



Inspire the World to Fitness®

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Fitness Professionals Weigh in on *The Biggest Loser*

This blockbuster reality show has ignited passionate reactions from fitness professionals and the clients they serve.

San Diego – September 9, 2009 – Whether you love to watch *The Biggest Loser* or you find it offensive, you have to admit the primetime TV program has been effective in showcasing health and fitness to millions of people around the world. IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, has published “[Weighing in on *The Biggest Loser*](#),” an in-depth feature story on the topic, in its flagship publication *IDEA Fitness Journal*. “[Weighing in on *The Biggest Loser*](#),” brings the passionate—and widely divergent—viewpoints of the show’s producers, contestants and one of its personal trainers (Bob Harper), as well as those of fitness professionals looking in from the outside, into extreme focus.

The article covers such topics as

- The progression of the workout scenes as shown on the show. Are the basic principles of exercise progression and weight loss missing or is the seeming lack of progression and program design due to post-production editing?
- [The safety of the exercises/workouts shown on the *The Biggest Loser*](#). Contestants are overweight and sedentary when they begin training. Are the contestants enduring too much work too soon? Are plyometric jumps and piggybacking a trainer as they hustle across the room really advisable? Would “everyday” trainers ever ask their clients to do such things?
- The safety and sustainability of the contestants’ dramatic and rapid weight loss. Is this a dangerous, realistic message to give to the viewing public?

- The training certifications of the show’s celebrity trainers Bob Harper and Jillian Michaels. Are these trainers currently certified? By whom? How much continuing education have they pursued?
- Is all the yelling these trainers do really necessary? How does this compare to a standard training session, or is all this drama just for ratings?
- What is the fitness industry’s responsibility? Whether or not fitness industry professionals agree with [the approach of the *The Biggest Loser*](#), how can they use positive momentum from it as an opportunity to reach out to prospects and clients who need sound fitness/weight loss advice and guidance?

“We are extremely proud of this article and the work author Amanda Vogel, MA, did to create a fair, balanced view between what the *The Biggest Loser* representatives feel makes good television and what everyday personal trainers feel is realistic for their own clients,” said Kathie Davis, IDEA executive director. “We hope this piece helps educate fitness professionals—but especially the consumer public—about the “reality” of reality television.”

The entire article “[Weighing in on *The Biggest Loser*](#)” is available at <http://www.ideafit.com/fitness-library/weighing-in-on-the-biggest-loser>.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 23,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](#).

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