

THE AUDIOFUEL GUIDE

- EXERCISE AND MUSIC
- INJURY PREVENTION
- RUNNING KIT
- GOOD NUTRITION



WELCOME

INTRODUCTION

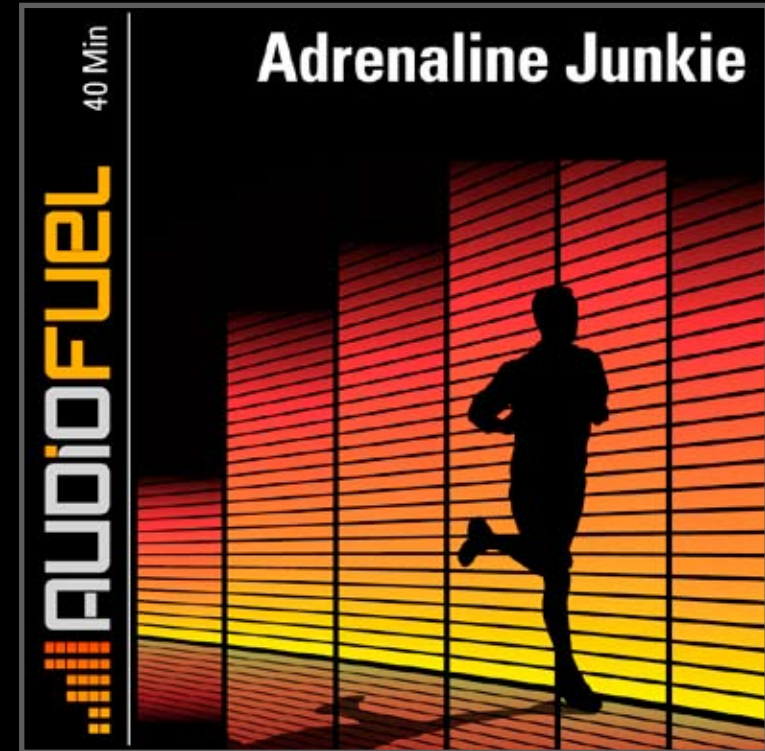
Running is a great form of exercise; it's good for your heart, makes you feel great, improves your energy levels and, if you eat well, can help you lose weight leaving you looking great.

You need to have the right fitness levels to run. If you haven't run before you will need to make sure you have achieved a basic fitness level before you start running. 'Fuel me Fit' programmes get you to this basic fitness level by starting with some brisk walking for a few weeks before you start to run.

This guide sets out the basics, tells you about exercise, music and AudioFuel, how to warm up and stretch out properly, where to get the right kit, and what to eat if you want to be fitter than the butcher's dog.

AudioFuel: Run to the Rhythm

HIT 190 BPM WITH AUDIOFUEL'S
ADRENALINE JUNKIE



MUSIC MAKES YOU MOVE

EVENT TRAINING, FITNESS, AND WEIGHT LOSS PROGRAMMES COMING SOON...

Soon, we will be offering you programmes.

Programmes will give you a series of different work out sessions using music and voice over coaching that will help you achieve a particular goal over time.

These goals range from getting fit for the first time to training for an event and completing it in a specific time.

EXERCISE, MUSIC AND AUDIOFUEL

“With non-elite runners, I’ve found that listening to the right songs before and during exercise, will not simply reduce feelings of tiredness, it will also increase performance levels by up to 20%”

Costas Karageorghis, Professor of Psychology, Brunel University and former sprint runner.

It’s a fact, music can increase performance and the right songs are those with an up tempo arrangement, feisty lyrics and high beats per minute. It’s called AudioFuel.

And more important, well we think so, it can motivate people to get out there and go for a run in the first place. And for those of you who want to train for events; isn’t some kicking music and voice over easier, more interesting, more motivating and less hassle than those boring old type written schedules.

Right now you can buy 20 minute, 30 minute and 40 minute compilations to fuel your running. We are creating more of these - 60 minute, 90 minute – and we’ll keep releasing more in each category as we compose more music.

LOOK AFTER YOURSELF

INJURY PREVENTION

WARMING UP AND STRETCHING OUT

Make sure you warm-up, stretch and cool-down for EVERY run. AudioFuel comes with warm up and stretch out videos that you can watch on your computer or MP3 player before and after every run.



WARMING UP VIDEO

THE REAL THING

The AudioFuel warming up and stretching out routines were devised by Emma Fisher a British international athlete at 5km and 10km distances. They take just 4 minutes at each end of your run, so do make the time to look after yourself.

DON'T DO TOO MUCH TOO SOON!

If you are a novice, don't make the mistake of trying to do too much running too soon. Start off very gently and remember that if you cannot hold a conversation when you are running, you are pushing yourself too hard.

