



Fit Over Forty

Live With Ease and Energy

The *Fit Over Forty* coaching experience is a comprehensive service crafted specifically to help you get in great shape and achieve lifestyle longevity beyond middle age.

Built on the *Storm Force Fitness Foundations*, the experience will likely be very different to your previous encounters with 'personal training'.



Optimising each of the Foundations to the best of your ability will enable you to create the lifestyle you want and ensure we don't leave any holes unplugged. The old cliché "*You're only as strong as your weakest link*" couldn't be more appropriate than with health and fitness as we age.

Before we get started, we like new clients to understand why we chase 'lifestyle longevity' as a goal and what it really means. Whilst you might just want a trainer to give you some

exercises and 'make you' stick to healthy eating so you lose a few pounds, this will not lead to any tangible or life-changing results in the long run.

Exercise has consistently been shown to be the best tool we have for longevity, but you'll see that there is so much more to health and fitness. For instance, improving metabolic health is absolutely critical and much of the required behavioural change will need to take place outside of the gym.

Simply 'doing exercise' is also not enough. We know that the human body steadily loses strength, power and muscle as we age, so if you're only just about capable of doing something at 40 or 50, natural deterioration will mean you lose the capacity to do it when you are 60, 70 or 80.

Together we can help you avoid the outdated ageing narrative that says being over 40 means you're over the hill and should be readying your pipe and slippers! You can do so much more when you learn how to look after all areas of your health and fitness.

Please take time to read and absorb this document so that you are fully aware of the importance of what you will be asked to do.



One of our primary objectives is to help you to become the captain of your ship by building all areas of your health and fitness. At the most fundamental level, we don't want you being a passive passenger, relying on medicine to ensure your life's journey doesn't come to an abrupt halt.

Medicine's remit is to ensure you don't die. We can refer to this as avoiding 'fast death'. Whilst this is an amazing human development, there is virtually nothing built in to the modern medical system to help you thrive, improve and experience true fitness and lifestyle longevity.

Don't be fooled by increasing life expectancy rates. If we take out the effects of improved sanitation and the invention of antibiotics we have achieved very little as humans learning to look after ourselves and live better for longer. We are kept alive longer, but we don't *live* for longer. Once you grasp this concept fully, you will start to see your life in a very different way!

One example of staying alive versus living is the use of Recommended Daily Allowances on many food items. The amounts given are enough to prevent the disease associated with low levels of that particular nutrient. These amounts will help to keep you alive but won't ensure optimal health for physical activities, so you have to be willing to do more.

Similarly, the use of sleep medication is widespread and yet the pills only help you to achieve a state of unconsciousness. They don't help you go through the healing cycles of deep sleep and REM seen during good quality sleep.



We're here to help you get so much more out of your life and extend it for as long as possible. First and foremost we want to minimise your risk of the early 'slow death' that creeps up on a large proportion of Westerners in modern times.

This will usually be one from metabolic disease, cardiovascular disease, cancer or neurodegenerative disease.

It's worth remembering that the mouse in the trap is rarely the only one in the house. Something else is likely lurking around the corner, hence why we prefer a global perspective on health and fitness.

For instance, diabetic conditions have been shown to be a major risk factor for both cancer and Alzheimers. It's best to consider all elements of our lifestyle early enough, rather than wait until a big health event happens, then try to isolate the problem and put the brakes on it.

We know now that problems start long before the event due to poor lifestyle habits amplifying genetic probability. Nobody has a heart attack out of nowhere and there are many predictors that we know about, understand and can counteract with smart personal decision-making. Unfortunately, it's human nature to take notice when big events happen but ignore the repetitive small traumas that accumulate until they reach a tipping point later on.

Fortunately, science has shown that strength and aerobic fitness outperform any medicine when it comes to improving longevity. These are two things that are actively under your control and influenced by your decision-making if you start early enough.

To live a life full of the things you love to do, supported by confidence in your mind and body, you will need to make various important decisions.

People who are willing to make these decisions show that they have an appreciation for risk, reward and sound investments, and don't want to continuously flirt with low energy, sickness, disease and constant physical struggle.

There's no fun in reaching retirement with lots of money, only to realise that it's a complete let down as you have little mental or physical capacity to enjoy it!

Cardiovascular disease, diabetes, cancer and Alzheimer's are the four biggest causes of early death and none of them care how wealthy you are or what you achieved in your working life. It's foolish to assume you can just use accumulated wealth to fix these problems when you have more time. Many people have tried this and failed.

For instance, if you have a heart attack, you'll find it very difficult (and it will likely be deemed unsafe) to ever get back to heavy lifting and hard exercise even if you have all the time and money in the world. Some roads have no U-turn.

