

Olympic swimmer does key training on shore!

By Mike Falcon, *Spotlight Health*, with medical adviser Stephen A. Shoop, M.D.

By Eileen Blass, **USA TODAY**

USA Olympic swimming gold medallist Lenny Krayzelburg is known for leaving competitors in his wake. But it's his unusual workouts on dry land that are leaving people gasping.

Krayzelburg has cut down his time in the pool, instead substituting an exercise system that may revolutionize training for elite athletes, and general conditioning and fitness regimens for the rest of us.

Krayzelburg, who won three gold medals in the 2000 Summer Games in Sydney, goes to the VERT — Velocity Enhanced Resistance Training — Gym in Santa Monica, Calif., three times a week. There he straps into futuristic computer-monitored hydraulic weight-lifting machines for a 40-minute workout he says "is the toughest thing I've ever done outside the water."

But don't feel sorry for him — pity his competition.

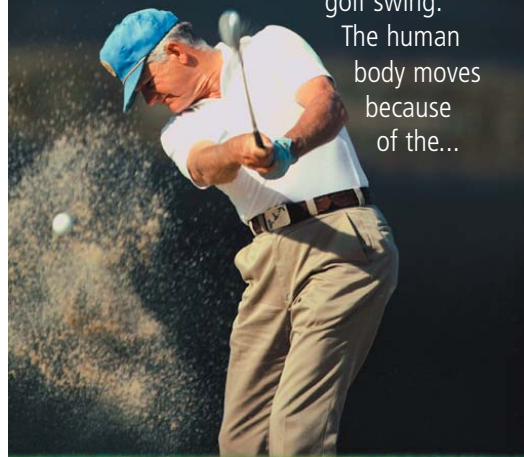
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Lenny Krayzelburg,
Olympic Swimmer

Power golf..

Enhance your game and lower your risk for injury by utilizing a personalized exercise, flexibility and conditioning program designed by VERT exclusively for golfers. The laws of biomechanics determine the golf swing.



The human body moves because of the...

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**"VERT™ private training center...
is on the cutting edge of fitness
technology"** L.A. Times

**"The VERT system is absolutely unique
in its ability to build fast-twitch
muscle strength"**

Dr. Clifford Tabin, Professor, Harvard Medical School.
Director of the Tabin Research Lab (focusing on fast and slow
twitch muscle development)

No butts
about it...
...for a great shape
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"I FEEL MORE ENERGIZED, HAVE GREATER STRENGTH, AND A BETTER SENSE OF FITNESS. IT IS A GREAT WORKOUT. I FEEL FIT AND MY JOINTS AND MUSCLES ARE NOT SORE!"

- ELLEN HEIN, OVER 50

What good is wealth without health?

If you are a busy executive who's time is money, and you...

...want fast results, then **VERT** is the answer!

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The **VERT** fast track weight loss program. No magic pills, restrictive diets, or crazy plans. **VERT** utilizes the latest science, technology and motivation to help you lose it and keep it off. Come to **VERT** today and you will finally see how a personalized weight loss program based on your body chemistry and composition, will melt off the pounds...**Safe...Fast...Fun!**

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If you commit to **three VERT sessions** per week for **90 days**, you will look and feel great! You will be amazed at how you can:

INCREASE:

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- resting metabolic rate (calories burned at rest)

DECREASE:

- weight
- body fat
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- blood glucose (sugar)
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- **FEEL GREAT**
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To find out more call
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The secrets to the fountain of youth can be found at VERT...

Today's adults are living more **active, healthier lives** and are certainly much **happier** for it!

As we age we begin to evaluate ourselves. Are we accomplishing all we wanted to? Are we doing enough to help prevent aging any faster? Do we like the way people see us? All sorts of questions pop into our heads. And when we turn 40, 50, 60, and older, the questions are more likely to become: Why is my knee creaking? Am I still able to eat my favorite things and still feel good? What sorts of exercises do I need to do, or to stay away from? We all want to feel better and live healthier lives as we change and we want to age on our own terms.

VERT has been helping individuals, like yourself, to take the **right steps and actions** now, which will **strongly influence** how **successfully** and **gracefully** you age.

You are never too old to reap the benefits of a healthy, active lifestyle!



"VERT IS MY FOUNTAIN OF YOUTH"

- ERNIE BANKS, CHICAGO CUBS BASEBALL LEGEND

- "MR. CUB"- Hall of Fame and two time MVP

How many calories will you burn?

