

FEMININE BODY DESIGN

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BATISTA GREMAUD

Feminine Body Design  
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# Feminine Body Design

Empowering Fitness  
For Pain Free Life

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**Batista Gremaud**

**Body Design Formula**

**Los Angeles, CA**

## A WORD FROM THE AUTHOR

The Body is a mesmerizing entity, the way it flows from position to position, the capability it has to push and pull and the strength it can generate in the blink of an eye.

Generally speaking, almost everybody, male or female, has the potential to blossom along those lines. Weight training is the key. Specifically speaking, however, the training required to induce this blossoming in men and women is quite different.



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## PREFACE



*“Rarely in this life does one have the opportunity to meet such an extraordinary person whose capabilities far exceed the rest of us considered normal humanity.*

*Stephen Hercy, AKA Dr. Fitness USA is one of these rare individuals who has dedicated his life to the betterment of our lives collectively, should we choose to embrace his teachings. History is replete with examples of people such as Stephen Hercy.*

*Names of people that readily come to mind are Steve Jobs, Michael Dell, and Jack Lalanne, as well as many, others. Perhaps in time, the teachings and principles brought to us by Stephen Hercy will become second nature to many and they too will realize the benefits of healthy living with finely tuned bodies, which allow us to enjoy that which our maker intended – fruitful, active, and yes pleasurable life.”*

**Bruce C. Barton, MD, F.A.C.**

## **DEDICATION**

This book is dedicated to my dear friend Emmy-Lou Harris. I am using a fictitious name to preserve her identity and the privacy of her family and loved ones.

I met Emmy-Lou Harris over twenty years ago, we were both professional dancers at the time, even though we excelled in different dance forms, we shared many common interests and collaborated on artistic related projects many times over the years. I pursued a career in Flamenco dancing and Emmy-Lou Harris in Indian dance. Years went by; we remained friends through the ups and downs of life.

With years advancing, to manage my health and many injuries from my extended career in dance, I embraced the teachings and philosophies of Dr. Fitness USA as described in this book.

Emmy-Lou Harris became a Yoga instructor and a vegan.

The more I immersed myself in the philosophy and teachings of Dr. Fitness USA, the more I became aware of the fact that Emmy-Lou Harris was the perfect stereotype, displaying all of the characteristics Dr. Fitness USA warns women against.

A woman with no time, an intellectual geek who had to have the right answers to everything, Emmy-Lou Harris was above all a strong woman, a go-getter, and a fighter who needed help from no one. Many admired those personality traits about her, but based on my newfound information, I became worried for her health. Dr. Fitness USA always says that women who stay in their intellectual mind continuously, 24 hours a day, will eventually weaken their immune system, which can lead to diseases setting in the body.

I invited Emmy-Lou Harris to meet Dr. Fitness USA and began to share the philosophy and benefits she might enjoy, would she be willing to incorporate the tools I was presenting her with, and engage in this new path of self-discovery with me. I discussed with her the many health benefits of strength training, not only in general, but specifically according to the revolutionary principles of Dr. Fitness USA. I emphasized on the inner and outer strength she might discover for herself, beyond dancing, yoga, and nutrition, which were her activities of choice. I know she would have loved it, had she been open and willing to learn and let go.

She did not receive this information well. As a matter of fact, she became very angry with me. She continually repeated that she was a strong woman and that the information I was giving her was degrading to women in general and more specifically to her, a woman as strong as she was, and that yoga had the same health benefits as what I was describing anyway. At the time, I was simply a student of the Dr. Fitness USA protocols and had

not yet made my career transition and co-founded the Body Design Formula Company and the International Institute of Body Design with him. Even though I had suffered great financial losses through a fire that destroyed my business and subsequently, with the economy collapse, I saw the long-term value of such investment for my health, so without hesitations I had decided to move forward, and invest in myself, basically to save my life. She, on the other hand, was certainly not going to spend any money on this, since she disapproved of the principles taught anyway. At best, she said, once I become qualified to teach this protocol, I will be able to fill her in for free!

So, anytime I would speak about this wonderful program to her personally or to others, to spread the good news of this new and empowering practice toward inner and outer peace and well-being, she would shut me up with some comments such as:” Yoga does that too” or with information about some new natural organic supplements she was taking. Even though we

remained friends, I slowly distanced myself from her.

**Emmy-Lou Harris is dead.** Just a few years later, she was diagnosed with cancer and passed away shortly thereafter.

I sincerely believe that her life would have been saved, or at the very least prolonged, had she been open to change her ways and embrace this gentle path toward feminine enlightenment and empowerment.

Emmy-Lou Harris is not the only friend or person I know with this narrow-minded type of attitude, who is gone now, or who is seriously ill or suffering from some severe injuries. As the matter of fact, I meet an Emmy-Lou Harris just about every day.

I am dedicating this book to Emmy-Lou Harris's memory and to all the Emmy-Lou Harris's in the world. May you hear my message, as I already paved the road for you to step into your magnificence effortlessly, to find inner strength beyond the

typical sense of the word, and live up to your ultimate Feminine Body Design potential that is inherently yours and that you deserve in strength, health, elegance, grace, and beauty with the grounding of your physical body through the quieting of the mind for inner peace, balance from the inner depths of your soul being.



## 1. TAKE OWNERSHIP OF YOUR BODY



**LADIES!** You don't have to look or act like a bodybuilder to enjoy lifting serious weight, but to change your body, enjoy a pain free life and maintain your youth, you will need to lift serious weight.

JUST A LITTLE PUMPING IRON WITH THE RIGHT  
FORMULA

**BODY DESIGN FORMULA™**

Have you tried home workouts?

Gym Memberships? Weight-Loss Diets? Personal Trainers?

Liposuction? Even laser body sculpting?

Are you getting concerned? You seem to be getting a little soft here and there, but are unable to do anything about it! Why don't you have the vigor you remember from a few years ago?

Or why doesn't your boyfriend or husband get as excited anymore?

Do you ever wonder why it is such a hassle to stay trim or to lose weight? Do you start going to the gym all fired up, but as the weeks go by you lose that initiative or drive? Does it become a drag? Are you finding excuses to skip sessions? Or are you still working out on a regular basis, but just don't seem to get the results you want?

Then you know trying to get in shape is:

- Uncomfortable
- Painful
- Disappointing



**Well, I have some exciting news for you: it's not your fault.**

**There's a scientific explanation for that happening.**

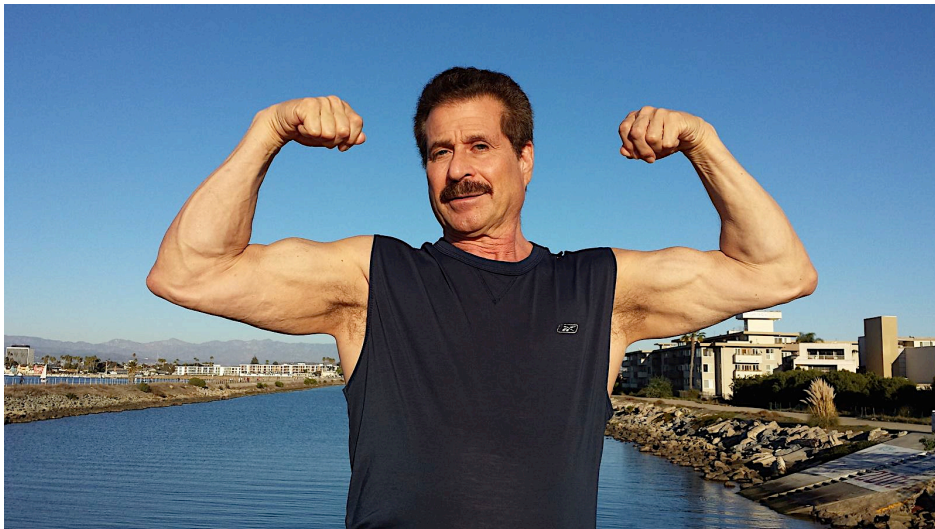
You've been sincere and you've been working hard, but what you're doing is directly against your Feminine Nature!

**For Women it just doesn't work that way!**

The truth is that a woman can't just train her body, but must also accommodate her feelings and emotions. You are unique and every woman has within her a personal divine design.

My name is Stephen Hercy, AKA Dr. Fitness USA. I'm a renowned, International Body Designer. Years ago I had a vision of helping women to better themselves physically.

**It's been my wish that all women were in love with themselves and their bodies, because that meant they would be able to love us guys better.**



**“Bodies are my Passion and  
Shaping Muscles is my Art”**

As a man, I enjoy exercise and keeping fit, but I began to see very early on that for women it is very different. You really want to get in shape, but your body doesn't! And it will fight you every inch of the way. It becomes a contest, your will against your body.

And gyms and workout studios are just not designed with a woman's comfort in mind. Because, let's face the truth, they're generally designed and built by men. Let me repeat that: Exercise equipment is built by men, for men...not for women.

Additionally, most personal trainers push women into masculine-type performance mode and exercise routines. After awhile, your body realizes all that and starts balking. It starts telling you, "This isn't for me." And for a lot of women, in the end, their body wins the struggle.

**For over four decades, I've been specializing in helping women just like you have rediscovered the joys of becoming Masters of Their Bodies. I've created an extraordinary new system based on Yin and Yang principles, to become physically fit from a Female Point of View, to lose unwanted weight and literally reshape your body into your ideal from inside out.**

**As a woman you want to look good but your body want to feel good first!**

It's a simple system, which I've been using for many years now, to help women feel better, reduce pain, look better, develop more self-esteem and even start turning a few heads. In fact, from my experience in helping women get in touch with their bodies and getting control over their emotions, I can guarantee you that you can increase your physical strength and stamina by 30% to 50% in just twenty minutes (some conditions apply).

**Again, let me repeat, because it is that important:**

**YOU CAN INCREASE YOUR STRENGTH AND  
IMPROVE THE CONTOURS OF YOUR BODY IN A  
MATTER OF WEEKS**

What does that mean? Well, for one thing, once you're stronger you'll feel better, healthier, and more robust. You'll look better too, and your clothes will fit better. Dare I even say, sexy?



