

MAY ISSUE
2024
ISSUE #33

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DEFINED

UNIVERSAL WELLBEING

OFFICIAL MONTHLY NEWSLETTER OF
REDEFINED - HEALTH + WELLBEING + MOVEMENT



WHAT'S INSIDE THIS ISSUE:

**BLOG : STRENGTH
TRAINING AND TUT
FOR LONGEVITY**

**MEET THE TEAM:
CUSTOMER
HAPPINESS
FACILITATOR-
MIA CAMERON**

**MEET THE TEAM:
VIVIAN FLORES**

**NEW CLASSES!
MAT MOVES
REFORMER HYPE
FURY
SUMMIT
DOUBLE STRONG**

**WHAT'S ON FOR
MAY**

A WORD FROM REDEFINED FOUNDER

Kia Ora,

I hope your month of May has been vibrant, and full of wellness & wellbeing as we cycle into Winter.

I repeat a message you may have heard me say a lot: consistency. It's hard to stay consistent through the ups and downs of winter, but it is ever so crucial to continue and maintain your healthy habits, so your immune system stays strong!

It's been an amazing month here for us at ReDefined, the addition of cold water therapy has already made a huge impact for some of our tribe, and we welcome our newest addition to the team Mia Cameron. Mia joins us as our dedicated 'Customer Happiness Facilitator' here for our tribe every single step of the way.

Behind the scenes, we have been working hard on some exciting new class additions. Heads of Studio Bruna Mendonca (MindBody Studio), Sam Burch (Movement Studio), and Jason Fly (Performance Studio) are launching a range of epic new classes here, check out page #4 for more info. Super proud of the team and the way they continue to innovate and explore.

That's a wrap from me this month of May. if you ever have any questions, queries or concerns or just want to chat about your wellbeing, we are always here for you.

Kia Kaha

Jimmy August, Founder of ReDefined Health + WellBeing + Movement

WELCOME MIA

The Rise of Strength Training: A Path to Health and Vitality

By Jimmy August

In recent years, Strength Training has seen a meteoric rise in popularity. Once relegated to bodybuilders and athletes, it has now become a staple in fitness routines worldwide. This shift is not just a trend but a recognition of the myriad benefits that Strength Training offers. From improving physical health to boosting mental wellbeing, Strength Training is a powerful tool for overall health and longevity.

- **Improved Mood:** Exercise, including Strength Training, releases endorphins, the body's natural mood lifters.
- **Reduced Anxiety and Depression:** Regular physical activity can help manage symptoms of anxiety and depression.
- **Cognitive Function:** Strength Training has been shown to improve cognitive function and reduce the risk of neurodegenerative diseases.

1. Physical Health Benefits

Strength training, also known as resistance training, involves exercises that improve muscular strength and endurance. Here are some key physical health benefits:

- **Increased Muscle Mass and Strength:** Regular strength training helps build muscle mass, which is crucial for maintaining strength and mobility as we age.
- **Bone Health:** Weight-bearing exercises stimulate bone growth and can prevent osteoporosis, reducing the risk of fractures.
- **Joint Health:** Strengthening the muscles around the joints provides better support and reduces the risk of injuries.
- **Metabolic Boost:** Muscle tissue burns more calories at rest compared to fat tissue, aiding in weight management and improving metabolic health.
- **Cardiovascular Health:** Strength training can lower blood pressure, improve cholesterol levels, and reduce the risk of heart disease.

2. Mental Health Benefits

- The benefits of strength training extend beyond physical health:

The Time Under Tension (TUT) Principle

Among the various techniques in strength training, the Time Under Tension (TUT) principle stands out for its effectiveness in promoting muscle growth and strength gains and is something we follow in all of our strength/resistance training principles here at ReDefined. What is Time Under Tension? Time Under Tension refers to the total time a muscle is under strain during a set.

Traditional Strength Training focuses on the number of repetitions and sets, but TUT emphasizes the duration of muscle engagement. This involves performing exercises slowly and deliberately to maximize the time the muscle is working.

Why TUT is Effective for Strength Gains

Maximized Muscle Activation:

- Slower, controlled movements ensure that muscles are fully engaged throughout the entire range of motion. This maximised



A MASSIVE REDEFINED TRIBE WELCOME TO MIA CAMERON, WHO JOINS THE TEAM AS OUR DEDICATED CUSTOMER HAPPINESS FACILITATOR!

We are thrilled to announce that Mia Cameron is joining the ReDefined team as our Customer Happiness Facilitator.

Please join me in giving her a warm welcome to the tribe!

This role has been created to enhance the support we provide to our community. As we continue to grow, we always reflect on our key values.

