



MÜV STRENGTH

A comprehensive inspiring approach to
increases mobility and strength.

Written and Edited by: Julianne Will



Attain new levels of improved movement and strength with
MÜV Strength

A comprehensive and inspiring approach to attain
increased mobility and strength for what life brings.

written by:
Julianne Will



Attain new levels of improved movement and strength with

MÜV Strength

A comprehensive and inspiring approach to attain increased mobility and strength for what life brings.

Strength Training at MÜV — *Page 5*

Why Strength Training? — *Page 7*

Strength Training Class MÜV Style — *Page 10*

MÜV Training's Unique Level of Coaching — *Page 12*



Strength Training at MÜV

Strength training is a must for both men and women. Its health benefits are numerous, and it can literally slow the aging process.

But it's easy to train incorrectly. Improper form, inadequate knowledge of the muscle groups and lack of sufficient recovery time can lead to lackluster results and even serious injury.

That's why at MÜV Training, we take a functional movement approach to strength training that can offer consistent gains not only in your muscularity, but also in your active life. We're not training simply to add muscle bulk; rather, we're training to make you stronger for everything else that you want to achieve.





Why Strength Training?

Muscle mass diminishes with age, particularly as we approach 40. Literally, you must use it or lose it.

But maintaining muscle mass and muscle tone is critical to good health for both men and women. For starters, it allows you to burn calories more efficiently. Muscle tissue is active tissue, burning more calories even at rest than fat. In fact, strength training can increase your metabolic rate by as much as 15 percent.

Strength training can reduce the effects of osteoporosis. It has been shown to increase bone density and decrease the risk for fractures.

Those who suffer from or are at risk for diabetes benefit tremendously from weight training. Muscles pull glucose from the bloodstream, preventing blood sugar levels from rising to dangerous levels.

Resistance training is as potent as medications in treating some chronic illnesses. Studies have shown that strength training is as effective as medication in relieving osteoarthritis pain and back pain. And it offers improvements in depression similar to antidepressants. People who strength train also sleep better; the improvement in sleep quality is comparable to that typically achieved with medications.



You can reduce your risk for heart disease when your body is leaner. And as you build muscle, you exercise your cardiac muscle.

Strength training can boost your brainpower. It requires and develops focus, particularly when zeroing in on a particular muscle during an exercise.

Resistance training also heightens your perception.

As you grow stronger, your stamina increases. Weight training can improve your VO2 max, your body's maximum capacity to transport and use oxygen during exercise, meaning you'll be more fit and be able to work harder, longer.

Resistance training can increase your range of motion, flexibility and balance. Specifically, a whole-body workout such as that offered by MÜV Training strengthens the tiny stabilizer muscles that give you more power, control and stability at all times.

As well, strength training can reduce stress. Physical activity is a great way to diffuse tension and eliminate pressure.



Strength Training Class MÜV Style

Our philosophy of strength training at MÜV Training is very different from the traditional style of weight training using heavy dumbbells or machines and counting reps.

Before you ever begin strength training at MÜV, our instructors will perform a diagnostic examination of your current movement patterns. Along with traditional measurements such as weight, body fat, flexibility, etc., we assess your current strength, range of motion, stability and ability. This gives us a baseline for our instruction with you and allows us to help you set goals.

We then use a variety of tools and methods in each strength training class to deliver a whole-body workout that's safe and effective, focusing on alignment and functional movement, meaning the kind of movement that you perform in everyday living. We train our students as if they were an elite team...but whatever kind of athlete you want to be is up to you. Whether you want to be stronger to play a better game of tennis, hike in the Rockies or simply complete your first 5k, we'll give you the basic strength through proper form and movement to increase your level of fitness and improve your stamina.

Each strength training class at MÜV Training uses a variety of tools and methods, including Tabata, kettlebells, high-intensity interval training (HIIT), supersets, TRX suspension training, Battle Ropes and more. We carefully construct a series of exercises to strengthen every part of your body in each workout, including your core, arms, legs, back, chest and shoulders. Each dynamic series of movements is set to upbeat music to keep your heart rate high, and we track your heart rate throughout each workout using the [MYZONE® cardio, calorie and effort monitoring system](#).



Using one's own body weight in exercise has been shown to prompt true muscular development and strength gains. We start with this as a foundation to make sure that all of your movements are functionally correct, because real fitness can only be acquired when the mechanics are sound.

