

HOW TO GET & STAY FIT

OVER 40

— THE SIMPLE —
5 STEP
PROCESS

To Enhance Your Health,
Increase Your Muscle
Tone & Improve
Your Fitness...



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Top Certified Fitness Expert
Charlotte Hunt Reveals
The Essential Strategies For
Lasting Results If You Are
Over 40 Years Old!

LETTER FROM THE FOUNDER

Dear Friend,

So your 40s are upon you. You have probably had some of the best years of your life and while there is a lot to look forward to, there are a few pitfalls about entering the “mid-life years”.

Our metabolism start to slow, it becomes more difficult to shift unwanted weight, and our bodies become less tolerant of the stresses and strains we put them through. This is why getting fit at 40 is such an important goal that we should all put on our 'to do' list.

The nice thing about getting fit at 40 is that it's simpler than you think! You don't need to take up an extreme sport or a huge challenge (like running a Marathon) to become fit at 40. A few small lifestyle changes like eating well, exercising for 20-30 minutes 2-4 times a week, and ensuring you get enough sleep will make all the difference.

Below I have listed what I view as the **Top 5 reasons** for getting fit at 40. If you want to know more about how you can make this goal a reality, or need any more fitness advice, please don't hesitate to get in contact.

Enjoy the read!

Charlotte



REASON 1

KICK-START YOUR METABOLISM!

Very few of us hit 40 and don't wish to lose a little weight from here or there – it is all part of the ageing process as our bodies change. Part of the problem is that our metabolism – all the things our body does to change food into energy - naturally starts slowing down as we enter 'mid-life', but it is not all doom and gloom because it is easy to reset!

Exercise is a great way of giving your metabolism the kick-start it needs. Muscle cells use a lot of energy, which means they burn lots of calories too.

In fact, even when you are not exercising they are burning calories, meaning you are still reaping the benefits long after you've put your feet up!

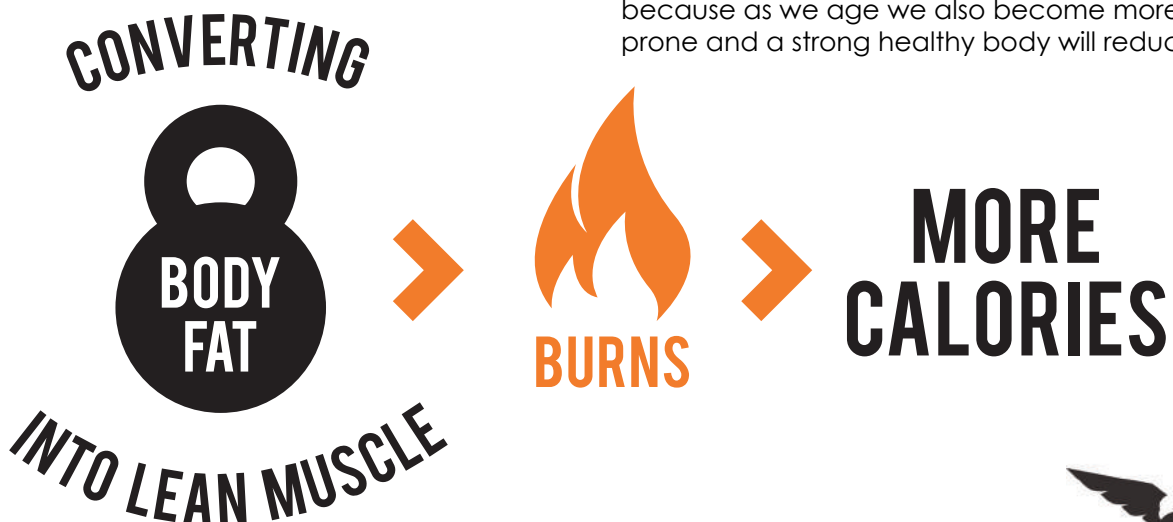
Due to the important role muscle cells play in boosting metabolism you shouldn't just be looking

at cardio activities when you want to lose weight, weight training is also crucial if you want to boost your metabolism.

By converting body fat into lean muscle that burn more calories, weight training really does kick-start your body's ability to use unwanted energy that would otherwise be stored as fat.

As we naturally lose muscle mass with age, weight training becomes an even more important part of our fitness programme when we reach 40.

It also improves overall body strength and this too has benefits for those looking to become fit at 40, because as we age we also become more injury prone and a strong healthy body will reduce the risk.



