

Gold's Gym Newsletter

LAKE RIDGE & LORTON, VA

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From Trends to Truth: The Real Deal on Fitness, Supplements & Hormones

Hello again, amazing members – here we go with Newsletter #4. We hope you are enjoying our content thus far, so let's dig in:

Jeremy and I keep a pulse on this industry like hawks. What's trending in fitness? Why is Pilates reformer suddenly the thing? (we started Pilates Reformer classes in 1996 and have sold our reformers 3 times over). Why is cardio out and strength training in? Why is everyone talking about red light therapy as a recovery modality? Why do some members show up consistently while others disappear, and most importantly, how can we ensure you know we genuinely care about you? Because we do. A lot.

We are constantly questioning what the next best thing to do is. Are we the trendsetters or the followers? We have been first so often, but social media controls the trends now. For example, booty building is out of control and popular now. For the first 20 years, it was about getting rid of the booty. Step classes were king forever; now, our steps collect dust. Rowing was huge in the 90s and early millennial. Then it died. Now it's back. We have "been there and done that" with everything back in vogue – it keeps circling!

At our most recent trade show, every equipment booth had their version of a rower and a reformer. It's unbelievable! There were more equipment companies on the floor than ever before, most of whom we had never even heard of. We got on this upper back machine that hit our rhomboids just right, and it felt so good.

The company was called "SKELCORE," and we had never heard of it, but we bought the piece (it'll be here in 90 days!)

For years, we have served our members with the latest and greatest. It's hard to keep up, and what's next? So, how about the good old-fashioned power of Gold's Gym, the fitness environment that bleeds results, power, community, and love? Remember, we are the number one recognized brand in the industry. You are here with us for a reason, so hang onto your roots and enjoy!

This is what we know: We Hate Sales. We LOVE Service.

We've been in this business for 30+ years, and here's the truth: we hate sales. Always have. It's hard for us to wrap our brain around having to sell someone the idea of taking care of their health and fitness when everyone knows that fitness is key to overall health, but whatever—selling memberships with gimmicks? Not our vibe. "Join for \$1!"—nah. We still do all kinds of things to help people find us. We've raised our dues only once in three decades while everything else skyrocketed because it's hard to impose on our members. And when someone tells us we're "too expensive," we pause. Because let's be honest, most people spend more in a month on Starbucks, one dinner out, Netflix and Hulu, nails, lashes, amazon unnecessary purchases, and "all the things" than they do on their fitness.

So, here's what we believe in: service, not sales. Fitness is more than just a workout; it's a spiritual practice. It's about feeling strong, aligned, and empowered in your body and mind. We're not here to persuade anyone to join us. We're here to provide a space where those who are ready can find their strength, community, and transformation. Nothing in the world is more potent than endorphins; we know this is where you come to get them.

"Exercise gives you endorphins. Endorphins make you happy. Happy people just don't shoot their husbands; they just don't!"

-Elle Woods, Legally Blonde

Then we got to thinking. So, what is it about the psyche of people who want to work out compared to those who do? What makes someone show up? Everyone has potential. But does everyone execute action?

Potential vs. Action – What's Holding you Back

We all have potential, that inner spark, the "someday I will" energy. But potential without action is like a car without gas. It's not taking you anywhere. And yet, so many people wait for the "right time," for motivation, for everything to feel perfect. But here's the thing:

- Readiness is an illusion. Growth happens through action, not waiting.
- Instead of saying, "I should start working out," say, "I am moving my body today."

In this newsletter
you can expect:

DEBUNKING
MYTHS

WE LOVE
SERVICE

POTENTIAL VS.
ACTION

LEARNING TO
GROW

BAM15

HRT: THE
REAL STORY



- Instead of waiting for the stars to align, take one small, imperfect step forward.

Energy follows action. Momentum builds once you lift that first weight or take that first class. And suddenly, what felt overwhelming becomes part of who you are.

Overcoming Fear: “What If I Grow?”

Fear holds so many people back. But let's shift the question: Instead of asking, “What if I fail?” ask, “What if I grow?”!

Failure isn't the enemy. It's part of the process. Every time you push past hesitation, you strengthen your resilience. Every time you show up, you prove to yourself that you can. And.... lifting to failure is fantastic. There's just something about the power in that.

From Stuck to Unstuck:

Feeling stuck? Try this mindful reset:

1. Pause & Reflect – What's really stopping you? Fear? Doubt? Perfectionism?
2. Shift Perspective – What's one small thing I can do today?
3. Take Action – Focus on progress, not perfection.

