

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardsWater.com ♦ Jan/Feb 2015

An Herb Found to Help Rid the Brain of Cognitive-Destroying Plaques, and More

Living to a “ripe old age” has been something of a goal for a large percentage of people for hundreds of years. But recently, the increasing number of people who may live to a “ripe old age” but have no memory of their loved ones, or what their life was, or even the ability to communicate, has left many people wondering if they even want to live long enough to face such a prospect.

Statistics tell us you don’t have to live to be very old before that prospect becomes a reality for far too many people. It is said that **by age 65, 1 out of every 8 Americans** will suffer from severe cognitive decline; **by age 80, an alarming 1 out of every 2 Americans** will. Research has been going on for years to find a cure, as well as to find ways to prevent or at least slow down, such cognitive decline.

We’ve written before about various nutrients that have been found to have some benefits in reducing one’s risk of dementia, Alzheimer’s, and other conditions that reduce cognitive abilities.

There is one herb that has actually been the subject of many studies already, and therefore has been the subject of many of our previous articles on this subject.

But recently we found reports on another study that not only confirmed a link to some benefit from that herb, but also came up with a possible explanation as to why that herb may have such benefits.

In fact, we’ve read some natural health experts’ opinions that this herb has shown **more promise when it comes to supporting the neurological system of the human body than any other medical finding to this time.**

What herb is it? None other than the bright yellow spice commonly found in curry powder... Turmeric. This spice has been used in India for hundreds of years as a healing herb and a seemingly favorite, and very popular, spice used in all kinds of foods in India. In fact, it is so popular in India, that India has the highest consumption of turmeric per capita of any nation in

the world, and, interestingly, it also has the lowest incidence of cognitive decline in the world.

Now, to get the “why” of this herb’s possible role in fighting cognitive decline. As you have likely heard, in many types of cognitive decline, there is a formation of abnormal protein structures in the brains of those affected by cognitive decline.

Normally when abnormal proteins form in the brain, the immune system sends out cells called macrophages. Those macrophages surround and destroy the abnormal proteins. If that immune system process fails, defective proteins accumulate and cognitive problems follow.

Recent research has found that the active ingredient in turmeric, Curcumin, encourages the immune system to send macrophages to the brain. A clinical trial conducted which involved people with severe cognitive decline receiving either Curcumin or a placebo, found that the group receiving Curcumin had significantly higher levels of dissolved abnormal proteins in their blood than the people who received the placebo did.

The study demonstrated that Curcumin can effectively pass into the brain, bind to those beta-amyloid plaques, and help the body break them down. Curcumin is one of the few substances that have been found to have this effect on the brain.

As we noted previously, Turmeric and the active ingredient in it believed to be the key to its benefits, Curcumin, has already been shown to have other beneficial effects on the body as well. These other benefits include:

- ♦ **Fighting inflammation** throughout the body
- ♦ **Supporting Heart health**
- ♦ **Promotes Youthful, radiant skin** and fights fine lines and wrinkles
- ♦ **Supports Joint & Muscle health** and eases aches and pains
- ♦ **Boosts detoxification** of the body by optimizing liver function
- ♦ **Promotes Mood Balance**
- ♦ **Supports Natural Weight Loss** when

combined with healthy diet & exercise

As we have reported previously, a study done on Willard’s Water’s effectiveness at boosting the breakdown and absorption of nutrients concluded that it did. And, of particular interest when discussing Curcumin and Turmeric, the study tested Willard’s Water’s specific ability to enhance the absorption of those two items because they are considered to be two of the most difficult-to-absorb-nutrients there are. The study researchers said that **Willard’s Water was more effective** at breaking down those toughest of all nutrients and increasing the absorption of them **than the substance previously established as the best at boosting their absorption.** In fact, one of the researchers put it this way, saying the Willard’s Water “blew the other one away”.

That’s why we always recommend “washing down” one’s supplements with Willard’s Water, and also foods, since Willard’s Water also enhances the absorption of nutrients from foods.

