



### Why SmartStrength Training?

Strength training may be just as beneficial as aerobic activity in helping with weight control and improving our fitness. Training with weights and resistance builds stronger muscles, which stabilize and protect our joints and make daily activities easier. Strength training helps to reduce body fat and increases lean muscle mass. This improves our body's capacity to burn calories – even when we are at rest – because muscle burns more calories than does fat.

Strength training is especially important as we get older. It's one of the best activities we can do to counteract the decline in muscle mass that naturally occurs with age. This will help us to carry out daily activities such as moving and lifting more safely. In addition, strength training helps us to maintain balance and coordination. Strength training also decreases the risk of osteoporosis and injury and helps to boost confidence and self-image.

With the **Strive**® program, you can achieve all the basic benefits of strength training and so much more. *How about doing an entire circuit covering all the major muscle groups – train the whole body – in less than 30 minutes?*



It's as easy as 1-2-3!

Perform 3 sets per machine, 2 to 3 alternate days per week, and in just 4 weeks, your results will amaze you! Let one of our **SmartStrength** coaches or **SmartTrain** personal trainers get you started on the machines today!



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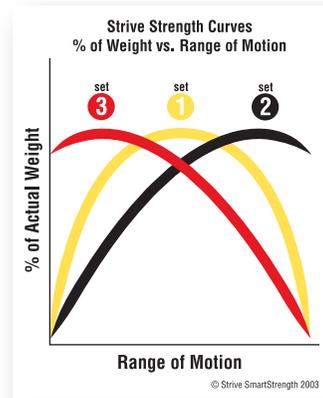
# Building A Better Body

**STRIVE**® **SMARTSTRENGTH**™  
Fitness Program



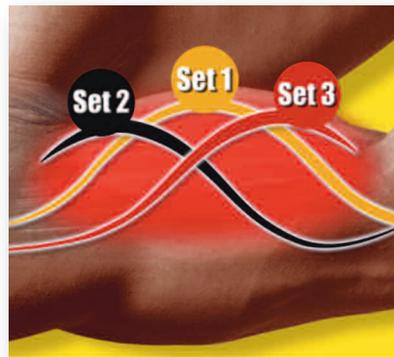
## What makes the Strive CAM technology so unique?

The patented, adjustable CAM technology offers the user nine (9) variable-resistance points or exercise stations within a single range of motion... **the only one of its kind in the industry today.** Unlike traditional Nautilus type fixed-cam strength training machines which perform one function and exercise, **Strive's** adjustable CAM technology offers multiple modes of operation to facilitate a multitude of different programs, workout routines, and training applications. The entire muscle is overloaded as resistance is altered on the individual's strength curve.



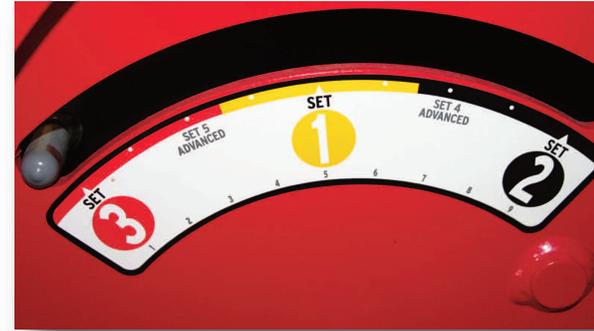
Strive Strength Curves

The CAM system allows the user to engage and exhaust more muscle fiber by recruiting more fresh muscle fiber as one manipulates the strength curve through this cam resistance. As a result, the muscle receives more balanced and comprehensive conditioning. More developed, stronger muscle and muscle fibers help to maintain joint stability and improve neuromuscular coordination. In theory, a comprehensively trained muscle is less prone to injury.

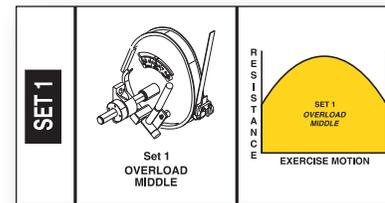


Comprehensive Muscle Development

The "selectorized" or customized resistance is modified by simply moving the yellow-handled CAM lever to one of 3 positions within the 3 (1,2,3) color zones. Within these color zones, you have a smaller scale made up of 9 different resistance positions (i.e. 1-9). Performing consecutive sets with varied resistance patterns along the range of motion allow for complete exhaustion of the muscle as muscle fiber recruitment is maximized.

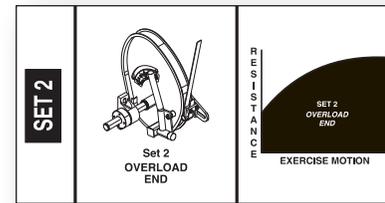


Adjustable Strive CAM



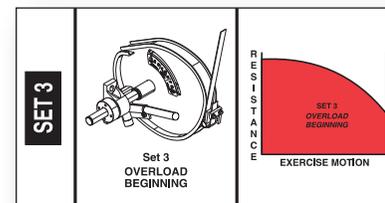
1

**Yellow Zone 1** targets the **Middle of Muscle** – resistance peaks in middle of motion.



2

**Black Zone 2** targets the **Top of Muscle** – resistance peaks at end of motion.



3

**Red Zone 3** targets the **Bottom of Muscle** – resistance peaks at start of motion.

## Strive's ease of use:

Once a **SmartStrength** coach or **SmartTrain** personal trainer sets you up on each machine, you are on your way to a stronger, more balanced, and healthier body. We have a **40-Week Express Workout System** to help you chart your sets, weight, and reps for each machine. Each workout is designed around 3 sets per machine for 4 weeks. For each set, you simply move the yellow-handled lever to the color and number on the CAM label designated by this chart. **Strive** takes you about **2 to 2.5 minutes** to completely train each body part including 10 to 15 seconds of rest between each set... **an entire circuit in less than 30 minutes!** Let's get started on making the **Strive** difference today... more work in less time, with measurable results!! No matter what your fitness level, Strive can help you build the body of your dreams.

## Benefits of the Strive program:

- Increased strength – Comprehensive muscle development without overtraining
- Takes the guess work out of strength training – **Strive** is for all fitness levels
- Rapid results in less than 30 minutes, 2-3 days a week
- Multiple exercises per body part with fewer plateaus
- Increased functional strength & injury prevention
- Improved neuromuscular coordination
- Reduced boredom with constantly changing routines
- Increased muscle mass – Increased metabolism – Lose weight