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Newsletter

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Have you ever wondered why the rate of obese children now-a-days is increasing very fast? kids are very active; they play, do exercise, are engaged in many indoor and outdoor activities, but still, these do not shed kids' obesity.

The United States of America, records the highest rate of obesity among children! Thanks to fast and junk food, this rate is still increasing to date.



Mr. Malcolm Clark, the coordinator of the Children Food Campaign - a UK based group which lobbies to protect children from junk-food marketing - points out that the growth of new media has provided an alternate avenue for the promotion of unhealthy, processed food. Thus, Parents' efforts to help their children eat healthily are being undermined by sophisticated promotion of junk food to children on TV, online, at the cinema, in magazines, in supermarkets, on food packaging and even at schools.

There are around 600,000 food items in the American market, where 80% of them have added sugar! Studies there show scary statistics, where more than 95% of kids will be obese by 2024 as the effect of sugar on the brain is the same as cocaine! Thus, the child becomes addicted to it.

WE NEED TO CHANGE WHAT WE EAT!

• Food marketing in the UK: from self-regulation to legislation

In 2003, the UK Government Secretary of State for Culture, Media and Sports, asked the national Office of Communications (Ofcom) to consider proposals for restricting television advertising of food and drinks aimed at children. Her request came in the wake of a growing body of research showing rising obesity levels among British children.

Ofcom concluded that broadcast advertising had a modest direct effect on children, but potentially a larger indirect effect. 'Proportionate and targeted action' in terms of changing advertising rules was advised. Three years later, for the first time, statutory restrictions were applied to television advertising which meant that no advertisements for products high in fats, sugars or salt could be shown in or around programs specifically geared to children under the age of 16.

Results to date suggest the impact of the marketing restrictions have been significant. By 2009, children were exposed to 37% fewer advertisements promoting products high in fat, sugar or salt, compared to 2005. The UK Department of Health reported that annual expenditure for child-themed food and drink advertisements across all media decreased by 41%.



WHO Calls for Responsible Marketing

In light of evidence from the UK and other countries worldwide, WHO recommended that governments play a leading role in reducing children's overall exposure to food marketing and in setting rules on the persuasive techniques companies can use, with a view to protecting children from the adverse impacts of marketing.

This is a key policy action contained in the WHO Global Action Plan of 2013–2020 for the Prevention and Control of Non-communicable Diseases (NCDs), which was endorsed by the World Health Assembly in May 2013. WHO acknowledges that global progress will require policy action to address both TV advertising and all other forms of marketing.



FITNESS CORNER



The National Weight Control Registry and a Consumer's Report survey of 32,000 people both show that people who have lost significant amounts of weight and kept it off have all followed some consistent guidelines, which has included regular exercise, eating lots of fruits and vegetables, following a low fat diet and eating primarily healthy fats.

The advantage of regular exercise not only includes weight loss, but more importantly that consistent exercise results in body fat loss and development of muscle tone, which shows most with lighter clothes. When you feel fit, you start to hold yourself up. Posture improves and you just look better. Walking can be a great way to get started! But, in order for it to be effective, you have to do it on a regular basis. Although this will only result in the loss of a few kilos in 10 weeks, your metabolic rate will also increase with regular exercise. The higher your metabolic rate is; the more calories you burn.



What is Metabolism?

It is a fact that all living beings need food to survive, and humans are no exception. But why is that?

Our body needs energy to function, and this energy is used in all sorts of movements; whether it is a still movement such as sleeping, thinking, or breathing, or fast movements such as walking, running or exercising.

Metabolism is the process which allows your body to convert what you eat and drink into energy through burning calories. Even when you are at rest, your body needs energy for all its "hidden" functions, such as breathing, circulating blood, adjusting hormone levels, growing and repairing cells.

The number of calories your body uses to carry out these basic functions is known as your metabolic rate (metabolism). Several factors determine your individual metabolic rate, including:

- **Body size and composition:** The bodies of people who are larger or have more muscles, burn more calories, even when resting.
- **Sex:** Men usually have less body fat and more muscles than women of the same age and weight, thus burning more calories.
- **Age:** The amount of muscles tends to decrease and fat accounts for more of the weight in older people, which means slowing down calorie burning.



Why does a person gain weight?

A person usually gains weight when eating more calories than he is burning — or burns fewer calories than he is eating.

