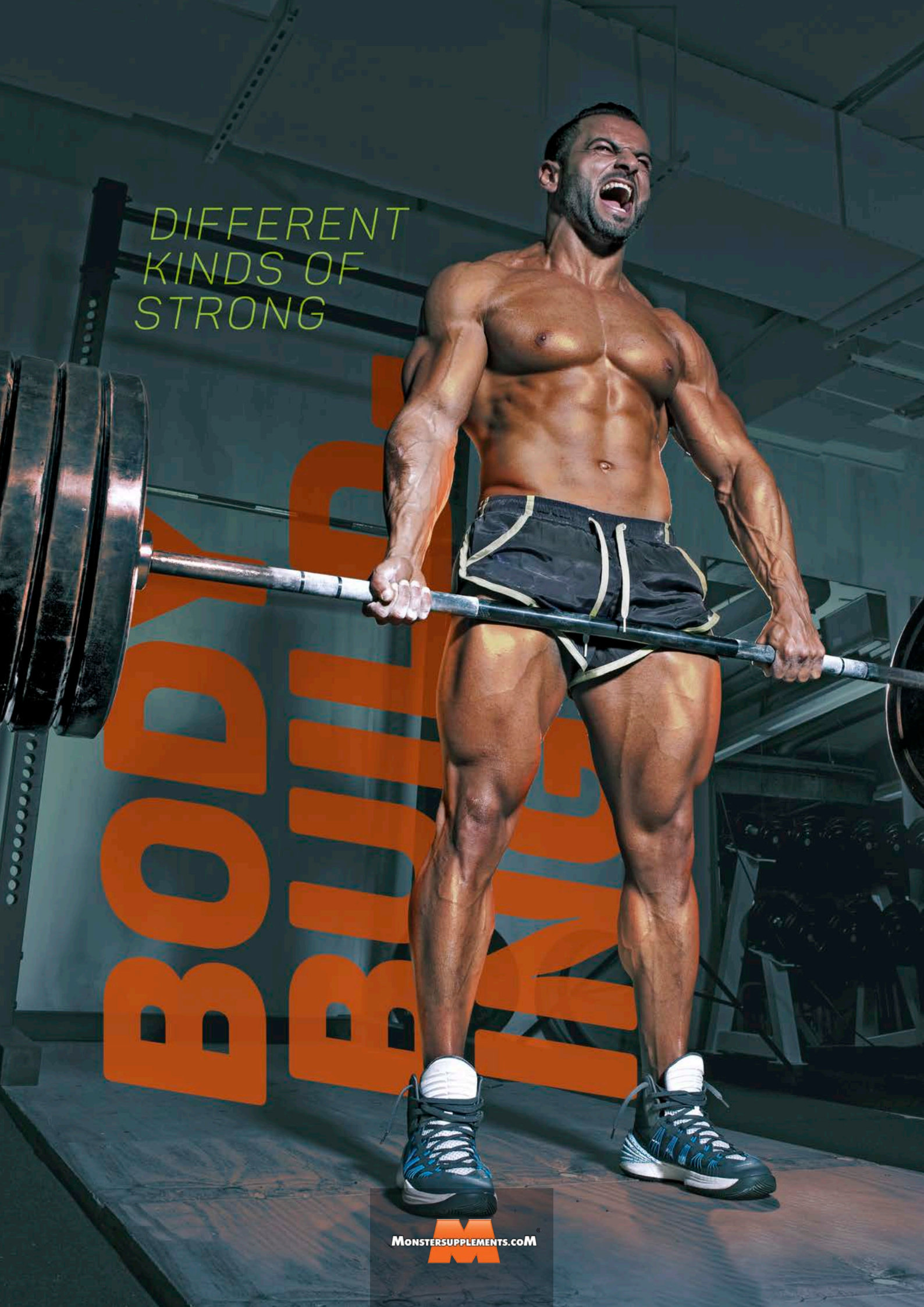


DIFFERENT
KINDS OF
STRONG



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Ever since the original Olympics in 776 BC, people have been fascinated with the manipulation and development of muscular physiques. However, competitive bodybuilding has evolved a lot over the years. While feats of super strength were exhibited in the classic games, today the discipline focuses more on displaying muscular size and symmetry.

