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# Reclaim Your Former Glory

Perform Like You're 20, When You're 40+

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There's a HUGE contradiction right at the heart of the health and fitness industry. And it's probably costing you your health, stealing your stamina and exuberance and leading to a much more rapid decline in physical and mental performance than is necessary.

You see...

Most of our knowledge of what works in health, in fitness and in performance is based on studies of elite athletes.

Studies which are then used to inform what the lay man does, following the ethos. ***"if it's good enough for Usain Bolt, it's good enough for me."***

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To a certain extent this is true, **except for one huge flaw.**

All athletes are looking at being the best they can possibly be **RIGHT NOW**, so they can win that next medal or game, or just make the team this week.

Very few of them (and even less coaches) are looking at the optimal way to sustain that performance over 10 - 20 or more years.

**This leads to one HUGE problem.**

Often the very things which give us amazing performance right now, carb loading, over training, intense workouts...

***Lead to impaired performance in the long term.***

Take carb loading, it's pretty much accepted that carb loading before a big event is the best way to store glucose in the muscles and ensure you don't run out of fuel half way through whatever it is you're doing...

But that same carb loading has multiple effects which long term, **will negatively affect your health.**

To take one such example, carbs spike blood sugar, which, if done consistently over time, leads to insulin resistance. ***Definitely not a high performance state.***

Sure if you carb load every now and again it won't do you any harm but doing it several times a week for an extended period...that's going hurt your performance/health long term.

**Working out several times a day has a similar effect.** Sure you'll get fit, fast, but you're also placing a HUGE amount of strain on the joints and muscles which will very likely come back to haunt you in the form of impaired mobility and injuries later in your career.

The real fact is there have been very few studies run on what it takes to perform optimally for a long period of time, as again most athletes just aren't interested in knowing...**they want to perform great today and the devil may care about tomorrow.**

For most of us however especially as we get to 35 + we start to feel the effects of these short term strategies we've been inadvertently implementing on our lifestyle. We note our performance declining...**for most of us this is especially cruel as it's about this time when we start to have the time and money to actually do the things we've always wanted to**, but find our body betraying us, and realise we need to look for a sustainable program to make us forward.

**There are some athletes who have taken the long term view.**

Tom Brady is a 43 superstar quarterback of the NFL, who decided to take the long term view at 26. Luckily by studying these few outliers, science is starting to catch up and we now have a better of what we need to be doing to ensure we can continue to enjoy our

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sports well into our old age and even how to **reverse a lot of the damage we've done previously**, so we can build optimal health and fitness which will enable us to keep on kitesurfing until we're a ripe old age.

### How to do this?

Focus on health.

Here's the thing...

- You can be very fit and very unhealthy,
- You can be slim and very unhealthy...
- You can **never** be healthy and unfit,
- You can **never** be healthy and over weight,

it just doesn't work.

By focussing first on health, fitness and great body composition naturally follow, as does increased performance in all areas, no matter what your age.

Most programs focus on just fitness or just weight loss or just performance which ironically enough, as we've seen, often come at the **EXPENSE of health**.

Through focussing on health you will find any other problems or challenges you have simply clear up as a side effect of what you are doing and you'll be able to keep using your body to do all the things you really love to do into your ripe old age.