If you haven't run before, go out walking for a few weeks before you start to run. This will give your joints, muscles, tendons, ligaments and bones time to get used to the impact and mechanics of running.

Don't increase your mileage by too much from week to week; more than 3 miles a week will probably lead to injury for a novice.

NEW TO RUNNING?

A FEW TIPS...

The US National Heart, Lung and Blood Institute provides the following guidelines to help you identify when you should consult a doctor before beginning any kind of exercise programme if:

- you are over age 60 and not accustomed to vigorous exercise;
- you have a family history of premature coronary heart disease (under 55 years of age);
- you frequently have pains or pressure in the left or mid chest area, left neck, shoulder or arm (as distinct from the "stitch") during or immediately after exercise;
- you often feel faint or have spells of severe dizziness, or you experience extreme breathlessness after mild exertion;
- your doctor has said that your blood pressure is too high and is not under control, or you do not know that it is normal;
- your doctor has said that you have heart trouble, that you have a heart murmur, or that you have had a heart attack;

- your doctor has said that you have bone or joint problems, such as arthritis;
- you have a medical condition that might need special attention in an exercise program (for example, insulin dependent diabetes).

Seek advice with regards to your correct running posture and any muscle imbalances. It's easier to prevent an injury than it is to treat one once it has occurred.

LOOK AFTER YOUR JOINTS

Try to make sure you run on straight, even surfaces without any significant camber (slope) to it. Roads (asphalt) are fine – they are softer than pavements which you should try to avoid. Grassy surfaces are gentle on the body but ruts and holes that may cause a turned foot can be hard to spot.

LISTEN TO YOUR BODY

Most important of all: listen to your body. Don't get driven to do too much by the Fuel, training schedules or the particularly well fitting item of clothing you want to wear for a party. It's never worth it.

STARTING WITH YOUR FEET

RUNNING KIT

SHOES

Getting the right shoes that suit your weight and running style is critical. There are hundreds of pairs on the market and unfortunately it's not just a case of buying a pair that feel comfortable and look cool. So here are some top tips from Lucy Hartnett, the Clapham South store manager for Profeet.

Go to a specialist running shop with advanced gait analysis available. Gait analysis will show how your foot performs dynamically and allows you to make sure you get the correct functioning shoe, learn about where your technique can be more efficient and understand what preventative maintenance is required to prevent injury.

Buy your running shoes on fit and function of your foot, try not to think about colour and don't just buy the same shoes as your friends have always run in, they may not be right for you. Allow extra room in your running shoes, about a thumb nail at the end of the shoe, to allow for your feet to expand during exercise.

Only buy running shoes after you've tried them on and, ideally, been able to run in them (better retailers have treadmills in their shops). Don't necessarily keep to the same make/model of shoe each shoe change, as manufactures change the function of their shoes every year, so it may not be the best shoe for your foot anymore.

**GET SHOES THAT SUIT YOUR
WEIGHT AND RUNNING STYLE**

Wear the correct type of running shoe dependant on terrain; road / gym running shoes are more lightweight and breathable, trail shoes offer better grip and are more waterproof. Keep your feet dry. Running-specific socks will help stop moist or sweaty feet from blistering.

Run specific orthotics / insoles can be added to enhance the support that the shoe offers and help with knee, hip and back alignment when running. This helps to prevent injuries and makes you more comfortable as the shoe is customized for you.

DON'T RUN IN OLD SHOES

A good shoe retailer will take a look at your trainers and tell you honestly if they have any life left in them.

Life of a trainer should be no more than 500 running miles!

A visit to a specialist like Profeet where they use lots of in-house analysis equipment and can help you choose the best shoe for you is almost certainly worth the extra effort.



CLOTHING

Apart from shoes and a good sports bra for women, the joy of running is the lack of gear you need. A t-shirt, a pair of shorts, some socks (and of course an MP3 player for your Fuel) is really all you need in addition to some good shoes.

That said, if you run a great deal, you may want to buy one or two technical t-shirts. A good piece of running clothing must transport moisture away from the body towards the outside environment, so even with intensive sweating you can feel comfortable and dry. Cotton t-shirts can become waterlogged quickly, whereas technical clothes remain comfortable for longer.

You should try to layer your clothing so you're able to adapt to the weather as it changes.

You know, you'd look good in one of our AudioFuel technical t-shirts...

GETTING TECH'ED UP

GADGETS

HEART RATE MONITORS

Some experts recommend that those over 40 use a heart monitor to keep a check on exertion levels. Maintaining 70-80% of maximum heart rate is their advice for achieving weight loss and aerobic conditioning. Check out Heart Rate Monitors website, <http://www.heartratemonitor.co.uk> for a selection of monitors to suit every budget.