In the 1960s, spectators piled into arenas to see a new breed of bodybuilder in competitions like Mr Universe and Mr Olympia. These competitions showcased the first “real” bodybuilders of the modern generation and paved the way for the sport’s explosion in the 1970s.

Bodybuilding was propelled into the spotlight with the release of the film *Pumping Iron* in 1977. Featuring a young Arnold Schwarzenegger, the movie gave many people their first taste of the sport. The adonises of Venice Beach were no longer restricted to Gold’s Gym, later to be a mecca for the bodybuilder. Bodybuilding was now acceptable - a truly mainstream sport.

On the back of the film’s success, gymnasiums saw demand for heavy weights, nautilus machines and bodybuilding programmes soar. Film stars would take to the weight rooms and even world leaders could be seen pumping iron.

Legends like Larry Scott and Bill Pearl cut their teeth in high-profile competitions like Mr Universe and Mr Olympia.

From diets consisting of 8,000 calories a day, to bench pressing the equivalent of a Mini car, bodybuilding's growth and development as a sport and hobby has created a new personal training reality.

Today's breed of bodybuilder is bigger and stronger than ever before, and pushes the limits of training regimes and diets in search of that sculpted physique.

As Confucius once said: 'A journey of a thousand miles begins with a single step.' Take your first step today by reading our comprehensive bodybuilding guide. With training programmes and nutritional tips to help you achieve your goals, there's no excuse for not beginning your journey now.

Lee Haney (1984–1991) and Ronnie Coleman (1998–2005) hold the record number for Mr Olympia wins, with eight titles each.

// POWER //

While on national service in the Austrian army, Arnold Schwarzenegger absconded during basic training to go to a bodybuilding competition.

Marc Jeffrey is an amateur bodybuilder and has competed across the country in more than 40 competitions over the last 25 years. Here he gives Monster Supplements a guide to Bodybuilding.

Why bodybuilding and, where to start?

Bodybuilding isn't for everyone. It takes time, effort, the right mentality and dedication to a cause. It used to be considered a niche sport back in the 1970's but then Arnold made it big, really big, it got people curious and start asking questions about weightlifting and bodybuilding as a whole.

The first thing you need is to really ask the question, "how hard am I willing to train?" Like I said, it takes time, dedication and having the right mindset to really push when you think you can't. It's not for everyone but, the results can be amazing and really change your perception about weight lifting all together.

Where do you start? With a well equipped gym and loads of good mental attitude.

You mention mindset, can you please expand on this?

Mindset is a common term used in a variety of disciplines, whether in business or general life. In this context, its all about understanding that getting the gains takes lots of time and that it requires being positive about all aspects of training. Diet, rest, exercises and so on can be really hard on the mind as well as the body, so you need to train your brain to say, "OK, today we're going to do this". That's what matters, the right mindset can get you to the finishing line of your bodybuilding goals.

What would you say is the hardest aspect of bodybuilding?

It depends on who you are. Some don't mind eating, lots and lots and lots but struggle with training. Whereas others can throw themselves into the training but struggle with diet. Some are really good at both and so on. I think the biggest challenge is preparation. Whether that be physical or mental, it can be so difficult to change things last minute so preparation is key. I live by the principle "failing to plan is planning to fail".

You mention diet, what are your tips to getting the calories into your body?

Two things. Firstly, planning. Yes, I've already said this, but if you don't plan your meals, or buy in the right foods, it can be so hard to supplement your body with the right nutrition. Secondly, supplementation. Shakes are your friend, they give you essential amino acids, carbohydrates and nutrients in a quick and convenient way. Fuel your body correctly and your body will look after itself.

What about rest? We hear of a lot of people training daily what's your take?

Training daily can be fine for some but I wouldn't recommend it. Your body needs time to adapt to the massive changes you are going through; if you push every day, you will ultimately end up fatiguing and in my experience, stop training and eating properly. Rest days are precisely for that, rest. Go out, take a walk, play some music, read, whatever it is that will help you relax, do precisely that. Relax.

What would be your biggest tip to anyone starting on a journey into bodybuilding?

Start slowly. Take time to understand you, your body, your mental attitude. You need to build your strength levels, diet, training, rest, everything that is required to get the gains into your daily life.

