

Gold's Gym Newsletter

LAKE RIDGE & LORTON, VA

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New Year, New You: Optimizing Your Health in 2025 with Gold's Gym

Dear Gold's Gym Family,

I, Lori, and my husband, partner, and best friend ever, Jeremy, want to take a moment, or a long time, since this is a long newsletter, to wish you a very Happy New Year. This newsletter is helpful and informative and we will get a little personal with you because, as part of your fitness community, we're all about growth—not just in physical strength but in your overall wellness journey. So here it is: one of the things I dealt with over the years was my relationship with wine.

From about 45 (I'm 65 now), I developed a habit of drinking one to two glasses of wine every day, sometimes with a cocktail thrown in twice a week. It became a routine. After a long day at work, I'd get tipsy, settle into the evening, and not accomplish much else. At first, it seemed like a reasonable routine, but then the cycle became frustrating.

I would wake up at 2 a.m. unable to sleep, twiddling my thumbs thanks to the conversion by all our bodies to aldehyde, which is a stimulant. Every morning, I began to tell myself, "I'm never drinking again." But by 7 p.m., after a long day of paperwork, spirituality, yoga, and working out HARD, my daily routine of including wine would creep back in.

Finally, in 2023, I said, "Enough," and stopped. Let me tell you: it was a game changer. My energy soared, my sleep improved, and my mental clarity returned. We are not here to judge anyone. We know alcohol is deeply ingrained in our social lives, and we're surrounded by tempting advertising. Matter in fact, it's glorified, but we want to

share some data that might help you pause and reflect:

Teetotal Recall – what is teetotal, you ask???

"Teetotal" refers to the practice of completely abstaining from alcoholic beverages. A person who follows this practice is known as a "teetotaler."

US Surgeon General Dr. Vivek Murthy recently issued an advisory on alcohol, linking it to significant health risks:

- **Cancer Risks:** Drinking is responsible for 20,000 preventable cancer deaths annually in the US, trailing only tobacco and obesity.
- **Impact on Women:** just two drinks per day can increase lifetime cancer risk by 22%, and 16.4% of breast cancer cases are linked to alcohol consumption.
- **Global Findings:** The WHO (World Health Organization) states that any alcohol consumption increases the risk for 31 serious health conditions.

The New Resolution

While 60% of Americans drink, many are rethinking alcohol's effects on longevity, sleep, gut microbiome, and hormonal health. Even with these concerns, change is slow:

- Alcohol sales are declining, with 25% of Americans joining last year's Dry January challenge.
- Younger generations are leading the way: 45% of Gen Z don't drink, though they face the most social pressure to partake.

2025 is here, and it's time to turn up the energy, set our sights high, and make this year our healthiest yet! 🍷

The Dynamic Duo: Strength and Recovery

This year, recovery is no longer a luxury—it's a MUST. Here's how the fitness community is stepping up:

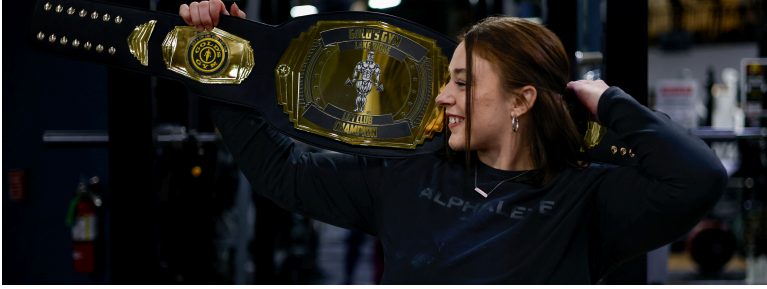
🔥 **Sauna Sessions:** 69% of participants say saunas are their top recovery choice, and they also love ice baths (42%) and assisted stretching (50%). Try them out and decide which works best for you—or maybe they all do. Yes, we are working on a solution for the Sauna at Lake Ridge. Thank you for your patience. We know it's not hot enough. We're getting some quotes now.

💪 **Strength Training Reigns Supreme:** Building muscle is THE goal for 2025 across all ages. It's all about strength, longevity, and staying energized for whatever life throws your way.

Being in the gym the last few days, we have noticed more of our members on cardio than perhaps during the warmer months. This is the most cardio use we have seen over the last year. Cardio is important, so keep doing it, but strength is KING. Training strength before cardio is a good habit to get into.

Moderation Goes Mainstream

Regarding many aspects of our lives, abstinence may not be realistic for everyone, but moderation is becoming the new norm. Here's how the industry is responding:



Non-Alcoholic Alternatives: Brands like Athletic Brewing and Ritual Zero Proof make zero-alcohol options trendy and delicious.

