

THE LAGULLI REPORT

The Top 14 Lies of the Fitness Industry and the Truths They Hide

**"Stop Wasting Your Time and Money
When Trying to Lose Weight
and Gain Strength!"**

By Mark Iagulli

Owner of Powerline Personal Fitness Trainers, Inc.

<http://www.powerlinepersonalfitness.com>

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A MESSAGE FROM MARK IAGULLI:

Why did I write this special report?

I wrote it because I'm sick and tired of the fitness industry, personal trainers and so-called experts feeding people half-truths and misinformation about how to achieve their fitness and weight-loss goals. I can't tell you how often I have to totally reprogram clients when they first come to me for help, because they've been listening to bad information.

Most likely, none of these myths will be new to you. You hear them and read them every day in the magazines, infomercials and (unfortunately) even in the studios of well-known, big-name fitness professionals. Even some doctors prescribe these fallacious training methods and ineffective diets (i.e. Atkins diet) for their patients, but that doesn't make them any more realistic. Many of these lies were invented just to sell products or the next issue of a magazine. When you buy into any of these lies, you're more likely to buy the products, which supposedly solve your problem. But most of those products aren't really useful at all. And fitness professionals that repeat these lies are nothing but Fad Chasers—they've dumped everything they've learned in their fitness education and chose to promote all the latest fads. Some people in this field, including some doctors, sell whatever product or gimmick is popular just to make money on it. Other people are just ignorant. I did a case study a while back that showed that fitness professionals often forget their education and just do what the industry says. If you'd like to read the published outline of my case study, here's the link:

www.powerlinepersonalfitness.com/FitnessManagement.pdf

Well, I'm tired of it. I care about people, especially the people that come to me for advice and help. In my opinion, a real personal trainer should be going against the grain — not going with it, because, as hard as it is to believe, popular opinion does not constitute truth. **I want you to have the truth.** So, to put my money where my mouth is, I've put together this special report. Keep in mind, these aren't just my opinions — they're based on real science, as you'll see. So, without any more of my rambling, here are . . .

14 Lies

Behind Your Frustration & Failed Fitness Goals

Lie # 1: Diet Pills Burn Fat

The Truth: There is No Pill or Formula that Burns Fat

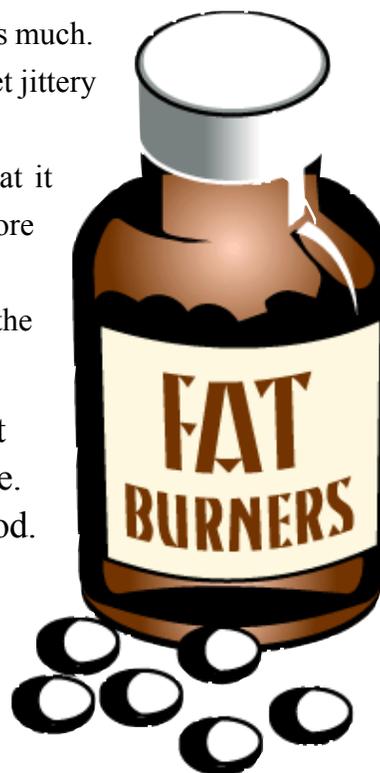
There is no such thing as a pill that burns fat. If there was, it wouldn't be sold by a supplement company; it'd be sold by a pharmaceutical company and would be regulated by the U.S. FDA. Even the ever-popular Calorad had to change its advertising, because the government said its claims of melting off fat overnight was misleading and fraudulent.

Usually, diet pills and formulas do one of four things:

1. Suppress your appetite so that you don't eat as much.
2. Stimulate your nervous system so that you get jittery and increase your energy expenditure.
3. Put lots of fiber in your system in hope that it collects fat and removes it from your body before it gets digested.
4. Modify your diet and exercise through the instructions for using the product.

Most of them are really nothing but stimulants, like the caffeine in your coffee. Other ingredients can be found in regular food.

