

### Our Team

Looking forward to welcoming you to our club. . .

*"The Gym For People  
Who Don't Like Gyms"*

## IS MENTAL TORTURE THE SOLUTION FOR WEIGHT LOSS?

**NEO Slim**

**Join Our Weekly  
Weight Loss  
Meeting**

- Weekly weigh ins
- Secrets of a toned physique
- Create sustained weight loss
- Behavioural change techniques
- NeoSlims proven nutrition principles
- A supportive and enjoyable environment
- Hypnotherapy for weight loss & confidence
- Get continuous access to a team of experts

**ONLY €10.00 Per Class**

Booking is essential as places are strictly limited

Call **(01)9029250** or email **info@neoslim.ie** to join the club

For more detailed information check out **www.neogym.ie**

**Psychology Nutrition Exercise**

The topic of obesity is a serious issue for millions of people around the world, with all forms of media offering potential solutions. However some of these so called solutions which are readily accepted by the majority of the public, can in fact cause more harm in the long run.

Imagine the following scenario;

You have excess weight you wish to lose and you finally work up the courage to embark on your weight loss journey. You have tried so many times on your own and fell back into your old habits, so this time you decide to recruit the experts. Perhaps you join a gym, or better yet hire a personal trainer, or maybe you go all out and partake in a weight loss TV or online programme. You have one goal in mind, to lose weight and see this reflected back at you by the number on the scales.

So after a period of time following a programme, now comes weigh in time and guess what, you missed out on your goal by one pound, yes one earth shattering pound.

The experts who you hired to help you now commence a verbal assault, becoming angry and telling you that you are a disappointment. Your sense of confidence is now on the floor beside the scales. By the way, the 1 pound which caused the storm in the tea cup, is about the equivalent of a large glass of water, (not including the glass).

These experiences are very common and can be considered a form of mental torture rather than the

positive life improving experience you deserve.

Often times people sign up to programmes that go as follows:

- Comparing yourself to a body type that is completely different to your own.
- Get insulted rather than encouraged by your hired experts.
- Follow a calorie imprisoned diet which makes absolutely no sense, when you take into consideration the normal lifestyle of the average human being.
- Partake in fitness activities which are pointless at best and sometimes down right counter intuitive - Eg: race up steps like Rocky Balboa; clearly if you are overweight there is excess pressure on your knees already, now add this extra impact to the equation... Or throwing weights around the gym in an uncontrolled fashion can cause a lot of damage.
- Place your sense of happiness and wellbeing on the number you see on the scales (this number does not take into account your body composition)
- Avoid social occasions due to risk of over indulging
- Be haunted by a mental weighing scales.

Please note, NeoSlim programmes and NeoGym programmes offer very different services.

NeoSlim provides weekly weight loss meetings coupled with online resources and support to promote enhanced weight loss and toning. Expert advice on nutrition, behavioural change techniques and exercise will be provided.

contd. from page 1

Furthermore, there is clearly a rampant insensitivity to the issue of obesity.

"Why don't they just eat less and exercise more" is the line we hear being regurgitated.

It is important to note, everybody is unique, there can be a variety of physical reasons why certain people find it more difficult to lose weight than others. Such as hormones, body type, underlying health conditions or reaction to medications. Then there are powerful psychological factors, be it, habits, compulsive behaviours or emotional eating.

There is a key variable often overlooked whether the person is obese or only has a few pounds to lose. It is a powerful psychological force known as "self efficacy".

**Self efficacy is term developed by psychologist Albert Bandura as part of his Social Cognitive Theory. It refers to a person's belief in their ability to perform behaviours required to produce specific attainments. This in turn indicates confidence in the ability to control ones own behaviour, motivation and even social environment.**

It is safe to say, a person with high levels of self efficacy, confidence and self belief will do better at a task than those with low levels.

Now let us consider the fail proofed plans endorsed by some experts, whereby scolding is considered acceptable. It is clear this form of coaching is detrimental to ones self-efficacy. When one commences their weight loss journey, it is essential that their self belief and confidence is protected and better yet developed even further, so that they are empowered to continuously improve themselves well in to the future. In addition, losing weight may be the first of many positive transformations in your life if done correctly.

How to know you are on a positive weight loss programme.

- You are focused on strength and energy
- Feel encouraged by the experts you hired
- You feel more confident as the weeks pass
- Be focused on health and activity rather than the scales
- Have a longterm approach, incorporating lifestyle changes
- Be aware of the minor improvements you make to your habits
- Reward yourself for effort rather than the number on the scales
- Mental torture is limited to horror movies you may choose to watch

The above are all components of NeoGym's and NeoSlim's Weight Loss Programmes.

So if you want to lose weight, then come join us and begin one of many life transforming experiences. As part of NeoGyms G4 Weight Loss programme, you will find our nutrition advice will blend easily with your current lifestyle, while having effective workouts with an intensity that is dependent entirely on your current level of fitness.

Most of all you can be certain that our trainers will be supportive and encourage you along the journey so that your confidence will grow day by day.