We offer Curcumin in two different products. Both come to us from the Daily firm mentioned on page 2 of this issue. We offer Curcumin in:

- ♦ **Curcumin Capsules** (250 mg each) in item No. J-398, and, in
- ♦ **Ener-Cell**, Item J-135, which is a combination product containing 4 very important items: Alpha-Lipoic Acid, L-Carnitine, CoQ10, and Curcumin in one capsule. There is always more of an ingredient in a single-item supplement, but if you don’t need a very large dose of any of the items, the amounts in Ener-Cell are considered sufficient for most people.

Considering the information in the most recent studies discussed here, it’s easy to see why people are excited about Curcumin. And for those who know how effective Willard’s Water is in enhancing Curcumin’s (and other nutrients’) absorption, it’s easy to see why so many are also excited about Willard’s Water — for that and its many other benefits. ♦

Farewell, and Thank You, Jim Daily

Sadly, the founder of Daily Mfg, our favorite supplement supplier, passed away on January 12, 2015. Jim Daily was 89 years old. He was preceded in death by his wife, Mary Jo, who passed away in 2012.

Jim and Mary Jo Daily began Daily Mfg in 1979, when Dr. Cary Reams asked them to produce his first famous formula, Min-Col, and it continues to be produced by Daily Mfg to this day.

Daily Mfg will continue to provide the same high quality products with the same exceptional service it always has. Jim Daily III, is a biochemist and in charge of research and development, and other Daily family members are also involved in the operation of the firm..

We first became aware of Daily Mfg when Jim Daily called us to purchase Willard's Water. He spoke to Charlie, here, and the two of them hit it off immediately. In the course of that conversation, Charlie mentioned the problem his wife, Kolleen, was having with carpal tunnel type problems in her wrist.

Charlie explained to Jim that, at the suggestion of her chiropractor, Kolleen was taking from 8 to 10 natural source Vitamin B-6 per day, and with that was able to use a computer keyboard but still couldn't use a computer mouse, as clicking the mouse was just too painful. Jim said he might be able to help. He told Charlie he would send some of Daily's

Activated B-6 for Kolleen to try.

He explained that their "Activated" B-6 was already converted to what the human body has to convert "regular" B-6 supplements to, before it can make use of them, and therefore the Activated B-6 was much more effective, and could be used in much smaller amounts for greater benefit.

Well, he sent his Activated B-6 to us, and "the rest is history" as they say. Kolleen discovered that ONE of those Activated B-6 capsules was all she needed... and it not only eliminated the problems she'd been having with the computer keyboard, and amazingly, it ended her problems using the mouse!

She was able to begin doing all the computer work for the publication of this newsletter, Possibilities, as a direct result of her use of Daily's Activated B-6. And Kolleen is far from the only person to have such dramatic results with one of Daily's products. Indeed, it has been commonplace over the years for us to get calls and notes from customers wondering how in the world the Daily vitamin, mineral, herb, or other supplement they got from us can work so much better than the "same thing" they had tried before... a different "brand" so to speak of the same nutrient. That's the Daily Quality, we always say, and that

Like this Newsletter?
Since "his Activated B-6" was very key in its development, you can thank Jim Daily, in part, for it, on top of some of the finest nutritional supplements you will find anywhere.

kind of Quality shows.

Not only did we find Daily Mfg products to be excellent quality, but we also learned that the integrity of the Daily family carried into the consistent high quality

in all their products. Jim and Mary Jo Daily would not put their family name on any product that wasn't the best they could provide... and never would they "cut corners" by using old, not fresh, ingredients as manufacturers who cut costs by doing so often do, and never would they release any product that didn't provide exactly what it said on the label. If the label said it contained 300 mg of the nutrient per capsule, it WOULD contain 300 mg per capsule... not "anywhere from 300 mg to 30% less than that", as allowed by law in case of "equipment failures". If the equipment failed and the amount was reduced, they would discard the product rather than sell it. That same integrity has been maintained through today, and will continue to be, since the Daily Family is committed to the same excellence and ethics, of founders Jim & Mary Jo Daily.

Though sad to see Jim Daily go, we will be forever grateful to him and Mary Jo, for founding and building such an outstanding company, and for leaving it in such good hands, so the high quality products and service they began, will continue. Well done, Jim, well done. ♦



Trivia & Tidbits . . .

