"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 twenty five years ago, and it has helped hundreds of everyday people do everything from lose over 100lbs to building impressively lean and sculpted physiques. My clients have always been a very diversified group- from natural bodybuilders, figure and bikini competitors to athletes, runners, and regular individuals simply interested in losing weight and getting into great shape. Using myself as an example, high intensity workouts lasting only ten to no more than twenty minutes three times a week are what gave me the body that I have today and it stands as the foundation of my accomplishments as a drug free bodybuilder and martial artist.

Inspite of my success- 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?

Most of my clients are initially skeptical, and with good reason. It does sound too good to be true- but if it was, then I doubt that I would be a successful personal fitness trainers in a tough town like New York City, much less the two time winner of the Best of Manhattan Awards for Personal Training two years in a row! What cemented my success, long before the studies validating the effectiveness of high intensity training was the success of my clients. The countless stories from so many satisfied clients and our extremely high retention rates (1.5-2 years on average) hints that something must be working! When I started off, all I had to prove that this method worked was my accomplishments and my clients’ results, but today we have peer reviewed and scientifically sound studies that provide credible evidence that brief and infrequent high intensity workouts not only work, but are superior to conventional training programs in terms of building strength, muscle mass, losing body fat and increasing 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 22 years thousands 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 small time requirements.
5. Safe for everyone at any age & fitness level.
6. Personalized dietary guides to help you get the most out of your workouts.
High Intensity Workouts & Endurance

Dr. Martin Gibala has been one of the true pioneers on the frontier of research into the effectivenes of brief high intensity exercise. 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 increased fitness and endurance were equally evident equally in both groups. Apparently both the number and size of the mitochondria within the muscles of the students participating in the study had increased significantly. A change that, before this study was done, had been associated almost exclusively with prolonged endurance training. Since mitochondria enable muscle cells to use oxygen to create energy, changes in the volume of mitochondria can have a huge impact in increasing endurance performance.[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 reason why our training has been so popular over the years with runners, triathletes and other endurance athletes. Another interesting side effect noted 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 Cardiio).

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 has 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] It’s one mechanism, (along with increased metabolism with increased muscle mass) responsible for the amazing fat loss seen with our clients.

High Intensity Training & Building Muscle

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 scientists have observed increased levels of human growth hormone (HGH) after brief high intensity training.[9]

A study published in 2002 the Journal of Sport Sciences found that 30 seconds of all-out high intensity anaerobic exercise increased HGH levels by 530% when compared to the control group of people not exercising. In recent years hormone replacement therapy has become extremely popular as an anti-aging tool and for weight management, as its effects include decreased body fat, increased muscle mass, increased bone density, increased energy levels, improved skin tone and texture, increased sexual function and improved immune system function.[10] However, high intensity exercise can offer the same effects as injectable therapies as a 2003 study in the Journal of Clinical Endocrinology and Metabolism stated that “the beneficial effects of exercise can mimic the effects of HGH treatment” in a safe and natural way.
A Time Saving System For Everyone

While the conventional school of thought in the fitness industry leans towards an often 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 not only is able to attain the same if not better overall results than longer training regimes, but it also improves success rates through increased retention. Everyone can dedicate ten minutes three times a week towards their fitness program and any fitness program is only as good as how long it can be 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 to eat to best attain your fitness goals, presents the most efficient and effective solution for anyone seeking to change their body. A routine that has been proven effective for thousands over the past 22 years and one that we hope you have an opportunity to try as well.

References:

Kevin Richardson is an award winning health and fitness writer, natural bodybuilding champion, the creator of Naturally Intense High Intensity Training™ and winner of the 2012 and 2013 Best of Manhattan Awards for Personal Training. Call Kevin and his team to set up a free trial session at 1-800-798-8420.