

## Reasons to Have Your Own

*Prime Time™*

### Personal Strength Trainer

- Lose weight & body fat
- Change body shape
- Increase metabolism
- Improve functional fitness
- Increase bone density
- Tone muscles
- Strengthen muscles
- Improve balance & coordination
- Improve flexibility
- Maintain healthy blood sugar levels
- Improve digestion
- Sleep better
- Reduce stress
- Increase energy
- Prevent injury
- Enhance your current workout
- Gain cardiovascular benefits
- Overcome workout plateaus
- Learn exercise theory
- Experience new exercises
- Maximize workout time
- Feel good about yourself

*Prime Time™*

### is for men & women 55 & older:

- of all fitness levels
- inexperienced with strength training
- who want to take their workout to the next level
- with special needs
- with health concerns
- with weight issues
- who want to take better care of themselves

*Prime Time:*

*Strength for Seniors*

*improving your quality of life™*

### Location

(at the corner of 202 & Murphy Road)  
1701 Concord Pike  
Wilmington, DE 19803

*"... The icing on the cake is when I go to my various doctors for routine visits and they say to me, 'you look good,' and I reply, 'I feel good.' Thanks, Jeff!" John (age 76)*

### Presented by

**ROCK HARD Enterprise, LLC**

and

**Jeff, Owner and Proprietor  
certified and insured**

### Website

[www.409Fitness.com](http://www.409Fitness.com)

### Email

[409FitnessPT@gmail.com](mailto:409FitnessPT@gmail.com)

### Facebook

[www.facebook.com/409Fitness.Gym](http://www.facebook.com/409Fitness.Gym)

**(302) 354-7011**

**You Will  
Get Results!™**

*Prime Time:*

*Strength for Seniors*

*improving your quality of life™*



TM

### Locations for

*Prime Time™*

### Personal Strength Training

### 409 Fitness™

(at the corner of 202 & Murphy Road)  
1701 Concord Pike  
Wilmington, DE 19803

*"After strength training and core training, I have lost 5 ½ inches. After my last dexa scan, the doctor urged me to 'keep doing whatever I was doing' because my numbers had improved." Gretchen (age 69)*

**(302) 354-7011**

**[www.409Fitness.com](http://www.409Fitness.com)**

**Established 2010**

*Prime Time™*

## Personal Strength Training

Strength training is a secret to a long life because of its ability to reduce stress on joints, improve heart function, and improve balance, posture, and self-efficacy. Studies show that with strength training, blood flow increases, thereby increasing metabolism and strength.

Older adults can improve their strength, according to data from more than 1,300 people ages 50 and above. After 20 weeks of strength training, participants gained an average of about 2 ½ pounds of lean muscle mass. Sedentary adults are at risk of losing almost half a pound of muscle a year, which can hinder mobility and lead to a loss of independence (Medicine & Science in Sports & Exercise, February 2011).

More than 62% of adults do not meet the exercise guidelines set by the Centers for Disease Control and Prevention. People who exercise are more likely to avoid age-related problems such as dementia, type 2 diabetes, depression, and the muscle and bone loss that ultimately leads to frailty and loss of independence. If one is in good shape and gets a bad illness, the person is likely to recover faster regardless of their age. Also, older adults are likely to remain independent longer than those who do not exercise.

The guidelines established for older adults by the U.S. Department of Health and Human Services require 2 or more days of 30 minutes of weight training that involves all major muscle groups.

Researchers at Tufts University's exercise lab say that strength training is a potent age eraser. It is their weapon of choice for fighting physical declines associated with aging.

Exercising late in life can be beneficial and help people age gracefully at home rather than be forced into health care facilities. Exercise is the closest thing we have to the fountain of youth.

*"... The big plus that I didn't count on was a forty point drop in my total cholesterol."  
Betty (age 75)*

*"Mother of the groom – yeah!  
Wedding in Hawaii – yeah!  
Sleeveless dress – oh no!  
Strength training with Jeff – uh-oh!  
Beautiful in my dress – yeah!  
Thanks, Jeff!" Meg (age 65)*

**Your health is an investment  
not an expense™**

**Call Today  
(302) 354-7011**

*Prime Time™*

Packages

---

### Individual Sessions

#### Feel Results

12 sessions 30 minutes each  
\$300

*Prime Time™*

12 sessions 45 minutes each  
\$375

#### **ROCK HARD** Attitude™

12 sessions 60 minutes each  
\$450

---

### Couples Sessions

#### Feel Results

12 sessions 45 minutes each  
\$600

#### See Results

12 sessions 60 minutes each  
\$750

---

**For Personal Training Between the Hours  
of 9:00pm & 4:59am  
Add \$75.00 to Each Package**

---

**Gift Certificates Available**

---

**Mission Statement:**

*Prime Time™* personal strength training  
makes a difference in your quality of life.™

**You Will Get Results!™**