Don't believe me? A major active ingredient of several weight loss pills, including Lipo Safe and Xenadrine, is tyrosine. Tyrosine is used medicinally as an upper to counteract depression and wean people off their addictions to cocaine, caffeine, nicotine and other stimulants. These pills basically increase muscle activity by making you jittery, which increases how many calories you burn. You can burn as



many additional calories by shivering. Lipozene, another popular fat-loss pill, is nothing but glucomannan, which is a fiber product—Lipozene is just fiber. If you want fiber, get a bottle of Metamucil for around \$10; if you want caffeine, have a cup of coffee or two and save yourself \$30 to \$100 that you'll spend on these other products.

Looking at the label for a bottle of Lipo Safe, I see that one of its active ingredients that supposedly "converts body fat into readily available fuel" is L-Carnitine. Lipo Safe has 24 mg of L-Carnitine. Well, a quarter-pounder hamburger has four times that much L-Carnitine. Lipo Safe also contains turmeric tuber, which does appear to have some valid medicinal uses, but it is the same as the turmeric spice that you find in your grocery store and in curry for cooking! So why do you need to pay \$50 a bottle for Lipo Safe?

Calorad is a little different in that it works because of the directions on the label, which state that you have to stop eating 4 hours before bedtime in order for the product to work. Essentially, Calorad just puts the person on a diet.

When I get ready for a bodybuilding contest, I like to try out one of the popular weight loss pills or formulas to see if any of them really will make me leaner. What I find every time is that as long as I'm following a proper nutrition plan and getting my proper cardio exercise, I see steady fat loss. If I introduce a fat-loss product it doesn't increase my rate of fat loss. If I stop doing my cardio, I stop losing fat, even while taking one of these products. This suggests that no significant fat loss occurs due to the fat-loss product.

Lie #2: If You Have More Muscle, You'll Burn More Fat

The Truth: Muscle Gain Does Not Increase Metabolism Enough to Effectively Combat Body Fat without Cardio

On the surface, the idea that increasing muscle increases metabolism seems to be a valid idea. Muscles do burn more calories than any other tissue or organ in the body and, obviously, if you have more muscle, that additional muscle requires more calories to support it. It seems almost intuitive, especially the way the magazines and Fad Chaser personal trainers explain it, that weightlifting will burn more fat.



But what the fitness industry has neglected to say is that the increase in calorie burn is insignificant compared to the amount of fat that most people need to lose.

Adding even a pound of muscle to your body requires a tremendous amount of time and effort, yet it only increases your metabolism enough to burn an additional 30 calories, or slightly more, each day.

You can create a bigger calorie deficit by drinking one less can of soft drink each day! If we follow the build-muscle-to-burn-fat theory, even if you woke up tomorrow with 10 more pounds of lean muscle, you would still only burn about 300 calories a day, which wouldn't burn off more than a couple pounds of fat each MONTH! And you thought two pounds a week was slow?

Additionally, most of the fad programs that push the weightlifting-burns-fat myth combine their weightlifting program with an extreme reduction in the amount of food you eat. Take the 8 Minutes in the Morning guy, Jorge Cruise, for example. His program calls for exercising one muscle group for 8 minutes each morning, rotating through all the major muscle groups in a week.

First of all, There's no fitness expert in the world that would believe this program would help you build muscle mass. But the program also instructs women to eat less than 1,200 calories each day and men to eat less than 1,600. That's almost starvation level! So, you're going to add muscle to increase calorie burn while reducing your calorie intake below a healthy level? What sense does that make?

If you cut calories to lose weight while you're weight training, you can't build muscle. The calorie demand to build muscle has to come from food and to sustain that muscle you have to eat a sufficient amount of calories.

Lie #3: High Repetitions for Abs Develops them Better

The Truth: High Reps for Any Muscle Produce a High-endurance Muscle, not a Strong, Shapley Muscle

With all the exercise science available today, it amazes me how many people are still doing fifty to a hundred sit-ups or more in a



workout in order to train their abs and get that six-pack of abdominal muscle. Usually people who train their abs are trying to achieve one of three things. They are either trying to develop and build their abs so they are strong and muscular looking, trying to shrink the fat off their gut or trying to do both. But the only thing that lots of sit-ups achieve is abdominal muscle ENDURANCE—not strength, size or leanness.