MÜV Training's Unique Level of Coaching

Beyond the specialized assessment you'll receive upon starting movement training at MÜV, you'll benefit from an ongoing collaboration among the instructors in our four core modalities: barre, yoga, strength training and cycling. Each week we collaborate and discuss your personal progress and feedback in each class to ensure you're developing better body mechanics safely and without injury, while achieving incredible and inspiring results

MÜV's highly trained instructors offer consistent support, enthusiastic encouragement and proven methods of progression to help you live a healthier, happier life knowing your body is operating at its maximum potential.

Injury from incorrect form or overuse can put you on the sidelines and bring your workouts to a halt. We're focused on helping you strength train the right way; rather than leaving class in so much pain that you can't do anything else, you'll find increased energy and endurance so you can be more active in your daily life.



Whole-body strength training provides significant health benefits and can improve your metabolic rate and give your body more definition. When done mindfully and purposefully under the guidance of the movement experts at MÜV, it can also prepare you for whatever else you choose to enjoy.

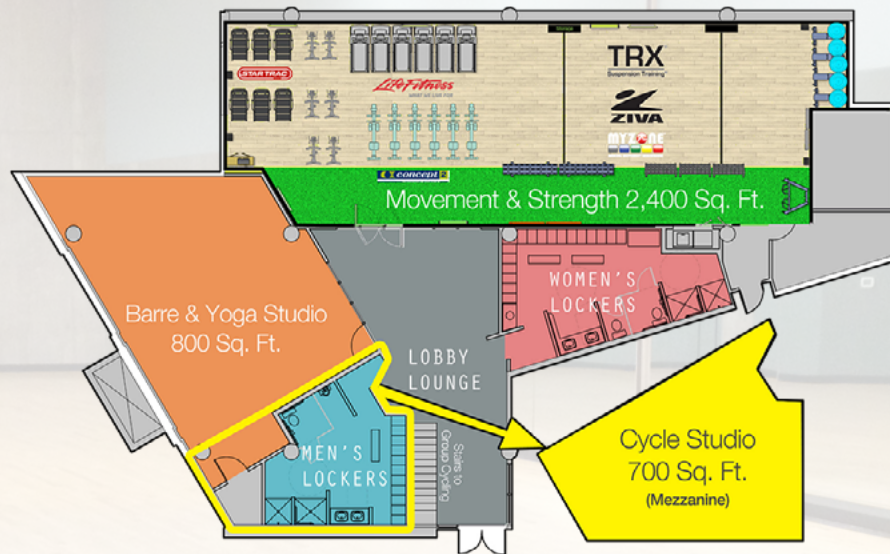
No matter what your goal, each class at MÜV Training is structured to help you realize it. Our four core functional movement classes are designed to work together, and all be modified for each indi-

vidual. It doesn't matter at what level you start; what matters is never giving up on the path of improving how you move, so you can enjoy the best that life has to offer.

Sources: Centers for Disease Control and Prevention, Mayo Clinic, Forbes Magazine

Our flagship center opens Fall, 2014

Purposeful, mindful, challenging and useful; These words describe how MÜV Training will improve and grow your movement so that you can develop strength to call upon for the adventures you pursue every day. Like the foundation upon which you build a sturdy home, we will follow a proven process to help you claim your movement and ultimately develop your strength; we call it our müvcode. It is what guides us as movement professionals in our four methods of barre, yoga, strength and cycle. Once you make the choice to improve movement we initiate the following plan, which is at the center of all four training methods: **Barre, Yoga, Cycle, Strength Training.**





Early Signup Discounts are Available

PHASE 2

\$30
ENROLLMENT

~~\$180~~

33%
OFF MONTHLY DUES

=

\$119
/MONTH

~~\$179~~

The banner is divided into three colored sections: light gray, green, and dark gray. The first section (light gray) contains the text "PHASE 2" in a green arrow pointing right, followed by "\$30 ENROLLMENT" in large black font, with a crossed-out "\$180" above it. The second section (green) contains "33% OFF MONTHLY DUES" in white font. The third section (dark gray) contains "\$119 /MONTH" in white font, with a crossed-out "\$179" above it. A black circle with a white equals sign is placed between the green and dark gray sections.

#whatmuvsvyou