REASON 2

FIT BODY = FIT MIND

Most of us consider our mind and body as two separate entities, but they are not.

There's a powerful link between the two, meaning what we do physically – or perhaps more importantly, what we are not doing physically – will have a big effect on the way we feel, think and behave.

Physical activity stimulates the brain and produces chemical changes that have been shown to increase our mental wellbeing – the way we see ourselves and the world around us. It also results in endorphins being released, which are our body's own feel good drug.

As a result, physical activity has been shown to:

- ✓ Increase positivity
- ✓ Heighten our sense of calm
- ✓ Result in clearer thinking
- ✓ Decrease the risk of depression
- ✓ Alleviate anxiety
- ✓ Reduce stress and tension

There are also a number of social and emotional benefits associated with physical activity including the benefit making friends and connections has, along with the benefits that are gained from simply having fun and improving your self-esteem and self-control.

Then there is the additional benefit of exercise giving us that little bit of 'me time' – whether it is a 20 minute brisk walk to music, or meditation during yoga – and in the fast-paced world in which we live a little 'me time' is very valuable indeed.

So if you are not doing it for your body, do it for your brain!

**SO IF YOU ARE NOT
DOING IT FOR YOUR
BODY, DO IT FOR**

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BRAIN!**





REASON 3

WE ARE WHAT WE EAT

Some of the best things in life come in pairs, and like great shoes, strawberries & cream, and comedy double acts, exercise and nutrition work much better together. In fact, often one without the other simply doesn't work at all.

Sadly, too many people think you can eat badly as long as you exercise – WRONG!

This will just cause an imbalance in your lifestyle and could lead to you gaining weight rather than losing it, especially as healthy eating accounts for roughly 70-80% of the work, while exercise does the rest.

The problem is there are so many 'diets' and 'healthy eating' options on the market that it often becomes confusing about which to choose!

Should you follow Atkins, Paleo, Banting, the 5:2 Diet, Low-Carb or High-Carb, Low-Fats or High-Fats, remove gluten or cut out dairy?

Ultimately when it comes to diets the choice is up to you, and is very dependent on which suits you both physically and mentally.

There are however a few healthy eating tips that are not as extreme as most of these diets but can result in significant changes that will lead to a happier, healthier you:

1 Top-up your water intake – Dehydration is a major craving contributor, so by ensuring you are taking on enough water, you are sure to cut the cravings. Even if you are well hydrated, we can still misinterpret the need for water with a need for food (in particular the foods we shouldn't be having!) So by simply having a glass of water 30 minutes before eating you can significantly reduce the amount of calories you take in.

2 Increase the protein on your plate – A protein-packed diet has many advantages; it uses more energy to digest so keeps our metabolism running and our energy levels up, while ensuring blood sugar levels remain stable. It also keeps hunger at bay by keeping us feeling fuller for longer and thus prevent weight gain. The reason for this is protein-packed diets stimulate the production of CKK, a natural appetite suppressant. So ensuring your diet is high in protein is key for both suppressing the cravings and aiding weight loss. One thing to remember though is not all protein sources are equal, so stick to lean cuts of beef and mince, unprocessed dairy, eggs, fish and chicken breasts.

3 Embrace the good fats – One of the biggest mistakes people make is to think cutting fats from their diet is the key to good health. It is not! Fats are an essential part of a healthy diet we simply can't live without. They provide fatty acids that are essential to body functions, deliver fat-soluble vitamins, and keep our skin soft. So we certainly can't live without them; the key is knowing which fats to live with. Basically there are two groups of fats: saturated and unsaturated. It is the unsaturated fats that are the good guys and can help lower cholesterol and reduce the risk of heart disease. These include the Omega-3s found in fatty fish, walnuts and flaxseed; the polyunsaturated fats that lower cholesterol found in vegetable oils; and the monounsaturated fats that reduce the risk of heart disease found in olive oil, most nuts, avocado, pumpkin and sesame seeds, and peanut oil.

4 Switching out refined foods - White bread, pasta and sugar have become household essentials, but these refined foods are also some of the worst offenders when it comes to cravings. One of the best ways to aid any diet is to say GOODBYE to refined food, but going 'cold turkey' is often hard – can you imagine a life without pasta? One of the best ways to break the cycle is to SWAP the refined versions for their wholegrain alternatives – a simple but effective solution.