Look in any personal trainer text book and it will tell you that lots of repetitions of low resistance exercise like sit-ups develops the Type I muscle fibers. These muscle fibers provide muscular endurance and don't grow very big. Those same text books will also tell you that to build big, strong muscles the best results are achieved through high resistance and sets of 8-12 repetitions—not 50 or 100. So are the abs a muscle or not? Of course they are, so if you're looking for big, strong, showcase-quality abs, don't do sit-up after sit-up. Do a few sets of high-resistance sit-ups. Personally, I don't even recommend sit-ups for developing the abdominal muscles at all. To find out what I do recommend, check out my Incredible Abs program:

<http://www.powerlinepersonalfitness.com/services.htm#incredibleabs>

As for those of you still trying to use sit-ups to trim your waistline, you need to read my response to the next lie:

Lie #4: Training a Body Part Burns the Fat Off in that Area

The Truth: There's no such thing as spot reducing fat

I can't emphasize this enough: exercising a body part will not take the fat off that body part any more than any other body part. You can't choose where the fat comes off. I'm sorry, sit-up fans, but doing hun-

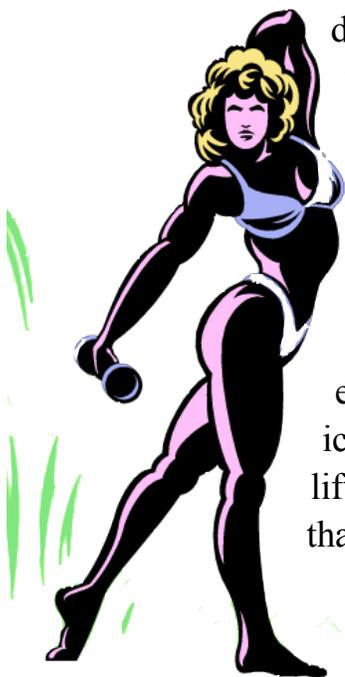
dreds of sit-ups will not reduce the size of your beer gut or post-baby tummy. Training the muscle on the back of your arms won't burn the fat on your arms. Suzanne Somers' ThighMaster and Body by Jake's Hip & Thigh Sculptor won't burn fat off your thighs. All those exercises do is train the muscle underneath the fat. You may actually build that muscle and make the area even bigger.

Where fat comes off the body is purely genetic and the first place you gained the fat will be the last place you lose it from, because that's where the fat is most dense. Oxygen molecules transport fat molecules from their storage location through the bloodstream to the muscles where it is metabolized. This occurs most efficiently during proper cardio exercise. If weightlifting burned fat around the muscle groups that get trained, then wouldn't powerlifters and football players be lean? But they're not; most aren't very lean at all even though they frequently train with weights.

Lie #5: Weightlifting Builds Big, Bulky Muscles

The Truth: Bulky Muscles Take Much More Work than You Think

This one is almost laughable, but I hear it all the time from ladies that are afraid to pick up a dumbbell because they don't want big, ugly muscles like those female bodybuilders. Are you kidding? Do you know how hard bodybuilders work to get those big muscles, especially the female bodybuilders?



Most of those people spend hours in the gym each day and take all kinds of steroids, hormones and supplements. You can't get those muscles through general strengthening exercises. Occasionally, I run into a person whose genetics permit them to grow large muscles without lifting a finger—but those people are rare, like less than 1% of the human population. Most of us mere mortals have to work tremendously hard to bulk up in bodybuilder fashion.

Lie #6: With the Right Diet and/or Exercise I Can Lose as Much as 10-20 Pounds of Fat per Week

The Truth: These Diets Burn Muscle and Water as Well as Fat

Do you want to lose your muscle? That's what happens when you lose weight too fast. It doesn't matter if you are eating healthy food, taking pills or exercising. If you are losing more two pounds a week, you are not just burning fat, you're burning muscle too.

Of course, your weight loss centers, diet books and even some doctors and dieticians don't know this or won't tell you this. The faster the weight comes off, the more muscle you're losing and nobody wants to do that, right?