As JFK once said, *"It's best to fix the roof when the sun's still shining"*.

Our job is to help you shape a lifestyle that supports your ability to work hard for as long as you choose to, but also set the scene for lifestyle longevity.

Longevity has two parallel tracks. Unfortunately, as medicine has got better at keeping people alive longer, the length of the tracks becomes very different! We want to increase the length of both with your Lifespan and your Healthspan increasing together.

Lifespan: The number of years you live for

Healthspan: The number of years you remain able to do everything you want to do



We see little point in living for twenty more years, if these years are filled with deteriorating health and physical function, and a dependence on other people for basic activities.

Maybe you've watched parents or grandparents travel this exact journey. We want to help you avoid the same path and to thrive with mental and physical health.

The two train tracks of longevity are very much intertwined when we look at the Storm Force Fitness Foundations but your destination(s) can be different to the next person. That's what's so exciting about the journey you're about to start!

Maybe you want to lose body fat as quickly as possible. Why not stay lean and enjoy body confidence through your later years instead of just your beach holiday or wedding?

Maybe you want to complete your first half marathon. Why not complete this first one, then continue to keep improving, running into your later years when all your friends are settling into their armchairs?

We're not here to impose goals on you but to understand how you wish to live and be there with you for as long as you need support and guidance.

Typically we take a 3-12 month perspective as a start point. That's not because all results can be achieved in this time but because your mind and body will change so much that the goalposts will continue to move and expand.

We hope you'll choose us to keep cementing better lifestyle habits and elevating your health and fitness goals for as many years as possible!

This process will be different for everyone and will be different for the same person at different times of life. For this reason we need an open and honest relationship. Everything in your life can play a part in your energy, motivation, stress levels and ability to take the steps we recommend.

Only you truly know how you want to live your life so it's important to think deeply about what success on the program will look like to you and how your surface goals will bring you happiness, fulfilment and better connections to the important people in your life.

Particularly if you're a high achieving male, you may have spent your life creating high stress situations for yourself in an attempt to 'become' someone. It may be time to decide what you need to un-become in order to achieve more balance. This doesn't mean reducing your ambition. It means creating a more sustainable approach to achievement in all areas of your life.

Maybe you're at a low point rather than a stressful high point. That's also okay - few people show up at Storm Force Fitness on an easy winning streak!

What We Need From You

We need to set some expectations and make a 'deal' from the start because successful coaching is like any relationship - it requires consistency and honest feedback in real time.

In the grand scheme of your life and even your weekly schedule, your time with us is a small percentage. Even if you can train with us three times per week for one hour and we design you the greatest training program ever, that still leaves 165 hours in which your lifestyle and behaviours can grind the entire process to a halt.

You need to become accountable for your results and not expect paying for a fitness coach to magic up results. We're here to guide the process but only you can make the necessary changes.

We can't spoon-feed you (physically or metaphorically), we can't put you to bed at the right time and we can't be there to take you through some deep breathing when you're stressed, yet all of these are crucial elements in this coaching experience.

We also need you to focus on one thing at a time. Our programs work really well, but if you mix them with other options, you're no longer following the program and we can no longer guarantee the results.

Sometimes what is left out is as important as what's put in.

If you want to include other activities, please speak to your coach to see how the jigsaw pieces fit together otherwise we can be left scratching our heads as to why the program isn't working for you.

What You'll Get From Us

To help you move forward, we'll continually move you through different levels. There are three 'umbrella' levels each of which can last any amount of time depending on your start point, needs and commitment to the cause.

Transform

The first phase is designed to Transform your mind and body, helping you to get unstuck from whatever has been holding you back to this point.

The aim is to move you into the accepted healthy ranges for known indicators of longevity, cardiovascular and metabolic disease risk, immune system function and digestion.

For example, if you're a male, we want you to avoid the increasingly common 'old man blood' for as long as possible. This is where you see falling testosterone levels, high insulin levels and high triglyceride levels - a recipe for poor health and fitness at best and a heart attack at worst.

Another key objective here is to reduce or eliminate medical dependency where possible and safe, and to give you your fitness freedom back.

We'll also target body composition metrics that will have you looking and feeling like a new person!

OutPerform

Once we have corrected baseline health metrics and have cemented important habits into your life, we'll take you to the next level.

This is where you Outperform what is expected of people your age by building excellent levels of daily energy, strength and cardiovascular fitness. This will enable you to take on new physical challenges that have eluded you so far and are out of reach of the average person your age.

This may be an organised challenge like a running race or charity event or it may simply be having total confidence in coping with the physical requirements of your daily life such as running after the kids at the park.

You'll also reach the outer ranges of desirable muscle mass and body fat levels for your age group and gender.