If you want to lose weight, burning the maximum amount of calories with any activity is key. How many calories will you burn during your exercise session at VERT? That depends. Body weight, intensity of the activity, level of fitness and metabolism are all determining factors.

This chart shows the average number of calories burned per hour for various exercises and for different body weights. How do you shape up?

A VERT workout burns significantly more calories in less time, than any of the activities listed below!

ACTIVITY	130lbs	155lbs	190lbs
Aerobics, low impact	295	352	431
Aerobics, high impact	413	493	604
Lifecycle, light effort	325	387	474
Lifecycle, moderate effort	413	493	604
Lifecycle, vigorous effort	620	739	906
Running, 5mph (12 min. mile)	472	563	690
Running, 7mph (8.6 min. mile)	679	809	992
Running, 10mph (6 min. mile)	944	1126	1380
Strength Training	472	563	690
Swimming laps, freestyle, vigorous	590	704	863
Swimming, backstroke	472	563	690
Swimming, breaststroke	590	704	863
Swimming butterfly	649	774	949
Swimming leisurely	354	422	518
Walking, 3.0mph, moderate pace	207	246	302
Walking, 4.0 very brisk pace	236	281	345

Did you know?

FORCE: is a push or pull of the muscle or group of muscles on another object

STRENGTH: is the maximum force a muscle or a group of muscles can generate

POWER: is force times distance relative to time ($F \times D \div T$). If two people move the same amount of weight the same distance, but one person can do it in half the time they both may have the same strength but the faster person is more powerful.

WORK: Force acting through distance. Foot pounds of work is the force required to move one pound one foot. If two people do a twenty pound arm curl they are both lifting 20 pounds, but the person with the longer arms has to move the weight through a longer distance, thus he does more work even though they are lifting the same amount of weight.

...Olympic swimmer *continued*

"It gives me a distinct edge I never had before," says the 26-year-old. After six months of VERT training, Krayzelburg has added 10 pounds of muscle in his back, shoulders, and arms. "I'm stronger and the muscles I use in swimming move faster."

The VERT gym membership list reads like the Who's Who of pro sports. But not all superstars are eager to share their VERT advantage. "It's my personal training secret," says Shaquille O'Neal, center for the world champion Los Angeles Lakers, on the VERT web site.

