

# CHANGING THE WAY WE WORK OUT

*An Interview with Fitness Icon,  
Edward Jackowski, Ph.D,  
CEO, & Founder of Exude Fitness in NYC*



Katie Silcox

I recently had the invigorating experience of interviewing one of the most energetic, innovative and seasoned gurus of the personalized fitness training world. In this enlivened interview with *FitEngine Magazine*, Edward explains why most people fail in their fitness goals, as well as the components of his patented exercise program which allows people to succeed according to their own individualized needs.

**KS** Edward, why do most people fail with their weight loss and fitness goals?

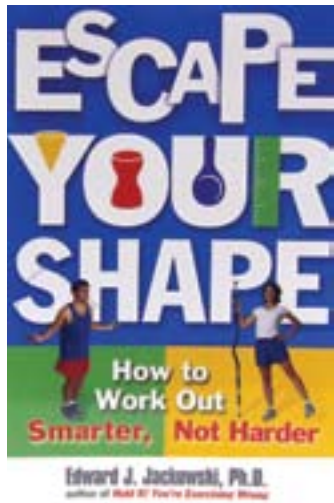
**EJ** Research from the Centers for Disease Control show that only 1 out of 10 Americans is successful in working out on a regular basis. Of those, 60% said that they would like to exercise, but that they can't fit it into a hectic lifestyle. In order to help people succeed in their fitness goals, we must help them to see visible results within thirty days. Otherwise, most people become frustrated and stop doing it. Listen, people are busy, and just

because you are exercising on a daily basis, does not mean you are achieving fitness. Being active and being fit are not synonymous. We have to make fitness an effective and efficient part of busy people's lives.

**KS** What are the ingredients that make up an effective fitness program?

**EJ** You need the five components of fitness to be part of any fitness or weight loss program in order for it to be effective. These are flexibility, cardio efficiency, muscle strength,

muscle endurance and proper muscle to fat ratio. Add to those five components the four stages of working out — warming up, stretching, work load and cool down. Then, you must consider the person's individualized body type. This includes taking into account their lifestyle and finding ways to integrate working out into each person's unique environment. Each and every time we exercise, in order to get the full benefits, we have to hit all five components of fitness. This is the difference between plain exercise and true fitness. Think about people who



## Jackowski's fitness regimes aim to make proper exercise and eating sensibly a consistent part of New Yorkers' hectic lifestyle.

jog. They may be very active, but if they only jog, they probably do not have very strong core strength or upper body strength. They are "fit to jog," but not "fit to live." We have to think in terms of being functionally fit. We have to think of how fit we need to be to get through the normal course of action throughout the day.

**KS** What are the top fitness fallacies?

**EJ** Most people simply don't know the five components. They just go to the gym and flail around, or they buy expensive workout equipment that they later use to dry their laundry. People aren't working out in the specific individualized formats for their body type. They also aren't working out hard enough to combat the 3,000 calories that they are taking in daily. Burning 300 calories is equal to one beer! It's one glass of wine! Also, if you have big thighs and a Spoon®

body, why are you doing squats? Trainers will say, "Oh, you are so strong in your thighs!" But you are not there to strengthen them, but to reduce them. Different goals require different training methods. There is a big fallacy with women who read fitness articles about muscle. They think they'll burn more fat if they add more muscle, and in theory this is true. But adding muscle to become more efficient in burning fat, thereby increasing your metabolism, is much more complicated than that. In order to reduce or trim down, what they need to be doing is working on burning fat versus building muscle through both body type-specific intense cardio and muscle endurance-type training. By doing so, it will give them a better ratio because they have burned more fat.

Think about marathon runners, ballerinas, and swimmers. If the theory that you need to lift weights to burn fat and have a healthy body ratio were true, these athletes would all be overweight. And they certainly aren't! When is the last time you saw a fat marathon runner? And this is because they are burning enough calories to stay thin. Lifting weights is not the only way to possess a healthy body ratio or weight. Consumers need more knowledge and power. It's the intensity at which we exercise that increases our metabolism. If your body

hasn't changed in thirty days, *you* need to change. This is why people aren't exercising. They are frustrated that things aren't working. They are choosing programs that are inappropriate. If you want to motivate people, have them engage in a program they can maintain today, tomorrow, next week and next year by educating them on the components and phases of fitness. Teach them how to work for their body type and get them to see a change and believe me, they'll be motivated!

**KS** Why should employers be concerned about helping to get and keep their employees fit?

**EJ** It's all about energy, the ability to overcome adversities, and possessing good self-esteem. You won't find a lot of low-energy or unfit people that are highly productive. Good fitness gives you more focus, and you can achieve more. Your immune system

is stronger, you get fewer colds and you recover from illness more quickly. You will be less absent from work and strive to be better each day. So, it's a cycle. If you are feeling bad and are not sound in body and mind — your energy will be down. If you feel good, you will exude confidence and feel that you can conquer the world!

*Edward Jackowski, Ph.D. is the Founder & CEO of Exude Inc., (www.exude.com), America's premier motivational and one-on-one lifestyle fitness company located in Manhattan. He has authored six books, and his medically proven, trademarked and patented fitness regimens based on body types (Hourglass®, Ruler®, Spoon®, and Cone® Body Types), are dramatically changing the way we look at exercise. He has been featured in over 1,000 magazine articles, television shows, radio shows and websites both in the USA and internationally. Look for regular Q&A columns by Edward in upcoming editions of FitEngine.*



Edward Jackowski's patented fitness regimens are based on body types: ruler (relatively equal body proportions), cone (upper body considerably larger than the lower body), hourglass (weight carried on the upper torso and lower body, with tendency towards a narrower waist), and spoon (lower body considerably larger than the upper body).