*“I have found a new passion for lifting weight after seeing Dr. Fitness USA’s results. I am excited about my new strength and am honored to be one of their fitness models.”*

**Sifu Beth Leone**

You'll find yourself able to do more, to work more efficiently, and even earn more. You'll be able to enjoy yourself after work too, and not be too tired to go out and play. And speaking of play, you may find your guy or woman will suddenly want to play a lot more, too.

### **HE OR SHE MAY EVEN WANT TO START TAKING YOU OUT JUST TO SHOW YOU OFF!**

And no you won't bulk up or acquire large muscles. Medically speaking, this is not a concern, since women do not have enough of the male hormone testosterone to create the kind of muscular bulk associated with weight lifters. However, a woman working out on her own or with a personal trainer will develop an unbalanced physique if the workout is based on targeting specific areas. Training muscle-to-muscle does not take into account the overall design; only existing muscles are developed, not the interconnecting muscles that hold your posture up correctly in accordance to good health; this can cause your spine to become misaligned and to age prematurely.

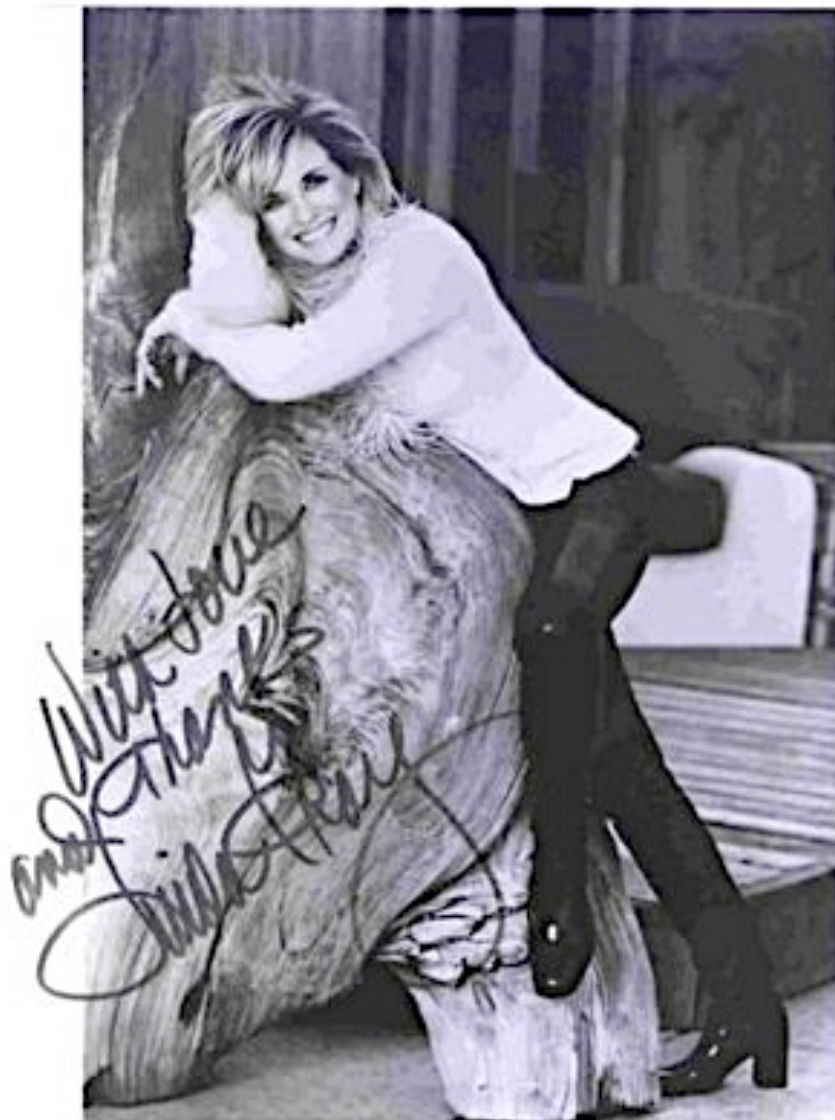
**YOU CAN TAKE OWNERSHIP OF  
YOUR BODY**

Maybe you're in great shape and feel great about yourself and if so I'm glad. But there are many women who feel they need some help, and let's face it, there's so much more potential in life when you are healthier and looking trim and feeling good about yourself and the people you love.

You will learn to set healthy boundaries based on your new found inner and outer strength, and that strength is so much more than you even could imagine.

**“I wanted a long, lean body like a swimmer  
or a dancer. I didn’t want to look  
bulky...working with Dr. Fitness USA gave  
me spectacular results.”**

*Linda Gray (Actor)*



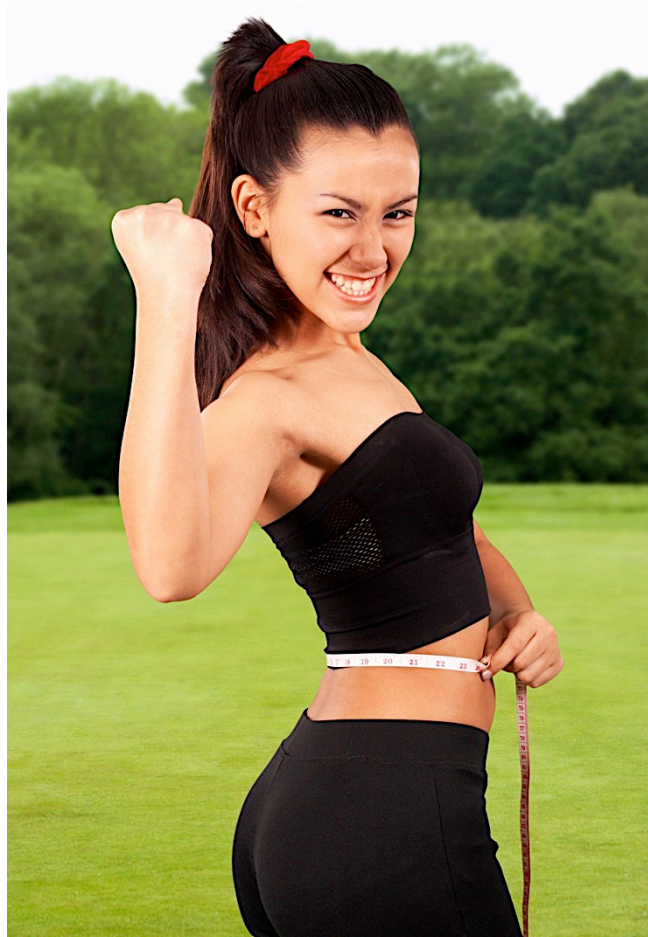
## 2. MEDICALLY SPEAKING

Before we continue about the specific benefits of the Body Design Formula™ system and why it is unquestionably the only logical choice, for inner and outer fitness, let's back-up for a minute here and review some of the main scientific and medically proven facts about strength training in general.

### TEN REASONS WOMEN BENEFIT FROM STRENGTH TRAINING

**The strength training is like brushing your teeth, if you don't, you'll get cavities!!!**

1. You'll sculpt and tone your body while losing fat.



Studies show that women who strength train two to three times a week for eight weeks gain a considerable amount of lean muscle mass while losing fat. Women typically don't gain size from strength training, because they have less testosterone than men, the hormone that causes bulking up. Your new muscles

will help fight obesity. As you add muscle from strength training, your resting metabolism will increase, so you'll burn more calories for up to 72 hours past your training session.

**2. Strength training is the number one scientifically proven method to build bone mass density, and to fight osteoporosis:**

**FACTS**

- Women lose 8% of bone mass per decade (men 3%), after age 30 provided they do not engage in a muscle building activity, results vary depending on the person's lifestyle. <sup>1</sup>
- One out of two women will suffer from an osteoporotic fracture after age 50 (1 out of 4 men). 90% of women will have osteoporosis before they die, (50% men). <sup>2</sup>
- An individual loses approximately one year of bone mass in one week of bed confinement.
- Public health costs attributed to osteoporotic fractures is in excess of \$17 billion annually <sup>3</sup>



**FORTUNATELY BONES REGENERATE**  
**QUICKLY WHEN WORKING OUT WITH**  
**WEIGHT**

With the proper strength training modalities the Body Design Formula created by Dr. Fitness USA provides, you can be 80 years old and have the spine of a 20 years old!" Dr. Orpelli



**3. You'll be a stronger woman.** Studies indicate that moderate weight training can increase a woman's strength dramatically, making it easier to accomplish daily tasks such as lifting children or groceries.

**4. You will reduce the risk of diabetes.** Research indicates that weight training can increase glucose utilization in the body by 23% in four months.

**5. You will fight heart disease.** Strength training will improve cholesterol profile and blood pressure.

**6. You will be able to beat back pain and fight arthritis.**

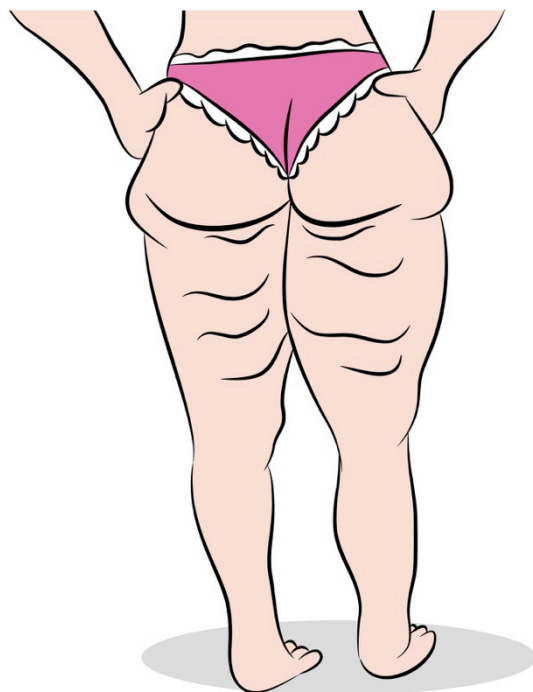
Studies show a high success rate in eliminating or alleviating low-back pain and ease arthritis pain by strengthening the joints.

**7. You'll be a better athlete.** Strength training improves athletic ability. Whatever your sport or activity of choice, strength training may not only improve your proficiency, but also decrease your risk of injury.