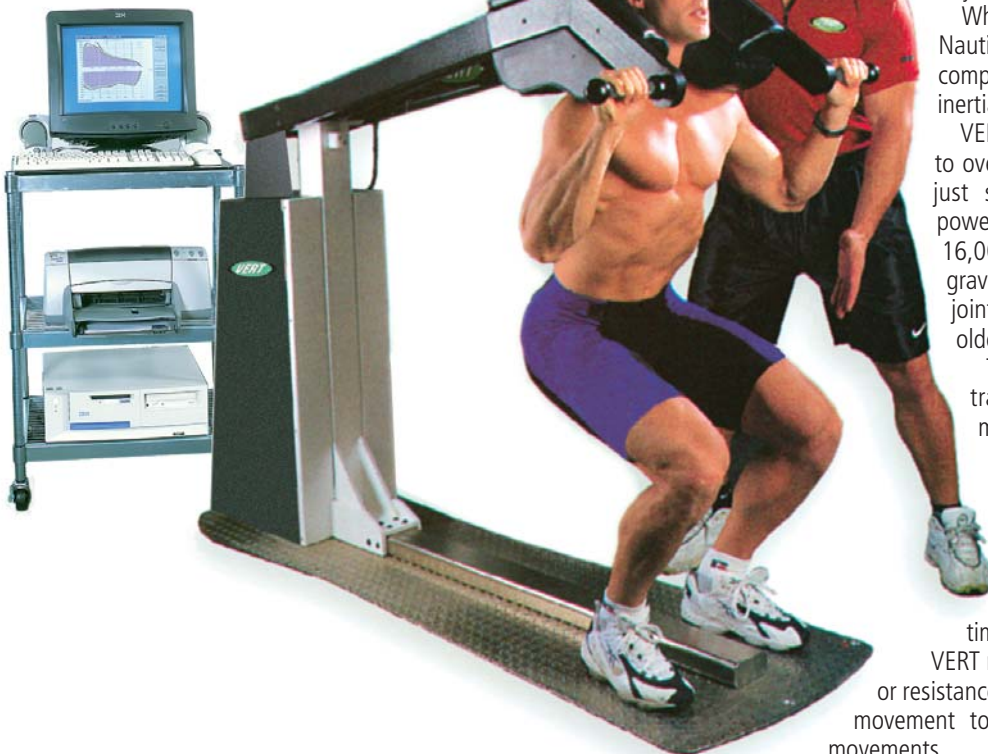
The VERT Training Center

VERT is big among U.S. Olympians: Women's basketball gold medalist and WNBA superstar Lisa Leslie, beach volleyball gold medallist Dain Blanton, and Olympic softball gold medalist Crystal Bustos are regulars. So are volleyball superstar Holly McPeak, sprinter Terry Edwards, and swimming legend Mark Spitz.

"I only wish VERT technology was available when I was competing," Spitz says.

Even elite athletes who are used to extreme training can find VERT a tough workout.

"It's truly brutal because no matter how quick or strong you are, the computers keep the speed and resistance just ahead of you, instantly," says Az-Zakir Hakim, wide receiver and kick return specialist for the St. Louis Rams.



"I HAVE NEVER FOUND A SYSTEM THAT GETS RESULTS LIKE WHAT I HAVE SEEN AT VERT"

- JOHN PERRY M.D....A founder of the American College of Sports Medicine...Former team physician for the RAMS & REDSKINS

How it works

Hydraulic resistance machines are nothing new. Pistons pumping air and fluid have been used in weight-training apparatus for decades. They can provide a smooth and even lifting motion that rehabilitation physiologists find appealing for patients not used to the balance challenges of free weights.

The disadvantages of hydraulic machines usually center on their plodding mechanical actions. Although they are excellent for the careful, slow strengthening exercises traditionally performed in physical rehabilitation, they cannot be pushed quickly.

"The drawback for athletes who rely on quick explosive movements — like swimmers, volleyball, baseball, and football players — is that the fast-twitch muscle fibers essential in these sports are not recruited or utilized at anywhere near the speeds involved in the sport," says Dr. Walter Theis, VERT's medical director.

Free weights such as dumbbells, barbells and weight machines have other inherent limitations. They can be pushed quickly, but not over the full range of muscular motion. And when you push a barbell off your chest, you first have to overcome inertia as the weight picks up speed. But before your elbow snaps out at arms length, you have to slow the weight by stopping the bar's momentum.

Consequently, speed and strength over the full range of the movement are uneven. And usable force or power — the result of strength multiplied by speed — is compromised.

"You just never are able to start and stop the weights quickly enough to really work the fast-twitch muscles so necessary in explosive strength sports," says Krayzelburg.

While strength-building machines such as the Nautilus system have devised ingenious methods of compensating for these limitations, momentum and inertia remain problematic.

VERT machines, on the other hand, have no inertia to overcome. Stop the bar during any exercise and it just sits there. Resistance is developed through powerful hydraulic pistons monitored by computer 16,000 times a second and is not influenced by gravity, so momentum is similarly absent. Stress on joints is markedly reduced, a valuable benefit for older and arthritic fitness enthusiasts.

Two other major differences separate VERT training from both free weight and typical machine resistance systems.

The computers that continually monitor how much speed, force, and power is being generated can be programmed to make instantaneous adjustments to the workout.

They also provide real-time readouts of every repetition in each exercise, detailing time, speed and force.

VERT machines cannot only be programmed for speed or resistance, but can alter speed and resistance within each movement to compensate for "hitches" in the explosive movements.

For a volleyball or basketball player, these minute changes in speed in a jumping movement can be critical. "Typically, someone begins a jump rapidly and then slows down before accelerating again," notes Sean Harrington, the former Los Angeles Lakers and Los Angeles Kings trainer who combined the VERT components into an integrated system.

"If you change the speed or resistance during that period you can begin to eliminate that momentary slowdown and produce even,

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...Olympic swimmer continued from page 4

powerful acceleration. That translates into quicker and higher jumps."

VERT machines also combine opposing muscle group exercises.