1. What famous British statesman was born in a ladies cloakroom?
2. What was the first European city to pave all its streets?
3. What percentage of the Sahara Desert is covered by sand?
4. Which ocean is the smallest and shallowest?
5. What is the diameter of the earth at the equator?
6. What is archibutyrophobia?
7. Which actress is believed to be the first woman to wear trousers?
8. What is vog?

AND THE ANSWER IS...

1. Winston Churchill. His mother went into labor while attending a fancy-dress ball..
2. Florence, Italy. All its streets were paved by 1339.
3. About 20 percent, the rest is comprised of barren rocks, rocky plateaus, and gravel-covered plains.
4. The Arctic Ocean.
5. 7,926 miles. (The circumference is 24,092 miles.)
6. Fear of peanut butter sticking to the roof of the mouth.
7. Sarah Bernhardt, in 1876.
8. A Hawaiian cousin of smog—it's a fog caused when sulfuric volcanic mix with oxygen

On the Web...
WillardsWater.com

Or
NutritionCoalition.com

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is "opinion", nonetheless. We also have a vested interest in most of these topics, so don't claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don't prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

20 Years of Arthritis Meds & Pain—No More! + Topical Pain Relief; Skin & Hair Aids, & More!

20 Years of Meds & Pain — No More!

Arthritis relief is one of the most common reports we get from people who say they love Willard's Water... especially the Ultimate Dark Willard's Water. Keep in mind, none of those reports, or the one below, prove anything. Everyone is different and everyone's results will vary. But it is true that a lot of people have reported relief after using Ultimate Dark Willard's Water on **Rheumatoid arthritis, Osteoarthritis, Gout** (Gout is a type of arthritis which many people don't realize), and, recently this lady's report on **Psoriatic Arthritis**. But Willard's Water is NOT a drug, and is not a treatment for anything. Here's that report on Psoriatic Arthritis...

"20 years on arthritis meds and now no more, because of Willard's Water Ultimate Dark. This last year, I have seen a dramatic turn of events.

"I have Psoriatic Arthritis, (an autoimmune disease) which manifests itself in painful skin splits on the palms of my hands, every finger and the soles of my feet. Excruciating pain!

"This is the first winter that I have smooth palms, no "cuts" and smooth soles of my feet. No cuts! Who could have imagined? I know this is because of WW Ultimate Dark.

"My Dr. is impressed and I would like him to do more research so that he will begin recommending the product. I do think I may be using more than recommended, but it works for me, so why complain.

"I'm enjoying life again and By The Way, I can now climb stairs easily, and walk easily. I have lost 86 pounds and I know that helps, but it is because I can move, that I have been able to lose the weight, so roundabout, there you have Willard's Water Ultimate Dark, again. LOVE this product!!!! :-). P.S. I'm in Sales and **shaking hands has always been an embarrassment. No More!!!"**

Topical Pain Relief; Skin & Hair Aids, & More!

Are you or anyone you know interested in topical help for :

- ◆ **Pain Relief**
- ◆ **Nicer Hair**
- ◆ **Nicer Complexion**
- ◆ **Help with Skin Issues like Acne, Psoriasis, Rosacea, Etc**
- ◆ **Quick Relief of Muscles from too much lifting, stress, etc**
- ◆ **Quick Relief for Owwies, Burns, Insect Bites, Bumps & Bruises, Etc**
- ◆ **Loved by Dogs, Cats, and seemingly all animals**
- ◆ **More**

For fast topical Pain Relief from Arthritis, Fibromyalgia, Injuries of various kinds, etc, people love the **Chinota Gel**. Some people have even told us the first night they used Chinota Gel was the first good night's sleep they had in "forever" because pain from their legs, or back, or carpal tunnel, or whatever, had been interfering so long with their sleep

For multiple topical uses, people love the **Aqua Gel**... for nicer and more manageable hair, for fighting Acne, Psoriasis, Etc, for taking the itch &/or sting out of various insect bites, for relief of burns or sunburns, and everyday "owwies", and much more, people say they wouldn't be without Aqua Gel. It really is, as one very loyal Aqua Gel user once described it, a "Gift of Endless Uses"... from Sunburns, to Acne, to Sore Muscles, to Rashes, Eczema, Owwies, and More... Aqua Gel is the choice of thousands, and for fighting acne, and other skin conditions the runaway favorite is topical use of Aqua Gel along with drinking the Willard's Water.