You will probably read loads on the subject so try and inform yourselves with good information, that takes time and in some cases trial and error; everyone does it, don't worry.

Take your time, develop the right mindset and you will be on your way to achieving your goals in bodybuilding.

A photograph of a bodybuilder in a gym, wearing a blue t-shirt and black shorts, standing over a barbell with large weights. The image is overlaid with a semi-transparent blue filter. The word 'ETHOS' is written in large, bold, orange letters across the center, flanked by two orange diagonal slashes.

// ETHOS //

DIET & NUTRITION

The road towards the ultimate bodybuilding physique may start in the weights room, but it doesn't end there. The essential foundations of any workout programme are what you put into your body before and after training. To maximise your muscle growth, the three key macronutrients (proteins, carbs and fat) are required in the right amounts and at the right time.

PROTEIN IS YOUR FRIEND

As outlined in our Kickstart 2015 ebook, protein provides the major building blocks for muscular size, growth and strength. Based on our training plan, we advise that you should consume 2 grams of protein per pound of body weight on training days. On your days off, anywhere between 1 and 1.5 grams of protein per pound of body weight should suffice.



CARBS AREN'T THE ENEMY, BUT BEWARE

In recent years, the popular press has demonised carbohydrates and low-carb diets have become increasingly popular. If you've been passing up on potatoes or resisting rice, you might want to rethink your strategy. The truth is, carbohydrates are essential for bulking up and fuelling your body for the level of activity involved in our workout programme. Just like the protein ratios, we advise that 2 grams of carbohydrate per pound of weight is taken on training days, and 1.5 grams is taken on non training days.

However, recent studies have shown that there is a caveat. Depending on your body type, and how quickly you can burn fat (which is essential for your cutting phase), it's crucial to time your consumption of carbs carefully. As a general rule of thumb, we suggest taking slow release complex carbohydrates, such as porridge and wholemeal bread, at breakfast and at lunch. Your evening meal should still contain carbs but in the form of fruit and vegetables. Not only will this help fuel you for the day, it will also aid fat burning when training in the evening.



// FUEL //

FAT WON'T MAKE YOU FAT

If you're aiming for a sculpted physique, don't worry too much about fat. Recent studies suggest that a diet containing healthy fats promotes weight loss and doesn't, as previously thought, increase the risk of heart disease.

Peanut butter, olive oil, oily fish and egg yolks contain the essential fats you need to see results. In addition, these types of food will help to fuel your workouts. We advise taking anywhere between 0.5 and 0.75 grams of fat per pound of bodyweight in your diet.



CUTTING PHASE

A good bodybuilding programme doesn't just involve bulking up. To create a muscular physique, phases of fat loss, or cutting, are essential. Unfortunately, there is no 'one size fits all' approach to cutting. Many bodybuilders alternate between gaining mass and losing fat. For example, after six months of bulking up, you might want to reduce your calorie intake and increase your cardiovascular exercise to achieve a defined look.

You may have heard of bodybuilders starving themselves or drinking vinegar to be stage-ready. We don't advise you do either. Instead, here are some tips from the professionals:

1. Supplementation is key

Not just for muscle growth, supplements can be used to ensure that your body is getting enough calories and macronutrients. When reducing calories, it's essential that you fulfil your nutritional requirements with the right macronutrient balance. Supplements can ensure that you do this in a safe and efficient way.

2. Go high protein

Increasing your protein intake will do two things. Firstly, it will make you feel fuller and secondly, it will increase your metabolic rate. If you want to get lean, anything that leaves you feeling fuller and means that your body is working to burn calories while you rest is a winner.

3. Know your body

While training, it's important to give yourself time to adjust to your body's needs. By learning how your body works, you will be able to use it to your advantage to help you reach your goals. For example, you will be able to determine which foods make you bloated or hungrier and adjust your diet accordingly.

THE PANTRY

If you want to bulk up, aid muscle recovery and improve your performance in the gym, the food that you eat is just as important as your training. To help you achieve the results you're after, we've compiled a list of healthy fats, proteins and carbohydrates that you should have in your fridge and cupboards so you can create tasty and nutritious meals that boost your training efforts. To help you get inspired in the kitchen, we've also provided some delicious recipes using these ingredients.

