

# Why women need muscle mass

FIVE GREAT PAYOFFS FROM STRONGER MUSCLES



**M**any women mistakenly shy away from anything that claims to “build muscle.” Building lean muscle mass is the key to maintaining a feminine physique and looking better than ever. That’s right, it’s more important than doing cardio! Here’s why:

- 1. MUSCLE IS METABOLICALLY ACTIVE TISSUE.** If you have more muscle, you will burn more calories, even as you sleep. The only way to elevate your resting metabolic rate is to build muscle mass. Any sort of resistance training, including body weight exercises, can accomplish this goal.
- 2. MUSCLE PUTS SEXY CURVES IN THE RIGHT PLACES.** You simply cannot attain the body of your dreams by doing only cardio. Cardiovascular training is important and

- promotes cardiovascular health. Resistance training helps promote lean muscle mass. The ideal program will include both elements.
- 3. MUSCLE WILL KEEP YOU MOBILE AS YOU AGE.** To be active, healthy, and on-the-go later in life requires building a foundation of muscle now. Whether it’s raking the yard, lugging groceries, or piggy-backing grandchildren, muscle is the motor which moves your body and enables you to live life fully. Getting strong and fit now will allow you to stay that way later in life. It’s quality-of-life insurance!
- 4. MUSCLE BUILDS QUALITY OF LIFE.** Watching from the sidelines is fine, but being active is the most fun. Building muscle allows you to keep up with the kids and enjoy life, not just watch life pass you by.
- 5. MUSCLE IS YOUR LICENCE TO EAT**

Muscle mass is essential in lowering and keeping body fat levels down. Maintaining muscle mass requires calories. It follows that adding muscle burns more calories, increasing your metabolic rate. It’s generally accepted that as we age, we gain weight. What’s really happening is inactivity results in lost muscle tissue, which begins a downward spiral. Even if the weight scale reads the same, our body shape changes drastically. As muscle mass declines, body fat climbs. Your metabolism slows, so you get fatter, eating the same calories as before. But this trend doesn’t have to happen. Get training, build some muscle, and stay young, fit, and lean.

Shawna Kaminski

*Shawna’s passion is to teach people how to work fitness into their daily lifestyle to improve their quality of life. She works with you to achieve your fitness goals!*

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BiaBrazil Athletic Wear are high quality products. They are designed perfectly for going to the gym, yoga, traveling or to Calgary NW Adventure Boot Camp. Join like-minded women to jump start your fitness and fat loss efforts. Shawna’s boot camp is personal training in a group setting.

Programs run September-June at the Calgary West Soccer Center and in Silver Springs July-August.

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