**8. It will work no matter how old you are.** It is never too late.

Research shows that women in their 70's and 80's benefit just as well from strength training. It is a good idea to seek the advice of a professional to avoid injuries.

**9. You'll strengthen your mental health.** Strength training also reduces clinical depression symptoms. Women who strength-train commonly report feeling more confident and capable as a result of their program.



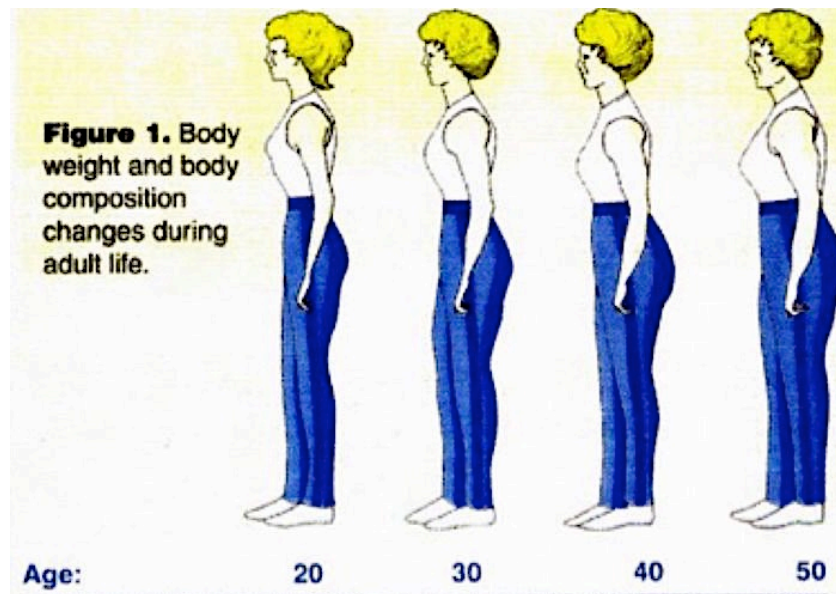
#### **10. You'll dramatically improve the appearance of cellulite**

The first step in solving the cellulite problem is to reduce the underlying fat stores, which may be accomplished through diet. However, decreasing fat deposits does not necessarily improve the cellulite appearance. The skin may still stay soft and saggy and look even more dimpled because there is less substance to give it shape. In addition to reducing excess fat, it is essential to replace lost muscle tissue through strength training exercise. Only when firm and fit muscles are developed can a taut and

toned appearance be achieved. As a bonus strength training actually accelerates fat loss. This is because strength-training exercise burns many calories during the workout, as well as a substantial number of calories after each training session to replenish the anaerobic energy system.

## BODY COMPOSITION AS WE AGE

The natural change in body composition during the aging process is an average of an extra 20 pounds of fat and a 10% muscle loss per decade.



At first, the progressive reduction in muscle tissue goes unnoticed because of the additional fat and greater body weight. However, as time goes on, more of the muscle that gives a solid, firm and toned physical appearance is reduced and replaced by ever-increasing amount of fat. Because fat is exceptionally soft tissue, it doesn't keep the skin taut like muscle does.

Consequently, when there is too little muscle to maintain a desirable shape, the skin tends to take on a lumpy look because of the irregular fat deposits beneath it. The combined result of too little muscle and too much fat is largely responsible for the pervasive problem known as cellulite.

## **SOLVING THE CELLULITE PROBLEM**

The best approach for solving the cellulite problem is to simultaneously replace muscle tissue and reduce fat stores. By so doing, it is possible to eliminate soft spots and experience a firm musculature that enhances both physical fitness and personal appearance. Contrary to popular belief, even a woman

over forty years old can easily rebuild lean muscle mass, provided they strength train on the Body Design Formula™ system. Generally speaking, though, adding squats, hip abductions and leg curls will provide positive results in the appearance of cellulite.



The following section is dedicated to women who suffer from endometriosis, however the information will be just as valuable, whether you are healthy or battling an illness. Read on!

### 3. ENDOMETRIOSIS & EXERCISE

#### The missing link to reducing pain

Endometriosis affects approximately hundred and seventy five million women worldwide. Endometriosis is a condition where a certain type of tissue that lines the uterus is also growing outside of the uterus, on the ovaries, the Fallopian tubes, the intestines, or other organs in the belly.

**Some of the symptoms of endometriosis include:**

- Pain, especially excessive menstrual cramps, which may be, felt in the abdomen or lower back
- Painful urination during menstrual periods
- Painful bowel movements during menstrual periods

- Other gastrointestinal problems, such as diarrhea, constipation, and/or nausea
- Abnormal or heavy menstrual flow
- Painful intercourse
- Infertility
- Fatigue



20% to 30% of all women are estimated to have endometriosis.

Obviously not all women who have endometriosis are symptomatic. The cause of endometriosis is unknown, but

studies show that it may be an autoimmune condition in which the body makes antibodies against its own tissue and / or that back flow of the menstrual cycle is causing it to come out the Fallopian tubes and start lining the pelvic floor and organs. Other studies show that endometriosis can be related to an excess of estrogen in the body, thought to stimulate the cell growth of the displaced tissue in endometriosis. An inestimable number of factors can influence this condition, including environmental, dietary, and psychological and lifestyle.

There is no known cure for endometriosis, but it is very well agreed upon that inflammation is not good no matter where it happens, and much of the body's response to endometriosis is inflammation, so anything that can reduce it would be good. Some of the medications used for endometriosis try to block that inflammatory response.

Natural and holistic approaches that have been helpful in alleviating the painful symptoms of endometriosis include:



- Hormone therapy
- Healthy nutrition
- Dietary supplements
- Acupuncture
- Positive thinking
- Exercise, stretching

Any activity that reduces inflammation in the body will have a positive effect on relieving symptoms of endometriosis.

Extensive literature and support can be found online, but very little information is available on exercise and endometriosis.

## ENDOMETRIOSIS AND EXERCISE

**(The following information is as valid for all women's health conditions)**

Across the board everyone agrees and recommends exercise to increase the general quality of life and to reduce the painful symptoms of endometriosis. However, there are many

misconceptions in the exercise world in general and specifically in regards to endometriosis. So what to do?



**This chapter is meant to shed some light on the topic of exercise and endometriosis.**

It is fair to mention that there isn't a lot of research done on the subject. Since endometriosis is a pathologic diagnosis, not a clinical diagnosis, in order to make a diagnosis of endometriosis, it requires a surgery with direct visualization or a biopsy that

shows the presence of endometrial glands outside the uterus. Therefore, it would be unethical to do surgery before trying a course of exercise first and then another surgery afterwards, to factually prove that there was improvement of endometriosis or that the incidence de novo was indeed accurate. One cannot make wide sweeping conclusions about endometriosis and its risks on case studies. Statistically, you must have a very high sensitivity and specificity in a study to draw any sets of conclusions. Sensitivity and specificity are essentially the negative predictive value and the positive predictive value of the conclusions in the study. Studies must be of a significantly large enough sample size to reflect the entire population; case studies do not do this. Some people may have in their mind what is right and what is wrong, but you cannot conclude with accuracy any statements.

One thing's for sure, exercise would not prevent endometriosis; however the limited studies that have been conducted to date show that women who engage in high intensity exercise reduced

the symptoms of endometriosis, such as pain.

Again, not high impact exercises, rather high-intensity, which is strength training as defined by Wikipedia. Low-intensity and low frequency showed no improvement in those studies (references available at the end of this book)

**WOMEN WHO ENGAGE IN STRENGTH  
TRAINING EXERCISE REDUCED THE  
SYMPTOMS OF ENDOMETRIOSIS, SUCH  
AS PAIN.**

Before moving forward, in order to avoid any misunderstanding on exercise terminology, here is a brief summary of definitions.

## **High-impact vs. High-intensity**

### **HIGH IMPACT**

**High—Impact:** An activity or exercise in which both feet leave the ground simultaneously, placing great stress on an area of the

body. Some of the activities considered to be high-impact include:

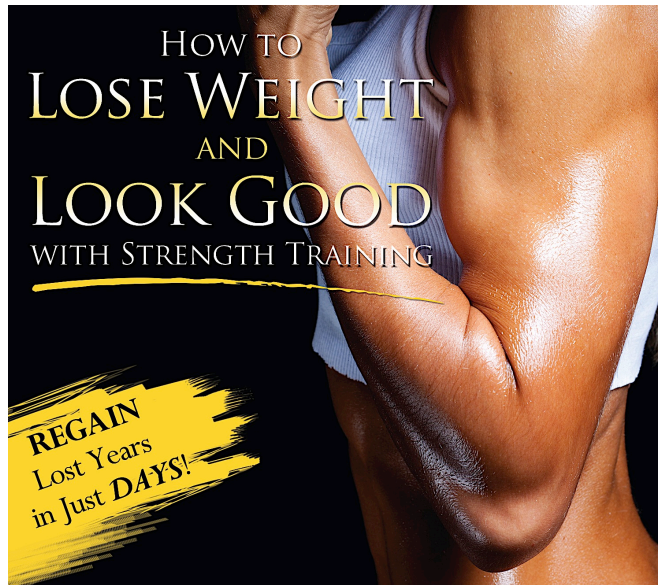


- Running / treadmill
- Crossfit
- Speed walking
- Hill walking
- Climbing stairs
- Jump roping / jumping Jacks
- Cross country skiing
- P90X / insanity routines / mud warrior / Spartan races
- Most of what personal trainers do in or out of gyms



High-impact activities put stress on your joints, increase cortisol (stress hormone) and inflammation, weakens your immune system, creates injuries long term and may potentially cause Rhabdomyolysis, which is the breakdown of muscle fibers and release of their toxic protein byproduct into the bloodstream that results in kidney damage. It is definitely not recommended for someone suffering from endometriosis.

**Read more about the risks of high-impact workouts in my book *“How to lose weight and look good with Strength Training”* by Batista Gremaud.**



## **HIGH-INTENSITY**

**High-intensity** is a form of **strength training** popularized in the 1970s by Arthur Jones, the founder of Nautilus. The training takes into account the number of repetitions; the amount of weight and the amount of time the muscle is exposed to tension in order to maximize the amount of muscle fiber recruitment.