Some people seem to be able to lose weight more quickly and more easily than others, but everyone loses weight when burning up more calories than they eat. Therefore, to lose weight, you need to create an energy deficit by eating fewer calories or increasing the number of calories you burn through physical activity or both.

HABITS has the NFP (Nutrition & Fitness Program), which is the perfect combination for a healthy and fit body. Together with HABITS Dietitian, the Personal Trainer will optimize your workout to best fit your InBody Test results. The Dietitian on the other hand, will organize your food diet to best suit your body composition that is revealed by the InBody Machine as well as maximizes your metabolism and coordinates the nutrition aspect with the workout exercises.

You can book your NFP session by contacting HABITS Office to get the optimum program for a healthy and fit body in the shortest time.



Exercising with a Professional Personal Trainer at your gym, will definitely boost your workout and maximize your metabolism, especially if accompanied with a Nutritious diet plan.



NUTRITION CORNER




You have probably heard the term "calorie" used a lot. When talking about food, a calorie is a unit of energy that the food supplies to your body. But when talking about physical activity, a calorie is a measure of the energy that your body uses in performing the activity.

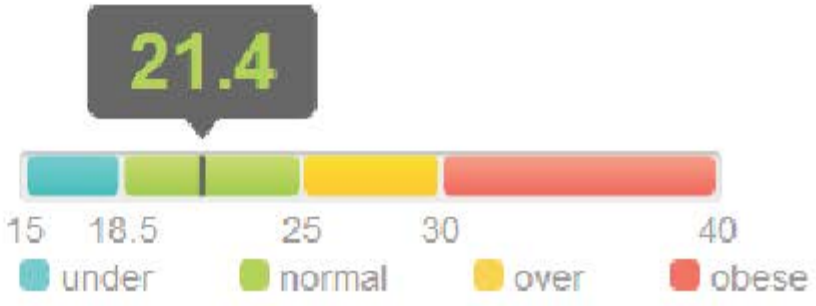
Calorie balance is like a scale. To remain in balance and maintain your body weight, the calories you get from food must be balanced by the calories you use in normal body functions and physical activity. If you "burn up" more calories than you eat, you lose weight. If you eat more calories than you use, you gain weight. The unburned calories will turn into fat that layers body tissues and organs, causing overweight.

HOW?

HABITS Dietitian uses the technology of the InBody Machine, which will not only provide the dietitian with your accurate BMI, but will also provide your total body composition, muscle mass, water retention and many more useful information that will help you in getting fit sooner.



The Body mass index (BMI) is the measure of body fat based on height and weight. The higher the BMI, the greater the risk of some diseases, including high blood pressure, stroke, type 2 diabetes and others. If your BMI is in the overweight or obese category, HABITS' registered dietitian will provide the best way to reach a healthy weight.



Why SHOULD you do the InBody Test?

The **InBody Machine** will show your body composition, which reveals the relative proportions of fat and lean mass in the body.

Although we face risks when our body composition is too high, we face another set of risks when our body composition is too low.

Thin on the outside does not mean fit on the inside! When we drop below the minimal recommended levels of essential fat, we negatively affect the delivery of vitamins to the organs, the ability of the reproductive system to function, which effects our overall well-being.

Based on everyday diet for adults and kids and all the unhealthy food people now are having, it is wise to do the **InBody** and know the best ways for you and your family to stay healthy.



InBody



Recipe

Sundried Tomato, Spinach, and Cheese Stuffed Chicken



Directions:

- Combine salt, pepper, olive oil, balsamic vinegar and minced garlic together and marinate the chicken breast for couple of hours.
- With a sharp knife, cut the chicken breasts in halves, don't cut all the way through.
- Stuff the chicken breasts with the spinach, feta and mozzarella cheese, and the roughly chopped sundried tomatoes.
- Stick a couple of toothpicks in near the opening to keep it all together.
- Heat up a pan or a cast iron skillet and sear the meat on both sides until it is golden brown, then finish it in the oven at about 190°C until it is cooked.

Ingredients:

- Two large chicken breasts
- 1 garlic clove, minced
- 1 tsp salt
- ½ tsp pepper
- ½ cup Sun Dried Tomato
- ½ cup roughly chopped spinach
- 1tbsp Olive Oil
- ¼ cup feta cheese
- 2 tbsp (30 mL) balsamic vinegar
- ¼ cup mozzarella cheese

Calories: 316kcal/serving

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