PLAYFULLNESS
INTEGRITY
DISCIPLINE
INCLUSIVENESS
RESPECT
PEOPLE CENTRIC

For us to continue to drive these values, and continue to be at the forefront and an industry leader, we feel that we needed to create a role where someone was 100% dedicated to be there for our tribe, every step of the way.



WELCOME MIA!



muscle activation leads to better muscle growth and strength gains.

you may need to reduce the weight you typically use. This is normal and allows you to maintain proper form.

Increased Muscle Hypertrophy:

- By increasing the duration of each repetition, muscles are subjected to prolonged stress, leading to greater muscle hypertrophy (growth). The extended tension causes micro-tears in muscle fibres, which repair and grow stronger during recovery.

3. Focus on Muscle Engagement: Concentrate on engaging the targeted muscle throughout the entire range of motion. Avoid using momentum to lift the weight.

Improved Technique and Form:

- Slowing down the movements allows for better focus on proper form and technique. This reduces the risk of injury and ensures that the targeted muscles are being worked effectively.

4. Increase Repetition Time: Instead of focusing solely on the number of reps, focus on the total time the muscle is under tension. For example, aim for 40-60 seconds of TUT per set.

Enhanced Mind-Muscle Connection:

- The deliberate pace of TUT training enhances the mind-muscle connection, where individuals become more aware of the muscle groups being worked on. This awareness can lead to more effective workouts and better results.

5. Integrate into Your Existing Routine:

Strength Training is more than just lifting weights; it's a pathway to better health, enhanced wellbeing, and a higher quality of life. The rise of Strength Training is a testament to its profound impact on our physical and mental health. Among the various techniques, the Time Under Tension principle stands out for its effectiveness in promoting muscle growth and strength. By focusing on the duration of muscle engagement, TUT maximizes muscle activation, increases hypertrophy, improves technique, and enhances the mind-muscle connection.

Variety and Challenge:

- Incorporating TUT principles into workouts adds variety and a new level of challenge. This can prevent plateaus and keep workouts engaging and effective.
- How to Incorporate TUT into Your Routine
 1. Slow Down the Reps:
 - Perform each repetition slowly, focusing on both the concentric (lifting) and eccentric (lowering) phases of the movement. Aim for 3-5 seconds per phase.
 2. Reduce the Weight:
 - Since TUT increases the difficulty of each rep,

Whether you are a seasoned athlete or a fitness novice, incorporating strength training and TUT principles into your routine can unlock new levels of strength and vitality. The journey to a stronger, healthier you begins with a single rep, performed slowly and deliberately, under the principle of Time Under Tension. Imagine if the things you are doing now, you could still be doing in 10, 20, 30, and 40 years!

Mia will be our tribe's dedicated point of contact, assisting throughout their journey to holistic science-driven wellbeing.... no matter what that may be!

A little bit more about Mia and her very own journey:

“Mia has made it her mission to spread joy and empowerment through group fitness over the last 9 years. With contagious enthusiasm and encouragement, she thrives on witnessing the triumphs of others.

Whether it's guiding you all the way through a grueling workout session or just lending an empathetic ear.

Not one to shy away from challenges, having completed multiple Ironman triathlons and running events. Understanding that true growth lies just beyond that comfort zone. Amidst the sweat and struggle, there's always time for laughter and lighthearted banter, believing that a shared smile can brighten even the toughest of days”.

NEW CLASSES COMING YOUR WAY!

INNOVATION!

For myself as the founder of ReDefined, it has always been one of my own and our business' key values. To always push the limits, to not be afraid to try new things, to listen to feedback, and to improve. Continually and Consistently.

With that in mind we are super proud of our new set of class options, proudly designed and delivered by our amazing team here at ReDefined.

REFORMER HYPE - already launched!

Introducing Reformer Hype, our latest dynamic Reformer Pilates class at ReDefined, designed to push your boundaries and redefine your limits. This high-energy, fast-paced class is set to upbeat music, creating an exhilarating atmosphere that motivates you to reach new heights in your fitness journey.

Reformer Hype harnesses the power of the traditional Pilates reformer machine, incorporating advanced techniques and sequences that challenge both your body and mind. Each session is crafted to improve strength, flexibility, and endurance, while also focusing on core stability and alignment. The innovative use of the reformer in this class allows for a variety of exercises that are both intense and effective, providing a full-body workout that feels as rewarding as it is challenging.

DOUBLE STRONG - launches this week!

Tuesdays, Thursdays, and Saturdays. This strength training workout includes 7 exercises with 3 sets of drop sets. You'll work for 40 seconds on each exercise, then drop the weight by approx 30% for another 30 seconds – get ready to feel the burn!

