



Better Results in Less Time! The Science Behind 10 Minute High Intensity Workouts.

By Kevin Richardson

"Countless studies have shown that the most commonly cited reason for not exercising is a "lack of time." This finding is ubiquitous; regardless of age, ethnicity, sex, or health status, people report that a lack of time is the primary reason for their failure to exercise on a regular basis. Given that lack of time is such a common barrier to exercise participation, exercise prescription innovations that yield benefits with minimal time commitments represent a potentially valuable approach to increasing population activity levels and population health. [High Intensity Training] ...is often dismissed outright as unsafe, impractical, or intolerable for many individuals.

However, there is growing appreciation of the potential for intense, interval-based training to stimulate improvements in health and fitness in a range of populations, including persons with coronary artery disease. In addition, some data suggest that a low-frequency, high intensity approach to training is associated with greater long-term adherence as compared with a high-frequency, low-intensity approach."

- Martin Gibala, PhD, chairman of the Department of Kinesiology,
McMaster University, Ontario, Canada.

High intensity workouts lasting no more than ten minutes have been the foundation of the system that I painstakingly developed three decades ago, and it has helped hundreds of people do everything from lose over 100lbs to building impressively lean and sculpted physiques. While I do train many athletes, celebrities, fitness models and natural bodybuilders, most of my clients are men and women focused on losing weight and transforming their bodies, but who either don't like spending too much time at the gym (and doing cardio) or who simply don't have much in the way of time.

But the question remains- do 10 minute workouts really work? And is 10 minutes three times a week really enough to make a difference in terms of major fat loss, strength gains, muscle building and increasing endurance?

90% of my clients are initially skeptical, and with good reason. It does sound too good to be true- but if it wasn't, I doubt I would be one of the most successful personal fitness trainers in New York City, the international fitness consultant for UNICEF, and flying around the country doing presentations for major banks and financial executives. Nor would I be one of the best reviewed independent personal trainers and in business for the past 26 years! What cemented my success is and always has been the success of my clients. When I started off, all I had to prove that this method worked was my accomplishments and that of my clients. Today there are numerous scientific studies that provide credible evidence that brief and infrequent high intensity workouts not only work, but are far superior to conventional training programs in terms of building strength, muscle mass, losing body fat and building endurance. ^[1,2,3,4,5] As a father of five, and an independent business owner, I know all too well the need for maximum fitness in minimum time, and I am certain that you will see the value in it as well.

Why You Should Give It A Try!

For the past 26 years hundreds have had tremendous success in achieving their fitness goals using Kevin's Naturally Intense High Intensity Training™ system. Here is why you should give it a try:

- 1. Increased endurance in a fraction of the time.**
- 2. Increased strength & muscle mass.**
- 3. Weight loss & decrease in overall body fat.**
- 4. Increased adherence due to a significantly smaller time requirement.**
- 5. Safe for everyone at any age.**

High Intensity Training & Weight Loss

The fat burning effect of high intensity workouts is attributed to what is commonly called 'the afterburner effect' - which is in fact an increase in excess post-exercise oxygen consumption (EPOC).[6] Exercise, by nature is a form of stress on our bodies. Stress that creates a change in equilibrium (homeostasis) and our body will have to work hard to return to its natural resting state. If you do any form of intense exercise you will know that it takes a while before you can breathe at a normal rate and for your heart rate to slow back down to normal. To do this and to adapt to the stress of the exercise, our body requires an increase in the amount of oxygen consumed- (EPOC) which creates an increase in the amount of calories burned. **As a result, there is a measurable increase in metabolism and fat burning after exercise.**[6,7,8] This increase was originally thought to occur only with aerobic exercise, but research today shows that it actually is far more prevalent in anaerobic exercise (such as weight training or sprinting) at high intensities.[2]

The Muscle Building/Fat Loss Connection

An understanding of the overload mechanisms required for the stimulation of increased muscle mass makes it quite easy to understand how a short anaerobic workout that takes you to the limits of your muscular capacity would stimulate muscle growth. (Read a detailed description of the process in our blog article- [How Muscles Get Bigger & Stronger](#)). In addition to the regular hormonal changes that occur after intense exercise, energy to provide ATP for muscle protein turnover is largely derived from the oxidation of fat, which is the preferred energy fuel source of resting muscle mass.^[10] Abdominal fat tissue continuously releases fatty acids before meals, with lean muscle tissue being a major consumer of fatty hydrocarbon sources.^[12,13] Now after meals insulin levels increase and one of the properties of insulin is to stimulate the release of hydrocarbon sources from the intestines in order to replenish fat stores in adipose tissue.