For more details on the **Chinota Gel** or **Aqua Gel**, use this link to our site & choose the item from our list: <https://www.willardswater.com/store/index.php?ccat=22>

For what many say is the most refreshing bath or shower they've ever had, people love our Willard's Water soaps... many say the **Willard's Water with Goat's Milk Soap** turns their bath or shower into a luxurious experience. Others note the improvement in skin issues...from extremely **dry, chapped skin**, to relief from **Rosacea and more**.

And the **Willard's Water LOTION**

with **Goat's Milk** is so loved by so many people for so many reasons we don't know where to begin listing them!. So for a still pretty concise summary of the **WW Lotion**, and also for details on all the **Willard's Water Soaps**, check out their information on our website use this link and click the item you are interested in from the list: [willardswater.com/store/index.php?ccat=44](http://www.willardswater.com/store/index.php?ccat=44)

No list of items people love listed at the beginning of this article would be complete without **Willard's Water** itself included. For articles on various aspects and uses of WW use this link & choose your topic from the listed ones in the left hand column.: <http://www.willardswater.com/information.php>

WW has been lauded by countless people for decades for providing "all of the above"... we've listed it last because we've been talking about topical uses, and WW certainly has a myriad of uses topically, but it's also used internally as a drink. So, since it's both, we've listed it last.

When WW is used topically sometimes relief can come very quickly on some things like burns, sore muscles, and such, but for other things like most skin issues it usually takes a little longer. And those who drink Willard's Water report the same sort of thing... some things seem notably better very quickly, and others take a little longer.

For fighting such things as **Acne, and other skin problems**, the runaway favorite as we said is the Aqua Gel combined with drinking the Willard's Water. The **Very Best results** on any skin problem always come from those who use the WW or the Gels topically, AND also drink the WW... we are just laypeople but we assume this is because most skin issues are connected to some sort of internal issue, with the symptoms of that issue showing up on the skin. So putting WW to use both topically in Aqua Gel form, and internally with regular drinking of the WW makes sense.

And don't forget the reported benefits of WW for **Dogs, Cats, and other Animals**. For info on Willard's Water's benefits for animals use this link to our Site and choose from the articles in the list to the left in the Pets & Animals section: <http://www.willardswater.com/information.php>

Seems in these topical uses, there may be something nearly everyone could use! ♦

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“True Story...Cross My Heart and Hope to Die”

“True story...Dave is my husband. Missy is my oldest daughter. Wally is Missy’s boyfriend. Becky is my daughter who died of Hodgkins in 1997. We are all adults and considered sane.

“We all sat on the porch last night and watched a storm that took out power, phones, etc. for 24 hours.

“Missy said she wanted a pressure cooker, so I went and got Becky’s...A \$100 contraption of strange and ingenious construction and appearance...only two pieces.

“But, Dave, Wally, Missy and I couldn’t figure out how to put it together.

“I was assigned the task of calling the company in

California that I had bought it from to obtain the piece that was ‘obviously’ missing.

“I agreed to make the call. But...thought to myself, ‘wish Becky could tell me how to put this together. She knows.’ I knew there wasn’t a piece missing.

“We all got to bed, leaving the pot under a chair on the porch. This morning the cooker is in the middle of the porch, All. Put. Together.

“Cross my heart and hope to die...

“True story.

“Joy is our response.” ~ SC

Editor: This is Reprinted by request from an earlier issue. We invite you to share your own miraculous/unexplained help/fork-in-the-road stories with us, for sharing with others, anonymously, if you choose.



E-Mails, Mailbag & Phone Calls. . .



