

Getting More Bang for Your Buck

A Guest Lifestyle Article from PURE Fitness

So you're interested in 'investments' are you? Like your ROI guaranteed?

Well I have some tips for you on one of the most crucial investments you'll ever make . . . The health and well being of your own body.

If you Google Maslow's Hierarchy of Human Needs, you'll come across a diagram of Abraham Maslow's 1943 pyramid which sums up what human beings need for survival starting with the basics at the bottom, with things like air, food, water and homeostasis, then just above that on the second level you'll find, (right in between the family and property) - Health and well-being. Virtually everything above this level on the pyramid, (love/ belonging, self esteem and self actualisation) is made much more accessible once you start sorting your health and well being out.



Your most important investment

No surprises there, nothing we haven't heard before, but for a lot of us it gets overlooked in the rush and demands of modern living. In my line of work I hear 'But I just don't have time to exercise!' just about every day and it saddens me a little as 30 minutes per day on most days is all it takes to make some pretty cool changes to your life. You simply need to make time as it's too important. I like to think of it as 'leveraging your life'. We're able to cope better with things like stress and depression, it helps with mental clarity, your immune system benefits, and it helps us deal with the physical activities of daily living, (having both of your rapidly growing children crash tackle you at the same time), and most importantly it helps you enjoy your life. Yes, this is what more bang for your buck is really about.

So many of us spend excessive amounts of time, money and energy on clothes, hair, make-up and shoes but very little on the really important stuff underneath.

One of the silver linings to emerge from the recent global economic 'dark cloud' has been the increase in people taking up exercise. Triathlons are one of the most popular sports world wide right now and our gyms have never been fuller.

So, I hear you ask, what should we be doing during these 30 minutes a day on most days? Well here's a very simple breakdown of the 5 things we need to focus on to achieve health and well being;

1. **Movement.** This is broken into traditionally 2 parts;
 - a) Resistance training, which is basically a concern for muscle, (weights), and
 - b) Cardiovascular exercise, which is the training the heart, lungs and respiratory system to supply the muscles with blood and oxygen, (running, cycling etc)
2. **Diet.** We need more nutrition and fewer calories. What we fuel our bodies with affects everything. This obviously is not part of your 30 minutes a day.
3. **Flexibility.** Lack of flexibility is one of the major side effects of ageing. We need to stretch.
4. **Rest and Recovery.** This simple but very important ingredient is over looked by many people who exercise and often leads to injury. This is also not included in your 30 minutes a day
5. **Fun and Enjoyment.** This is what will help you maintain the above 4 points for longer periods of time, hopefully for the rest of your life. The more you enjoy something the less like 'work' it becomes. For example, if you're thinking of joining a gym, try as much of what the gym offers, (classes, training with a friend, PT, everything) as possible. This will help you find the things you like.

There it is in a nut shell. Try to take advantage of this major investment soon, at least before you suddenly find yourself staring down the barrel of a doctor's report that contains the word 'terminal' somewhere on it.

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