

**Presenting:**  
**Stretch of the Week**

A well balanced fitness program uses a basic three-pronged approach:

1. Resistance training
2. Aerobic training, and
3. Flexibility training.

**Flexibility** seems to get the short end of the stick when workout time is limited. 30 minutes on the treadmill, “hitting the machines,” or taking a kickboxing class make it much easier to “feel like you worked out” than 30 minutes of lengthening your body’s muscles.

***BUT . . .***

***If you want to . . .***

1. Prevent injury
2. Combat stress
3. Relieve pain and muscle soreness
4. Sleep better
5. Take your fitness level higher and higher

**. . . then** balancing your hard-core, high-energy workouts with stretching ones is not only important—it’s essential. When you work your muscles non-stop while pursuing your favorite fitness activity, they react by shortening. If you don’t pull them systematically back into length again, they stay short.

**At best,** habitually short muscles cannot lengthen enough to give you ease in physical activity.

**At worst,** they pull bones out of line, worsen your posture, and send you into pain or over the injury threshold.

Okay. Stretching is important. But where do you start? The field of flexibility training is vast. So much information is available it’s easy to become overwhelmed.

**Stretch of the Week** will help you start to build a repertory of stretches you can refer to for guidance. Each week you will receive a one-page instruction sheet for a different muscular stretch technique. You will get clear instructions on:

1. **How to** position your body correctly to get optimum benefit from the stretch
2. **How to** feel the stretch in the right spot
3. **How to** work with your mind to connect with what your body is feeling in the stretch

Make sure injury doesn’t happen. The more you work out, the more you need to stretch. Learn how to do it well. Add a new dimension to your workouts now with **Stretch of the Week**. You’ll feel and perform better. ***Click here for a sample stretch.***