This isn't about besting other people for the sake of it. Sadly, the average 40-60 year old suffers from a wide range of measurable ailments and immeasurable loss of function with every decade that passes.

We want to keep you young and in shape to minimise the risk of this happening!

Perfect Storm

If you're the ambitious type, over time we'll help you to reach Level 3: Perfect Storm.

This level will have you in noticeably better shape than 90% of people and ensure you continually improve your athletic markers and fitness tests.

Typically people at this level are training for a variety of tougher fitness challenges or trying to push to the very best performance they can in their chosen sport such as running, cycling and triathlons.

You'll be one of the fittest people you know if you achieve the Perfect Storm!

The Storm Force Fitness Foundations

To move you through the levels, we will use some combination of the *Storm Force Fitness Foundations*. The exact formula for you will depend on what we find through the consultation process.

The Foundations can seem like independent elements when in reality they are multipliers. Each one is a magnifier of the others and if you choose to improve in all areas, the results will be infinitely greater than the sum of the individual parts. If you ignore any areas, it will eventually start to slow down your progress.

Sometimes it's hard to distinguish between what is correlation and what is causation. For instance, we know that fewer sleep hours are correlated with increased cardiovascular risk. Whilst we don't know if lack of sleep causes the risk, we do know that many of the lifestyle factors that cause poor sleep such as chronic stress also directly and indirectly contribute to increased cardiovascular issues.

Rather than trying to isolate everything down to the one thing we want to improve, it's best to look to improve our overall repertoire of daily habits and watch numerous health and fitness markers improve.

Looking at modern human life from a global perspective, we can see why so many people have established a new normal of feeling sick fat and tired.

The average middle-aged person is a ticking time-bomb exhibiting all the elements needed for ill health:

High levels of stress + Low levels of sleep + High carbohydrate intake + No exercise

We simply have to keep your 'stress bucket' as empty as possible, leaving space for productive stressors such as mental and physical challenges that make life rewarding. For this to happen, your life needs to include sufficient amounts of good quality exercise, sleep, food, social connection, time in nature and recreation.

Below is a very brief introduction to each metric that we want to improve as we move forwards. Whilst it may seem a lot at first glance, taking many of the same simple but consistent actions can lead to drastic improvements in multiple areas - that's the nature of your wonderfully complex human body!

Experience shows that people play differently when they keep score hence the numbers. This isn't necessarily about winning or losing, especially when it comes to personal health. It's about securing a consistent commitment to being at your best as much as possible and encouraging you to focus on the things that are wildly important to you.

In the absence of metrics and measurements, it's very likely that you'll keep falling back on what's easiest and we all know that's what leads to a stagnant life and stalled progress.

You should also understand that the Transform metrics are considered minimum standards for health and you should look to surpass them by as much as possible. This creates a buffer against life's inevitable twists and turns and helps you build towards a long-lasting, high achiever lifestyle.

Health

Blood Pressure

Heart disease is known as the silent killer because it slowly builds over a long period of time, hitting you with very little prior warning - unless you monitor your blood pressure and take note of the red flags.

There are few guarantees in life, but consistently high blood pressure leading to major heart events is about as sure-fire as it gets.

High blood pressure indicates a narrowing of your blood vessels forcing the heart to work harder and harder to push blood through. Lowering your numbers to safe ranges will be a priority.



Resting Heart Rate

Your Resting Heart Rate is another key indicator of heart health and is very easy to monitor, with or without technology.

Most of the time the lower your RHR the higher your level of heart fitness. It indicates that your heart isn't needing to work over time with excess contractions or 'beats' to deliver blood, even when you aren't doing anything physically demanding.

Blood Sugar

High blood sugar indicates that your body isn't doing a good job of clearing the sugars that you're consuming. Not all carbohydrate-based foods have the same impact on blood sugar but ultimately, they will all be broken down into glucose and either used for immediate energy, stored in your muscles and liver or converted to body fat.

If this storage process isn't working, it's due to problems with insulin function (Type 2 diabetes) or insulin production (Type 1 diabetes), so monitoring blood sugar is another easy way to highlight the likely onset of problematic metabolic conditions.

Around 50% of western adults are now Type 2 diabetic or pre-diabetic but the good news is that the steps required to reduce diabetic conditions almost certainly reduce the risk cardiovascular disease, Alzheimers and cancer at the same time.

Sleep Score

There is something of a global sleep epidemic in modern times. With so much stress and constant technological connection, people often can't sleep and then create a habit of using that time to scroll social media, catch up on emails or watch TV, compounding the problem further. This only serves to give their insomnia a purpose and the disruption becomes a way of life...as does mild exhaustion.

Sleep has too many positive effects on both physical and mental health to list here but there are a few that should catch your eye.