### **General health benefits of Strength training include:**

- Boost metabolism
- Regulate hormonal imbalances
- Reduces estrogen in the body by replacing fat cells with muscles cells
- Increases production of progesterone
- Builds bone mass density (prevents or reverse osteoporosis)
- Reduces risk of diabetes
- Fights heart disease, improves cholesterol and blood pressure
- Fight arthritis and back pain
- Reduces the appearance of cellulite



- Improve the proper functioning of internal organs
- Improves glucose metabolism and insulin sensitivity
- Reduces visceral fat around internal organs, which produces inflammation
- Fights against depression
- Stabilizes mood behavior



### LOW-INTENSITY / LOW IMPACT

**Low-Intensity / low impact** include activities such as stretching, walking, beginner yoga workouts, swimming or activities that do not put any pressure on the joints, such some forms of elliptical machines. Those activities have shown little

to no significant results in symptoms associated with endometriosis.



Swimming does offer general health benefits no doubt.

However, you could develop an unbalanced body and acquire strong arms and shoulders, while your torso area and legs are not getting defined. Olympic swimmers swim thousands of laps weekly and complement their training with weights. You could also begin to appear pudgier, because the body stores fat in order to keep itself warm in the water. Also some studies show that swimming in cold water stimulates the appetite and creates a desire to eat more, resulting in an increase caloric intake, thus weight gain.

Walking can also be a valuable stress relief activity and offer health benefits for the body, mind and spirit. You won't get fit though, or prevent saggy arms and dimpled thighs. While walking could help in toning your legs somewhat, it does not sculpt, tone or have the capacity to rebuild lean muscle mass. And it won't do anything for your upper body.

Those activities are the least effective of activities, if your goal is to get fit. (Unless under the care of a medical doctor, of course and you don't have another choice).



## **4. STRENGTH – TRAINING FOR HEALTH**

There are many reasons why strength training is believed to be a powerful tool in relieving symptoms associated with endometriosis.

- Endometriosis is linked to an overproduction of estrogen.  
Strength training reduces estrogen in the body by replacing fat cells with muscle cells
- Strength training encourages the production of progesterone
- Strength training improves glucose metabolism and insulin sensitivity
- Strength training allows your internal organs to function more efficiently

- Women, who have fewer red blood cells than men, produce more red blood cells by developing lean muscle mass through weight lifting
- Strength training increases lean muscle mass
- Strength training reduces visceral fat around internal organs

### **WEIGHT LOSS MEASURED ON SCALE VS. CHANGING BODY COMPOSITION**



Excess body fat is bad for you. The real issue when it comes to fat tissue and long-term health is related to the level of inflammation it produces; fat tissue creates chronic inflammation.

**VISCERAL FAT CANNOT BE ASSESSED  
BY STEPPING ON A SCALE**

Visceral fat refers to fat that surrounds the internal organs. Levels of visceral fat in the body cannot be gauged by stepping on a scale. If we used only weight and height in assessing fat content, people who have lots of muscles would fall in the obese category.

As an example, let's take two average size women who both have a similar diet, one who lifts weights and one who doesn't. Hypothetically, they could both weigh an average of 135lbs at 5.4 in height and appear externally to be the same dress size. However, the woman who lifts weights could have a body composition of 19% fat and be considered fit, while the one who doesn't could be over 30% fat, which would be considered obese. (The average fit woman's percent of body fat is generally between 18.5 – 24.9%). A healthy diet could lower body weight, but not necessarily change one's body composition.

**Strength training is a key component of lowering visceral fat, building lean muscle mass and improving body composition.**

In other words, women who do not strength train, or engage in a muscle building activity are at high risk of developing visceral fat and illnesses associated with being overweight, including heart disease. **Excess visceral fat causes inflammation, which is a major cause of endometriosis symptoms and our main concern here.**

**The more visceral fat you have, the higher the level of chronic inflammation.**

If you are just worried about losing weight to look better, you also should know that strength training done properly will burn as many calories as cardio will, but without the added overuse stress on the joints associated with injury; the added benefits is, it will also boost your metabolism and you will continue to burn calories up to 72 hours past your training sessions.

Furthermore, fatty tissue contains less water than lean tissue.

Muscles contain on average 75% water, same as the amount in

the brain. Fat contains only 10% water. Water plays a vital role in all of the systems in the body. It provides the means for the kidneys to work by filtering out toxins. Water is essential to life, making up most of our blood that circulates and provides nutrients and oxygen to the body. It is therefore another real important factor for women to pick up strength training.

**LIFE IS EASIER WHEN YOU ARE STRONGER**



Daily chores that might have been hard to perform at one time become easy. Developing lean muscle mass on the body is like having insurance. When something critical happens in life, such as an accident, an injury or a fall, for example, the muscle mass acts as a cushion, minimizing the damage and speeding up the recovery.

**Strength training also produces large amounts of Strength training also produces large amounts of endorphins known to fight depression,** which is also a great benefit not to be overlooked, as constant pain frequently results in depression or other mood disorders. Additionally, it improves nerve and brain function and assist in the prevention of neurodegenerative and neuromuscular disorders like Alzheimer's and MS.

Without getting too scientific and technical, let's briefly define a muscle building activity, since this is also a topic of great misconceptions.

## MUSCLE-BUILDING VS. MUSCLE-STRENGTHENING

### MUSCLE BUILDING



Muscle building activities employ primarily fast twitch muscle fibers. These muscle fibers contract quickly and powerfully but fatigue very rapidly (concentric and eccentric contractions). Simply put they shorten and lengthen the muscles while exerting force, thus strengthening musculature throughout the entire range of movement. Those types of contractions produce greater force than isometric contraction, thus generating increased lean muscle mass. These activities consist of

- Power Lifting
- Weight Lifting / Strength Training
- Pilates (performed on a machine where there is external force is applied)

A good fitness program must include both fast twitch and slow twitch muscle fibers protocols and all muscle contraction types.

### MUSCLE STRENGTHENING



Muscle strengthening activities employ primarily slow twitch muscle fibers and promote endurance. **They do not build muscle mass.** These activities include:

- Yoga
- Aerobic such as treadmills, cycling, marathon runners

When performing only such exercises as above (slow twitch) without including muscle building activities (fast twitch) the body will continually lose muscle mass, and you will be missing out on the chief anti-aging benefits that strength training brings to the table.

It is a good idea to start on a strength-training program sooner than later to build up capital, so to speak. You will reap the immediate benefits it provides, look sharper, feel better and you will be grateful later in life, as you will age more gracefully.

Different exercises produce different results. Strength training is a category in itself, aside from dance movement awareness for example. The point here is: You cannot achieve what is achievable with strength training with any other activities.

To illustrate my point, here is a little story for you. I was speaking to a friend of mine, a health coach, about the incredible health benefits of strength training. To my

conversation, my friend who is very involved with yoga replied: "Strength training is not for me, I only exercise for my health." It shocked me so much that I told the story in one of the many videos I produce about the health benefits of strength training, which you can find on our [YouTube.com/drfitnessusa](https://www.youtube.com/drfitnessusa) channel. Outraged, another friend of mine, a health coach also, advised me not to put down health coaches, and that some people do strength training and some people do yoga, and that is just as good. I will address this comment with an analogy.

Once a year you go to your gynecologist for your check-up, she (or he) is an amazing doctor you have been seeing for years. But now you've come down with a nasty sinus infection, it is so bad no antibiotic has been able to get rid of it, you really have no answers. So, in good faith and because you don't know any better, you make an appointment with your ObGyn. Upon arriving, you explain your dilemma to her. With a perplexed look on her face, she asks you if you have seen an ENT specialist (Ear, Nose and Throat). Upon returning home, your husband explains to you that a gynecologist is primarily treating your female problems, but for sinuses problems it would be best to see an ENT. To this you become outraged and reply: "I dare you put down my gynecologist, she is a wonderful doctor. Some people go to gynecologists and some people go to ENT's, it is just as good!"

That sounds far-fetched, right? It is not that one doctor is better than the other; they can be equally as qualified; In fact you know very well that an Ob/Gyn specializes in female issues, and an ENT is best suited for concerns related to ear, nose and throat.

I give you another analogy. Are carrots good for you? Yes, of course, they are. Is eating only carrots good for you? Of course not! If you only ate carrots, could you potentially begin to suffer from nutritional deficiencies, leading to health problems? And if that happened, and you sought the advice of a specialist, a nutritionist for example, who pointed out the need to supplement your diet with healthy protein, grains, other fruits and vegetable, would you accuse her/him of putting carrots down?

I know it sounds borderline ridiculous. But it is exactly what happens in the world of exercise. Everyone is an expert in their own mind. And the main response we get when speaking to someone about the benefits of strength training is: "I do yoga", that is number one reply, and the second most popular is: "Cardio or walking." Friends, doing only yoga, or only cardio or only this or that, is like eating only carrots, or seeking the advice of a ObGyn for your sinus infection.

You are missing one of the main components of a healthy lifestyle, in regards to exercise, which is muscle building and postural alignment that only an intelligent strength-training program can give you.

So when a health problem occurs, would it not be a good idea to seek the advice of a specialist? Wake up people! Dr. Fitness USA is a specialist in strength training for health, stress management and in postural alignment.