Even the most minor step creates a massive energy shift. Thinking about fitness? Get off the couch and take one breath. Lifting weights is so much easier than kicking your butt with HITT training and intense cardio and still, of course, getting a fantastic workout. If you are not up for the cardio workout, don't give up on your weights. Just get in there and do it. Push and Pull.... you can burn out your muscles in less than 20 minutes if you focus.

Growth is a Spiritual Practice

Fitness isn't just about sweat; it's about self-discovery and evolution. It's about:

- Aligning with your purpose.
- Taking action with awareness and intention.
- Learning, refining, and moving forward.

And the absolute joy? It's not just about reaching your goals but also about becoming the person who takes action daily.

Your Challenge: Step Into Action

This week, challenge yourself to move from potential to action. Pick one thing you've been waiting to start and begin.

We're here for you every step of the way. You belong here. You always have. Don't quit. Quitting is so stupid.

OK – so we are all about information and keeping you informed. What is the latest and greatest supplement that everyone IN THE KNOW or Biohacking is talking about? It's called BAM15:

What Exactly Is BAM15?

BAM15 is a mitochondrial uncoupler. It's a breakthrough compound hailed as the next-generation fat loss agent.



What is mitochondrial, you ask??? Mitochondria (singular: mitochondrion) are often called the “powerhouses of the cell” because they generate the energy needed for cellular functions. They are organelles (small structures within cells) responsible for producing adenosine triphosphate (ATP), the body's primary energy currency.

In simple terms, BAM15 works by transporting protons across the inner mitochondrial membrane, which dissipates the proton gradient that typically drives ATP production.

But what does that mean for you?

- Instead of storing energy as ATP, your cells release it as heat.
- This process naturally boosts your metabolic rate, increasing energy expenditure and enhancing fat oxidation.
- Unlike older uncouplers like DNP, which many of you might recall could be dangerous due to excessive heat production and the risk of severe side effects, BAM15 acts differently.
- It preferentially targets mitochondrial membranes without disrupting your plasma membrane.
- That means you get all the metabolic benefits without the high risk of dangerous side effects associated with uncouplers like DNP.

The Science Behind the Magic

When BAM15 uncouples the electron transport from ATP synthesis, it triggers a surge in mitochondrial respiration. This increased oxygen consumption forces cells to burn more substrates—especially fats—to compensate for the energy loss.

Over time, this leads to a sustained increase in your metabolic rate without compromising lean muscle mass or significantly altering your appetite.

BAM15 works differently than appetite suppressants like GLP-1 agonists, making it ideal for those who want to shed fat while preserving muscle tissue.

Research studies using animal models have shown that BAM15 enhances fat oxidation, reduces high mitochondrial membrane potential, and even lowers the production of reactive oxygen species (ROS).

Lower ROS means reduced oxidative stress—a key factor in preventing chronic inflammation and metabolic disorders.

This dual action of increasing energy expenditure while protecting cellular health is why many experts consider BAM15 a real “holy grail” in metabolic optimization.

JUST SAYING. Do your research!

Let's visit PREWORKOUTS REVEALED: Don't hate, we are just the messengers:

Preworkouts are ironically the least effective products sold, yet they are the best-selling products simultaneously. WHY?

Here are a few insider industry tricks used by supplement companies:

- ☹️ Ramp up the caffeine dose to +300mg per serving, over-stimulating your mind
- ☹️ Add in massive doses of expensive compounds with poor clinical results
- ☹️ Under-dose the few clinically proven ingredients that do make a difference
- ☹️ (Unintentionally) Get the doses wrong so the combined ingredients lack the intended synergistic effect

Oh, and here's a good one:

☹️ **Adding in L-citrulline, L-arginine, and/or beetroot to say your supplement "boosts nitric oxide production."**

As you may already KNOW, nitric oxide promotes vasodilation and improves blood flow.

The big problem is we do not produce nearly enough of it in the context of physical performance.

It's certainly not enough to produce the vein-splitting, skin-piercing pump every man and woman in the gym desires.

Most people already have adequate amounts of both amino acids, but the major problem in people deficient in nitric oxide is the loss of the ability to convert L-arginine into nitric oxide due to a functional error with the enzyme NOS (nitric oxide synthase)

Products based around beetroot. Almost every best product on the market does not contain any amount of detectable nitrate when tested in a lab, let alone have a standardized amount of nitrate listed on the label

Products containing nitrates: We cannot metabolize this molecule as it is inert, and we need the presence of nitrate-reducing bacteria to convert it into nitrite and then to nitric oxide

Just like that, the billion-dollar party trick has been revealed. So, do your research before you ingest.

Even though pre-workout flavors are AHHHHHHMAZING, who cares, right? Please don't take away my incredible berry-flavored pre-workout that's doing nothing for me.