PROTEINS

Essential for muscular repair and building. Lean protein will keep you fuller for longer.

Meat (e.g. chicken, turkey, steak, venison)
Fish (e.g. salmon, haddock, tuna)
Nuts
Beans
Pulses
Cheese
Eggs

SLOW-BURNING CARBOHYDRATES

Required for energy and stabilising your blood sugars, which is crucial in endurance activities.

Fruit (e.g. cherries, apples, prunes)
Vegetables (e.g. broccoli, cauliflower, sweet potato)
Wholegrain pasta
Wholegrain bread
Oatmeal
Quinoa

HEALTHY FATS

Essential fats from dairy can aid recovery and muscular tissue repair.

Whole milk
Cheese (e.g. ricotta, cottage cheese)
Greek yoghurt
Oily fish (e.g. sardines, mackerel, salmon)
Oils (e.g. olive oil, peanut oil, sesame oil)
Avocado
Tofu
Olives

NUTRITIOUS TREATS

Guilt-free bites for when you can't resist a treat

Honey
Dark chocolate
Kale chips
Homemade popcorn
Homemade flapjacks/ granola bars
Nut butters

SLOW COOKED LAMB WITH ONIONS

If you want nutritious, filling food with minimal preparation time, this one-pot recipe may be exactly what you're after. Packed with protein, iron, healthy fats and plenty of flavour, this tasty dish is simple to make and fantastic for leftovers.



1 kg of onions
2 kg of lamb (preferably on the bone).
Make sure it will fit into your pot, if not
you can get a butcher to joint some
smaller pieces.

2 large glasses of red wine
A handful of parsley
A handful of thyme

1. Pre-heat your oven to 160C(fan140C)/gas mark 3.
2. Start by preparing your joint. Pat it down to dry and season well, making sure you cover all the meat.
3. In a large oven-proof casserole dish, heat two tablespoons of oil and fry the joint all over until brown. This should take a few minutes. Be careful not to burn the joint - it just needs to be sealed all over.
4. Place the joint on a plate and cover it with foil to keep it warm.
5. Slice the onions thinly and place them into the casserole dish. Fry them until soft and slightly browned.
6. Add some thyme and season well with salt and pepper.
7. Place the sealed lamb in the casserole dish with the onions and add the wine.
8. Cover and place in the oven for approximately 2.5 - 3 hours.
9. Finish by adding thyme and finely chopped parsley to the dish.
10. Serve with brown rice or sweet potato mash.

HUEVOS RANCHEROS

If the thought of cooking yet another omelette is enough to turn your stomach, don't worry. There are other ways to enjoy a bodybuilder's must-have - the egg. Packed with protein, choline (which helps your brain functions) and anti-oxidants, eggs are the superfood of bodybuilders the world over.

This mexican morning dish contains everything you need to get your day started - tomatoes, chilli, peppers and herbs, all packed with essential nutrients, vitamins and fats.



For the salsa

1 large onion, finely chopped
2 peppers, (green and red work best), finely chopped
1 garlic clove, finely chopped
1 large courgette, diced
1 bird's eye chilli, chopped
A large glass (roughly 125ml) of tomato passata

To accompany

2 corn tortillas
Chilli sauce

Eggs

2 medium eggs (per person)

This dish will serve 4 people, so 8 eggs will suffice.

1. Take the ingredients for the salsa and place into a large bowl. Season with salt and pepper to taste and mix well.
2. Take a large frying pan, preferably a skillet with a lid, and add a quarter of the salsa. Once the salsa has warmed through, make a well in the centre, add a little olive oil and crack two eggs into it to fry.
3. Place a lid over the pan until the eggs have cooked.
4. Once the eggs are cooked through, remove the mixture and place it onto a plate. Repeat the process until you have used all of the ingredients.
5. Serve with warm corn tortillas and chilli sauce.

SUPPLEMENTATION

Ever since seven-time Mr Olympia and bodybuilding legend Arnold Schwarzenegger started drinking shakes instead of eating eight-egg omelettes, supplementation has played a significant role in the world of bodybuilding. When combined with an effective workout programme and a balanced diet, supplements can help you to achieve bodybuilding excellence.