Healthier Beverages: Products infused with B vitamins, nootropics, and stress-reducing GABA are gaining popularity. What's a nootropic, you ask? **Nootropics, often called "smart drugs" or cognitive enhancers, aim to improve cognitive functions such as memory, creativity, focus, and overall mental performance.**

Mindful Drinking Apps: Tools like Sunnyside and Ria Health are helping people cut back, often with insurance coverage.

Social Wellness Clubs: Venues like Othership blend contrast therapy, community, and mocktails to create healthier social outlets.

Gold's Gym: We are the industry's most recognized brand. Wear your Gold's Gym membership like a badge of honor. When you tell your friends and family that you are a Gold's Gym member, you should feel power, strength, love, and success. Our long history proves that we are the epitome of fitness and optimization.

What's the Takeaway?

Alcohol's role in social life isn't going away anytime soon, but we can make changes that prioritize our health. Whether it's moderating, going alcohol-free, or finding new ways to unwind, there's power in taking control of what serves us best.

Quitting alcohol gave me a new lease on life, and I hope this inspires you to consider what positive changes might look like for you. As always, your health and wellness are our top priority at Gold's Gym, and we're here to support you every step of the way.

It's time to turn up the energy, set your sights high, and make this year your healthiest!

🌟 **Feel-Good Fitness: #LOVE:**

99% of people report feeling happier post-workout! 🙌 Exercise isn't just about the physical gains—it's the ultimate mental health boost. Whether hitting the weights, crushing cardio, or finding your zen, every sweat session leaves you glowing.

🥗 **Nutrition: Let's Dial It In**

While 65% of people admit they're not following a specific eating plan, many supplement their way to better health—60% take 2-4 products daily. Nutrition is a game-changer; we're here to guide you in fueling your fitness journey. Alec has been in nutrition counseling since 2017 and has helped many members understand proper eating and realize their full potential.

🔥 **Trending Now: GLP-1 Receptor Analogs**

With 61% of respondents curious about GLP-1 Receptor Analogs for overall health, it's clear people are exploring every avenue to level up. These chemicals help with appetite suppression yet also create some muscle wasting. Therefore, if you are interested, some non-negotiables to preserve and grow as much muscle as you can while taking them by weight training. I, Lori, have gained muscle while on a GLP-1 and am in the best shape ever. In addition, the food you choose to ingest should focus first on protein, with a goal of 1 gram of protein eaten per pound of your ideal body weight daily. Do you have questions? Let's talk about the latest in health trends!

Also, we have partnered with Next-Gen. There are signs in the gym with a QR code. Call them for a consultation. It's free, and you can decide if this is the direction you want to take. Knowledge is power, and we all want to know what's best for our bodies and health.

🚀 **The Road Ahead: The Best Part**

75% of people prioritize their health this year—up 20% from last year! That's huge. It's all about keeping the momentum going and turning those "new year, new me" resolutions into lifelong habits.

🌟 **Our Mission: Our Goal**

To keep you motivated, supported, and inspired every step of the way. Whether you're here to build muscle, lose weight, gain weight, focus on recovery, or find your fitness groove, we've got the tools, classes, and community to make it happen.

How Much Food Do We Need?

One surprising revelation from our journey is what kind of food our bodies need—especially in a world of Big Macs and bottomless fries. Thanks to GLP-1 RAs and our experience with them, we've learned to truly listen to our body's hunger cues and understand whether they are real. If you're not a pro bodybuilder crushing 6,000 calories and 280 grams of protein a day (and yes, there are a lot of you in our spaces), you probably don't need a lot of the calories that you are consuming but rather better choices.

Yes, we do need protein—a lot of it and more than you think. At the same time, we're also a carbohydrate-rich society, and cutting back on processed junk while prioritizing lean protein is a total game-changer. Yes, you can crush your workout at the gym in an hour, but what are you doing the other 23 hours of the day?

Your Takeaway

Let our journey be a revelation to you—not just about what we eat but how we feel. Whether you're curious about GLP-1 RAs or other peptides or just looking to optimize your health, we're here to share, inspire, and guide you toward your goals.

Alright, folks, buckle up because we're diving into the wild world of the FDA. Respectfully (and with a touch of humor), do you know how long it takes to get something FDA-approved?

90 months. Yep, that's 7.5 years. And that's just for the trials. Add the mountain of red tape, and we're talking **10-15 years** to bring something to market.

But here's the kicker: researchers often know these agents are safe well before the end of a trial. So why does it take so long?

The Reasons

- **Bureaucratic Butt-Covering:** When your job revolves around government oversight, "CYA" is the day's mantra.
- **Red Tape for Days:** Layers of rules and regulations slow progress to a crawl.