**THE BENEFITS OF STRENGTH TRAINING ARE  
UNIQUE TO STRENGTH TRAINING AND CANNOT  
BE ACHIEVED BY SUBSTITUTING WITH YOGA,  
RUNNING, CYCLING OR ANY OTHER EXERCISE  
MODALITY.**



In 1999 Kathy Smith, who is a fitness personality and became well known for her workout videos during the late 1980s and 1990s wrote an article entitled “From Heart Thumping to Muscle Pumping” published in the

LA Times:

*“The fact is, if you intend to stem the tide of aging, and are now in your 40s, at least 30% of your fitness regime should be devoted to strength training. If you're in your 50s, strength training should be at least 40%. If you are in your 60s now or even older, a full half or more of your exercise time, should be strength training. The reason that this strength-aerobic formula changes according to age is because the body changes as it ages, losing up to 10% of its muscle mass per decade.*

*Sadly, the average 60-year-old who didn't do anything to stem the tide when she was younger has already lost about a third of her muscle mass and strength. You can be sure,*

*though, that if she had been losing 10% of her money per decade, she would have done something about it.*

*My prediction is that weight training will be in the new millennium what jogging was to the '70s and '80s--but with a difference: Weight training will not go out of style. While many people gave up jogging because it hurt their knees and other joints, they'll stick with weight training because it increases their bone density, raises their metabolism, improves balance, reshapes their body and, in general, makes daily living easier. In many ways, weight training makes you feel young again." Kathy Smith*

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**BOTH MUSCLE STRENGTHENING AND  
MUSCLE BUILDING ACTIVITIES MUST BE  
PART OF YOUR ROUTINE**

**“Dr. Fitness USA’s Body Design Formula program has helped me develop a deeper level of patience and a higher level of self-esteem. My own yoga practice has gotten deeper from it”** Rev. *Louise-Diana (Yoga master, Ordained Minister)*

**“After only 3 months, I am happier with my body than I’ve ever been before and I am now feeling it in a whole new way. I feel less tired leaving the gym than I do leaving a yoga class yet I never got these kinds of results from doing yoga.”** *Anne Kim L. M. T. (Certified Yogic Neuromuscular Therapist)*

**“Dr. Fitness USA’s program has accelerated what I was trying to accomplish with yoga. I feel more balanced, energized and integrated. I have tripled my strength in a short period of time. I am ecstatic!”**

*Nansea, (Holistic health, Yoga teacher)*

“I feel so good training on Dr. Fitness USA’s Body Design Formula program. For years I tried to get involved in some sort of physical fitness routine. I enjoy dancing and yoga but have never experienced my own personal power and strength that I am beginning to feel now that I am training on Body Design Formula.” *Robin (Make-up artist)*



## 5. STRETCHING



Stretching is like other types of exercises need to be done properly and at the right time to be effective and to avoid injury.

In its most basic form, stretching is a natural and instinctive activity, such as stretching after a good night's sleep or after a long period of been sitting. There are four types of stretching

modalities of stretching therapeutically and for physical fitness.

Those are ballistic, dynamic, static proprioceptive

neuromuscular facilitation. The two most commonly used

stretches are dynamic and static. Dynamic stretching is a

walking stretch or the kind that involves in performing slow,

controlled movements, through a full range of motion. Static is

what we see most people do, by applying gentle tension to an

area of the body and holding the position for 30 seconds or

until a release is felt.

Yoga falls in a mixed of static and dynamic, leaning more

towards static. Ballistic is a form of passive or dynamic

stretching with a bouncing motion. The American Academy of

Orthopedic Surgeons does not recommend bouncing stretches

and warns that it may cause injuries. Proprioceptive

neuromuscular facilitation stretching is a set of stretching

techniques commonly used in clinical environments to enhance

both active and passive range of motion with the ultimate goal

being to optimize motor performance and rehabilitation.

**Some of the general benefits of stretching include:**

- Increased flexibility and joints range of motion
- Improved athletic performance
- Increase blood flow to the muscles
- Stress relief

**A WORD OF CAUTION**

Stretching incorrectly or overstretching can do more harm than good. Overdoing to the point of causing tears, hypermobility, instability and even permanent damage to the tendons, ligaments and muscle fiber.

While yoga is gaining increased popularity globally, its safety is being questioned. Injuries associated with yoga are increasing. Over-stretching in positions that are biomechanically incorrect, difficult and uncomfortable for many often is the cause. As any other physical or mental practice, yoga is not without risk; while



traditionally yoga is rooted in Indian philosophy and comprises advice for ethical lifestyle and spiritual practice, it has gained more popularity over the years as a therapeutic and physically-oriented practice. Statistically, 30 million people are regularly practicing yoga worldwide for health reasons. Considering the vast expansion of this practice, understandably, quality control

has diminished, making yoga a potential dangerous “sport” to practice. Classes are often held in overcrowded studios with very little personal supervision or attention to proper technique and form, and your local yoga teacher may not necessarily be qualified into proper applications and techniques. In the recent years, Bikram Yoga has become very popular; it is one of the most intense forms of yoga and is performed in a heated room of typically 105 F. Even though Bikram yoga aficionados claim great physical benefits from it, from a scientific standpoint, there is none more than other standard and gentler forms of yoga. Bikram yoga is responsible for the majority of adverse occurrences associated with yoga in general including

**Heat related illnesses:** the natural cooling system of the body becomes impaired, causing a disruption of internal body temperature. Some of the consequences may include heat exhaustion, dehydration, decreased blood pressure, and increased heart rate, feeling weak, dizzy and nauseated.

**Injuries from overstretching:** When the muscles are warm, you may feel as if you are more flexible than you really are and go beyond your limits, putting stress on the tendons and ligaments. The more you continue to stretch your ligament in joint-heavy poses, the higher the risk of a tear or stretching them to the point of producing joint instability. Overstretched ligaments do not revert back to normal.

**When choosing a yoga teacher,** beware, not every teacher is created equal and not every studio adheres to safety rules and regulations. Chose wisely and always go at your own pace, carefully watching over your form and leave the competitive attitude at the door.

### **STRETCHING INJURY PREVENTION TIPS**

- Do not stretch as a warm-up, prior to strength training or any other sport for example. Stretching loosens the tendons and ligaments and should be done after exercising when the muscles are warmed up

- Don't aim for the pain; if you are in pain, you are doing too much. Stretch to the point of feeling some tension and then hold the stretch for approximately 30 seconds
- Avoid bouncing, keep a smooth tension throughout the entire stretch to avoid injuring the muscle
- Incorporating some light and gentle movements to your stretches can increase sport specific range of motion. For example, if you were stretching for a karate class some Tai Chi or Qigong stretches may be a good idea
- Use caution and adjust your stretches accordingly when stretching over injuries, in order not exacerbate and make the condition worse

Yoga can provide beneficial stretches when done with caution and avoiding competitive performance. Beginners should avoid strenuous poses and stay within the safety guidelines mentioned above.

## **IMPORTANT**

**Stretching is recommended for endometriosis to**

relieve localized tension in the pelvic area, low back, hamstrings, but neck and shoulders as well, because pain creates overall stiffness.

Body Design Formula™ programs incorporate active stretching, hidden or enfolded in the performance of each exercise, enhancing static stretching, such as yoga, by building strength. The end result is that the muscles become both stronger and more flexible, making the student better at performing yoga or any other sports or activity you choose to practice.



## 6. POSTURAL & PELVIC ALIGNMENT



Patients with endometriosis and Pelvic Floor Dysfunction tend to tighten the abdominal, pelvic floor, gluteal and thigh muscles as a result of the pain and discomfort that they are feeling. As a

result the muscles become unusually and chronically stiff, producing a decrease in mobility and circulation. This causes what is called the MTrP syndrome (Myofascial Trigger Point). MTrP pain is dull and aching, often deep with intensity varying from low-grade discomfort to severe and incapacitating torture. MTrP is a common but often overlooked and misunderstood source of pain in the endometriosis symptoms.

## **FORWARD HEAD POSTURE**

Forward Head Posture (F.H.P.) is one of the most common postural alignment problems.

### **Did you know?**

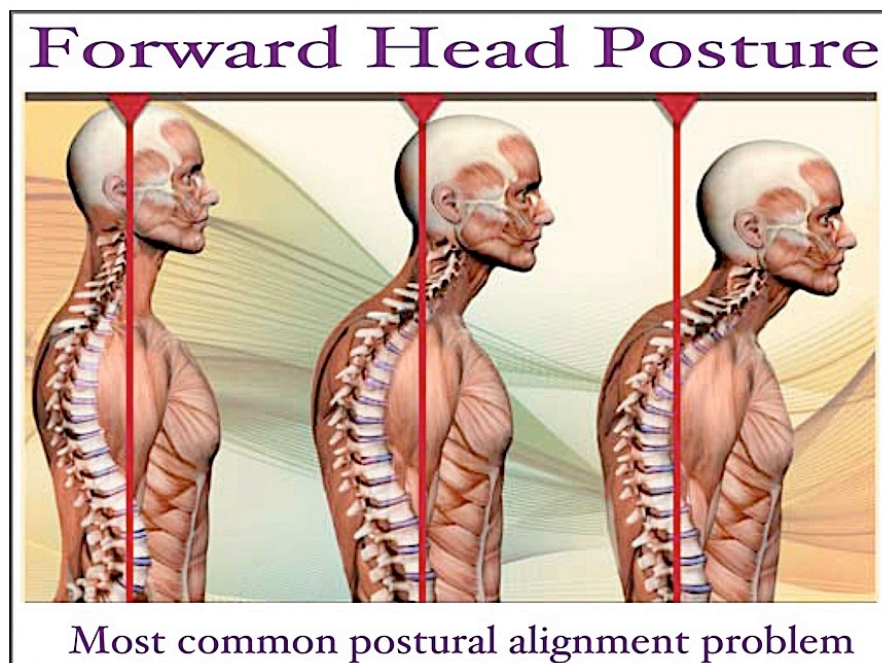
Your head weighs as much as a bowling ball, which is 10-12 lbs.

For every half inch that your head slumps forward, an additional 5–6 lbs. of stress is added to the neck muscles.

**Forward Head Posture** accelerates the aging process and leads to chronic muscle strain, disc herniation, arthritis, pinched nerves, and premature deterioration of the spine. It can cause irreversible damage to discs, joints, nerves and blood vessels; it

can cause thoracic outlet syndrome, muscle and tissue pain, fibromyalgia, early degeneration and aging.

**Forward Head Posture** affects the nerve tissue by altering blood flow to the spinal cord and to the brain. Medical doctors do not fix these types of problems, chiropractors can only alleviate the condition temporarily and training incorrectly with faulty patterns can lead to permanent damage.



**Forward Head Posture is easy to detect:** Take a profile picture looking straight ahead. Find the center of the shoulder

and draw a line up. The line should land through the middle of the ear's hole.

To begin correcting bad posture, use the opposing factor principal. Study where your posture is at and begin to practice strength training in the opposing direction. When working out, make sure to keep your back straight, and neck aligned as to begin to develop the back muscles that will hold your spine straight. One of the primary mistakes most people make in their strength training routines is over developing the Trapezius muscles, which further pushes the neck forward.