WEIGHT GAIN

So, why are supplements such a big deal among bodybuilders? To put it simply, they offer a safe and convenient way of getting the extra calories you need to gain mass, and are particularly valuable to people who find it difficult to put on weight through their diet alone.

If you're looking to start using bodybuilding supplements, you might be overwhelmed by the choice of products on the market. To help, we've outlined the benefits of some of the best available:

Mass Gainer

Mass gaining shakes are high in calories, particularly in complex carbohydrates and proteins, which are essential for fast weight gain. Choosing a product which uses low GI carbohydrate sources will provide your muscles with a slow release of energy. If you struggle to consume enough calories to gain weight, these supplements are a must.

Creatine Monohydrate

Creatine acts as a cell volumiser. This means that by consuming it you are drawing water into your muscle cells, thereby increasing lean muscle mass. As a result, your weight will increase and your performance in the gym will improve.



ELEVATED TESTOSTERONE

Hormones control everything within the body and there are few hormones that are as influential as testosterone. Testosterone helps to promote muscle recovery, growth, fat loss and sex drive.

To help increase your natural testosterone production, the following supplements might help:

Natural Testosterone Booster

Natural testosterone boosters contain ingredients which naturally stimulate the HPTA (hypothalamic pituitary testosterone axis), leading to a higher output of testosterone. The key here is to understand it is “naturally” stimulating your testosterone production and is in no way placing any synthetic testosterone of any kind in your body. Good natural testosterone boosters will also address natural oestrogen regulation to increase the difference between your testosterone and oestrogen levels, equating to higher “free testosterone” levels.



Omega 3s

Fats are fundamental in the production of testosterone. Any diet that heavily restricts fat will probably lead to a suppression of testosterone production. Omega 3s have an array of health benefits and testosterone production is certainly one.



MUSCLE PUMP

Arnie once said there was no feeling like “da pump”, and we have to agree. The muscle pump refers to the sensation of blood flowing into and filling the working muscles during a workout. This can have a range of benefits. Many expert trainers believe that the enhanced blood flow can help to stretch the fascia, the connective tissue fibres which surround the muscles, leading to faster growth. It also means that there is more oxygenated blood present within the muscle, hopefully leading to better nutrient uptake within the muscle cells.

The following supplements should almost certainly give you a better muscle pump:

Pre-workout

Pre-workout formulas have become immensely popular due to the fact that they are able to help an athlete achieve impressive muscle pumps in the gym. It isn't unusual to have your skin wrapping around your muscle so tightly you can barely pinch it. The nitric oxide and L-arginine content within the pre-workout supplements act as natural vasodilators, meaning that they widen the blood vessels. Because of this, blood is able to flow more freely into the working muscles.



Intra-workout

Intra-workout supplements contain carbohydrates that can quickly replenish glycogen levels and they also contain creatine, making a great combination to support a good pump. Muscle glycogen volumises the muscle cell, as does creatine.



ANTI-CATABOLIC

Catabolism is anabolism's evil twin; it refers to the breakdown of muscle tissue, which is never a good thing. Even if gaining muscle mass isn't your goal, anti-catabolism is always something to consider – the more lean muscle mass you can maintain, the more calories your body will burn around the clock, making fat loss easier.

To help combat catabolism, consider taking the following supplements:

BCAAs

Branched chain amino acids act as the building blocks of muscle tissue. They support protein synthesis and, in turn, help prevent catabolism.

EAA's

Essential amino acids (EAAs) are, as their name suggests, "essential" in that you need to acquire them through your diet as the body cannot produce them itself. Studies have shown that EAAs can improve protein synthesis and help prevent catabolism.



WATER LOSS

If you are getting ready for a photo shoot, a show on stage or just want to look cut for a particular day, there is a lot to be said for manipulating water levels to achieve a "drier" look by removing subcutaneous water.

The following supplement will potentially aid in water reduction:

Vitamin C

Vitamin C is a natural diuretic and is often used by athletes going into a show to gradually remove any water they are holding under their skin. However, it's important to use it sparingly as going overboard can have adverse effects on your health and lead to severe dehydration.



TRAINING OVERVIEW

Different exercise regimes lead to different results. If you want to achieve a bodybuilder's physique, it's important to understand what kind of workouts will help you reach your goal.