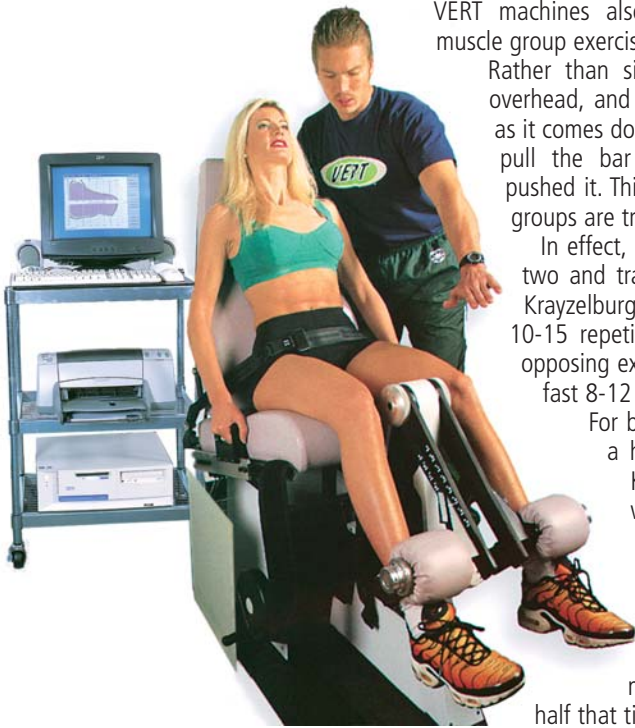
Rather than simply pressing a bar overhead, and then resisting gravity as it comes down, the athlete has to pull the bar down after they've pushed it. This assures that muscle groups are trained symmetrically.

In effect, one exercise becomes two and training time is halved. Krayzelburg completes a set of 10-15 repetitions in each of two opposing exercises in a lightning-fast 8-12 seconds.

For busy executives, this is a huge time advantage.

Krayzelburg's typical weight room workouts used to last hours; now they average 40-60 minutes.

General fitness goals for mere mortals can be done in half that time.



Not all convinced?

Although VERT counts the most elite athletes in its membership, not everyone is convinced. Boyd Epley, assistant athletic director and strength and conditioning coach for the University of Nebraska, considered by many to be the dean of USA applied strength trainers, is one of them.

"It's still a machine, and it takes away from the synergistic stabilization muscles required in real athletic movements," he observes.

They counter that VERT has an extensive supply of weights as well. "Athletes will still need them to produce the muscular mass and enormous strength needed in their chosen sport. Using both is fine. But there is simply no way you can push significant resistance at the speed, and over the range of motion VERT offers," he says.

"That means that every athlete who uses these has a unique advantage because his force is generated at the repeating and extraordinarily rapid rates seen in his sport," They add. "You can have all the strength in the world, but if somebody has that strength and additional speed, you're going to be in for a long day."

The chances of that occurring are limited for the time being: VERT is currently confined to Santa Monica — plus a few machines in Chicago that just happen to be owned by Michael Jordan's manager.

"It's good for me, though," laughs Krayzelburg. "If anybody is going to come gunning for me, they'll have to keep up with my type of training. That means I'd have to see them here — and so far that hasn't happened. My improvements since the Olympics have been far beyond what I expected, and..."



Lenny Krayzelburg at the gold medal ceremony for the men's 100m backstroke at the 2000 Summer Olympics.

...I'm using VERT to help me stay as far in front as I can."

Power golf...

...continued

contraction of muscles...the faster the muscles can contract (not how big they are) the faster the body moves and the faster you can swing the golf club. The faster the swing the greater the club head speed and the greater the distance the ball travels. The Vert Power Golf Program can dramatically improve your game. Before you spend more money on new equipment, improve what makes the equipment work — "your own body".

Visit
VERT
today
and check
it out.

Some quick statistics about golf and golf injuries:

- There are 26.5 million golfers in the U.S.
- There are 2 million new golfers each year.
- 80% of all professional golfers sustain at least one injury.
- 65% of all amateur golfers sustain at least one injury
- 75% of all golfers experience some back pain associated with golf

VERT can help you reduce your chance of a golf related injury.

Get in shape to play the sport...don't play the sport to try to get in shape!

"I REFUSE TO TALK TO ANYONE ABOUT VERT BECAUSE IT'S MY PERSONAL TRAINING SECRET"

- SHAQ O'NEAL - L..A. LAKERS NBA, MVP
(Men's Fitness Magazine)

If you hurt, come to VERT...

We treat and train world-class athletes...
Just think what we can do for you!

The VERT Sports Medicine & Physical Therapy Department has licensed physical therapists and the latest state-of-the-art rehabilitation equipment. VERT also accepts reimbursement from most major insurance companies. VERT expedites your treatment and recovery process as quickly and as safely as possible.