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REASON 4

SLEEP SOUNDLY

To perform at our best, most of us need around 8 hours of good quality sleep a night.

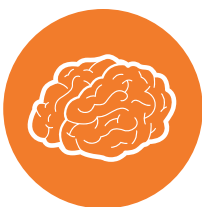
Sleep is important because it can:



Boost your immunity



Help you lose weight



Ensure mental wellbeing



Increase your sex drive and fertility



Reduce the risks of diabetes and heart disease

But how many of us actually get a full 8 hours every night? Especially as our risk of insomnia increases with age, when our brains find it harder to shut off and we become bogged down by thousands of thoughts that keep us awake.

While there are a variety of factors that cause poor sleep, for most of us it is simply a case of our bodies and minds getting into bad habits.

So how do we break the bad habits and get into a good sleep routine? There are a number of steps that if implemented should put an end to the sleepless nights:

- ✓ **Going to bed at regular times – to get our body clocks back on track**
- ✓ **Making sure you wind down – preparing our bodies to sleep, by writing to do lists, doing stretches and enjoying a warm bath**
- ✓ **Making bedrooms sleep friendly – removing electronic devices and gadgets, making them dark and quiet, and keeping them between 18-24°C, the ideal temperature for a good night's sleep**
- ✓ **Keeping a sleep diary**

Exercise is another great tool for inducing a good night's sleep! Especially exercise in the afternoon or later as it triggers your body to warm up during the physical exertion before cooling down post-exercise. This temperature change is thought to promote falling asleep. Exercise has also been shown to decrease arousal, anxiety and depressive symptoms and these are all causes of insomnia.

As little as 10 minutes of aerobic exercise can dramatically improve the quality of your nighttime sleep, especially when done on a regular basis. It also can help reset the sleep/awake cycle by inducing body temperature changes that help your body clock get back on track!



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REASON 5

SAY GOODBYE TO THE ACHES AND PAINS

Aches and pains are an unfortunate side effect of ageing. That being said, there is plenty you can do to reduce the frequency and level of discomfort you experience.

Simply ignoring the pain won't make it go away, neither will being inactive as limiting movement can often compound the problem as your muscles weaken further. The right exercise regime can significantly decrease pain and in some cases enables the individual to postpone and even avoid surgery!

The key thing is to make sure the exercise you are doing is right for the aches and pains you're experiencing. This is where going to a good personal trainer, gym or physiotherapist is crucial, to ensure you alleviate the issue and not compound it.

Ultimately the right fitness plan will help you build a stronger body that is more able to stand up to the rigours of modern-day life and can protect you to a degree from some of the negative effects of ageing.



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We hope you have enjoyed this guide and it has given you the inspiration you need to start your fitness journey to become and stay Fit at 40 and beyond!

If you need any more help please don't hesitate to get in contact with us on

+(44)07907322653

we are always here to help!

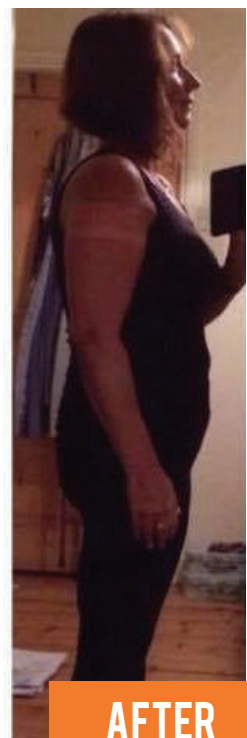
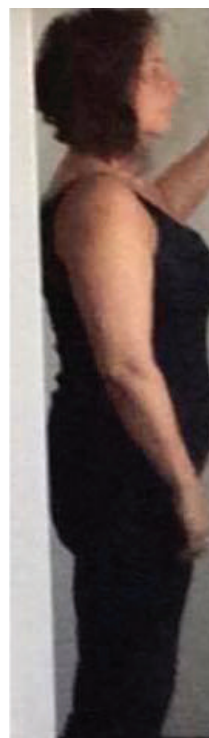
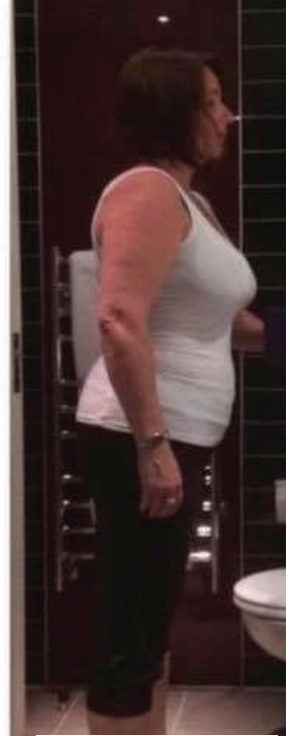
Good luck and we wish you all the best on becoming a better you!