First, cognitive function and improved memory are linked to good sleep, so if you explain away your lack of sleep with a hustle hard, productive work mentality, your efforts are misdirected.

Second, we need good sleep to process and park the negative emotions attached to certain memories. This means that whilst we won't forget bad things that happened, we are better able to move past the emotions that often stick with people for life. This will have a huge impact on your



daily mood and perspective on life thus affecting every other area including your willingness to train hard and eat well.

On the topic of food, sleep deprivation can increase insulin resistance by up to 1/3 which you now know is vitally important for proper metabolic function and consequently, fat loss.

Finally if you just want to be super fit, you should know that less than 6 hours sleep reduces V02max (see Aerobic Efficiency), reduces your 1RM (see Strength) and reduces perspiration, necessary for cooling and prolonged bouts of exercise.

So you might think you're hustling but you're not hustling as hard as you could at the office or in your fitness activities!

Digestive and Immune Systems

Your digestive system is an immensely important part of your health and fitness. Not only do you want to be breaking down the food you eat and absorbing the nutrients, but your immune system is also closely related to your gut.

In fact around 60-70% of your immune system is down to optimal levels of 'good bacteria' in your gut, so it's clear that if your digestive system is compromised, your immune system will be as well.

Monitoring metrics related to digestion and immunity is hard outside of a laboratory but we are able to investigate this with further testing. In the mean time, you may be experiencing varying levels of IBS symptoms or you've got used to daily bloating and regular sickness including repeat bouts of minor colds and infections.

We'll look to reduce the occurrence of these symptoms with changes to your diet and stress management, known to have significant bearing on the digestive system through neurological links with the brain.

Body Composition

Muscle Mass

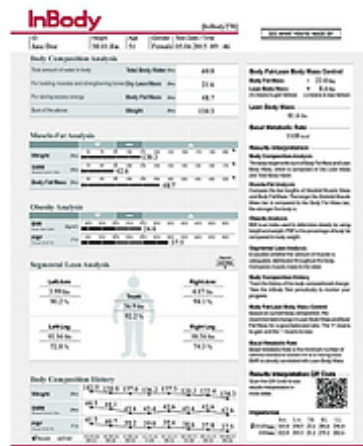
Muscle not only looks good but also ensures a higher metabolic rate, greater capacity to burn fat for fuel, higher insulin sensitivity and higher capacity to store carbohydrates. In fact, poor metabolic health almost always goes hand-in-hand with being under-muscled.

Muscle also gives you a greater capacity to build or maintain strength which is critical at all ages.

Body Fat %

We all want our body fat to be as low as possible, simply because it looks better!

However, it's not just about being lean for aesthetic reasons. Obesity leads to chronic inflammation and insulin resistance and may contribute to creating the ideal environment for cancer cell proliferation.



Visceral Fat

Visceral fat is the hidden fat that can be found in large amounts around the vital organs. It has been shown to drive inflammation up around these organs, dramatically increasing the risk of metabolic disease in overweight people.

Nothing different is required to reduce this type of fat compared to the subcutaneous fat that you see when looking in the mirror and pinching your love handles. However, it's important to monitor it because too much will increase your risk of life-threatening diseases as you age.

Whilst you won't die of feeling a little flabby, we do need to prioritise reducing visceral fat to healthy levels as a matter of urgency.

Waist To Hip Ratio

Closely related to visceral fat, your waist-to-hip ratio is another metric to monitor in trying to reduce cardiovascular risk. It will reduce almost linearly with visceral fat.

InBody Score

A comprehensive health and fitness coaching program should never be about one individual marker and you should now be acutely aware that just losing a few pounds on the scales is a poor indication of true progress.

Our InBody scans look at various important markers including muscle mass, body fat and hydration, combining the results into an overall score. If you lose lots of fat but also lose muscle with it, this isn't good and your overall score may not improve much.

The InBody score will increase if you progress the right way, improving your scores in all areas with a long-term perspective.

Movement

Stability

Maintaining complex movement ability is crucial for staying active as you age and reducing injury risk.

Stability is closely related to strength as it helps you to decelerate force at a variety of angles whether you want to keep playing squash or be able to stabilise yourself if you slip off a pavement.

We all know someone with a broken hip from a fall. A large percentage of these incidents result from that person lacking the stability and/or strength to react to the sudden change of direction.

Range of Motion

Joint stability and range of motion operate in a feedback loop. Often your brain will restrict ROM and also strength potential because it senses a lack of stability in your joints. Our objective is to improve both by achieving stability through full ranges in all planes of motion.

This will improve your ability to pick things up, put things on shelves, exercise, play tennis and run after your dog!

