

# Gold's Gym Newsletter

LAKE RIDGE &amp; LORTON, VA

December 2024



## February Fitness Focus: Building Endurance and Enhancing Workouts

Dear Gold's Gym Family,

Welcome to our Gold's Gym of Lake and Lorton Newsletter, brought to you by Lori and Jeremy Lowell, dedicated franchisee co-owners since 1996 and husband and wife for 37 years.

As we wrap up another incredible year, we want to take a moment to thank you, our valued members, for choosing Gold's Gym as your fitness home. Your dedication inspires us daily, and because of you, we continue to strive to be the very best.

Gold's Gym is more than a name—it's a legacy. Founded in 1965, Gold's Gym has grown into the most recognized fitness brand in the world, synonymous with strength, transformation, and community. Here in Lake Ridge and Lorton, we take that legacy to heart.

For over **30 years**, we and our managing partners, Joe Harrison and Alec Lowell, have proudly owned and operated our gyms. Unlike corporate-owned locations, we are locally operated and dedicated to your success. Every decision we make centers around enhancing your experience, improving our facilities,

and supporting your fitness journey. As a community-driven team, we are here for you, committed to helping you achieve your goals every step of the way, and we genuinely care about you. Let's not forget about our fantastic staff. We are incredibly fortunate to have a team of co-workers who have been by our side for years, embodying loyalty, dedication, and a shared passion for our mission. Their unwavering commitment is the foundation of our Gold's Gym family.

Take Michaela Conigliaro, who has been with us for an astounding **28 years**. Michaela joined our team when our Lake Ridge location was in a different part of the shopping center. Over the decades, she has been our rock, serving as our lead administrator and supporting our team with grace and consistency.

And then there's Kelly Shelton, who has been with us for **18 years**. For several years, Kelly has played nearly every role imaginable—Personal Trainer, GGX Instructor, Drishti Beats Yoga Teacher, GGX Director, and even General Manager. Her versatility, dedication, and passion have left a lasting impact on every corner of our organization.

These stories are just a glimpse of the incredible dedication that defines our team. Each of them reflects the love and energy we all pour into these gyms daily.

On a personal note, these gyms also hold cherished memories for Lori, and I will never forget the day I found out I was pregnant with Alec. I had just taken an at-home pregnancy test before teaching a step aerobics class at Lake Ridge. Ten minutes into the class, I glanced at the test stick and saw the positive result—Alec was on his way! Fast-forward, Alec has grown up in these gyms and now serves as our managing partner and general manager at Lorton.

Our team isn't just a staff; we're a family, emotionally invested in creating a space where you can thrive. We are committed to you and your success—always. Trust that you are in caring, capable hands.

With love and gratitude,

*Lori & Jeremy Lowell*



## Reflecting on 2024: Enhancing your Experience

What a year it's been! In 2024, we continued to evolve and innovate for our members:

**New equipment and layout updates:** Designed to elevate your training experience and keep your workouts fresh. We hope you love the Gym 80 Equipment and other additions we provided.

**Focus on education:** Whether it's strength training, recovery, yoga, or classes, our team is here to empower you with the knowledge to maximize your fitness journey.

We launched a new proprietary website that runs alongside the franchise website to ensure you have all the information at your fingertips. We needed to provide better, more optimized information for our members. For the best website experience, visit: <https://www.goldsgym-va.com>

Our mission is not just to offer you a space to work out but to create a holistic environment that supports every aspect of your health and wellness. There is so much happening in the fitness and wellness sector, and it's hard to keep up. Hopefully, we can provide some valuable information to enhance your fitness and wellness journey. So, let's dig in a little.

## The Future of Health: GLP-1 Medications and Peptides

The world of health and wellness is evolving, and so are we. GLP-1 medications like Tirzepatide and Semaglutide are revolutionizing how millions of Americans approach weight loss and overall health. These medications regulate appetite and blood sugar, helping individuals make small but powerful changes in their diet and exercise routines.

### Exciting News from Gold's Gym: Transform Your Health with GLP-1 Medications!

We're thrilled to announce that **Gold's Gym has partnered with NexgenMD360** to provide information and prescriptions for cutting-edge GLP-1 solutions like Tirzepatide and Semaglutide. These medications transform how people approach weight loss, weight management, and overall health.