One of Those Nearly Unbelievable Dog Reports — When “D.D.” called in to place her second order with us, she wanted us to hear what she and her family experienced when they used Willard’s Water Ultimate Dark on their dog. She said their dog had developed a **rash on its “tummy that looked blood red from the irritation”**.

They took the dog to the Vet who tried various things in a number of attempts to help the dog. It was all to no avail. They found out about Willard’s Water from The Whole Dog Journal, and got some from us, and “one application of misting the WW on her tummy and within hours, it turned back to its natural pink color”.

We know... sounds almost unbelievable, but DD has no vested interest in reporting this, and she was and is a very credible person. Happy endings are great, aren’t they?

Alkalinity (pH) Improved in a Big Way — J.B. from Florida, LOVES the Ultimate Dark Willard’s Water. She said it has improved her **alkalinity** “like you wouldn’t believe”. She said before WW her system was so acid, that when she touched anything silver it would turn black.. ..now, No Black! A lot of people report great improvement in alkalinity with WW, but J.B. had a unique “measure” of the impact!

Sinusitis & Flu Were the Proof — C.W. called in to order and said she felt she’d seen proof of WW ...she’d run out and forgot to re-order... In the month without WW, she was hit with a bout of **Sinusitis** and the **Flu**. She said she “never” gets either of those... but then realized her free-of-sinusitis-and-the-flu-period coincided with her long-time use of Willard’s Water...she believes it was being without WW that let her come down with them.



More Product Highlights & Updates from Charlie

Practical Way to Find Your Best Diet Plan; Exercise Plan to Work for About Anyone

by Ben

As always, people are asking to know more about how to lose weight. It's likely the most common inquiry here. So here's some current thoughts of mine on the subject.

Everybody has a favorite diet plan that they swear is the best thing ever, the most scientific, with the most dramatic results. None of these people are lying. There are many good diet plans, most with fine science behind them.

So why isn't a particular one working for you? Because we're all different, and any regimented diet plan from the various diet gurus is inherently a one size fits all approach. This is also inherently flawed, and why diet fads exist: somebody markets a particular diet, which attracts people looking for a new approach, some of whom get great results, who tell others, who try it, and eventually it's the talk of the town. Eventually, everybody's tried it, and most get very little from it, and they try the next new thing, and the cycle repeats as people seek the guru with the right plan for them.

Which is actually how it should be, in a sense: everybody needs to find a plan that works for them, not their neighbor, not their sister, not their spouse. Them. Trial and error is an inherent part of this process.

In other words, we need a better way to pair people with a diet. Ask yourself: **"What foods do I like eating, and what can I do without?"** Any good diet will be based on foods that you can get the basic fats and proteins you need and won't get tired of. Like meat? Try Atkins. Love pasta? Probably not Atkins. Next, ask yourself:

"What foods do I find most filling?" The idea behind the low-carb diet is in part that fat and protein are more filling than carbohydrate and take longer to digest, leaving you full longer. Me, I've found that, while eating only carbs will make me ravenous later, I'm also never satisfied without some carbs in the meal, no matter how much fat and protein I'm getting.

Answering these questions will take some soul searching and trial and error. Nobody instinctively pays attention to how they feel from specific foods, which is part of why those diet gurus become so

popular: this person has already thought it through for you! But they aren't you. Only you can truly answer what satisfies you, and knowing that is the most basic part of finding a plan that works.

We can all deal with hunger and misery in the short run, but it'll ruin any diet in the long term.

Me, I've personally found that the diet that's always worked best for me is simple calorie counting, with the provision that I need to get a minimum of 50 grams of protein a day (to maintain muscle, which you never want to lose), and ideally at least 100 grams.

Furthermore, I've found it best to eat those calories with an "intermittent fasting" approach: none before bedtime and skipping breakfast. This means, in practice, one big meal and some light snacking elsewhere. I aim for eating around 2000 calories a day (my basal metabolic rate is over 2000, and there's many online calculators that can tell you yours: it's the calories you burn just being alive), but I vary the amount each day. One day I'll eat 2000, the next 1600, the next 2400. This is for both variety and to prevent my body from adapting into "famine mode" and lowering its metabolic rate.