He's here to help...

Let us introduce Dr. Walter K. Theis, M.D., VERT's licensed Medical Director. Dr. Theis is a graduate of Colgate University (where he played four years of varsity basketball and baseball) and the University of Cincinnati College of Medicine. Dr. Theis completed his internship and residency (1970-1974) at USC-LAC Medical Center, Los Angeles, CA. Dr. Theis practiced emergency medicine for 20 years and was an ER Director at four Los Angeles Hospitals, including St. John's Hospital. Presently, Dr. Theis is a member of the American College of Sports Medicine and medical director and co-founder of the VERT Training Center of Santa Monica.



Dr. Walter K. Theis,
M.D., FACEP, FACSM

Size doesn't matter.
Really!

What do large muscles and the amount of weight a person can lift have to do with performance?

Big muscles and how much a person can lift is not the measure of how well a person can perform. VERT trains muscles to contract fast. VERT can measure, record how fast they contract and how much power and work is being performed.

VERT trains for GO, not SHOW!

ab-solutely...
... the best way
to obtain

"great looking abs"
is with the help of the
experienced, personal
motivators found at VERT!

Got teens?

ATTENTION PARENTS:

Is your teen in organized sports? Do you want to give your high school athlete that extra edge?

Enter your teen into VERT's Youth Athletic Program and we will help them jump higher, hit harder, run faster and throw farther!



310-264-8385 - Call today!





I lost weight, firmed up and am more energized! I feel fantastic!

VERT is the workout that works for me!

VERT is great! VERT is exceptional from the incredible computerized VERT machines to the personal trainers. I have been working with a VERT trainer, who encourages me to push myself when I would have given up. Due to my successful results and outstanding training experience, I strongly recommend VERT to my friends. VERT's personal trainers are energetic, friendly, and truly care about their clients. I have been extremely impressed by my experience at VERT.

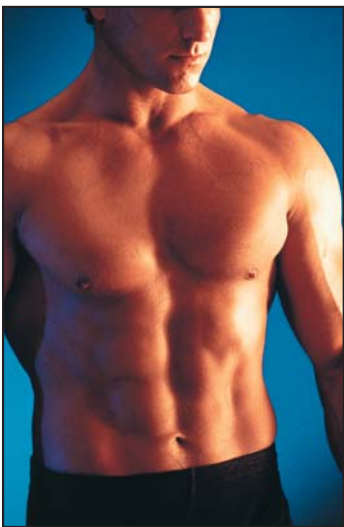
Joellen Waterman

JOELLEN WATERMAN

TESTIMONIAL

So, what's the secret to weight loss?

...MUSCLE!



What most people don't realize is muscle burns fat... In fact, muscle burns three times the amount of calories than fat and the body's metabolism remains elevated for 16 hours following resistance training.

Did you know that a person with more lean muscle mass burns more calories doing the same tasks as someone without muscle mass. Did you also know that muscle weighs more than fat? Someone who may be out of shape and flabby can actually weigh less than someone who's toned and in great shape!

You can't measure your success by the scale. It's all about body fat.

One of the most important things to remember is this - resistance training is a life-long matter. You have to continue to train in order to build and keep muscle mass.

Here are a few facts to consider:

- Muscle is a metabolically active tissue, much more so than fat. This means that muscle burns calories even when you are asleep.
- Having more muscle means you can eat more and still lose fat.
- The best way to gain muscle is through resistance training with VERT equipment
- Muscle is what gives your body shape. You can lose all the fat you want but if you don't have any muscle to show then you won't have any real shape to show.

Rev Up Your Metabolism

-The Key to Permanent Weight Loss

How can we lose and keep off extra fat? You need to increase your resting metabolic rate (RMR), which is the pace your body burns calories at rest. Your RMR is closely linked to the amount of muscle you have - adding muscle will raise your RMR and will greatly increase the chance that the weight loss (more accurately fat loss) will be maintained.

At VERT, we will turn your body into a fat-burning machine! Call today!



It gets you into shape faster, more efficiently and safer than any other workout to date.

VERT™— The integration of Private Training with computerized “Isokinetic” fitness training.

What is **VERT**?

VERT is an acronym for Velocity Enhanced Resistance Training.

VERT is a high-tech system of computer-controlled exercise equipment that analyzes the speed, position and resistance 16,000 times per second throughout the entire range of motion.