Introduce exercise that either brings about a state of overload or is of a high enough intensity and in keeping with the 2nd law of thermodynamics the stress will bring about a state of disorder in muscle cells. In order for those cells to return to a stable condition, damaged and energy depleted muscle fibers **will demand more fat** and other hydrocarbon sources for fuel replenishment and repair. Thus **creating a state of negative energy balance in abdominal fat tissue stores** which will not be fully renewed as an increased amount of hydrocarbon fuel sources will instead be diverted to muscle cells, (provided that energy intake remains constant.)^[11]

This is one of the reasons why high intensity forms of training, while not inherently fat burning, like steady state cardiovascular type exercises, **still have a much greater effect on reducing abdominal fat than low to moderate intensity exercise,** ^[10,11] and why a program of high intensity resistance training is vital to reducing body fat stores. See my ebook- [The Role of Exercise In Reducing Abdominal Fat](#) for more detail.



Short high intensity workouts help you **lose weight, build muscle** and **increase endurance!**

High Intensity Training & Endurance

In one study conducted at McMaster University in Canada, participants were broken into two groups. One group cycling at their highest capacity for 20 to 30 seconds for a total of two to three minutes of high intensity exercise per training session, while the other group rode a stationary bike at a regular and sustainable pace for between 90 and 120 minutes. (A pace more in keeping with the guidelines commonly cited for aerobic exercise.) **Each group trained three times a week and after two weeks both groups showed almost exactly the same increases in overall endurance as measured on a stationary bicycle time trial. Even though one group had exercised for only six to nine minutes per week, while the other group had trained for an average of five hours.** [3]

Cellular changes indicating increased fitness and endurance were equally evident equally in both groups. Both the number and size of mitochondria in the muscles of the students participating increased significantly. A change that, before this study was done, had been associated almost exclusively with prolonged endurance training. Since mitochondria enables muscle cells to use oxygen to create energy, changes in the volume of mitochondria have a huge impact in increasing endurance.[3]

In short, a mere six minutes of high intensity training proved to be as effective in increasing endurance as working out for hours. One very interesting side effect observed during the study was that the group engaged in the short, high intensity workouts also had **lost statistically significant amounts of body fat** in the process while **gaining lean muscle mass.** A study at the University of New South Wales in Australia had similar findings. After 15 weeks of short high intensity workouts three times a week the women in the high intensity training group lost an average of 5 ½ pounds of body fat- which correlated with a 11.2 percent decrease in their overall body fat levels. The other group that did three conventional steady state cardiovascular workouts per week for the same period of time actually saw an increase in their overall body fat levels! (Read more on our blog article- [Rethinking The Need For Cardio](#)).

A Time Saving System For Everyone

While for years the conventional school of thought in the fitness world leaned towards an unrealistically high volume of exercise for optimum health, studies continue to validate the effectiveness of a high intensity low volume approach. The Naturally Intense High Intensity Training protocol which calls for a total of only 30 minutes of training per week has proven itself time and time again for decades that it can **help everyone attain the same if not better overall results than longer training regimes. Shorter training time also improves success rates through increased adherence.** Anyone can dedicate ten minutes, three times a week towards their fitness program and **a fitness program is only as good as how long it can be realistically sustained.** Naturally Intense™ offers a sustainable exercise routine, which when coupled with the personalized holistic dietary guides that take all the guess work out of how and what to eat to best attain your fitness goals, presents the most efficient and effective solution for anyone seeking to change their body or improve their performance. A routine that has been proven effective for hundreds over the past 26 years of my career, and one that we hope you have an opportunity to try as well.



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Celebrity personal trainer, Kevin Richardson is the International Fitness Consultant for UNICEF, one of the top natural bodybuilders of his time, Five Time Best of Manhattan Award Winner for Personal Training and the creator of Naturally Intense High Intensity Training™.

Call Kevin and his team to set up a free trial session at 1-646-694-9979.



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