It works quite well for me, but that makes me a minority in this office, where everybody else swears by low-carb. Me, I just can't give up on pizza and French toast, and my attempts at consistently following a low-carb diet (which has ample scientific backing and I've written of the merits of) have always failed.

The next thing to ask yourself is **"Why do I eat?"** Chances are, not all your eating is because of hunger. We all get bored or stressed, and many of us find food a comfort. Address underlying issues for your relationship to food. Depression is a diet-killer, and so is stress. For those, I can recommend our supplements St. John's Wort and 5-HTP for depression, and Valerian for anxiety.

Another ally many people have included in whatever diet plan works for them, is Willard's Water ("WW"). WW has been said by many people to help reduce their anxiety, and others have found their depression more manageable or decreased when they drink WW regularly. And, don't forget, WW will

make supplements you use, or foods you use, on your weight loss journey work better.

The final part of any good diet plan, I think: find yourself some good low-calorie snacks. Eventually, you will get hungry, and sometimes that hunger will not take "no" for an answer. You need to be prepared for this, and have treats you like at the ready. It might be beef jerky. It might be granola. It might even be hard candy (a favorite of mine). Small things that can let your body know it's not abandoned, but that won't break your plans.

Everything about health, including dieting, is about you. What do you like? What makes you feel happy? Any diet that doesn't address that is doomed. ♦

Common Exercise Myths, Debunked

By Ben

Before I discovered working out about two years ago, I had regular back and chest pain, a rather unsightly gut, and a pudgy face from years upon years of neglect. I started with an entirely body weight strength program, doing very basic exercises, and through sticking with it, dieting consistently, and taking supplements faithfully to make sure my newly developing body had everything it needed, I got slowly into shape.

After getting myself down to a very low weight, I decided to try and add it all back as muscle.

Two years later, I've achieved this, am pain free, healthier than I've ever been, and am (I think) looking the best I ever have.

This has made me into "that guy," the irritating exercise evangelist that everybody knows. I believe that exercise, especially strength training, is pivotal to achieving and maintaining good, pain-free, health.

But I've found that there's many beliefs about exercise (and particularly strength training) in our society that prevent people from taking advantage of those benefits. I'd like to address some of them, and maybe lay them to rest for good.

Myth 1. "Strength training is only for young "meatheads" wanting to be huge." Nothing could be further from the truth. While those sorts definitely love their weight lifting, they often go about it in a way that is unhealthy and, at the extremes of bodybuilding, unaesthetic. Strength training is important for everybody to preserve a healthy metabolism, hormonal profile, and to prevent the loss of muscle with age, which in its extreme form leads to falls in the elderly and weight gain in the middle aged.

Myth 2. "Exercise Requires Equipment &/or Costly Gym Memberships." Wrong again. I'm a particularly big fan of bodyweight strength training, which we all learned in gym class. Those push-ups and pull-ups weren't just killing time. They were teaching you a very useful tool for staying healthy all your life. I've found that gyms often impair individual people's progress, as it's such a big to-do to go there, and most people find the other people working out to be a nuisance at best and an intimidation at worst. The end result is the gym becomes an unpleasant chore.

The key to establishing a routine is to make it as easy for yourself as possible. This often means learning to not use equipment. Don't run on a treadmill; run around your neighborhood. Don't bother with bench presses; do push-ups. If you're not yet strong enough to do a full push-up, try them with your knees on the ground.

There's no shame in making it easier. There is shame in letting pride stop you from getting better at something.

Myth 3. "Exercise Requires Personal Trainers." No. Personal trainers are great coaches and they usually have a wealth of knowledge about how any individual person can meet their goals. They are not, however, necessary. We live in the Internet age, where every thing you could ever want to know about every exercise is readily available with a simple Google search. Personal trainers are not necessary if you can motivate yourself and you're willing to do a little homework.