Postural and pelvic misalignment can also cause pain and forces the body to compensate, creating muscular imbalances in the body. This is one of the primary causes of these injuries.

**These condition can be corrected with specific ergonomic exercises that are incorporated in each Body Design Formula™ Strength Training Systems that Dr. Fitness USA creates, which include mild but powerful stretches that are done with weight.**

**THE ADVANTAGE OF THIS TECHNIQUE IS THAT OF  
COMBINING THE BENEFITS OF STRETCHING WITH  
THOSE OF CORRECTING PELVIC AND SPINAL  
ALIGNMENT, WHILE REBUILDING STRENGTH**



Dietary supplements, such as herbal formulas with anti-inflammatory properties, Transcutaneous Electrical Nerve Stimulation and acupuncture are supplemental aids that can be utilized in conjunction with the Body Design Formula™ strength training system, to expedite the healing process and

facilitate speedy pain reduction. Moderate stretches, and or gentle yoga as described above can also be included. Neuro-muscular or myofascial release treatments will also greatly improve the condition. You must keep in mind though that if you only do the stretching and the massages, you will not build the support system in ways of synergetic muscles that will hold the postural alignment in place and give you sustainable results, but only experience temporary relief.



## 7. REST AND RECOVERY

**Train when you can,  
Rest when you can!**

People ask us all the time:” So you train everyday right? How often should I train?” The answer is: “No, we don’t train everyday”. We don’t like to put strict rules and schedules.

People tend to fall off the wagon when they feel obligated to do something because it creates stress and a sensation of having to perform, which often does not amount to a sustainable life changing transformation.

Unless you are a professional athlete who needs to adhere to a rigid training regimen, we prefer to invite you to really enjoy your workouts, and incorporate them as part of something you

actually like to do, because it makes you feel good. As such you will be more susceptible to continue with your workouts throughout your whole life.

Having said that, now we would like to give a word on rest and recovery that is now in order. Recovery refers to techniques and actions taken to maximize repair muscle tissue between trainings.

Training every day will create more harm than good long-term. Half the battle lies in the recovery process. Rest and recovery are critical components of any successful training program. Usually, they are the least planned and the most underutilized ways to enhance performance and results. When you train with weights, what is actually happening is, you are breaking down muscle fibers. During the recovery time, they have to reconstruct themselves, so to speak. This produces a boost in your metabolism and you will continue to burn calories for 72 hours past your training session. However, you must give your body the necessary nutrients and rest, so it can do its job

efficiently. Skipping downtime will produce what is called “overtraining” and can lead to injury.

There are different systems in the body that need to recover: **structural**, such as muscles, tendons, ligaments, bones and posture, **hormonal and neurological**. How you utilize your time between trainings is critical.

The neurological system is often overlooked and misunderstood. Our nervous system controls the function of every cell, tissue and organ in our body and coordinates them together as to enable our body to work in perfect harmony. It is important to make the connection that health, mental and physical is controlled by our nervous system. In order to have true health, the nervous system must be able to control and coordinate the function of every cell, tissue and organ without interference. The brain and spinal cord are connected to every cell an organ via our spinal nervous system.

If the electrical box in your house is too small, you will find the

lights flickering on and off when you run too many appliances at the same time. You may even blow a fuse because the circuit is on overload. In order to accommodate the load, you will need to upgrade or even completely **rewire your electrical system.**

It is the same with the nervous system; if put on overload, it will not be able to handle the stress in your life. The nervous system is the control and communication system of the body. Its job is to send and receive messages. The nervous system controls all our thoughts and movements, via the spinal column.

**That is why we must learn to protect and strengthen our nervous system and concern ourselves with proper postural alignment in order to clear the neuromuscular pathways to the brain.**

**The Body Design Formula™ created by Dr. Fitness USA offers a revolutionary protocol. The body undergoes a targeted series of specific sequences of strength training exercises that impact the nervous system with a**

tremendous amount of physical strength and releases a massive dosage of endorphins thought-out the body very rapidly. This process links the brain-muscle connection, instantly quiets the mind and creates an immediate feeling of calm, empowerment and accomplishment.



At the same time, this protocol addresses postural alignment and muscular imbalances, as mentioned in the last chapter, “Pelvic and Postural Alignment” on page 29. The side effects are a beautifully sculpted body and a physique you could only

dream of having, beyond your wildest imagination. Body Design Formula by Dr. Fitness USA is quite unique in its applications and outcomes.

On your recovery days, there are multiple ways to calm the nervous system, for example walking in nature, hugging a tree, breathing, meditating, which are all helpful. A balanced combination of sleep, hydration, proper diet and supplementation are also a must.

**Here are some basic guidelines for maximizing recovery time:**

**Sleep:** A good 8 hours is recommended. Aside from assisting in getting your body in shape, sleeplessness also causes memory loss, the ability to think clearly, depression, cravings for high fat and rich in carbohydrate foods, increasing risk for weight gain. It also ages your skin prematurely. If this is not enough of a warning, lack of sleep also kills your sex drive. Speaking of driving, it is also a major cause for accidents on the road.

Ensuring a good night's sleep will increase productivity; save you time, money and energy in a long run. In short, you'll improve the quality of life; you'll feel better and be happier.



**Nutrition:** You can't drive a car on an empty tank. Without proper fuel and nourishment for your body, you will not attain your full athletic potential and will be more susceptible to fatigue and injury. Eating frequently and choosing healthy food choices such as high quality, low fat protein, complex fiber carbohydrates and good fats will help to keep your energy levels

high and to give you the proper nutrients for recovery between workouts.



**Hydration:** Water is the principle fluid of the human body. As mentioned earlier, it constitutes approximately 75% of the total body weight. Every system in the body depends on water. Water promotes digestion; it flushes toxins out of vital organs through urine, carries nutrients to our cells, provides lubrication for your muscles, and regulates body temperature. There are no set rules of how much to drink, however the “drink eight 8-

ounce glasses of water a day” is easy to remember and would ensure adequate daily hydration.

### **DRINK WHETHER YOU ARE THIRSTY OR NOT**

Early signs of dehydration begin with lack of concentration and increased body temperature.



**Enjoy your life:** Take time to smell the roses, go for a walk, do something with your friends, have a massage, and go to the spa. Above all, it is about feeling good, fulfilled, happy and empowered. So enjoy your life and take some time out for yourself.



This book serves as a very basic but thorough summary of some of the most commonly used exercise activities and is meant as general information to provide education, break myths and bring an objective view within the exercise and fitness world. It is also meant to shed light on the purposes and results of

different, but commonly used exercise modalities. Generally speaking, most people just think that they are going to lose weight by doing cardio and that they are going to acquire a lean, sculpted and flexible body by doing yoga. They are going to recover their health, achieve the body of their dreams and live happily ever after. While these statements may hold some truth to them, the notion that all exercise provides maximum opportunity for women's fitness and brain health is a myth. They are misconceptions, they keep people stuck in dead ends, and more often than not even injured. The reality is that in order to accomplish what women really want from their fitness routine, which is enjoying the promised health benefits, feeling good, getting a toned and sculpted body while increasing strength and bone mass density, strength training must be incorporated into her activities, and she will need to feel good about it too, in order to maintain her practice long-term.

**Well, we have good news and the answers you have are looking for.**

## 8. BODY DESIGN FORMULA™

This book is also an introduction to the Body Design Formula™ Strength Training System that Dr. Fitness USA created over the past 45 years. This is a revolutionary strength training system, not only in its practical applications, but also in its philosophy.



Women and specifically those suffering from endometriosis or

other debilitating conditions will really appreciate the good news ahead.

Many may fear weightlifting based on what is available in gyms today, or based on images still present in their mind of over developed bodybuilders on steroids and bulky women, that look more like a man than the beautiful lean physique they dream of having. They may also worry that it might be uncomfortable and painful. These are legitimate concerns, and are what is typically offered at your local gym and what most personal fitness trainers teach, but it doesn't have to be this way. An analogy would be if you went to an acupuncturist, you would hope that they know their skills well enough as to put the needles precisely in the right meridians. Right? It is the same with your fitness. You hire a personal trainer or your local fitness expert, thinking that they know where to put the needles, so to speak. Unfortunately, in most cases, it is not so. They put the needles everywhere without any real system or plan of action, or simply following the latest fad.

**DR. FITNESS USA HAS RESCUED THOUSANDS  
OF WOMEN JUST LIKE YOU**

**GOOD NEWS:** Dr. Fitness USA has your back. Rest assured that one of the principles that makes the Body Design Formula™ revolutionary, the future of strength training for women and the successor to what is known as bodybuilding, **is the principle of teaching women never to do anything that is uncomfortable and not giving their power away to anyone, led alone a personal trainer.**



## **PERFORMANCE VS. PROCESS OF PERFORMANCE**

One of the greatest advantages of strength training on the Body Design Formula™ above other strength training programs, are the unprecedented ergonomic setups that provide safe platforms to execute the exercises without strain. In this way the activities are maximized and stress minimized, providing all the benefits of the per-se high-intensity modality discussed in the book, without the potential risk of trauma. The other benefit is the realignment of the spine and pelvic floor, which is frequently one of the leading sources of pain.

**Performance is what the fitness industry in general is about and what personal trainers teach us to do:** to try to do more than we can comfortably do by going for the pain.

Performance oriented exercise is what women do when they work out on their own, with their significant others or with their personal trainer. By carrying over their masculine side of the intellectual work mode to play time, they remain in their intellectual mind.