**Call us now to get started. . .**

"NeoGym specialises in Group Personal Training, each 30 minute workout is limited to 4 people under one trainer. Discover the benefits of our G4 fitness programmes, giving you the same benefits of personal training at a fraction of the cost, only €20 per session."

There are 10,080 minutes in a week, invest 90 of those minutes here with us and experience the difference it makes to your health, fitness and life.

## ATTENTION ALL ATHLETES

- BEHIND THE CHAMPIONS -

Consider the amount of time you spend developing the physical and technical elements of your sport, consider the hours upon hours devoted to practicing and fine tuning your skills.

In all of that period, how much time was invested in developing the **psychological** aspects of peak performance?

Top athletes know the importance of developing their psychological skills to enhance physical performance and ultimately gain the winning edge.

Here at NeoGym we have a specialised **Sports Performance Clinic**, which is operated by Richard Morrissey and works primarily on enhancing an athletes mental game. Richard is a performance consultant to athletes at all levels and is an expert in the application of psychology and hypnosis for improving sporting performance.

Our mission is to provide the most cutting edge forms of psychological training for both amateur and professional athletes, through a range of different platforms.

RM

DISCOVER MORE AT:

[WWW.RICHARDMORRISSEY.IE](http://WWW.RICHARDMORRISSEY.IE)

or [www.neogym.ie/athlete-clinic/](http://www.neogym.ie/athlete-clinic/)

# Obesity's Link to Cancer

When a person is overweight or obese, it means that they have too much body fat in relation to lean body tissue, such as muscle. Most of us know that for people with obesity they are much more likely to have heart failure, high blood pressure, diabetes and depression. But did you know that overweight and obesity increase the risk for at least ten types of cancer by approximately 40%? Interestingly, around 3 in 4 people are unaware of this link. When it comes to women developing an obesity-linked cancer such as of the breast, womb, bowel, oesophagus, kidney, pancreas or gallbladder, around 190 women with a healthy weight

develops one of these cancers in their lifetime per 1,000 women in the UK, but this rises to around 230 for those who are overweight and to around 275 for those who are obese.

After not smoking, being at a healthy weight is considered the most important thing you can do to prevent cancer. Ireland is within the top 10 countries with the highest percentage of overweight or obese adults (six in ten). Scientists are increasingly identifying possible ways that being overweight leads to the uncontrolled growth of cells that produces cancer: from direct ways where fat cells produce or promote

the increased production of hormones and growth factors that can cause cells to replicate more rapidly, or indirect ways such as keeping immune cells in the fat rather than them going to the tumour site to kill cancer cells. So fat itself favours cancer development of many cancer types.

To protect yourself, it is recommended that you become more physically active and eat smart.



Dr Maria Rooney, Ph.D.

## Have you achieved your New Year's Resolutions?

**"If you always do what you've always done you'll always get what you've always got"**

At the beginning of the year we set our new years resolutions and commence the year filled with good intentions. The question is are they the same resolutions as last year? Or perhaps have you accomplished those goals and have now moved on to something more?

If you are one of the many who find that time passes by without goals being achieved or without change taking place, we may have a way to help you.

One of the most common New Year's resolutions is that of improving ones health.

We often hear goals such as, I am going to lose weight, I am going to gain muscle, I am going to eat healthily and have a healthy lifestyle.

**Can you imagine if over the past year, if you did in fact follow through on those goals and consistently ate healthily and trained in the gym regularly?**

**Can you imagine if each of those training sessions were highly productive?**

Imagine the accumulation of those 52 weeks, **what effects would this have on your health, weight, strength, energy, wellbeing, self image and confidence?...**

Clearly this would enrich your life, yet why is it that so many fail and remain in their old patterns of behaviour?

### Common reasons people fail are as follows:

- Setting the bar too high
- Not having a clear plan
- Misjudging time commitments
- Having the wrong plan
- Trying to do it alone
- Failure to commit to required actions

### Our tips:

- Rather than focusing solely on the goal itself, focus on the process and experiment with ways on how to best blend the required actions into your lifestyle.
- Avoid focusing on the things you need to give up in order to achieve your goal and instead focus on what you will gain by making this lifestyle change, think in terms of benefits.

Here are examples of what people imagine when they think of the work involved in achieving a health related goal versus what can actually happen.

### Misconceptions:

- Have to eat considerably less food
- Give up alcohol
- Lose out on time with family and friends

- Give up relaxing couch and TV time
- Have to spend hours and hours each week in the gym

### In Reality:

- Eat more nourishing foods
- Gain a new hobby
- Gain a new social outlet
- Have time just for me which is surprisingly enjoyable
- Relax at home, guilt free with a feeling of accomplishment

What if there was a way to make it easier? Only three 30 minutes sessions per week is all that is needed in NeoGym. Don't let another year slip by, the time is now. There are 10,080 minutes in a week, invest only 90 minutes per week here with us in NeoGym and experience the difference it makes to your health, physique and life.