MAT MOVES - launches this week!

Mat Moves is a dynamic 50-minute Mat Pilates inspired and Yoga infused class combining the core strengthening and lengthening principles of Mat Pilates with the fluidity and mindfulness of Yoga. This session offers a blend of exercises targeting strength, flexibility, and balance, with seamless transitions and controlled movements. Participants engage in Pilates-inspired core work, muscle lengthening, and spinal mobility exercises, infused with Yoga elements such as mindful breathing, flexibility, and balance. With energising music and options for modifications, Mat Move caters to various fitness levels, promoting improved core strength, flexibility, posture, and overall wellbeing in a single, invigorating session.

FURY - LAUNCHES IN 2 WEEKS!

A new conditioning boxing workout. Working in teams of three, you'll complete 3-minute rounds consisting of heavy bag work, core conditioning, and rest. Repeat this sequence 8 times, with a core burner finisher for a total knockout.

SUMMIT - LAUNCHES NEXT WEEK!

Fridays. This conditioning HIIT workout features two zones: HIIT Cardio and HIIT Strength. Complete 2 laps of each zone with a 90-second break in between. Alternating between strength and lighter movements will help you push harder in each zone

“The true sign of intelligence is not knowledge but imagination.” - Albert Einstein

HELLO JUNE

STAFF IN FOCUS

UPCOMING EVENTS

BREATH OF SOUND

Fortnightly with Vitor

Upcoming Sessions on 31/5 and 14/6

Members FREE / Non-Members \$30

Soulful Stillness

Fortnightly with Marina

Upcoming Sessions on 25/5 and 7/6

Members FREE / Non-Members \$30

LONGEVITY WORKSHOP

With Kylie Stowe and Jason Fly

Saturday 25th May @10.30 AM

Members FREE / Non-Members \$30

AYURVEDIC MEDICINE

With Vitor Ramos

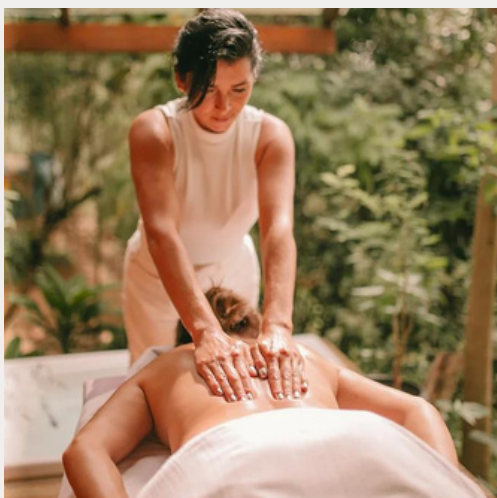
15th June @11am

FREE Community Event

BOOK IN FOR THESE WORKSHOPS AND EVENTS HERE!

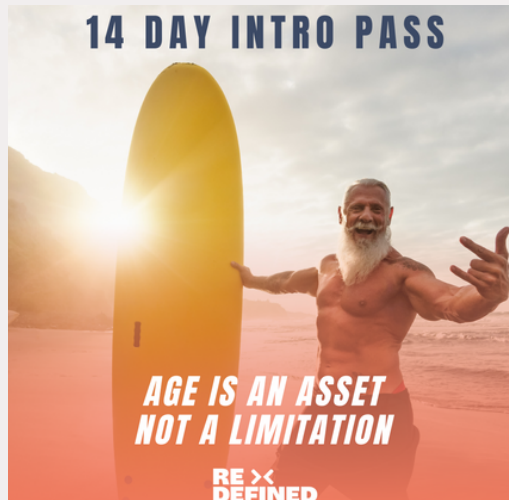
THIS MONTHS OFFERS

QUANTUM MASSAGE WITH VIVIAN
1ST TIME OFFER! \$99/75 MINS



TRIAL US OUT!
14 DAY INTRO PASS - \$49

14 DAY INTRO PASS



VIVIAN FLORES
Quantum Massage

Lumière Massage and Quantum Therapy is a space to relax & unwind, helping to cleanse and activate the ultimate balance of the body, mind, and soul.

Vivian's treatments include Therapeutic Deep Tissue Massage, Quantum Massage with Multidimensional Reiki Healing, and Multidimensional Stellar Reiki.

'Lumière' means "light" in French and empowers you to reconnect with the Light Source within you. Raising your frequency of light, by cleansing negative emotions, old patterns, stress, pain, or tension which is all stored in your body, you can feel relieved and find more space for a new energy flow in all levels of your energetic being. The purpose is to balance your body, mind, and soul to feel more love, peace, freedom, contentment & happiness.

Check out Vivian's first-time offer!



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