

With summer in full swing, we very excited to bring you another edition of "Fitness Lifestyle Solutions" (FLS). As always, here at Apex we have been hard at work to bring our consumers better products, helpful information, and outstanding customer service. We have done it again with a recent re-design of our website. Please take some time and check out the new & improved myapex.com, we love it and hope you will too!! Here is to a happy and healthy lifestyle.

Yours in health,



Jason S. Carter,
Senior Director, Apex Fitness

Calorie Deficit - Follow the Number and Hit Your Goal

The Facts of Weight Loss

Whether or not you lose weight comes down to one thing – calories. If you consume fewer calories than you burn, for any period of time, you are in a calorie deficit and your weight/fat decreases. The larger the deficit, the greater the weight/fat loss. Likewise, if you consume more calories than you burn over time, you're in a calorie surplus and your weight increases. If you eat the same number of calories as you burn, your weight/fat remains stable.

Mathematics of Weight Loss

If your goal is to lose 10 pounds in 5 weeks, you must burn 35,000 more calories than you intake during this period.

Therefore your **average daily deficit** must be 1,000 calories. Here's the math:

One pound of weight from body fat equals 3,500 calories. Multiply 10 pounds by 3,500 and you get 35,000 calories. If you divide 35,000 calories by 35 days, you get 1,000 calories per day.

As you can see, when it comes to weight control, it's not *what* you eat; it's *how much* you eat and *how much* you move. Weight loss is a numbers game. Your average daily deficit is determined by your weight loss goal and the date you choose to lose it by. If you maintain this deficit over that time period, you'll achieve your goal.

Enter bodybugg

By maintaining your calorie deficit, weight loss and fat loss are guaranteed, but many of you re asking 'how do I know my deficit?' The answer is "bodybugg" – bodybugg allows you to track *your numbers* to reach your goal. Check out how [bodybugg](#) can help.

Introducing NEW Apex FIT Supreme Drink Mixes



Available in 4 delicious new flavors. Apex Supreme Drink Mix is a delicious, balanced meal replacement and pre-and post-workout liquid formula, designed to provide high protein (45 grams) in a small volume to help increase protein intake during weight gain. This formula includes proteins with the highest biological values including whey and caseinate. Use them as part of your overall fitness program. Information about each product is available in the [Drinks section](#).

Apex to your Door



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Save 10% & FREE shipping with Apex to your Door

Keeping fit and healthy doesn't have to cost you more. When you [sign up](#) for an Apex to your Door account, you're not only saving money with FREE ground shipping, and 10% discounts, you're also putting yourself in the driver's seat by setting up a monthly order with our automated monthly ordering system.

Shop for your favorite products and choose the date you want us to ship, and the month you want to begin. We'll email you confirmation and your order history is saved in your order history menu.

Unless you need to make changes, it's as simple as that! Just remember to make changes at least 48 hours before your scheduled ship date.

Read [Apex to your Door FAQs](#) to learn more; or speak to Customer Service, at 800-656-2739, option 3. We look forward to serving you.

Nutrition for Fat Loss

If you want to lose fat, you are going to have to make a change. Doing the same thing over and over again and expecting different results is the definition of insanity, not of fat loss.

Small changes are the key to successful fat loss. Transition your carbohydrate intake to more fruits and vegetables instead of breads and pasta. Be aware of your 'extras' every day. A little bit here, a piece of chocolate there adds up. Another way to impact fat loss is to have some protein with every meal and snack throughout the day.

The bottom line is, if you are eating more than you need, you will gain fat. Fat loss occurs when there is a caloric deficit in relation to calories in vs calories out. Therefore, if you are eating fewer calories than you need, you should be losing body fat. Eating every 3-4 hours is the basis of a fat loss diet as it will help keep your metabolism burning your fat stores and not having to concentrate on the food you're taking in.

The more foods you eat that are processed and come from a bag or a box - like cookies, chips, crackers, rice cakes, breakfast cereals, muffins, and donuts - the greater your chance of over-eating without noticing. So you must eliminate those foods from your fat burning nutrition plan.

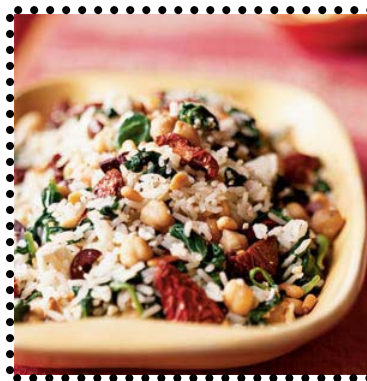
Choose foods with volume so that you stay full longer. You'll find it almost impossible to eat the same amount of calories from these whole foods as you could from processed carbohydrates, since fruits, vegetables, and nuts will fill you up fast. It is important that whatever you eat, you do it in moderation. The on-again, off-again meal plan is not the answer so just take it slow. One small fat burning change per week and you will see a noticeable change in no time.