Strength



Strength isn't just bodybuilding and powerlifting. It's opening food jars, carrying your own food shopping, lifting yourself out of your chair, preventing falls and getting up off the floor if you do. It can quite literally save your life.

Loss of muscle mass in middle age and beyond is a common concern, as it should be. But closely related, and possibly more concerning, is that we lose strength 2-3x faster than muscle and power 2-3x faster than strength.

Weakness and lack of activity is a dangerous feedback loop which will take you down a slippery slope that's harder to recover from the older you get.

Strength and power are spectrums with thresholds below which you become physically dependent on other people for even the most basic tasks. Before that, you begin to lose the ability to run about and play games. If you lose the ability to exercise properly this will exacerbate all the knock-on effects related to low activity levels.

Bodyweight Strength

Being able to control your body easily through different planes of motion (forwards, backwards, sideways, up and down and through rotation) relates closely to stability and range of motion.

If you can easily squat your own bodyweight, perform a push up, pull your own bodyweight up and maintain this for as long as possible, your quality of life will remain higher for longer.

Relative Strength

All else equal, someone with more muscle will lift more than someone with less. As such, we have a range of strength targets based on your bodyweight. It wouldn't be fair to say that a 80kg man should lift the same as a 120kg man. This is why weight categories exist in a lot of sports such as weightlifting and boxing.

Being able to move more weight relative to your bodyweight indicates one or both of two things.

First, you have a high proportion of muscle within your total weight compared to body fat.
Second, you have made that muscle more functional by increasing your strength through training.

Cardiovascular Fitness

Aerobic Efficiency

Your ability to utilise oxygen in your 'aerobic' pathway helps you utilise fat for fuel and gives you the ability to perform low intensity exercise for longer periods of time.

It will also help to increase insulin sensitivity, improving your blood sugar markers.

Finally, away from exercise, brain health requires powerful blood flow and so aerobic efficiency may be a key weapon against the development of mild cognitive impairment and Alzheimers.

Peak Aerobic Capacity

VO₂max is the highest amount of oxygen you can process in a minute relative to your bodyweight and it is strongly believed to be the single most powerful marker of longevity.

Boosting it in the elderly by 25% can reduce metabolic age by 12 years. It may not be the magic elixir of eternal youth, but it's certainly much more effective than any medication or internet fad potion. If you're in the bottom quartile for your age, you're 4x more likely to die at any given age compared to the top quartile.

Clearly if you want to excel at sports which present a difficult cardiovascular challenge, VO₂max improvements should also be a focus for you.



The Important Numbers

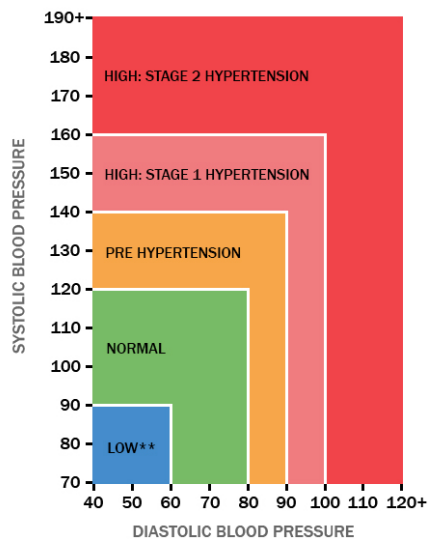
Now you understand why certain metrics are crucial to Lifespan and Healthspan, it's important to know which ones we will monitor and the targets for each level of your coaching experience.

They shouldn't be seen as black and white boxes of pass versus fail.

Each individual will find different metrics easier or harder to achieve and they should be viewed as spectrums which you should try to continually progress along.

	Transform	OutPerform	Perfect Storm	Current Score
	Health			
Blood Pressure	Orange - Green	Green	Green	
Resting Heart Rate	70-80 bpm	60-70 bpm	<60 bpm	
Fasted Blood Sugar	<7.0	4-4-5.4	4-4-5.4	
Average Sleep Score	>80%	>85%	>90%	
	Body Composition			
Body Fat %	M: <20% F: <30%	M: <15% F: <23%	M: <8-12% F: <18-23%	
Visceral Fat	<10	<5	<5	
Waist:Hip Ratio	M: <0.9 F: <0.85	M: <0.9 F: <0.85	M: <0.9 F: <0.85	
Muscle Mass	Lower Target Range	Upper Target Range	> Upper Target Range	
InBody Score	60-70	70-80	80-100	
	Movement			
Shoulder Rotation	<6 inch gap	<6 inch gap	<6 inch gap	
Thoracic Rotation	> 45 degrees both sides	> 45 degrees both sides	> 45 degrees both sides	
Active Plank	60 seconds	60 seconds	60 seconds	
Air Squat	Hips below knees	Hips below knees	Hips below knees	
Inline Lunge	10 each side	10 each side	10 each side	
Lateral Step Up	Full range 3 second descent	Full range 3 second descent	Full range 3 second descent	
	Bodyweight Strength			
Air Squat	20	20	20	
Step Up	10 each side	10+ each side	10+ each side	
Dead Hang (Reduced for 50+)	M: 1 minutes F: 30 seconds	M: 1.5 minutes F: 1 minutes	M: 2 minutes F: 1.5 minutes	
L-Pull Up	M: 6 F: 3	N/A	N/A	
Push Up	M: 10 F: 5	M: 20 F: 10	N/A	

