maximum” (1RM) for each exercise in your shape training routine. Your 1RM is the most weight you can lift for one repetition. Approximately 80 to 90 percent of your 1RM would be considered a heavy lift.

As an illustration: Suppose the most you can lift for one rep on an arm curl exercise is 25 pounds. Eighty percent of that would be about 20 pounds. That’s the amount of weight you’d lift on your last set or two. You’d start your exercise set with a light warm-up weight - enough to let you easily do 12 repetitions. Your second set would be a “medium” poundage, say about 70 percent of your 1RM or 15 pounds. Then you’d do your heavy sets at 80 to 90 percent of your 1RM.

Another way to tell what’s heavy: If you can do no more than six or seven repetitions with a given weight, you’re working at a heavy intensity.

For your muscles to respond, you have to challenge them to do more. Using the curl as an example again, let’s say all you can lift for a while is 20 pounds. A few workouts later though, that same 20 pounds feels light. Your muscles have adapted to that stress. You now have to challenge them with more weight to keep them in the development mode. That means it’s time to add 5 or 10 pounds. From workout to workout, continually strive to stress your muscles progressively beyond what they’re used to.

Longer rest periods between sets

Rest periods do make a difference, depending on your body type and fitness goals. Women trying to burn body fat, for example, do best with shorter rest periods, since these have a greater calorie-burning effect. But burning up calories isn’t your goal. Thinner frames tend to have fast metabolisms anyway and can use up plenty of calories without even trying. So don’t rush through your workout. In your routine, rest 60 seconds to two minutes between sets. This is considered a long rest break. Try to keep those rest periods as even as possible. Resting one minute here, three minutes there, and so forth could make you lose your concentration.

Adequate rest and sleep

Without enough shut-eye (eight hours a night is standard for most people), you’re using up more calories than you should. This can keep you from gaining the right kind of weight.

Don’t smoke

Smoking accelerates your metabolic rate by as much as 10 percent a day, and this may be one reason why you’ve had trouble gaining weight. Stop smoking to curtail your daily energy output.

Cut back on caffeine

Caffeine also increases your metabolism and keeps it elevated for several hours. Cut back on caffeine to keep your metabolism running in the right gear.

Attention women: Look for Maggie’s latest book, The Bone Density Test, which will be in major bookstores and online bookstores in October. Her new book explains the importance of having your bone density evaluated as a measure of protection against osteoporosis.
SuperFuel

Concentrated calorie source for gaining muscle mass

Energy source for dieters

A cooking agent for frying foods healthfully
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