

## **MEDIA ADVISORY**

### **IDEA Health & Fitness Association Reveals How ‘Going with the Flow’ Can Help Fitness Professionals Improve their Career and Business**

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world’s leading membership organization of health and fitness professionals with more than 23,000 members in over 80 countries, reveals characteristics of what researchers call the “flow”—and how to go with it—in the latest issue of *IDEA Fitness Journal*.

The “flow” is characterized by author Mihaly Csikszentmihalyi as “a state of complete absorption in a complex and challenging activity that stretches one’s skills.” Discovering the specific characteristics of the flow can help people experience more of it in their lives. A wellness coach or fitness professional can play a key role by designing workouts with new ideas that are challenging, engaging and absorbing while also generating more of health-promoting “flow” endeavors. Aside from enjoying the flow when exercising, another way to feel and perform better is sporting new performance-enhancing active wear. This year’s Olympics provided the debut of dramatic advancements in performance apparel. Among the trends that are setting the pace for today’s exercise clothing and gear include moisture-wicking synthetics, antimicrobial advancements, eco-conscious designs and a focus on fit.

#### ***Additional Issue Highlights:***

- A study in the *Journal of Consumer Research* reveals that snack makers’ mini versions of their fat-laden products are fooling consumers into thinking they can eat without consequence.
- The science of endurance requires an understanding of cardiovascular, muscular, metabolic and neuromuscular factors. IDEA offers tips for improving endurance by addressing these key areas.
- According to a study published in *Neurology* (March 18, 2008; [70], 935-42), balance and gait disorders in older adults may be directly related to changes in the brain.
- According to a study in *The New England Journal of Medicine*, Mediterranean and low-carbohydrate diets may be effective alternatives to low-fat diets.
- Researchers at the David Geffen School of Medicine at UCLA reveal a direct link between stress and a weaker immune system, which can accelerate aging.
- Qigong practice aids fibromyalgia patients, according to a study conducted by researchers from Dalhousie University and the University of New Brunswick in Canada.
- The American Academy of Pediatrics has issued new cholesterol screening and treatment recommendations for children, given the current rise in childhood obesity.
- Caffeine is the principal active ingredient in most sports drinks. DareDevil is one of the most caffeinated offerings, with 120 mg. For comparison, while RockStar includes only 80 mg, it wins the calorie comparison, 140-to-110.
- To glean more health benefits from tomatoes, eat them cooked rather than raw.

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

Lynne Kurutz had always been the picture of health, spreading her joy of movement to her loyal group of exercise students. Then, four months after her second son was born in 2002, she was shocked to be diagnosed with non-Hodgkin’s lymphoma. While her journey has not been an easy one, she has remained committed to exercise throughout the process. Even during chemotherapy,

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she worked out as much as she could. A stem cell transplant has improved her life as Kurutz continues to receive support from her students, who have dubbed themselves “Lynne’s Lunatics.” Her advice: “Never believe you can’t do something. Listen to your body, but don’t be afraid to give a little push now and then.”

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