	Transform	OutPerform	Perfect Storm	Current Score
	Relative Strength			
Deadlift	M: 1.6 x BW F: 1.2 x BW	M: 1.8 x BW F: 1.4 x BW	M: 2 x BW F: 1.6 x BW	
Back Squat	M: 1 x BW F: 0.5 x BW	M: 1.25 x BW F: 0.75 x BW	M: 1.5 x BW F: 1 x BW	
Push Press	M: 0.6 x BW F: 0.4 x BW	M: 0.75 x BW F: 0.5 x BW	M: 0.9 x BW F: 0.6 x BW	
Pull Up	N/A	M: 6 F: 1	M: 12 F: 8	
Prowler Push (40m, non-stop)	M: BW F: 0.75 x BW (including prowler)	M: 1.5 x BW F: BW (including prowler)	M: 2 x BW F: 1.5 x BW (including prowler)	
KB Get Up (Both sides)	M: 16 F: 8	M: 20 F: 12	M: 24 F: 16	
DB Farmer Walk (1 minute)	M: 0.75 x BW F: 0.5 x BW	M: BW F: 0.75 x BW	N/A	
	Cardiovascular Fitness			
Gym Triathlon				
3 rounds				
Row x 500m	Personal Time Improvement	Personal Time Improvement	Personal Time Improvement	
Bike x 1000m				
Ski x 500m				
Bike Zone 2 Average Watts (30 minutes)	M: 1.5 x BW (kg) F: 1.1 x BW (kg)	M: 2 x BW (kg) F: 1.5 x BW (kg)	N/A	
V02max	Top 25% See ACSM Chart	Top 10% See ACSM Chart	See Top 5% See ACSM Chart	



Further Testing Options

Storm Force Fitness is able to offer unique personal testing options to help accelerate results over time. No health and fitness coach should ever promise that they can 100% guarantee immediate results especially without detailed testing procedures.

We're confident in helping you achieve life-changing results over the short, medium and long-term by utilising two testing options not offered by most personal trainers: Metabolic Testing and Hormone Testing.

Your coach may recommend further testing based on your consultation and you are welcome to request any that you feel are appropriate or of interest to you.

Metabolic Testing



A 10 minute resting test and 9-12 minute active test using breath analysis gives us amazing insight into how your lungs and heart are working at different intensities of activity. This isn't just for athletes because everyone has lungs and a cardiovascular system that may or may not be working well!

This detailed insight enables us to tailor your exercise programming and nutrition more accurately by providing a range of data. For instance, you may have good endurance and be able to exercise for long periods, but struggle to breathe efficiently at higher intensity. The opposite may also be true if you typically only do short, hard workouts.

Accurate Daily Energy Expenditure

Fat Burning Efficiency

Personal Breathing Requirements

Targeted Heart Rate Training Zones

V02 Max (THE indicator of longevity)

Fitness Limitations

Lung Capacity and Lung Capability

Low Intensity and High Intensity Performance Scores

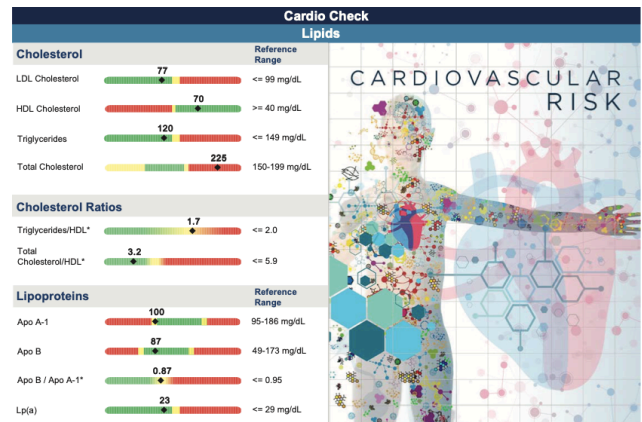
Hormone Testing

Through our partnership with Genova Diagnostics in the UK, we have access to testing procedures far beyond jumping on your bathroom scales then deciding to 'lose weight and get a bit fitter'. This will help us to help you create a life you love and want to live for longer!

