



WHY STRENGTH TRAINING AFTER 50 IS ESSENTIAL

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Plus, if you're like most people, you're worried about falling and developing dementia.

But what if we told you about a miracle drug that would help you lose weight, manage your blood pressure, and improve your bone density and strength? What if this drug also helped prevent falls and memory loss?

If that came in a pill, you'd swallow it, right? Who wouldn't?

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But if the miracle cure came from strength training – like lifting weights, using our strength machines, or practicing yoga?

Would you be as excited? Probably not. The health benefits of strength training for mature people have been proven countless times over many years. Yet it's still seen as a young person's activity, usually in pursuit of nothing more than a muscular physique.

Education is crucial in overcoming harmful stereotypes, so we are more than happy to share a few of the literally countless reasons why you should practice resistance training on a regular basis.

You don't want to be one of those people who can't get up off the toilet by yourself. Or who can't pick up your grandbaby? Or sleep through the night.



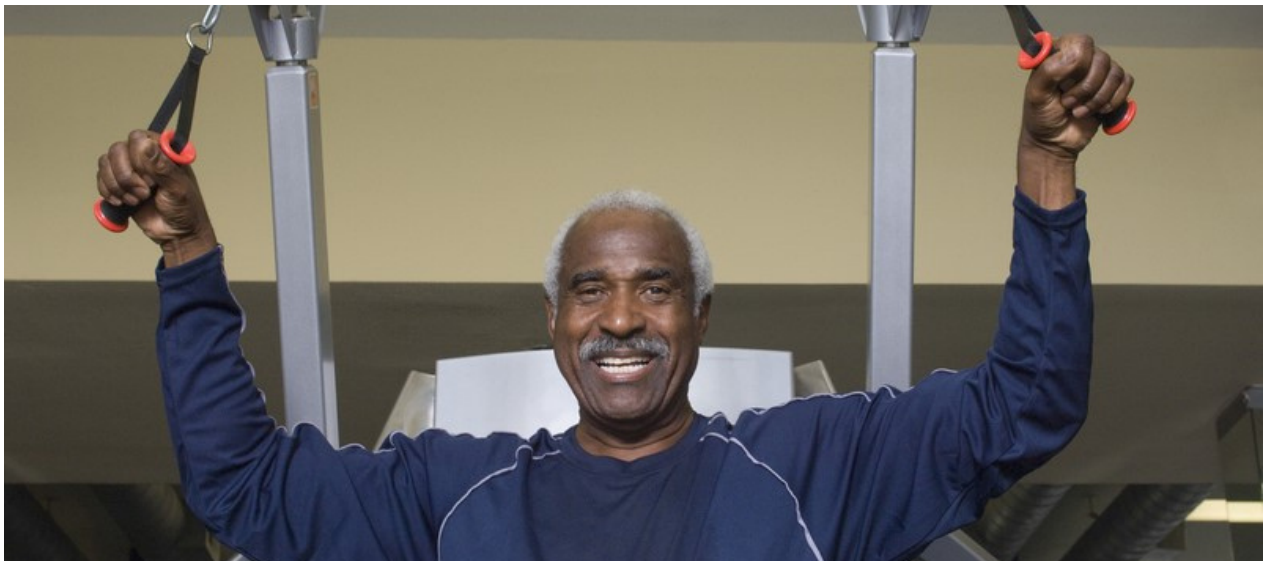
We'll start with 15 – all proven by legitimate medical studies. This isn't just our opinion. Ask your doctor. Then call us, and let's get going.

15 Reasons to Start Strength Training Now

1. It slows age-related muscle loss and increases muscle mass and quality. We all lose muscle as we age, but we need it to stay strong enough to function in daily activities, not to mention to travel, enjoy sports, and play with grandkids.
2. Resistance training burns fat. Think it's all about cardio? Wrong. So many people want to lose weight, and if you're one of them, then you need to be lifting.
3. Weight training improves balance -- both when standing still and when moving, thus lowering the risk of falls.
4. It eases arthritis pain.
5. Lowers blood pressure.



6. And fights obesity.
7. Strength training builds bones and fights osteoporosis.
8. This is an extra motivation for women, who lose a small percentage of bone mass each year after menopause.
9. It fights depression among older adults.
10. Plus, dementia, including Alzheimer's.
11. And Parkinson's Disease.



12. Weightlifting helps you sleep better.
13. It helps your self-esteem and appearance.
14. It can improve memory and mild cognitive impairment.
15. Strength training is effective at treating the symptoms of Type 2 diabetes.
16. It boosts our metabolism, in addition to burning fat and building muscle. So, we're also using more calories when we're resting and sleeping.



We are talking about the safest, most effective tool to improve your quality of life.

We promise you will NOT look like you're entering a bodybuilding show.

Plus - seriously - it's a ton of fun. And think how tickled you'll be telling your kids and grandkids that you're lifting weights!

Sorry it's not in a pill. But we know this way is better. Come see us today!



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**WE KNOW THAT GETTING OLDER BRINGS A NEW SET
OF CHALLENGES AND OBSTACLES.**

- ☹️ Aches and pains increase
- ☹️ Mobility and energy decrease
- ☹️ Daily activities get more difficult
- ☹️ Dreams and desires start seem further out of reach

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