Let's clear the air—while medications like Ozempic initially faced criticism due to overprescription; the medical community has refined their use to achieve tremendous results when administered responsibly. This is not just about weight loss—it's about optimizing your health, resetting your relationship with food, and energizing your life.

If you're curious about what these medications can do for you, why not set up a consultation with NexgenMD360? Learning more about these solutions and how they could align with your health and fitness goals is an easy step.

## Why Consider GLP-1s?

**Over 15 million Americans** are already benefiting from GLP-1 medications, which work by regulating appetite and blood sugar. These medications help with weight loss, encourage healthier eating habits, and boost energy for your workouts and daily life.

At Gold's Gym, we're committed to empowering you with the best tools to achieve your health goals. Whether you want to manage your weight, improve your blood sugar, or feel more energized, these medications could be the missing link.

Reach out to **NexgenMD360** to learn more about these innovative medications and how they can help you take control of your health. Set an appointment to discuss your goals and explore the possibilities for a healthier, stronger you. You should have received an email from them.

But it doesn't stop there—the peptide world is exploding. Many of our serious strength-training members are already familiar with peptides, but we believe it's time to make this knowledge accessible to everyone. Peptides can support muscle growth, recovery, and overall health, giving you another tool to take charge of your wellness journey. Stay tuned for more educational sessions in the coming months! A peptide is a short chain of amino acids, which are the building blocks of proteins. Peptide bonds link these amino acids together, and the chain typically contains fewer than 50 amino acids. Peptides occur naturally in the body and are vital in various biological processes.



## Lori's Personal Journey with GLP-1

As the owner of Gold's Gym, I (Lori) want to share my life-changing experience.

Why did I start using Tirzepatide, a GLP-1 analog receptor? Not for weight loss—I didn't need that (well, everyone wants to lose 5 lbs, I suppose). But my **A1c (blood sugar)** levels were running high for years. Despite no other concerning markers in my blood work, cutting sugar, and even giving up alcohol, my A1c continued to rise. At 6.3, I was teetering on the edge of a diabetes diagnosis (6.4 and above is considered diabetic). I was fearful of my longevity being 65, the correlation between high blood sugar and Alzheimer's, and all the other factors that had me concerned.

My doctor recommended Tirzepatide, and within four months, it completely changed my life:

- **Blood Sugar Success:** My glucose levels, which previously ranged from 101 to 126 (above the normal range of 99), now sit comfortably between **76 and 90**. This is a massive shift, and I'm ecstatic about the results!
- **Incredible Energy:** I feel a surge of vitality every day. I'm more motivated than ever to hit my cardio sessions, crush my strength training, and flow deeply into my yoga practice.
- **Mindful Eating:** I've developed a healthier relationship with food—I pause and think before reaching for snacks or opening the fridge.
- This isn't just a medication—it's been a game-changer for how I train, eat, and live. I love how it makes me feel, and I couldn't be more excited to share my story with all of you.

## How Peptides Work

**Peptides** function as signaling molecules in the body, meaning they communicate with cells and tissues to trigger specific biological responses. Different peptides have different functions, such as aiding in hormone production, immune system regulation, and tissue repair. Because they are smaller than proteins, peptides are more easily absorbed by the body and can interact with specific receptors to produce targeted effects.

- **Therapeutic Peptides:** These are used in medicine for specific health benefits, such as regulating hormones or treating conditions like diabetes.
  - Example: **Insulin**, a peptide hormone, regulates blood sugar levels.
- **Cosmetic Peptides:** These are commonly used in skincare products to promote collagen production and improve skin health.
  - Example: **Collagen** peptides help improve skin elasticity and hydration.
- **Performance and Recovery Peptides:** Used in fitness and sports for muscle growth, fat loss, and recovery.
  - Example: **BPC-157** promotes tissue repair and reduces inflammation.

## Potential Benefits of Peptides

Peptides are highly specific in their action, meaning they often have fewer side effects than broader treatments. In the fitness and wellness world, peptides are gaining recognition for their ability to enhance recovery, optimize performance, and improve quality of life in a targeted, natural way.