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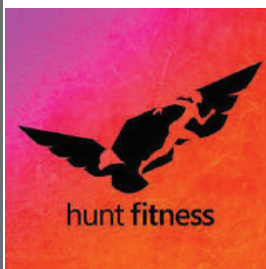
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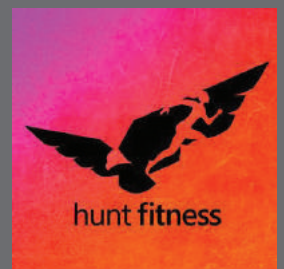


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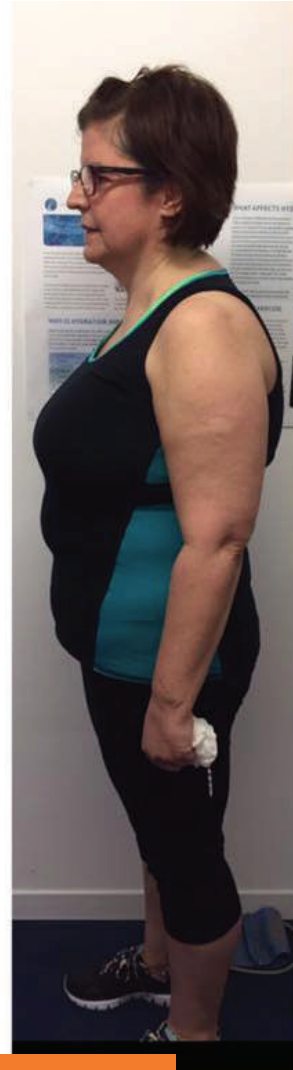
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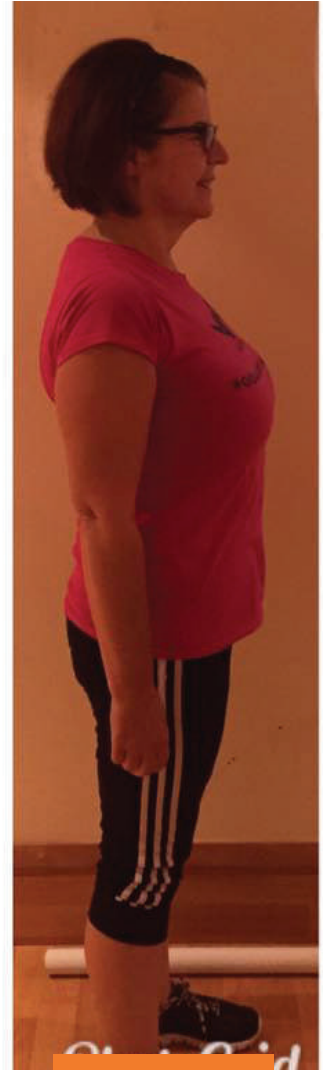
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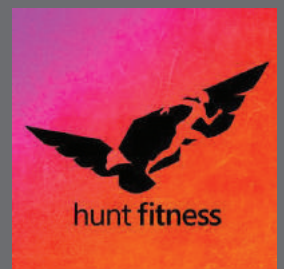