The result? This glacial pace isn't just frustrating—it's costing lives.

What's in the Pipeline?

We all know most of what the FDA greenlights are... less than inspiring. Big Pharma churns out symptom-covering meds faster than we can count. But now and then, something revolutionary sneaks into the pipeline.

Take MDMA-Assisted Psychotherapy, for example:

- After years of trials, it reached Phase 3.
- Results? Two-thirds of participants no longer qualified for a PTSD diagnosis after just THREE sessions.
- Safety? Off the charts.

So, did it get approved? Nope.

Why? An FDA advisory panel (featuring experts like... a sociologist 🧐) decided to shut it down. Meanwhile, thousands of people living with PTSD—many of them veterans—continue to suffer or worse.

And now, the same slow-motion circus is happening with **Retatrutide**, the game-changing peptide in our stack. We can't follow the FDA on this miracle as it has not been approved yet.

This groundbreaking GLP-1 agonist could redefine health optimization. However, the earliest approval isn't expected until 2027. That's two more years of waiting—who knows what might derail it in the meantime?

So, What Can We Do?

If you're waiting for FDA approval to get the green light on cutting-edge therapies, you'll be waiting... and waiting... and waiting. But here's the thing: there are ways to stay informed, empowered, and ahead of the curve. Do your research – it's your body, the only place you have to live.

The Bottom Line

The FDA moves slower than a sloth on vacation, but that doesn't mean we stop seeking knowledge and options. Stay informed, curious, and, most importantly, proactive about your health.

To Longevity And Living BIG!

Moving onto the Gym

Guys, it's hard to keep up. We, as users of the equipment, find it hard to use. Pads rip, and then we depend on the very, very, very few people with the talent to replace our pads. It's not like we go next door or call 12 people vying for our business to get pads fixed. Newsflash – they don't exist. So, if you are a great seamstress with an industrial sewing machine and want to make a fortune, the gym equipment pad replacement business is calling your name, and you're hired. If you ever see Carl, a gentleman who has been taking care of our pads, on the floor replacing them, please thank him because he's all we have. We lose him, and we are in trouble. Seriously. Be patient with this, please; we do our best.

The temperature. Yes, it is freezing here for some of us, especially in the cold winter mornings. Be prepared. Right now, I'm staying in my sweater and hat. If we turn on the fans, members complain. If we turn off the fans, members complain. So, instead of us being ping-pong balls, the fans stay on. Wear a sweater, and we love you.

Ok, I, Lori, am 110 and strong, but not so strong to re-rack the 12,000 pounds you left on the machine you walked away from. Like really? Give us a break. **Re-rack your friggin' weights.** You would never go to Venice Gold's Gym and not see every single member re-rack their weights.



Now, let's visit the most powerful tool of all - OUR PHONES. Ok, stay on your phones all day. We love them. Your phone is an extension of your arm. But doing a set, staying on the piece of equipment, and taking a break for 12 hours between sets as you scroll on your phone is just not OK. This is Gold's Gym. What do you not understand about others

"working in"? Dudes, like, get real. Jump off the piece and let someone work in, if needed, with grace, attention, and respect.

Speaking of Gold's Gym Venice – THE MECCA – where our roots are. If you haven't been, it's the absolute coolest place in the world. Members respect the rusted old equipment, plates that aren't perfect, heat, no air, sweat, and everyone loves it - it's just part of the vibe and culture, and that's what we stand for. It shows passion, and use, and love, and knowing. We have equipment in here from 1991 – all the German Made and Body Masters are 34 years old, and we can't get rid of it because it's the best! Regarding 34 years, 2025 will be our 30th anniversary as gym owners. Jeremy and I started teaching group classes and working out the day the gym opened in 1991 on the other side of the shopping center in Lake Ridge when it was Ironworks Gym. In 1995, the owner, Pleasant Lewis, took down his signs and became a Gold's Gym Franchisee. That's when we became his partner and bought him out in 1998, so here's to 30 years.

What happened in the gym these past couple of weeks? Members and our team are happy getting in their workouts with fervor.



Once, the member loaded the leg press with 1260 pounds today. Yes, that's one thousand, two hundred and sixty friggin' pounds. It was a mind-blower, and then I, Lori, went up to him to bow down and tell him that he was terrific and humble. He said – "thank you so much; it took me a while to get there." Ya think? I love our members.

Two of our long-time members came up to us today to say hi. One is 80, and the other is 78, and they look amazing. They are seriously ripped. It was enlightening and so inspiring. Members since we were on the other side of the shopping center from the beginning! Joe Kramer, our long-time personal trainer at Lorton, is 80 and doesn't look at day over 55. Go, Joe.