Here's what the National Strength and Conditioning Association has to say about rapid weight loss:

"The maximal rate of fat loss appears to be approximately 1% of body mass per week. This is an average of 1.1 to 2.2 lb (0.5-1.0 kg) per week and represents a daily caloric deficit of approximately 500 to 1,000 kcal . . . Rapid weight loss can result in the loss of three times more lean tissue (muscle and water) than fat tissue." [Essentials of Strength Training and Conditioning, 2000]

What this means is that if your body needs 2,500 calories per day to maintain your current weight, but you are only eating less than 1,500 calories per day, your body will start consuming muscle in order to make up the balance. You are essentially cannibalizing your own flesh by not eating enough food.

If you're losing weight because you're cutting calories, you're burning muscle along with the fat. Build your deficit through cardio, not dieting. If you need 2,500 calories, eat that to maintain, then do cardio to create the deficit. You should burn fat with cardio exercise, not by cutting calories and starving yourself thin.

Here's an easy formula for determining how many calories you need:

Base Calorie Need = $655 + (\text{weight in pounds} \times 4.36) + (\text{height in inches} \times 4.57) - (\text{age} \times 4.7)$

Multiply the above number by the following number that corresponds to your activity level:

Sedentary — 1.2

Moderately Active — 1.55

Very Active — 1.725

Lie #7: Growing Big Muscles Requires Protein Powders, Meal Replacement Shakes, Nutrition Bars, Creatine Pills and other Supplements

The Truth: The Nutrients Required for Building Big Muscles are Readily Available in Everyday Food

The supplement companies would like you to believe that building big muscles can't be done without their products. But the truth is that you can get all the nutrition you need from a well-balanced diet and a



good multi-vitamin. Take protein and creatine, for example, which are two of the largest supplements used by body builders. Both of these are found naturally in meat products and protein is also found in dairy products and beans. Most recommendations call for 1.0 to 1.5 grams of protein per day for each pound of lean body weight you have. An average lean body weight for women is around 98 pounds; for men, it's 135 pounds. That means that to put on muscle, the average woman needs 98 to 147 grams of protein and the average male needs 135 to 203 grams. If you're eating healthy, you just need to add an extra serving of lean chicken, turkey, steak or fish at each meal (assuming you're eating five to eight balanced meals per day).

If you eat like that each day, you will have no problem getting the extra creatine you need, because that's also found in meat. While supplement manufacturers suggest ingesting 5 grams of creatine per day, studies show that more than 3 grams ingested at a time causes the body to excrete most of that creatine in your urine.

Supplements don't necessarily save you money either. Protein supplements cost 3 to 4 cents per gram of protein, while skinless chicken breast, which most people can get for \$2 per pound or less, costs about

1.5 cents or less per gram of protein. Creatine supplements cost about 3.5 cents per gram of creatine, but creatine is included in the price of your protein when meat is your main protein source.

Lie #8: Muscles Grow During Exercise

The Truth: Muscles Grow During Rest and Sleep

This is the lie that causes so many people to spend too much time in the gym. They often mistake the "pump" of weightlifting for the growth of muscles. That pumped feeling comes from the swelling of blood vessels and muscle tissue with blood and other fluid. Real growth occurs when the muscle is at rest. Most of it occurs during sleep when Growth Hormone (HGH) is at its highest level in the body.

Weight training creates a demand for stronger, more powerful muscles. During rest, especially during deep sleep, Growth Hormone and nutrients go to work and trigger muscle growth to meet that demand. People who workout too much can't grow their muscles because they don't rest enough and their muscles don't get enough opportunity to grow. This is known as over training.

Lie #9: I Got Fat Because I Got Pregnant

The Truth: You Got Fat Because You Ate More and Exercised Less

Yes, you are supposed to put on weight during a pregnancy, but only around 25 pounds. That additional weight is made up by the baby, amniotic fluid, placenta, increased blood volume, additional uterine muscle, body water and other things directly related to pregnancy and nursing. And that additional weight can be achieved by eating only 200 additional calories per day above your "daily needs." Notice that I said "daily needs" and not "intake". Most people eat (or intake) more than they "need".