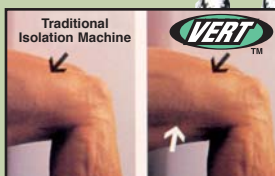
VERT eliminates inertia associated with weights and allows for high-speed training of the Type II fast twitch muscle fibers. Now athletes can train at the same speeds that they perform.

The faster a weight moves (because of inertia) the less resistance it provides. **VERT** can be programmed to provide maximum resistance through the entire range of motion at whatever speed you desire.

With gravity controlled devices, there is maximum muscle fiber recruitment only at the beginning to get the weight moving, and as inertia increases, muscle fiber recruitment reduces. Because **VERT** eliminates inertia, there is maximum muscle fiber recruitment through the entire range of motion.

VERT trains the nervous system to contract muscles fast. The faster the muscles contract, the faster the limb moves. The faster the limb moves, the faster a person can run, the higher a person can jump, the harder they can hit, the farther they can throw, the better they can functionally perform.

VERT “bidirectional” exercise allows training of two or more opposing muscle groups at the same time. It’s more efficient than any other type of workout.



- machines can be programmed to provide resistance in all of the following modes, separately or in any combination for: Isokinetic, Isometric, Isotonic, Variable Velocity and Variable Resistance
- “bi-directional” exercise allows training of two or more opposing muscle groups within the same repetition. Example: Arm curl - Biceps up, Tricep down
- users do 20 times more foot pounds of work than conventional weight training in a fraction of the time. More results in less time
- double concentric contractions in the same repetition all but eliminates post exercise muscle soreness. No load on the joints or stretching and tearing of the muscle
- calculates, displays, records and stores calories and foot pounds of work for each repetition
- can create personalized fitness programs that are computer generated and can be geared for any fitness level and age group
- for exercise, diagnostics and rehabilitation
- records, stores, analyzes and compares every workout. The computer keeps track of improvement and displays results in the form of charts and graphs.

So, no matter what your sport, our goal at **VERT** is to get you into top condition so you perform at optimum level.



VERT Center of Santa Monica
3011 Wilshire Blvd.
Santa Monica, CA 90403
Phone: **310-264-8385**

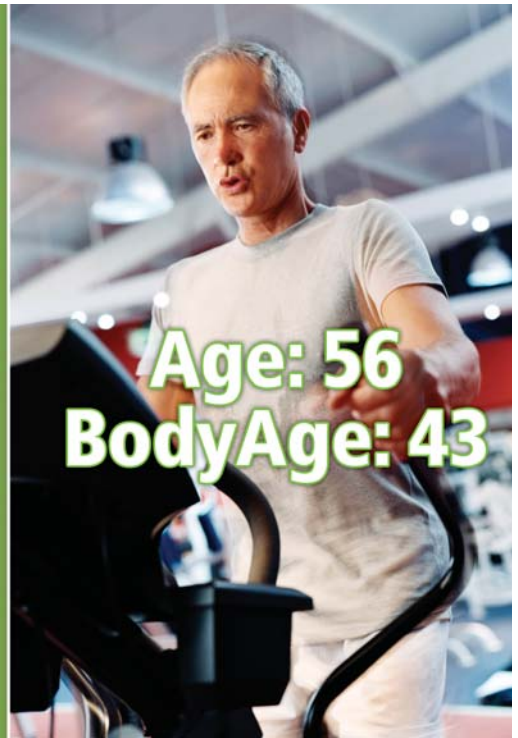
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Are you
as young as
you can be?



The new BodyAge™ System will let you know!

If you think taking a couple inches off your waist would feel good, just imagine how great you'd feel taking a couple of years off your BodyAge. Well you can do it, and VERT's BodyAge™ System can help.

The first step is a BodyAge assessment. It will evaluate your current health and fitness level and provide a benchmark to measure your progress. The BodyAge™ System also tells you how many years you can take off your BodyAge score, and exactly how to do it. It gives you a program for creating a younger you.

Our trainers will be able to give you the BodyAge assessment, the plan to reduce your BodyAge, and all the support and encouragement you need to reach your goal! *"VERT Private Training Center in Santa Monica is on the cutting edge of fitness technology."* - L.A. Times



Isn't it
time to try
something
NEW?

***Call or stop by today to receive
a FREE BodyAge™ Assessment!**

A \$250 value FREE. No strings attached. Hurry! Offer expires soon!

* Limit one per customer. Hurry, limited time offer.