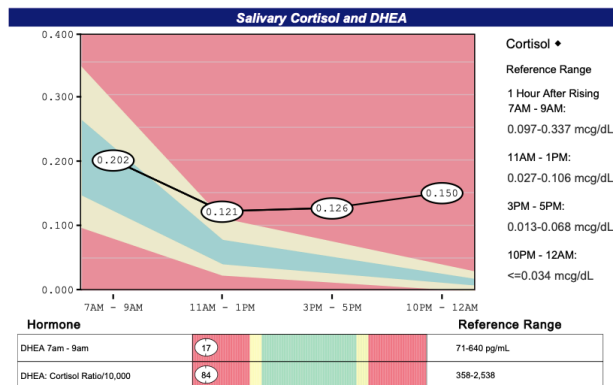
The results from these tests give us key insights into a wide range of health markers. Male and female profiling provides another level of analysis that can be used for honing the details of your coaching program.

For instance, identifying increased cardiovascular risk factors would be a clear indication that your initial programming should focus on building your heart health and tailoring your nutrition, even if your long-term goal is to get really strong and build muscle.

As a male, if your testosterone levels are too low, it will be very difficult to maintain or increase muscle mass as you get older no matter how much weight training you do.



Testosterone (Male)			
Analyte	Result	Normal Range	Units
Results & Ranges			
Analyte	Result	Reference Range (pg/mL)	
Testosterone (Male)	43.9 L	70 - 250	



Managing the lifestyle factors that effect your testosterone, cortisol and DHEA levels, we can take a more purposeful approach to interventions and stop fitness feeling like a dead-end road.

Similarly, female profiling gives us clear data about imbalances in hormones that play a crucial role in your daily energy levels and metabolism. This ultimately determines the potential of any body composition or wellbeing program.

Instead of guessing, becoming frustrated and wishing you could feel better, now we can test, address the findings and move forwards with clarity.

Everyone is different and individual testing and programming helps us save a lot of time versus trial and error.

Creating a fully-functioning digestive system is another important area of any comprehensive health program.

As with all things fitness, there is a lot of scaremongering and confusion created on the internet.

We like to know exactly what's going on so we can make targeted recommendations instead of guessing and using a scattergun approach.

With a simple test we can get clear indications of any breakdown in the system with specific action steps to be taken.



	Key Features	Type	Price
Rhythm Plus	<p>The Rhythm Plus hormone test is a comprehensive salivary assessment of estradiol, progesterone, and testosterone that spans a full 28 days.</p> <p>Additionally, this hormone testing profile includes the Adrenocortex Stress Profile and the Comprehensive Melatonin Profile to reveal how the sex hormones are influenced by cortisol, DHEA, and melatonin. Hormonal balance is the key.</p> <p>Fluctuating levels of estradiol, progesterone, and testosterone play a major role in a woman's overall health. Rhythm Plus is a hormonal test indicated for both premenopausal and perimenopausal women not currently supplementing with hormones.</p> <p>Hormone imbalances may be responsible for:</p> <ul style="list-style-type: none"> ▪ Menstrual cycle irregularities ▪ Mood disorders ▪ Insomnia ▪ GI complaints ▪ Libido ▪ Fatigue 	Saliva (28 days)	£270
Details & preparation	https://www.mygdx.com/product/rhythm-plus-hormone-test-saliva		
Sample Report	https://www.gdx.net/uk/core-uk/sample-reports-uk/Rhythm-Plus-Comp-Female-Hormone-Sample-Report-END11.pdf		
Menopause Plus	<p>The Menopause Plus hormone test provides information about the impact that shifting hormone levels can have in women during peri-menopause and menopause and in men during andropause (male menopause).</p> <p>In addition, imbalances of other steroid hormones, such as DHEA, cortisol, and melatonin, can influence sex-hormone production. Hormones imbalances can be associated with common symptoms such as:</p> <ul style="list-style-type: none"> • Hot flashes • Fatigue • Weight loss or gain • Menstrual irregularities • Loss of libido • Changes in hair and skin 	Saliva (6 days)	£425
Details & preparation	https://connect.gdx.net/product/menopause-plus-hormone-test-saliva		
Sample Report	https://www.gdx.net/uk/core-uk/sample-reports-uk/Menopause-Plus-Sample-Report-END14.pdf		