Most pregnant women think they have to eat more than they normally do or they use their pregnancy to justify eating more calories. How often do you hear, “I’m eating for two”? On top of that, they become less active because of the pregnancy. Well, if you become less active, your body will need fewer calories to keep functioning. If you reduce your activity by 200 calories a day, but eat more than you did before your pregnancy, your body will put on fat. Any time you consume more calories than you need, your body will gain fat. The bottom line is that you ate more than you needed to and if you can put on fat because of your diet and exercise habits, then you can change those habits to take it off. There are many fit women with one, two or more kids that put the work into staying fit.

Lie #10: Running is the Best Cardio for Weight Loss.

The Truth: Two Problems with Running:

1 – It’s the Highest Injury Risk Cardio Exercise You Can Pick

2 – Running is Anaerobic and Burns Muscle as Well as Fat



OK, picture this: a 300-pound person decides to lose weight, so he/she takes up running. With every step all 300 pounds come crashing down on a single leg—a leg that probably hasn't seen any significant exercise in the last five to 10 years.

Additionally, running multiplies a person’s weight by 3 to 4 times, so this person’s impact weight is actually 900 to 1,200 pounds on his/her joints and muscles. What do you think that will do to the knees, feet, hips and back? And we haven't even started talking about the health risk to a fat-covered heart muscle that will labor three times as hard as it ever has in five or more years.

People who run for exercise incur about 1 injury for every 100 hours

of running time. That puts it near the top of the list among high-injury-risk sports, just below basketball (1.4 injuries per 100 hours) and rugby (above 5 injuries per 100 hours). Weightlifting, by contrast, incurs only 1 injury in about every 250 hours of training. (By the way, that number can be drastically reduced through safer training techniques and improved workout habits. I'll share those techniques and habits in an upcoming book, so look for it.)

Despite the high risk of injury involved with running, personal trainers and so-called exercise experts continue to promote running. Even the TV Show *The Biggest Loser* the trainers make their severely obese clients run their weight off, which leaves the general public to believe it's OK. And they highlight the injuries that occur from running in order to create drama for the viewership. These trainers are now becoming famous for teaching the same improper approach to weight-loss that an uneducated gym jock could teach you—and they're getting paid the big bucks! Even when Oprah Winfrey was terribly overweight, her high-priced trainer encouraged her to run. I'll be waiting to hear the news when her knees start bothering her.

When you look at how much weight and impact the body absorbs during running, it's no wonder running results in so many injuries. Eventually, the jarring impact of running causes every runner to have knee, back or foot problems that require surgery. What's worse is that beginning runners, who are usually the ones who have significant weight to lose, are considerably more likely to experience injury, because they don't have the muscle strength developed to resist joint injury. And running injuries are notoriously difficult to recover from, keeping a runner from his or her workouts for two weeks to a month.

Running is also anaerobic in nature, which means that the blood oxygen levels get too low, because the oxygen is being consumed by the muscles. Since oxygen is needed to carry fat molecules from the fat cells, low oxygen means the muscles have to burn calories from not only your fat, but your muscle as well. The sugar in your blood gets used up quite early in activities like running, so then the muscles are forced to burn protein for energy—that means the muscle is consuming itself. This is true not only of running, but any aggressive cardio program. Whenever you are consistently in an anaerobic state long

enough, your body starts metabolizing muscle for energy. It's just like somebody that doesn't eat enough food.

So, how can running be the best way to lose weight if it's likely to cause injury that may keep you sedentary for up to a month, destroys the joints (cartilage breakdown) from repeated impact, burns muscle as well as fat, and can increase the chance of heart attack in people that most need to lose weight? It can't, plain and simple. And any exercise that is fast, flimsical, jerky and jarry, or passive like running and speed-walking are, is just as bad for you. (FYI: Speed-walkers have the same injury risk as runners.)