You may want to check out Dr. Nathan Bryans' Nitric Oxide supplements for some research.

HRT Myths Busted: What You Didn't Know About Hormones

Ok, Lori here driving you crazy again, but this is important because you may be tired of listening to your cranky over-40 self who talks about PMS and peri/post menopause, yada, yada, yada. No offense to all of you because I love you all.

Let's take a little trip back to 1991—big hair, neon spandex (my favorite), and a government-funded study called the Women's Health Initiative (WHI). This study set out to investigate hormone replacement therapy (HRT) in postmenopausal women. Sounds good, right?

Except... it was a mess from the start.

They Tested the Wrong Stuff

Instead of using bioidentical hormones (the ones your body recognizes), they went with:

- Horse urine estrogen (yes, really, conjugated equine estrogens)
- Synthetic progestin (a lab-made version that does NOT act like real progesterone)
- Oral administration (which we now know increases clot risk)

And guess what? Using the wrong hormones the wrong way leads to increased risks of breast cancer, stroke, and blood clots. The media ran with the scariest headlines possible, doctors panicked, and within a few years, HRT prescriptions dropped by 80%. Women were left to suffer in silence.

The Aftermath: Decades of Unnecessary Struggle

Since 2002, millions of women have gone through menopause without estrogen, testosterone, or progesterone—and they paid the price with:

- Osteoporosis (hello, broken hips!)
- Cognitive decline (because estrogen protects the brain)
- Heart disease (estrogen keeps arteries flexible)
- Muscle loss & fat gain (suddenly, weight loss feels impossible)

All of this is from a flawed study based on bad science.

Here's What They Didn't Tell You

- Estrogen alone does NOT increase breast cancer risk. Women on estrogen-only therapy had lower breast cancer rates than those who took nothing.
- Testosterone isn't just for men! It improves mood, muscle, libido, and brain health in women—but WHI didn't even study it.
- Bioidentical HRT (when done correctly) reduces the risk of heart disease, Alzheimer's, and fractures. But that's not as dramatic as a scary headline, right?
- Oh, the WHI study was stopped early, so we never got the complete picture.

The Media Didn't Help (Shocking, We Know!)

You probably heard something like, "HRT increases breast cancer risk by 26%!"—it sounds terrifying.

But here's the truth:

That number was a relative risk (the number they use when they want a big, scary headline). The absolute risk increase was just 0.08% per year—nothing.

Yet, instead of explaining that, the media ran with the fear, and we've been dealing with the fallout ever since.

So, What's the Real Deal with HRT (Hormone Replacement Therapy)?

Here's what the actual science says:

- Starting HRT within 10 years of menopause is not just safe—it's protective. It lowers the risk of heart disease, osteoporosis, and even dying from any cause.
- Bioidentical hormones (estradiol, progesterone, testosterone) work better and are safer than synthetic versions.
- Transdermal or injectable estrogen is safer than oral estrogen (it bypasses the liver and reduces clot risk).



- Testosterone isn't just a "guy thing"—it helps women with energy, libido, muscle, and mental clarity.
- HRT isn't just about living longer—it's about living better.

The Real Question: Why Wouldn't You Replace Your Hormones?

If your vitamin D was low, would you suffer through it? No! You'd supplement. So why do we act like losing all our hormones is just part of aging when we can fix it?

The reason? Outdated science and fearmongering.

What Should You Do?

First things first: always check with your doctor before making health decisions. But find a good one, one who understands hormones, not just someone handing out antidepressants and telling you to "just deal with it."

Here's what we recommend:

- Find a doctor who understands bioidentical hormones. (Not the one who says, "Oh, just take some calcium.")
- Educate yourself on the truth about HRT. (Not the outdated nonsense from 2002.)
- Share this with anyone who needs to hear it. (Because no one should suffer just because of bad science.)

Hormones = Life. Period. Without them, you lose muscle, energy, brain function, heart health, libido, and joy.

With them? You feel like yourself again.

And isn't that what we all want? To be strong, healthy, and thriving—at every age?

So let us leave you with this:

- Get enough sleep – something is wrong if you are not sleeping.
- Get sunshine – yes, you need it
- Meditation – 5 minutes daily or just for your cardio cool down, do a walking meditation. Or sit with a cup of coffee and your own thoughts for 10 minutes – hello – that's meditation
- Community – we all need it
- Be nice
- Go to the gym

With respect, gratitude, health, and loving-kindness,

See you in the gym, and as always, we welcome your communication. Write to Lori if you have something good to say, and write to Jeremy if you want to complain about something Lori@lowellmgmnt.com, Jeremy@lowellmgmnt.com

In service and gratitude,

Lori & Jeremy Lowell

Lori and Jeremy Lowell