**A WOMAN NEEDS JUST THE OPPOSITE. SHE  
NEEDS TO BE IN HER BODY, WHERE HER  
CHAKRAS ARE CENTERED AND SECURELY  
GROUNDED. THEN, SHE WILL FEEL  
COMFORTABLE, SAFE AND EMPOWERED AND  
SHE WILL KNOW WHAT TO DO AND BE IN  
CONTROL OF HER DESTINY.**

**TEACHING WOMEN NEVER TO DO  
ANYTHING THAT IS UNCOMFORTABLE**

Three foundational pillars differentiate the Body Design  
Formula Strength Training System from other fitness  
modalities, have guaranteed its success for over four  
decades, and establish it as the only logical choice for  
inner and outer fitness:

**SYMMETRY - STRENGTH - SUSTAINABILITY**

- **Symmetry:** Rebalancing the body to its ultimate proportionate state, correcting muscular imbalances, which are the primary cause of pain and overuse injuries, and realigning the posture.
- **Strength:** Increasing physical strength, through proper ergonomic and a proven system that will produce the immediate quieting of the mind, a sense of calm and peace and emotional stability, by strengthening the nervous system.
- **Sustainability:** Sustainability comes through the education provided on proper ergonomics, adequate choice of equipment, the importance of environment and mindset.



## 9. ENVIRONMENT

There are 3 requirements in order to be successful:

education, mindset and environment

- 1) **Education:** The information in the booklet is a good starting point
- 2) **Mindset** comprises 3 types of attitude
  - I really want help so what is it you need for me to move forward?
  - I really want help but I want you to do all the work.
  - I really want help but I am going to sabotage whatever you do to help me? This is typically the desperate person, in pain and out of shape seeking answers, but when offered our proven solutions based on science,

research and over 130 years of experience combined, starts balking in disbelief and begins acting like the expert in the subject matter.



### **3) Environment**

The first 2 requirements are somewhat self-explanatory and much emphasis is placed on the power of the mind. However, the importance of environment is overlooked. It is not your fault, strength training being a fairly new industry, there is little awareness or education available about ergonomics and proper functioning of gym equipment.

The truth is, not all gyms are equal or have the equipment required for your body structure to achieve desired results, which also include cross fit gyms, most owner owned personal fitness gyms, apartment gyms, exercise in parks, stairs or hill climbing, exercise in parking lots or in the aisles of office buildings. I will illustrate my point with a metaphor. Imagine if you needed to have an important surgery done. Certainly you would be researching surgeons and getting a few different opinions. You would also carefully investigate the hospital where you would have the surgery done.

**Hospital A:** A good doctor, a good hospital, a good location and friend support; success rate without infection or complications 70%.

**Hospital B:** The latest Robotic surgery, minimal invasive surgery, less bleeding, less risk of infection or complication, short recovery time, no scarring, and definitely less pain in recovery; success rate 98%.

Which one would you chose if your life depended on it? The

last one, I imagine. Well, it is the same with your fitness and your body. Your life depends on it, and making the right decision now might just save you the dreaded surgery mentioned above, or even worse succumbing to a deadly disease, such as my late friend Emmy-Lou Harris.

In order to achieve the results you are looking for, you will need access to a gym with certain types of brand name equipment. Again, generally speaking, most local gyms and apartment building facilities claim in their sales presentation in signing you up that they are fully equipped, when that is not the truth, and quite possibly the equipment is outdated even though on the surface they might look fully equipped.

In the Body Design Formula™ System, we can do the research for you and or teach you what to look for in a gym, and how to ergonomically manipulate the equipment available to you.

Going for a swim at your local pool, doing a Zumba class in the park, or spending your precious, beautiful sunny afternoon on a treadmill is better than eating chips in front of your television

set, or drinking beers at your local pub, however, if you are looking for real results, maximizing your time, money and energy, have sustainable results and make the positive transformation you desire, physically, emotionally and mentally, then we will lead you toward an environment where we know you will be successful.

We witness almost every day, friends or potential clients who decided to do it their way, as described in the mind-set section:”

*I really want help but I am going to sabotage whatever you do to help me.”*

Even though they were healthy minded individuals, they end up injured. Just recently, three friends suffered from Achilles rupture, a serious injury that takes months and months to recover from, if ever. They had no time to dedicate and learn better ways, and they were fit anyway, **so they thought**. They did it their way. Just yesterday, I met two acquaintances at the gym, fit and healthy gym goers, yet both with injury to the rotator cuff muscles. And do you remember Emmy-Lou Harris from the foreword? Emmy-Lou Harris is dead.

I repeat. Your life depends on it. The information contained in this book could potentially save your life, or at the very least safeguard you from a nasty injury or a dreaded surgery, provided your take action now.



*“As a therapist, I enjoy making the brain-muscle connections the Body Design Formula™ are awakening in me. I never knew weight lifting was such as science!”*

*Eugenia, Los Angeles, CA*

## 10. CONCLUSION

**MORE THAN PHYSICAL STRENGTH,  
EMOTIONAL STRENGTH**

**Dr. Fitness USA's Body Design Formula™ system is far more than an exercise program; it is a holistic approach to transforming your life through bodybuilding**

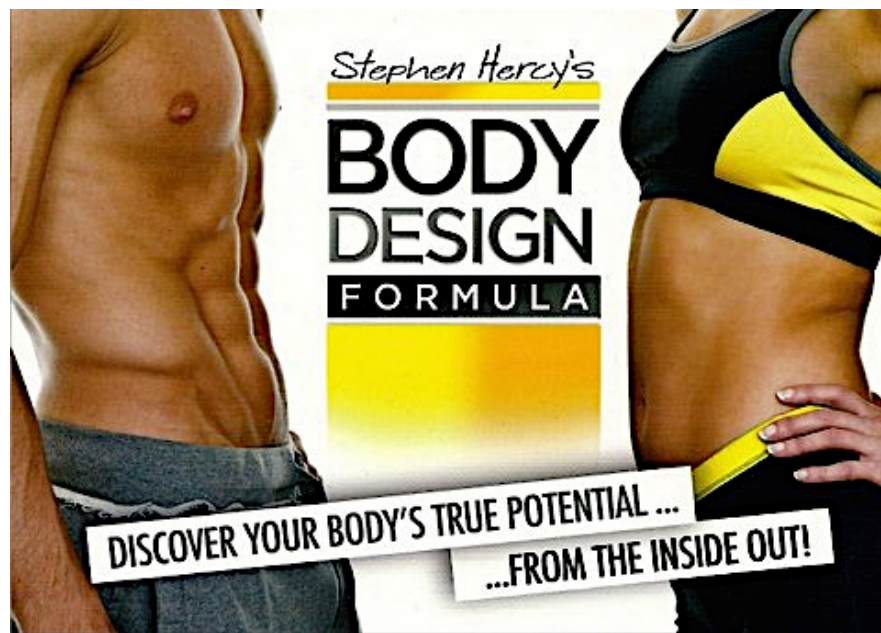
The Body Design Formula™ System rewires your brain patterns by applying scientifically proven principles that will enable you to become stable, hold a positive mind set and fulfill your goals in life, while bringing your body to its optimum potential. The seemingly external path of lifting weights on this system creates profound awareness that leads to innermost

empowerment; this process reveals insight and knowledge about the person's "modus operandi" in life. Each machine and each exercise are connecting links to feelings and emotions and can potentially result in the release of stored memories and traumas in muscle tissue. Through observations experienced during the Body Design Formula™ process comes a conscious choice to change reaction into positive action. Hidden destructive habits are revealed, even those hidden in the subconscious for years, Body Design Formula™ gives you a concrete step by step map or blueprint, to move forward and transcend to higher levels of consciousness. Women who have grown up believing that they are victims of everything from their mothers to the foods they consume begin to feel powerful, competent and capable of taking charge of their bodies. As they engage in this journey, they understand what they are supposed to do in the gym, and over time, are able to make wiser decisions to accomplish what they really want to do with their lives. They neither need nor want a personal trainer telling them what to do, because they

know what feels right to them, using the education and teachings acquired as a reference source. Their program therefore becomes their mantra to stay on track.

*“At a most unconscious level, somewhere deep within the psyche, in levels often never visited comes the cry:” Hey, wait a minute, I’m lifting three times my weight and as much as some of these guys around here, I’m not weak!” And when that cry finds its way deep within where false belief patterns are held in the body, it shatters those beliefs like a perfect high pitch shatters a crystal glass. At that second, we are never the same. What we do with that experience, either consciously or deliberately or unconsciously and at random, will dictate the course and speed of this new self-empowering belief.*

*Susan T., Los Angeles, CA*



The Body Design Formula™ Training System teaches independence. It allows you to assume your own responsibility and take care of yourself first. If you don't, your body and health pays the price; and it is a very high ticket. Take my dedicated life's work seriously and follow me on the path of empowering fitness for a pain free life.

**“Educating women to become more beautiful, confident, healthy and strong in Body, Mind and Spirit”**

## BONUS

**This information could save  
your life**



**Warning!**



**THIS MAY NOT BE FOR YOU!**

This information is only for those who are  
ready, able and willing

**There are five stumbling blocks that  
lead women to their demise**

Today as a bonus, we will reveal to you the first  
stumbling block. If you can truly understand this

concept and begin to adjust your life accordingly, you will save yourself years of pain and suffering physically and emotionally, and regain 10 years of your life

**GUARANTEED!**

## **NO TIME: The ultimate blind spot**

Because a woman is estrogen based, ignoring her feelings can be hazardous to her health. We are emotional beings; self-awareness is developed by our emotions. Women, who process their thoughts and feelings intellectually without rest, create a high level of stress proven to be harmful to their immune system. The **“NO TIME”** syndrome is making them sick and aging prematurely. NO TIME is the big illusion, the ultimate blind spot.

**I REPEAT**

**“NO TIME” IS THE ULTIMATE BLIND SPOT**

A recent article in the “for your health” section of the Costco magazine stated: *“A study published in the Proceedings of the National academy of Sciences of the United States of America showed that telomeres – part of the chromosome that protects genetic data - in cells of chronically stressed women had the equivalent of an additional decade of aging.”*

**“Telomeres in cells of chronically stressed women have the equivalent of an additional decade of aging”**

This is crucial information, and difficult to understand, especially for women entrepreneurs who have many responsibilities, deadlines and have to juggle family and business obligations. It is a vicious cycle, for many, later comes too late and for some, it just never comes.

*“Those who do not find time for exercise will have to find time for illness?” Earl of Derby*

This is why I decided to write this book, to pave the way and support women in taking back their power and begin caring for

themselves first, before others. This is not selfish and there is nothing glorifying about sacrificing your own health for others. This is a key aspect of behavioral health, for the self-development of one's own responsibility. You have to be responsible for your own health before you can be responsible for others, such as your family, your parents, your children, your associate or your students. There is a whole realm of responsibility, but if you can't take responsibility for yourself, then how can you take responsibility for others?