Lie #11: Walking is Good for Fat Loss

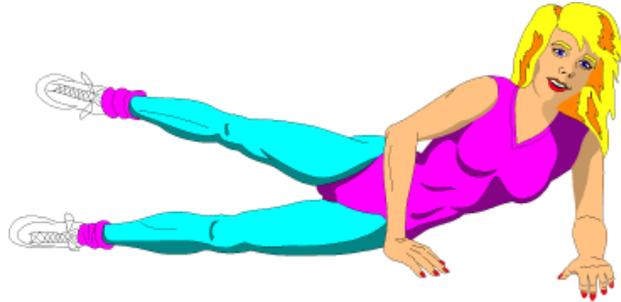
The Truth: Walking is the Most Pathetically Passive Activity You Can Possibly Pick and is One Step Away from Sitting

The one exception to that rule might be the 12-ounce beer curl. Sure, walking doesn't stress the heart and joints like running does, but it burns hardly any calories at all. A 200-pound person walking at a good 3 mph pace burns a measly 360 calories in an hour. By comparison, an hour of weight training with moderate intensity will burn more than 700 calories. Yes, walking is better than sitting on your sofa and if you've been a couch potato for the last 10 years, I'd rather see you walking than running. But there are so many better and more effective ways to exercise in order to burn fat calories, that this one's not really worth considering. Walking doesn't even raise your heart rate high enough to have much cardiovascular benefit. If you're really obese, walking might produce good results for a month or two. But you will soon adapt and you'll need to find a more challenging activity.

Lie #12: Toning My Arms, Hips, Butt, etc. Will Get Rid of the Fat in Those Spots

The Truth: Toning has Nothing to do with Fat

I get this all the time from ladies who look at the folds of fat and skin hanging from their upper arms and say they just want to tone up their arms. Toning has nothing to do with fat and loose skin. It has to do with muscle. Those folds of flab under your arms are not muscle, they're fat. A toned muscle is not necessarily a lean muscle.



In fact, by definition, muscle tone is a state of partial contraction that all muscles maintain even when they're relaxed. Muscle tone provides tension that keeps bones and joints in place. If your muscles didn't have tone, you would fall over like a pile of jelly. Muscle tone is increased by heavy resistance training and results in muscles that are more firm and usually stronger.

Probably, if you've ever said that you want to tone a part of your body, you meant that you want to lose the fat in that place and make your arm, thigh, butt or whatever more firm and shapely. Exercising a body part will make the muscle under the fat more firm and strong, but it won't burn off the fat there. If you think that triceps extensions are going to burn the fat off the back of your upper arms or that leg raises will shrink those hips, you need to go back to Lie # 4: Training a Body Part Burns the Fat Off in that Area.

Lie #13: Older People Can't Lose Weight or Gain Strength.

The Truth: Age is Irrelevant to Fat Loss and Muscle Gain

If age prevents muscle growth or fat loss, then why are there so many senior power lifters and bodybuilders competing in masters' events who didn't start lifting until their 40s and 50s? No, muscle is muscle and old muscle grows from the same stimulus as young muscle. Sure, you will be starting from a point of less muscle and strength than young folks, so you don't have the same potential as younger lifters. But your muscle will still grow and increase in strength from weight training and proper nutrition. Actually, if you were once in shape in the past, you may be able to increase your strength at a higher rate than a younger person just starting to train, because muscles have memory and will adapt quickly to the training. Once you are experienced at lifting, however, you'll gain at the same rate as someone younger until you get closer to your potential.



The same is true of fat loss: your body will metabolize and burn fat in the same way and at the same rate as a young person. At first you may not be able to exercise as vigorously as a younger person. This often has the appearance of not being able to lose fat, but you will lose fat at the same rate as a younger person who gets the same kind of exercise that you do. Some studies have indicated that metabolism does slow down with age. But most people also get more sedentary with age and a decrease in activity will always be followed by a decrease in metabolism. Older people also tend to eat less frequently, which also contributes to slowing the metabolism. So, really, it has more to do with lifestyle than it does with age.

Lie #14: I'm Fat Because of My Thyroid / Slow Metabolism / Medication / Genetics, etc.

