

Total Fitness in Thirty Minutes a Week.

By: Art Cooper

What is the philosophy behind Power-of-10? It is based on the repetition of lifting moderate weight slowly, lifting it in ten seconds and lowering it in ten seconds. By slowing down the movement, you achieve greater intensity. Now anybody of any age, at any fitness level, can engage in high-intensity training and not worry about getting hurt. Form and proper breathing are critical. It must be one smooth, continuous movement. No lock joint. No resting at the bottom. Going to that threshold of failure where you can't lift the weight anymore but you push the weight ten seconds beyond that point.

Exercise is the first of what I call "the Three Pillars" of the Power-of-10. The second is nutrition, and the third is rest and recovery, which is something most programs completely neglect. After an intense, rigorous workout, your body needs five to seven days to nurture and build itself.

What should be the goal of exercise? The goal should be to build muscle. Any other goal you have will come from that. Name it: slimming down, losing body fat, toning up. More muscle means higher metabolism, which also increases bone density. And there are so many studies that point to the fact that strength training is as beneficial to the heart as conventional cardiovascular activities, if not more so. ■



## BUSINESSWEEK

*Building Strength Fast by Going Slow. Don't have time to exercise? This workout is for you.*

By: Aleta Davies

After dentist Steven Kafko, 53, has surgery on two vertebrae in his neck, doctors told him he would have to avoid strenuous activity for the rest of his life—and definitely no weight-lifting. But after reviewing the slow-motion strength training offered at New York's InForm Fitness, "my neurosurgeon is thrilled that I'm doing this, because it is so safe and effective," says Kafko. In three months, he says, he has gained 1 1/2 inches in his chest and lost 1 1/2 inches in his waist.

And here's the best part: The routine takes only 20 minutes, once or twice a week—and you don't even break a sweat, so there's no need to shower and change. So clients, including Kafko, work out in their business clothes. Compare that with the hour or so, three or four times a week of a regular machine or free-weight workout, plus locker-room time.

Along with the smoother equipment, the other big plus of doing this at a specialized facility is the care the trainers take in adjusting each machine to fit your frame, which prevents injury. On some machines, after making adjustments to the seat and back, trainer Alvin Rodriguez straps Kafko in tightly, asks him to wiggle back as far as he can, and tightens the strap even more. Then, from an array of bolsters and pads in various shapes and sizes, he chooses several that he wedges in at Kafko's sides, behind his neck, or behind his lower back. Now, no matter how intense the exercise gets, nothing that isn't supposed to move can move.

Even with all this personal attention, your total time investment—from walking in to walking out—is under 30 minutes. The walk out part is a little shaky. But by next week, that shakiness will have turned to steel. ■