



# Bench Gym

# NEWSLETTER

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## Quick-Fix Fad Diets

We live in a society that begs for instant results. Is it a sign of the times? Welcome to the tweeter or text generation because diet based on “moderation” is about as boring as watching a soccer game on TV.

The promises of quick & guaranteed weight loss are mesmerizing us. Giving up your favorite food or overcoming your food cravings to lose pounds faster like Olympic sprinter Usain Bolt and the Jersey Shore fist pumps we enjoy from friends for pounds lost each day.

Thus, we are an easy target of these quick-fix fad diets enticements such as the *Cabbage Soup Diet*, *Cookie Diet*, *Master Cleanse Detox Diet* and *Blood Type Diet* that we may overlook verifying whether these treatments are actually safe and backed by scientific research.

Following an overly restrictive diet can lead to brain stress and could backfire, making you want to gorge even more. It's no myth that crash diet slows down your metabolism and you can end up in a Yo-Yo cycle says Marjorie Nolan, a Registered Dietitian at the American Dietetic Association.

Gimmicky diets distract us from the truth. Studies show that calories are the most important factor for weight loss says Tara Gidus, R.D., a sports dietitian & marathoner.



Effective weight loss involves consistency in your diet and exercise. Here at Bench Gym we can help you lose weight safely and at the same time achieve muscle definition in a short amount of time. Our professional trainers can also help you reach your overall fitness goals without sacrificing energy or any health side effects. Losing weight is not just about shedding pounds but also living a healthy lifestyle. ***As our clients say, “my Bench Gym workout always gives me a lot of energy”.***

Let's Move! Kick start your Fitness Program Now!

Call or e-mail us at [benchgym@aol.com](mailto:benchgym@aol.com) for your personal training schedule.

See you at the gym!

*Note: Check us out on Facebook for the latest health & fitness news.*