Kelly had 45 people in Drishti Beats Yoga. It was packed, and everyone left feeling connected, amazing, grounded, and in bliss. Yoga is a must – we all need it.

Our staff is so nice! So engaged! So willing to help everyone. Please be nice to them and each other. Please re-rack your weights, and please wipe down your equipment. Please don't cancel your membership, as that is just dumb. Please don't quit on yourself, and this is the best investment you will ever give yourself. We want you in here. Also, please don't join and then not come, as that is not cool. Do yourself a favor and stay connected. Forever. Working out is a way of life. Just do it and get it done.



Our own GLP-1 Receptor Analog & Peptide Journey: Living Big, Energized, and Ageless

We know we spoke about this a lot in our last newsletter, but you are a Gold's Gym member, and you need to be “in the know” and understand what is happening to our industry; health and wellness and the peptide journey are becoming very mainstream.

Once again, let us share some details of our journey with GLP-1 RAs and peptides. It's all about feeling incredible, living long, and thriving, so let's dive in!

The GLP-1 RA Lowdown: What Are They?

GLP-1 RAs (glucagon-like peptide-1 receptor agonists) are a class of medications designed initially to manage blood sugar in people with diabetes. But surprise—they come with a cascade of extra benefits! By regulating blood sugar, reducing appetite, and even improving liver and kidney function, these game-changers are shaking up the wellness world.

Spotlight on GLP-1RAs:

- **Tirzepatide:** This dual-action GLP-1 controls blood sugar and reduces hunger, making it a top choice for weight management. Bonus: it's shown to improve inflammation and cardiovascular health!
- **Retatrutide:** The next-gen GLP-1 RA with triple action. It tackles glucose regulation, appetite suppression, and lipid metabolism, offering a comprehensive approach to health optimization.

We aren't focusing on Semaglutide, the brand name of which is Ozempic, although it has its place, too. We have preferred the two aforementioned. Results for us? Insane energy, fat loss, reduced inflammation, improved flexibility (yes, we swear), and strength gains. It's like hitting the wellness jackpot!

Other Peptides:

Let's talk about other peptides, and yes, we know we discussed this in our last newsletter, but this is important for you to learn about because it is available—the molecules that are making a massive impact on our lives and ones that you may want to consider for yourself. Peptides are short chains of amino acids that act like messengers, helping your body perform its best at the cellular level. More than 3000 peptides have been isolated in our bodies. The synthetic fabrication of them, beginning with the first, “insulin”, dating back to 1923, can help immensely when introduced to our bodies to assist them when they may be under duress greater than what our bodies can take care of to heal ourselves.

- **GHK-CU:** Known as the “fountain of youth” peptide, it's amazing for skin regeneration, wound healing, and overall cellular repair. And, oh yeah, hair growth as well.

- **BPC-157:** This peptide is your body's repair ninja, targeting inflammation and accelerating healing, especially for joints and muscles.
- **NAD+:** The cellular energizer, NAD+, boosts mitochondrial function, giving you that unstoppable, “energizer bunny” feel.
- **Ipamorelin/Tesamorelin Combo:** The ultimate duo for growth hormone optimization, muscle recovery, and fat loss.
- **SLU-PP-332:** 30 minutes before a workout. Hello, energy, lift strength, endurance, stamina, and happiness.

The choice is yours:

Jeremy and I are on a mission to play the longevity game hard. We aim to live as long as possible and as healthy as possible.

We want to:

- Jump out of bed every morning, ready to crush the day.
- Crush workouts, ski the most challenging slopes, optimize our power yoga daily, settle into meditation quickly and enjoy the dance floor at music festivals.
- Wear whatever you want and know that it fits.
- Keep up with our grandchildren and have the energy to outlast theirs!

What we have noticed, having experience with each of the above, is:

- 🔥 Insane energy and stamina.
- 💪 Strength and flexibility gains that blow our minds.
- 🔥 Inflammation down to zero, making recovery a breeze.
- 🧠 Mental clarity and sharpness that help us better serve YOU—our incredible members, colleagues, and students.

What is standing in the way for all of us?

Pollutants, toxins, food additives, alcohol, poor sleep, ridiculous eating habits, etc. Let's face it: it's not your fault if you are not where you want to be – it's a lot of society's and a little of yours. As a society, we have developed habits without knowing the harm. Perhaps it is time to educate yourself further.

Remember, we are not corporate. We are right here. Please e-mail us for anything. We are always available, listening, and happy to hear from you: Lori@lowellmgmnt.com Jeremy@lowellmgmnt.com. So write to Jeremy if you have something to complain about and write to Lori for all the positive comments.

With so much love, light, and gratitude to our Gold's Gym Family

Lori & Jeremy Lowell

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