



## MEDIA ADVISORY

Inspire the World to Fitness™

### **IDEA Health & Fitness Association Focuses on Men's Health with Recommendations for Customized Exercise Programs to Reduce the Effects of Andropause: Male Menopause**

#### ***Who:***

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, focuses on men's health in the latest issue of the *IDEA Fitness Journal*.

In this special issue, the association provides valuable insight into the physiological phenomenon known as andropause, which affects up to 10 million American men each year. The signs of aging in men are more subtle than those affecting women but often begin in men's 40s or early 50s and possibly culminating in their 60s and 70s. Fortunately, the effects of male menopause can be impacted positively by exercise training.

#### ***What:***

- Andropause is a clinical and biochemical syndrome associated with advancing age in males and mainly characterized by a deficiency in serum androgen, mostly testosterone levels
- Scientists have identified andropause signs and symptoms, including declines in muscle strength and endurance, physical and cognitive function, work or athletic performance, libido and erectile function as well as sense of well being. Decreasing bone density has also been linked to declining testosterone levels in men
- Treating and managing andropause symptoms requires a multi-dimensional approach, which could include hormone therapy and exercise
- Resistance training is more effective than simply taking hormone therapy, especially for improving or maintaining muscle mass
- Cardiorespiratory training can help diminish visceral fat significantly
- Balance and power training, along with proper nutrition can alleviate many symptoms while increasing and maintaining physical function for men as they age

#### ***Inspire the World to Fitness®:***

- Rebecca Yount, IDEA member and fitness instructor in Orange County, Calif., leveraged her own personal journey to fitness after years of inactivity and gaining more than 40 pounds to motivate and inspire everyone in her classes, including the back row. Her motto: "You can't take anyone anywhere you haven't been."
- The 2005 IDEA World fitness Convention has more innovative sessions and exhibitors than ever before. For registration information on the conference (Las Vegas July 5-9), visit the company's website at [www.ideafit.com](http://www.ideafit.com) or call 800.999.4332 ext. 7.

#### ***Other Highlights:***

- Benchmarks for choosing and compensating productive and loyal fitness staff are available in the latest IDEA Fitness Industry Salary Survey
- Workplace wellness pays off
- Children of overweight mothers are prone to obesity by age six
- Improving balance and preventing falls with tai chi

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