The world of bodybuilding is littered with conflicting theories on training. We've selected what we believe is the best advice and created a no-nonsense guide. The workout plan we've outlined targets all of the major muscle groups in a variety of ways. In particular, we have focused on hitting the big compound muscles to encourage muscular growth.

When striving to improve, it's easy to forget the importance of downtime. This programme has been designed to allow for optimum muscle rest between sessions. Remember, rest is your ally, not your enemy.

When working out, all your weight ranges should be comfortable enough to enable you to complete the designed schedule, but hard enough to push you towards muscular failure.

PHASE 1: PREPARATION (3 WEEKS)

Whether you're new to lifting or already have experience in weight resistance exercises, using the correct form is essential. Your central nervous system needs to adapt to the changes that it will go through, and, just like learning any new skill, it takes time and effort to master. The following workout should be completed 2 to 3 times a week.

Exercise		Sets	Reps
Barbell bench press		3	8
Barbell squat		3	8
Lateral row		3	8
Dumbbell shoulder press		3	8
Incline sit up		3	10
Tricep extension		3	8
Seated bicep curl		3	8



PHASE 2: PROGRESSION (3 WEEKS)

Your first three weeks have been laying the foundations for taking your weight training up a notch. In the second phase, your workout is split into two separate sessions, with more variety in the exercises to make sure that you're not just working on the big compound muscles.

Workout A

Exercise	Sets	Reps
Barbell bench press	3	6
Incline press up	3	6
Chest fly	3	6
Machine shoulder press	3	6
Dumbbell shoulder press	3	6
Lateral raise	3	6
Tricep extension	3	6
Leg extension	3	10
Incline sit up	3	10

Workout B

Exercise	Sets	Reps
Barbell squat	3	8
Deadlift	3	8
Standing calf raise	3	8
Leg curl	3	8
Lateral row	3	6
Lateral pull down/pull up	3	6
EZ bicep curl	3	6
Plank	3	30 sec
Side plank	3	30 sec

PHASE 3: TURNING UP THE HEAT (3 WEEKS)

You are in your seventh week of exercises now and are firing on all cylinders as your body is reacting to the changes in your weight training routine. Working out three times a week, you will focus on different body parts with higher repetitions but fewer exercises to give you time to rest and recover. Over the next three weeks, you need to increase your weights to really push for muscular hypertrophy.

Workout A

Exercise	Sets	Reps
Incline chest press	2	10-12
Chest fly	2	10-12
Close grip bench press	2	10-12
Dumbbell shoulder press	2	10-12
Lateral raise	2	10-12
Dumbbell shrug	2	10-12
Incline sit up	2	10-12

Workout B

Exercise	Sets	Reps
Barbell squat	2	10-12
Deadlift	2	10-12
Leg press	2	10-12
Leg curl	2	10-12
EZ bicep curl	2	10-12
Seated barbell curl	2	10-12
Leg extension	2	10-12

Workout C

Exercise	Sets	Reps
Barbell row	2	10-12
Pull up	2	10-12
Seated lateral row	2	10-12
Lower back hyperextension	2	10-12
Dumbbell pullover	2	10-12
Tricep extension	2	10-12
Plank	2	30 sec

PHASE 4: THE FINAL COUNTDOWN (3 WEEKS)

This phase is the final push to help you achieve the body shape you're after and set you up for future workout goals. Mixing intensity levels, you will be pushing your physical limits over two workouts four times a week.

Workout A

Exercise	Sets	Reps
Barbell bench press	3	6
Incline press up	3	8
Chest fly	3	6
Machine shoulder press	3	6
Dumbbell shrug	3	8
Close grip bench press	3	8
Front raise	3	8
Dumbbell shoulder press	3	6
Lateral raise	3	6
Tricep extension	3	6
Leg extension	3	10
Incline sit up	3	10

Workout B

Exercise	Sets	Reps
Squat	3	8
Deadlift	3	8
Standing calf raise	3	8
Leg curl	3	8
Lateral row	3	6
Lateral pull down	3	6
Barbell row	3	8
Pull up	2	10
EZ bicep curl	3	8
Seated bicep curl	3	8
Plank	3	30 sec
Side plank	3	30 sec