The real secret in how to achieve your goals this year is: **COMMITMENT**. With lack of commitment being a major cause of failure, we propose that you book your 3 weekly sessions at NeoGym in advance. By having your appointment, this is your commitment so all you have to do is show up and we will do the rest.

Instead of trying to do it alone, we will work with you closely to ensure you enjoy your time here with us. Imagine this time next year you can look back over a productive and enjoyable year with a feeling of accomplishment. We look forward to meeting you, so contact us today to get started!





"Instead of putting everything into the gym, now it's time to get something out of it"



"This is not a big self-service gym with the typical show-offs. There is no room for inflated egos here. Initially I had planned to stay for three months at NeoGym but a year later I am still here. Why? Because I have found the right place with great people." - **Mirko Schubert**

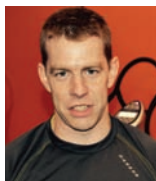
"The team at NeoGym really makes you feel at home in their gym. They are very knowledgeable, motivational and the tailor made work out sessions are tough but achievable. Just a great way to get fit and see results without spending hours in the gym." - **Sandra Kater**

"I first started training with Neo Gym at the beginning of 2015. The first three months were a gift from my wife who has had to put up with me complaining at length about how I had been in and out of gyms for almost twenty years by then, training for up to two hours, three times a week, without seeing any of the results that I had been hoping for.

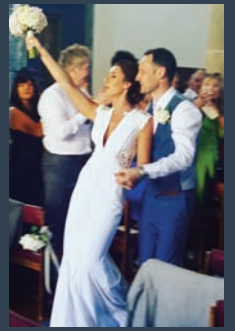
From my very first session in Neo Gym I knew that this was a different type of gym. The trainers listened to what I wanted to achieve. What surprised me on my first day was that the session lasted only half an hour. Since then I have never looked back." - **Colm Cashin**

"18 months later I'm still here, still seeing dramatic changes and still being encouraged to push myself a little more each time. And I've never felt better I couldn't recommend Richard, Cath & Mark highly enough to anyone who wants to see results in whatever their goal may be." - **Paul Kelly**

"I've been in NeoGym for almost a year and a half; I could not find a single objection. I couldn't be happier with the progress I have made, the results I have accomplished so far and the people I am surrounded by on my journey to a better, fitter and healthier me. Today I am a physically and mentally stronger person." **Gemma Clover**



## PRE WEDDING WORKOUTS AT NEOGYM



Niamh & Sean

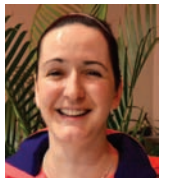
"I started training in Neo Gym in November 2015. My main focus was to strengthen my knee (post ACL surgery) and to look like a goddess on my wedding day. I've always been into fitness and was a member of numerous gyms. After a few sessions here, I realised there was something very special about Neo Gym. The particular attention to detail, the encouragement, the motivation and drive from Mark, Cath and Richard is exceptional. Needless to say my knee is stronger than ever and I felt like a queen on my wedding day. 15 months on, I'm proud to say I'm part of the Neo Family. It has become a significant piece in my life and I love it!"

- **Niamh Redmond**

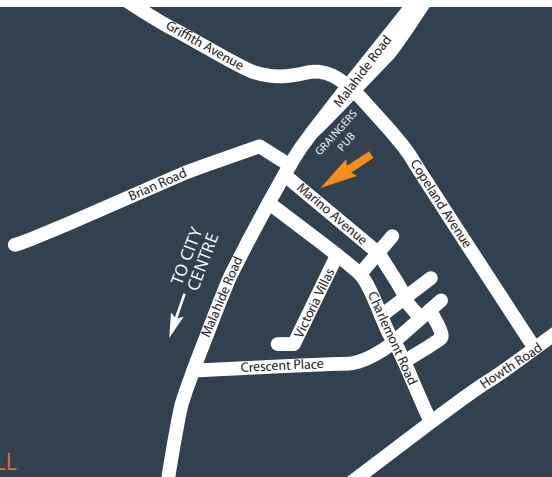
"After years of not finding a gym that suits me, I know I've found the right one with Neo Gym. After 6 months I've noticed a sizeable difference and I've more energy. Great advice and great staff."

-**Sean Redmond**

"The enthusiasm of all the trainers in Neo is infectious, every member of the team is eager to see you succeed in whatever your goal may be. Richard, Cath and Mark go above and beyond for each member. Since joining Neo I am stronger, more active and happier, for me exercise is the key to being motivated in the rest of my life. I love my time at Neo gym, after each training session I feel like I have pushed myself and that I have achieved something for the day". - **Grainne McGann Byrne**



Call us today to get started...



**NEO GYM**

**Marino Avenue  
Clontarf Dublin 3**

**Ph: 01-902 9250**

**Email: [info@neogym.ie](mailto:info@neogym.ie)**

**Website: [www.neogym.ie](http://www.neogym.ie)**

VISIT OUR WEBSITE TO READ OUR MEMBERS STORIES IN FULL