- Promote muscle growth and repair
- Enhance fat loss
- Improve skin elasticity and reduce wrinkles
- Aid in recovery from injury
- Boost immune system function
- Improve cognitive function and memory
- Support joint and tissue repair

## Peptides in Modern Medicine and Wellness

With advancements in biotechnology, peptides are increasingly used in personalized medicine and wellness programs. Their ability to target specific bodily functions makes them a promising tool for treating diseases, enhancing fitness performance, and improving overall health. For example:

- **GLP-1 receptor agonists** like Semaglutide and Tirzepatide help regulate appetite and blood sugar levels, aiding in weight loss and diabetes management.
- **Thymosin Alpha-1** is a peptide used to support immune function.

## Post-COVID Growth in the Fitness Industry

Since the pandemic, the fitness and wellness industry has seen incredible growth. People prioritize their health like never before, and Gold's Gym remains at the forefront of this movement. It would be remiss of us not to inform you of what is going on out there and what is available to you.

As the most recognized fitness brand in the world, Gold's Gym continues to lead with innovative programs, world-class facilities, and a focus on holistic health. By choosing us, you've aligned yourself with a community that's as committed to your success as you are. Thank you for trusting us to be a part of your fitness journey.

The most unfortunate thing is that pre-COVID Fitness captured 20% of the American population. Today, it stays at 20%. 80% of our population still does not engage in any fitness activity. Consider yourself lucky to have taken the step to belong to a fitness-focused Fitness community. Think twice before you make any decision to cancel your membership. It's better to show up for yourself, immerse yourself, and control your health.

The state of cardiovascular health is shockingly poor, and everybody's at risk.

- 48% of US adults have hypertension, with 41% unaware.
- Heart failure deaths increased by 906% among people <45 in the last decade.
- Strokes are up 7.8% over the same period, jumping 14.6% among 18–44-year-olds.

### Recovery: The Next Frontier

Recovery is essential to wellness, and we're excited to bring new recovery modalities to our community. In early 2025, MergeCryo Center is opening at our Lake Ridge location, offering state-of-the-art cryotherapy to support recovery, reduce inflammation, and boost overall performance.

Recovery doesn't stop there—modalities like red light therapy, hyperbaric chambers, and other advanced techniques are gaining traction, and we're exploring ways to integrate these into our offerings. Your health is our priority, and we're dedicated to providing tools that help you feel and perform at your best.

And while overall heart attacks have fallen since 2019, incidence among young people has shot up 66% — with a fifth of attacks now occurring under age 40.

Coming of age. Heart disease is America's #1 killer, but 80–90% of cases are preventable.

Striking younger, experts attribute adverse outcomes to poor lifestyle shifts. A lethal combination of inactivity and ultra-processed foods is fueling chronic disease.

Exacerbating the issue, factors like air pollution, microplastics, birth control pills, drug use, and COVID-19 can all make young people more susceptible.

Big picture. A broadened patient load is challenging an already-strained system.

Currently spending \$400B+ on care, US CVD-related healthcare costs are expected to triple to \$1.3T by 2050. Tirzepatide GLP-1s are being fast-tracked to combat heart disease.



### Introducing dotFIT Nutritional Products

We're thrilled to announce that we'll soon carry **dotFIT nutritional products**, designed specifically for fitness enthusiasts. What sets dotFIT apart is its commitment to quality—all its supplements are third-party white paper tested, ensuring the highest level of safety and efficacy.

From protein powders to vitamins and performance supplements, dotFIT products are a fantastic addition to your fitness regimen. We're proud to partner with a company that shares our commitment to supporting your goals with integrity and excellence.

## Wishing You a Joyful Holiday Season!

As we celebrate the end of another year, we express our deepest gratitude for your continued support. It's an honor to be a part of your fitness journey, and we're here for you every step of the way.

Never hesitate to contact us with your needs, feedback, or even a little praise—we love hearing from you! On behalf of the Gold's Gym team, we wish you a safe, happy holiday season and a new year filled with health, happiness, and strength.

Here's to an amazing 2025 and more educational newsletters to come. Thanks for reading.

In gratitude,  
Lori, Jeremy, Joe, Alec, and the Gold's Gym Team