The Truth: All These Conditions are Uncommon and Can be Overcome through Proper Diet and Exercise

Excuses, excuses — everybody's got their favorite. Only problem is, none of these really hold up. First off, conditions related to the thyroid, slow metabolism, medications or genetics that actually cause a person to gain weight are RARE! Most people that claim to have these problems have never actually been tested to find out. Most of the time, people want an excuse for being lazy and eating too much. Sorry, but it's true.

Slow metabolism is uncommon, and most people that claim this problem are overweight and most overweight people actually have a higher metabolism because they have to have more muscle to carry around all that weight. Genetics may cause you to put on weight a little faster than some other people, but genetics don't prevent you from losing weight. If you're taking medication for depression or bi-polar disorder, your medication may actually be a significant barrier to weight loss, but it can be overcome. A genuinely slow thyroid gland can also slow metabolism, but that just means you need fewer calories to get by on.

All of these conditions have one thing in common: in order to cause you to put on weight, your body has to have a surplus of calories. That means you have to be eating more calories than your body is burning. If you exercise more and cut back on the needless calories, especially the junk food and soft drinks, so that you are burning more calories than you eat, you will lose weight.

A Final Note:

In this report I've briefly tackled some of the most common myths about fitness and weight loss, but I realize that there are a lot of stones still unturned and you may have lots of questions about the right way to do things. If you've enjoyed this free report and found the information in it useful and surprising, then keep an eye out for two upcoming publications that will continue to blow the doors off fitness industry myths and deceptions and explain how to do things right:

BASHING ATKINS

In March, 2007, I plan to release a full-length eBook in which I will reveal the truth behind one of the most dangerous fad diets the ever hit the market. I'll tell you why it was dangerous, why it was so popular, why the Atkins empire eventually fell, and what nutrition you really need. All the facts in this eBook will be rooted in scientific research and I'll explain how to get the benefit of a high-protein diet without endangering your health.

THE MARK IAGULLI CODE: Deciphering Secrets of Weightloss Fads, Fashions and Farces

Not long after the release of my eBook, hopefully in the summer of 2007, I'll be releasing my first best-seller paperback book. It's sure to be shocking and entertaining as I debunk the jaw-dropping lies of the fitness and weightloss industries. I'll give you detailed, scientific explanations as to why all the most popular diets, pills, formulas don't actually work the way advertising hype says they do. You'll also find out why all those exercises gadgets on TV won't give you muscular abs or tight buns any better than a regular treadmill or set of weights will. Once I'm done bashing all those weightloss fairy tales, I'll tell you how to really achieve all your fitness and weight loss goals.

DON'T MISS OUT!

Make sure you're on my contact list so that I can keep you abreast of news and progress related to these publications. You can do so by sending me an email to:

Contact@powerlinepersonalfitness.com

ABOUT MARK IAGULLI

Mark Iagulli, owner of Powerline Personal Fitness Trainers Inc., went to college for his Associate's Degree in Electro Mechanical Engineering (robotics). Electronics and mechanical design (inventing) was his aspiration since childhood. But after years of in-depth research in fields related to Exercise Science and Nutrition, competing in triathlons and 200 mile bike races, and winning two bodybuilding trophies, Mark decided to rethink his calling in life.

In 1986 Mark started his own personal training company "Powerline" and became a nationally recognized personal fitness trainer. Mark now has 10 personal training certifications and has created "Exercise Tech", a nationally recognized certification organization honored for it's high standards.

Over the years Mark has taken his engineering and physics knowledge and applied it to exercise and biomechanics to come up with the most technically correct exercise movements for safer and faster results guaranteed. He has also been a Pro Qualifier in Natural Body Building and has been quoted several times in the industry's leading publications. Mark makes a weekly appearance as the Expert on Fitness for 13 ABC Action News in Toledo, Ohio.

In addition to personal training, Mark is a professional keynote speaker for companies, fund-raisers, and special events, including the release of Tommy Hilfiger Athletic Cologne. 2006 marks the 20th Anniversary of Powerline Personal Fitness Trainers.



MARK IAGULLI