Greek Picnic Salad

Yield: 10 servings (serving size: 1 cup)

Ingredients

2 cups uncooked brown rice



1 cup boiling water
3/4 cup sun-dried tomatoes, packed without oil
1 1/2 tablespoons olive oil, divided
8 cups bagged prewashed spinach (about 8 ounces)
2 garlic cloves, minced
2 cups (8 ounces)

reduced-fat feta cheese, crumbled

1/4 cup chopped pitted kalamata olives

1 teaspoon dried oregano (or 2 teaspoon fresh oregano)

1/2 teaspoon salt

1/2 teaspoon freshly ground black pepper

1 (15 1/2-ounce) can chickpeas (garbanzo beans), rinsed and drained

3 tablespoons pine nuts, toasted

10 lemon wedges (optional)

Directions

Cook rice according to package directions, omitting salt and fat. Cool to room temperature; set aside. Combine boiling water and sun-dried tomatoes in a bowl; let stand 30 minutes or until soft. Drain and cut into 1-inch pieces. Heat 1 1/2 teaspoons oil in a large skillet over medium-high heat. Add spinach and garlic; sauté 3 minutes or until spinach wilts. Combine rice, tomatoes, spinach mixture, cheese, and next 5 ingredients (through chickpeas). Drizzle with remaining 1 tablespoon oil; toss gently to coat. Sprinkle with nuts; serve with lemon wedges, if desired.

Nutritional Analysis (per serving)

Calories: 288

Fat: 9.5g (sat 2.6g, mono 3.6g, poly 1.7g)

Protein: 10.3g

Carbohydrate: 41.8g

Fiber: 5g

Cholesterol: 8mg

Iron: 3.4mg

Sodium: 713mg



bodybugg® Tip

Tips and Tricks of Food Logging

Every day, a team of bodybugg coaches reaches out to excited customers anxious to start their bodybugg programs and see their fitness dreams come true. We speak to a wide variety of clients from professional athletes to stay-at-home moms. By far, regardless of your fitness and/or exercise background, the most questions we get are about food logging.

Here are 3 of the top tips and tricks to help you navigate through the world of food tracking using the bodybugg program:

1. Finding foods in the database

Search using the first 3 letters of the food item only. This prevents misspellings and allows the bodybugg program to pull up more matches.

2. Entering custom foods

When entering nutrition facts you must know the exact number of grams or fluid ounces of the item. These two measurements are used in recipes and food labels. While many clients would like a measurement of "each or item", these vague measurements may lead to food logging errors. For example, a slice of pizza can be as little as 200 calories or as high as 600+ calories. How do you know what to log? Knowing the exact weight (in grams) allows you to estimate more accurately. A 1/8th slice of a 16" cheese pizza is roughly 155 grams (300 to 375 calories). Though not perfect, it is more accurate to log your custom food this way. To help you convert metric grams to U.S. ounces, teaspoons, tablespoons, or cups, we recommend the below website:

[Gourmet Sleuth.](#)

3. Logging end of day calories consumed

If you are a creature of habit and eat exactly the same foods each day, then you can select "I ate the same thing as" and populate the foods from a previous day into your bodybugg program. Or, you can create generic menus for yourself and select "I ate my meal plan". The foods will populate and you will not have to log each meal. Many clients will create a generic food item under custom foods that will easily populate with 100 calories. Simply create a custom food with 25 g of carbohydrates. This equals 100 calories that can be used when you need to add quick calories.

Hopefully these tips help you get more out of your bodybugg program. Our coaches are available daily to provide individualized coaching sessions designed to get you to your goals in the least amount of time possible.

To schedule your coaching session, contact 1 800 656 2739 ext 4073, or email coach@bodybugg.com

[Click here](#) and learn a lot more about the bodybugg.

Contact Us

Contact us by e-mail, telephone, or fax, or visit an Apex licensed gym.

bodybugg Technical Support Phone: 866.314.9423

Hours: Monday-Friday 7am - 7pm (PST)

Technical Support Questions: support@bodybugg.com

Customer Service (bodybugg, Apex To Your Door)

Phone: 800.656.2739

FAX: 805.449.1370

Hours: Monday-Friday 7am - 5pm (PST)

Questions about **bodybugg** and Apex Orders:

orders@bodybugg.com

Apex Product Supplement Recommendations:

apexinfo@apexfitness.com

Media and Public Relations concerns, please call the bodybugg/Apex Media Hotline: 888-842-6967.

Corporate Headquarters

Apex Fitness

4035 E. Thousand Oaks Blvd. Ste. 260

Westlake Village, CA 91362

<http://www.myapex.com>

Corporate Office Hours: 8am to 5pm (PST)



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