	Key Features	Type	Price
One Day Hormone Check (Male and Female)	<p>The One Day Hormone Check provides information about the impact that shifting hormone levels can have in men (andropause or male menopause) and women (perimenopause and menopause).</p> <p>Menstruating females can also run this profile, although the Rhythm Plus is Genova's comprehensive salivary profile that tracks the menstrual cycle over a full month.</p> <p>Patients with hormone imbalance may present with:</p> <ul style="list-style-type: none"> • Fatigue • Weight loss or gain • Breast tenderness • Menstrual irregularities • Loss of libido • Insomnia • Changes in hair and skin • Hot flashes and night sweats • Depression • Anxiety • Cognitive decline • Decreased muscle mass/strength • Vaginal dryness • Osteoporosis • Cardiovascular disease 	Saliva	£295
Details & preparation	https://www.gdx.net/uk/products/one-day-hormone-check		
Sample Report	https://www.gdx.net/uk/core-uk/sample-reports-uk/One-Day-Hormone-Check-Sample-Report.pdf		
Adrenal Stress Profile	<p>Daily hassles, chronic pain, blood sugar dysregulation, work stressors, and poor relationship quality can alter the HPA axis. Imbalances in adrenal hormones can have a wide range of negative consequences that can adversely impact a patient's overall quality of life.</p> <p>HPA axis dysfunction is associated with many conditions including but not limited to:</p> <ul style="list-style-type: none"> ▪ Hypertension ▪ Cardiovascular disease ▪ Gastrointestinal and immune dysregulation ▪ Diabetes and metabolic syndrome ▪ Depression ▪ Chronic fatigue ▪ Insomnia ▪ Weight gain ▪ Persistent pain ▪ Neurodegenerative disease and cognitive decline 	Saliva	£140
Details & preparation	https://www.gdx.net/uk/products/adrenal-stress-profile		
Sample Report	https://www.gdx.net/uk/core-uk/sample-reports-uk/Adrenal-Stress-Sample-Report-END01.pdf		

	Key Features	Type	Price
Metabolomix (Inc. Fatty Acid Markers)	<p>The Metabolomix+ is a unique combination of nutritional tests that provides an analysis of key nutritional biomarkers.</p> <p>A first morning void (FMV) urine collection, with optional add-on bloodspot finger stick and buccal swab, the Metabolomix+ nutritional test is a non-invasive, patient-friendly way to assess the functional need for antioxidants, B-vitamins, minerals, digestive support, fatty acids, and amino acids.</p> <p>Common clinical indications for testing include:</p> <ul style="list-style-type: none"> • Mood disorders • Mitochondrial dysfunction • Fatigue • Chronic stress • Inflammation <p>Several diseases are associated with abnormal organic acid, amino acid, and fatty acid levels such as depression, anxiety, cardiovascular disease, neuro-cognitive decline, diabetes, cancer, anorexia, and many others</p>	Urine	£455
Details & preparation	https://www.gdx.net/uk/products/metabolomix		
Sample Report	https://www.gdx.net/core/sample-reports/Metabolomix+Sample-Report.pdf		
GI Effects Profile	<p>The GI Effects Stool Profiles can reveal important information about the root cause of many common gastrointestinal symptoms and non-GI conditions including:</p> <ul style="list-style-type: none"> • Gas • Bloating • Indigestion/ reflux • Abdominal pain/ cramps • Diarrhoea • Constipation • Inflammatory Bowel Disease (IBD) • Irritable Bowel Syndrome (IBS) • Atopic dermatitis/ eczema • Allergies • Autoimmune diseases • Mood disorders (depression) • Joint aches • Diabetes • Weight issues 	Stool	£395
Details & preparation	https://www.gdx.net/uk/products/gi-effects		
Sample Report	https://www.gdx.net/core/sample-reports/gi-effects-2200-sample-report.pdf		

All tests are completed by you in the privacy of your own home and sent directly back to the Genova Diagnostics laboratory DIRECTLY.

Laboratory analysis, results and recommendations are accessed by Storm Force Fitness through the secure Genova Diagnostics portal. Results can then be emailed to you, discussed in your next personal coaching session or an additional consultation can be booked.

Consultation Summary and Recommendations

Training

To be completed

Nutrition

To be completed

Lifestyle

To be completed

Your Fitness Coach

Name

To be completed

Email

To be completed

WhatsApp

To be completed

Change Chain Journals

In your Ignition pack, you will find three change chain journals for Weeks 1-4, Weeks 5-8 and Weeks 9-12.

At the start of each phase, we'll review the success of your current habits outside of the gym and adjust accordingly to move you to the next level. Time and time again we find that behaviour and actions taken outside of coaching time is as important (if not more so) than the exercise time.

It's imperative that you complete these in real time so that they are accurate and either bring them to your first coaching appointment each week or send your coach a photo.

Don't assume you can quickly complete your journal from memory five minutes before your coaching appointment - this never works!