**In the case of Bruce Barton, MD, F.A.C.O.G,** the unexpected came in the way of a serious bicycle accident that would have left him permanently crippled and at the care of his family, had he not be in the incredible physical shape he was in, as a result of the Body Design Formula™ system he has followed now for over 10 years. Instead, shortly after his accident, he fully recovered, he sold everything he owned and took his wife to Africa on a mission for the church.

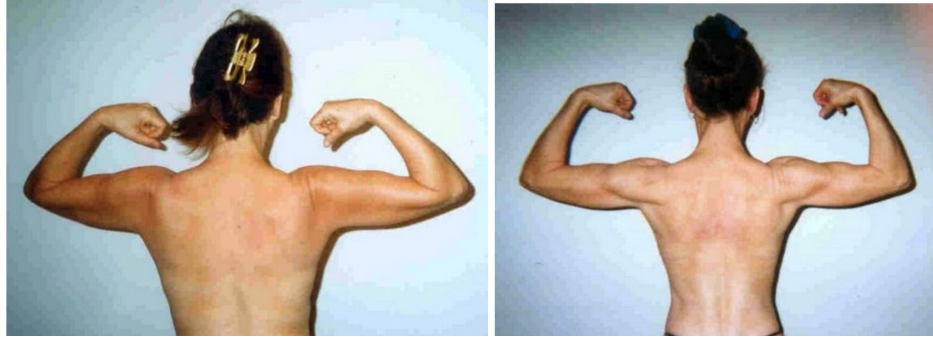


BEFORE

AFTER

“A recent bicycle tour unfortunately ended in an accident in which my femur and hip were broken in four places. My physicians have assured me that due to my wonderful physical condition the recovery has progressed at an amazing rate. This, my friends, is serious stuff. There is nearly a 25% mortality rate within six months of an injury such as mine, yet within a few months I will be able to enjoy those things with no limitations.”

**For Susan** the unexpected challenge came in the form of having to take care of her mother suffering from Alzheimer. In her tenth year on the Body Design Formula™, she says:



*"I can't even imagine how I would be like now, had I not have this program. I had no clue that it would serve this extensively and this long, with this much volume.*

*There is nothing else that money can buy that can replace this program!" Susan D., Modesto, CA*



## DO YOU HAVE ANY OF THESE SYMPTOMS?

- No Time
- Trying to be strong
- Trying to be perfect
- Trying to please others
- Trying harder
- Hurrying up
- Hurrying up



**YOUR HEALTH IS IN JEOPARDY!**



These characteristics weaken the immune system and provoke a compulsive / impulsive behavior, creating havoc in your body and mind, and aging you prematurely. We will discuss this phenomenon more in detail in our next book, [“Stronger than Medicine, the missing link to fitness consciousness”](#), which deals in detail with mental health and recovery from addiction and left brain / right brain as it relate to exercise in general and more specifically to the Body Design Formula <sup>TM</sup> .

**“Every women should start on the Body Design Formula<sup>TM</sup> program sooner than later, to avoid the issues women go through later in life. This is fast and better than therapy”**

**Dr. Rosita Tan**

### **AN EMPOWERED WOMAN**

- Takes care of her Body / Increases her functional strength
- Loves herself first (before her partner)
- Looks inside, before looking outside
- Does not feel guilty about receiving more than giving

I leave you with these thoughts of empowerment, and self-loving disposition. I hope you enjoyed reading my book as much as I loved writing it. I invite you to keep an open mind and follow my footsteps into this marvelous journey ahead in empowering fitness for pain-free living.

The ball is in your court now. I invite you to join me in this magnificent journey by taking the following action steps:

1. Visit [DrFitnessUSA.com](http://DrFitnessUSA.com) and subscribe to our newsletter
2. Visit [YouTube.com/DrFitnessUSA](https://www.youtube.com/DrFitnessUSA) channel, subscribe, like, comment, share
3. Write [doc@drfitnessusa.com](mailto:doc@drfitnessusa.com) and schedule a 15 minutes free phone consultation
4. And of course join us on social media sites  
/DrFitnessusa
5. Stay tuned for our next book “Stronger than Medicine” coming up December 2015

Welcome to the new paradigm in fitness consciousness.

**May the strength stay with you!**

Batista Gremaud

Stephen Hercy

*Batista*

*Dr. Fitness USA*

## ABOUT THE AUTHOR



**BATISTA GREMAUD** is a Published Author,  
Empowerment Speaker, Entertainer and Co-founder of  
Body Design Formula and the International Institute of  
Body Design.

**BATISTA GREMAUD** is a Body Design Formula 7<sup>th</sup> degree  
Master teacher in the Dr. Fitness USA protocol. Also certified  
in personal training, Batista's expertise in strength training  
includes structural realignment of the spine, getting rid of back

pain without surgery, injury prevention and post rehabilitation of injuries. Batista has been teaching the Body Design Formula™ protocol as an independent trainer at Gold's Gym, Venice for several years.

Certified as a practitioner in 5 healing arts modalities, Batista understands the intricate role the Body Design Formula™ protocol and Dr. Fitness USA unique fitness philosophy of quieting the mind and strengthening the nervous system plays in the field of addiction recovery and stress management, for the true integration of body, mind and spirit towards the complete consciousness shift within an individual and the evolution of the planet. She regularly appears as a celebrity guest expert on radio shows, on the topic of fitness and consciousness.

Batista Gremaud is the author of “How to lose weight and look good with strength training” “Extreme muscle makeover” and “Poster 4 Power” available on Amazon. She regularly writes for addiction and recovery magazines and online health platforms and is in the process of writing her 4<sup>th</sup> book: [“Stronger than Medicine”](#), scheduled to be released late 2015.

## ABOUT DR. FITNESS USA

**STEPHEN HERCY aka Dr. Fitness USA** is an International Body Designer, owner and FOUNDER OF THE

INTERNATIONAL  
INSTITUTE of BODY DESIGN.



Holds the prestigious title  
Professeur De Culture Physique  
Weider and is certified by the  
IFBB International Federation of  
Bodybuilding.

Stephen Hercy has assisted women  
to greater health for over forty-five

years and is the first person worldwide to have created strength-training programs specifically for women with endometriosis.

Stephen Hercy is a published author of several books, and a recognized professional empowerment speaker as a pioneer for his successful work with pain management and postural realignment, which affects mood behavior and productivity, and is running the most successful body sculpting program globally. He regularly appears as a celebrity guest speaker on radio shows, including syndicated show “People of Distinction” with Al Cole and “Amazing women of Power.”

**Stephen Hercy** is the leading authority in bringing his revolutionary strength training systems to the addiction and recovery community as a new tool for mood behavior stabilization and stress management.

Dr. Fitness USA has worked with all types of people from celebrities such as Linda Gray, Sally Fields, Simon Cranes, and Billy West as well as with MD's, chiropractors, alternative health professionals, as well as students. Young and older people of all walks of life, travel worldwide to seek his unique services.

**WELCOME TO THE NEW  
PARADIGM IN FITNESS  
CONSCIOUSNESS**

**If your mind can conceive it, and your heart believe it, then  
Dr. Fitness USA can help you achieve it!**

Written by Batista Gremaud

7<sup>th</sup> degree Body Design Formula™ Master Teacher

Empowerment Speaker

International Institute of Body Design co-founder

Author of “How to lose weight and look good with strength  
training” and

“Extreme Muscle Makeover”

**Coming soon to a bookstore near you**

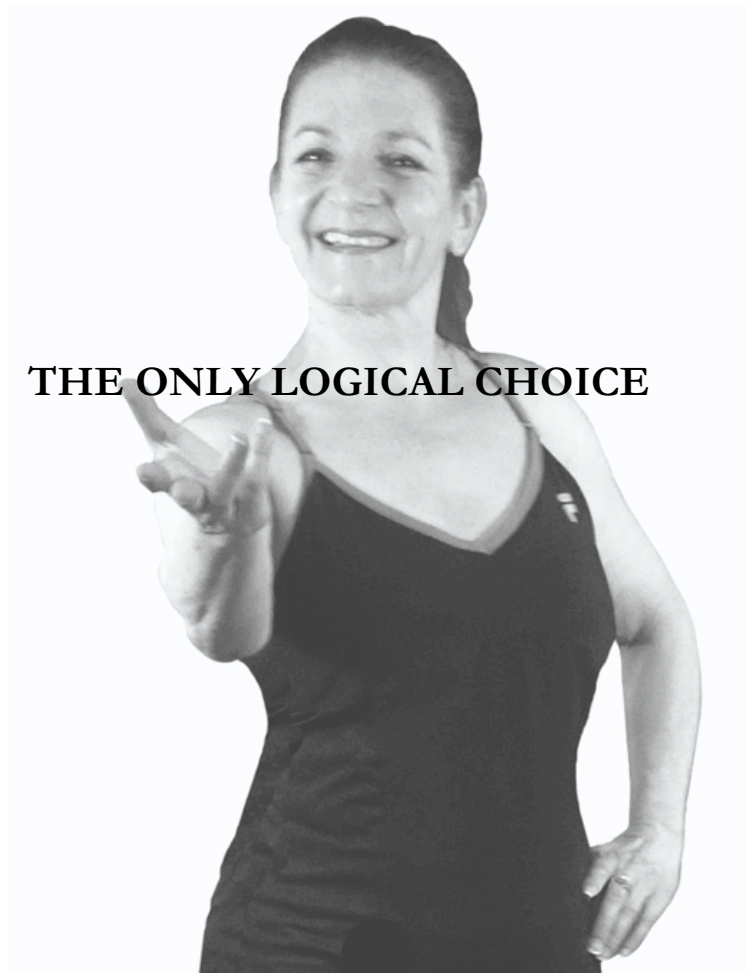
**“Stronger than Medicine”**

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[www.DrFitnessUSA.com](http://www.DrFitnessUSA.com)

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\* (Barbieri, 1990).

\*Wikipedia High Intensity Training

## FEMININE BODY DESIGN