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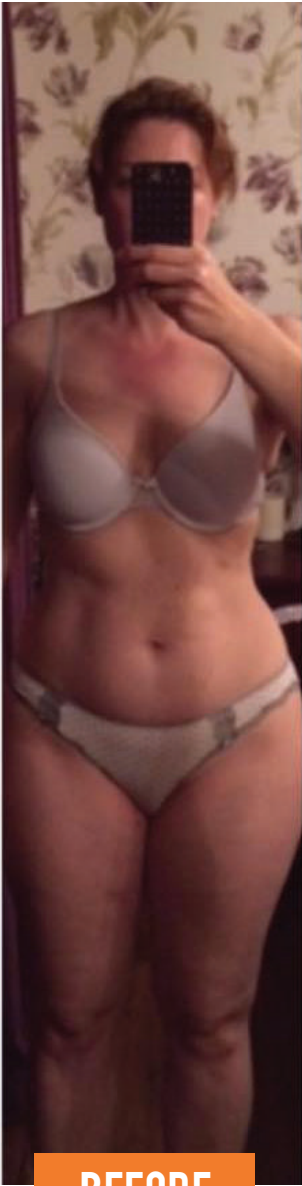
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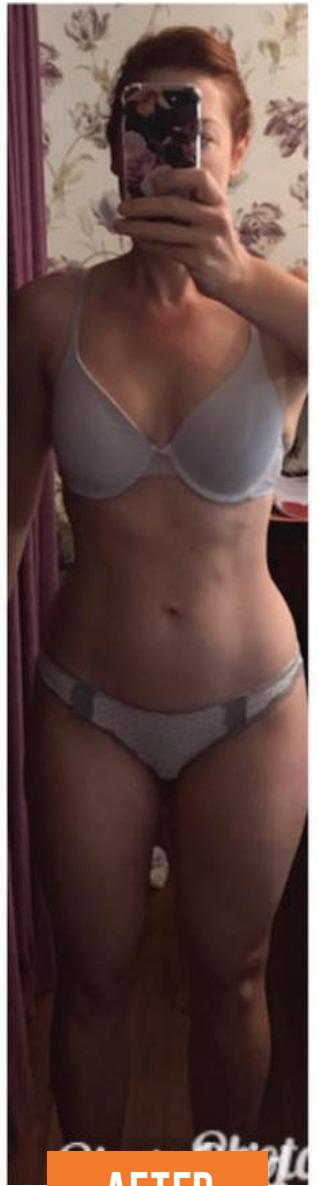
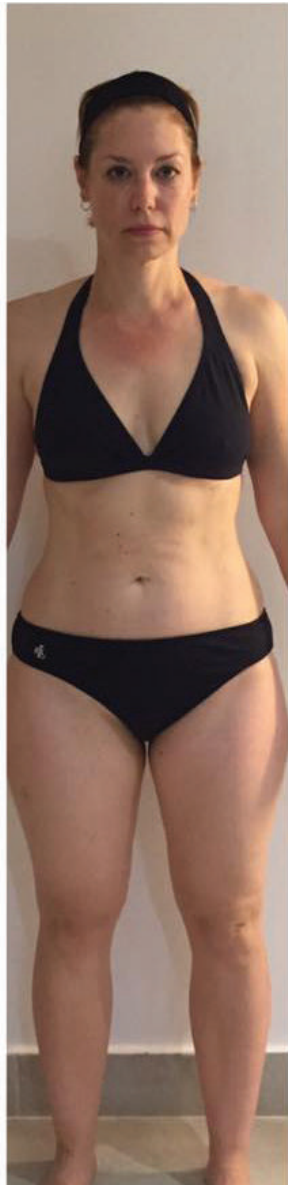
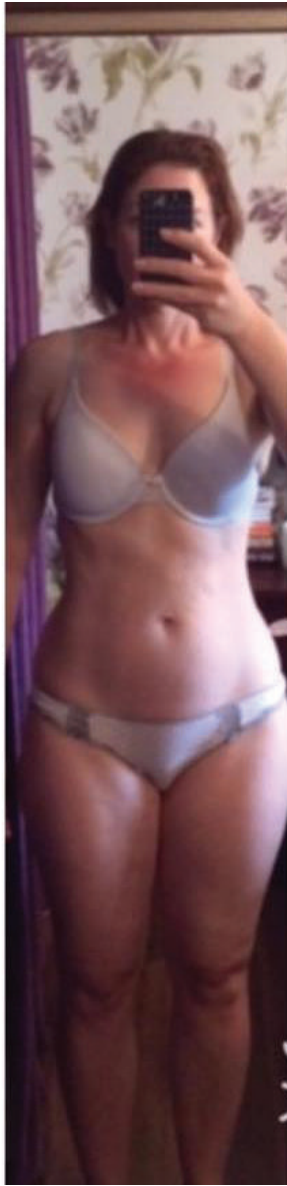
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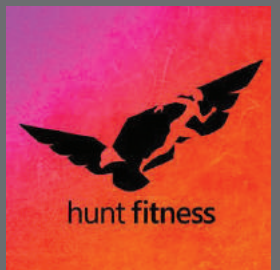
JENN



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