Myth 4. "Exercise Leads to Injury and Pain." Partially true. Almost every exercise, done with incorrect form or to excess, is capable of hurting you. Long-distance runners are notorious for having damaged knees, as are powerlifters. It's not my goal to motivate any of you to get to that point; I think it's silly and unhealthy. We want to be strong and capable of living our lives without impediment, not to be able to carry a moose up six flights of stairs. Done properly and with respect

given to recovery times between workouts, exercise will usually only make your parts more functional and pain-free. Let your body be your guide as to how much you should stress it; soreness is to be expected, pain is not.

Myth 5. "Strength Training Makes You Bulky." It can, if that's your goal. Bodybuilders have very specific training methods to make their muscles bigger, which can be explained succinctly as "medium weight, medium reps, lots of rest, and lots of food." Strength and size are trained for separately, with different methods, and the size of a muscle says nothing of its strength.

Most strength training is actually about making the muscle fibers contract together more efficiently, and is in truth a matter of training your nervous system. Strength comes from teaching your muscles to move the way you want them, not from enlarging them (to a point).

So what causes muscles to enlarge? Basically, straining them heavily for lengthy periods. Time under tension causes the muscle fibers to tear. In response, they grow larger, basically like scar tissue, to try to prevent further injury. Short periods of heavy tension (lifting a lot for few reps) don't cause this damage, and light loads (for high reps) don't strain them enough to damage. The takeaway from this is that you'll only get as you big as you train for.

Myth 6. "Train Your Way to Great Abs." No. You'll never hear this from personal trainers or fitness magazines, because a good deal of their business comes from people wanting a great midsection, but there's not much you can do for this.

In fact, most serious abdominal exercises will only enlarge your waist, because the abdominus rectus (or "abs") is just one big muscle, and it enlarges like any muscle if sufficiently strained for long enough (like the amount people training their abs end up doing). I made this mistake myself.

So how do you get abs? Dieting (and, if you like, calorie loss from cardio work) is the only real way. They only make their presence known at relatively low body fat levels, and you cannot "spot lose" fat by working specific areas.

The good news in this is that, for most people, this means the abs can be largely ignored in exercise.

Most good exercises will work them as part of the process, but not so severely that they'll enlarge (this is also why I skip arm work: the arms are involved in most things I do, and I don't care to have bulging biceps).

Myth 7. "Exercise Takes A Lot Of Time." Not necessarily. This all depends on what type you do. Cardio work is very time intensive. But strength training? It's largely counter-productive to work out much more than twenty or thirty minutes at a stretch, and going beyond that puts you at risk of injury or getting bulky (if you don't want that). And you don't do it every day.

Lately, I work out four or five days a week, which is higher than in the past, when I was bulking up.

My favorite advice for those trying to work out is to not even have a set time to do it. Instead, do those simple body weight exercises when you have spare time or you're bored. So you've been sitting at your desk for hours? Stand up and do some squats. And maybe some push-ups. The important thing is to do the work and just get into the habit of it. Eventually, a routine will develop. But don't get ahead of yourself. Don't make it drudgery.

Now, I can't say everybody will have the same results I had. I was twenty-eight when I started on this journey, which is still pretty young. And I've mercifully never had a severe weight problem, so I started with some advantages that many don't.

But I had other disadvantages, such as a lifetime of sloth leading to a complete lack of muscular development, and shin splints that keep me from running as exercise. We all come to this with different abilities and genetic potentials. But everybody can benefit from it.

Finally, I should say (as I have many times before) that I can't in good conscience recommend any particular exercise for all people. Our customers are a very diverse group of people, with vastly different needs and health concerns. This is where the homework I mentioned comes in. Most exercises can be easily modified to accommodate individual strengths and weaknesses.

An example of modifying exercises to fit an individual's situation... I mentioned adding your knees into push-ups earlier, but here's another example: say you've never done a pull-up before, as many people haven't. Don't start with trying them. Start by training the muscles with Vertical Pulls: find a sturdy door frame and stand close to it, with your feet in front of it. Now grab onto the frame and pull with your arms, pulling yourself back, until your arms are fully extended (do not move your feet back). Hold briefly, then return to your starting position.

Congrats! You're working some of the muscles you need to do pull-ups. A little reading or consulting that irritating fitness freak in your life should get you a wealth of ways to make exercise work for you. ♦