ROUTE PLANNING

There are quite a few ways to identify and plan your runs. This particular website gets the thumbs up from Fuel customers. <http://www.mapmyrun.com>.

ROUTE LOGGING

There are many ways to log your run, from the Nike+ system designed to work with iPods, to GPS (Global Positioning System) incorporated into heart rate monitors. The latest mobile phones often come with GPS systems that track your run, giving you speed and distance data along the way. The Nokia E71 is a good example.



NIKE TRIAX HEART RATE MONITOR



NIKE+ SYSTEM



MAP MY RUN WEBSITE

LONDON
Nutrition Clinic
food, health, vitality

GOOD NUTRITION

Lisa Blair from the London Nutrition Clinic is AudioFuel's nutrition guru, www.londonnutritionclinic.com, her advice...

Eat foods as close to their natural state as possible, the less processed, packaged or refined the better. Eat a wide variety of wholefoods such as fresh fruit, vegetables, and whole grains. We are all in danger of restricting our diet to the same small selection of foods, so try to increase the variety of what you put in your shopping basket each week.

Your body needs carbohydrate, protein and fat, as well as vitamins, mineral, trace elements and water. If you deny it those things, you are likely to become lethargic, ill or get injured.

CARBS

Carbohydrates are the major fuel source for the body, therefore vital for energy production. About 50-60% of your daily intake should come from carbohydrates. This means predominantly whole grains, fruit and vegetable.

CARBS, PROTIENS, FATS

After intensive exercise you should replenish your carbohydrate reserves within two hours. This will help your muscles recover much more quickly, and your body increase its capacity to store glycogen (your “energy bank”). Eat easily digestible carbohydrates (e.g. bananas) or drink a sports recovery drink soon after exercise – preferably within half an hour, and certainly within two hours.

PROTEIN

Protein is vital, as it is the major building block within the body i.e. helps build muscles and other tissues. Typically protein should consist of about 20-30% of your food intake. Focus on protein from lean meat and poultry. Don't forget vegetable sources of protein such as nuts, seeds, beans, pulses, lentils, tofu, quinoa. Try to include a protein source into every meal and snack.

GOOD FAT AND BAD FAT

Fat is a vital part of the diet and should consist of about 15-20% of what you eat. However, it is important to choose the right type of fats. Focus on the “good” fats i.e. essential fatty acids such as omega 3 and 6. You can get this type of fat from oily fish (salmon, trout, tuna, sardines, herring, mackerel) nuts and seeds (sunflower seeds, pumpkin seeds, sesame seeds, etc).



WATER



You need to avoid the “bad” fats such as saturated fats (from fatty meat, processed meat products, high fat dairy) and trans and hydrogenated fats – these are nasty chemically altered fats found in fried foods, and many packaged goods such as savoury snacks, biscuits and crisps. The problem with these fats is that the body doesn’t recognise them, they interfere with the absorption of essential fats and are a known risk factor for heart disease.

WATER

Drink lots of water. Try to consume at least 1.5 - 2 litres a day. Always have a bottle of water on your desk at work, and sip regularly during the day. Put a bottle on the kitchen table and sip whenever you walk past. Being properly hydrated will improve your running and your complexion! Tea and coffee don’t help: they are diuretic (i.e. they make you urinate more) so they increase the need to drink water. (Herbal or fruit tea is OK.)

TRACK YOUR FOOD AND YOUR MILES

Keep a food diary. You might be surprised by what you are really eating, even if you think you have a healthy diet. For a week, keep track of everything you eat, and break it down into carbohydrate, fat and protein.



EAT ALL THE TIME

Eating little and often is much better than 2 or 3 large meals a day. In this way you can keep your energy stores topped up and maintain a more constant blood sugar level. Plan to eat breakfast, lunch and dinner and a mid-morning and a mid-afternoon snack. This will ensure that you never go hungry.

Missing meals, particularly breakfast is a big mistake as this means that you have had nothing to eat since the previous evening, your blood sugar levels will plummet, and you will inevitably be drawn into eating something that you shouldn't because you will be so hungry.

GET THE BASICS RIGHT

If you only run intermittently or have only just started training, you do not need to make radical changes to your diet, just focus on the broad principles for a healthy diet as described above. However, if you increase your training, it will place additional nutritional demands on your body. You need to fuel your body with the right, nutritious and balanced diet to provide it with all the essential nutrients it requires to enable you to perform at your best.

WEIGHT LOSS



If you exercise regularly, you will need to eat and drink more in order to maintain your weight. If you start exercising but go on eating the same amount, you will lose weight. Running, jogging or walking a mile burns about 100 calories; and if you run regularly, your resting metabolism will increase. If you run 40 miles a week, you'll need to eat about 600-700 calories a day extra.

WEIGHT LOSS

DON'T CRASH

Faddy or restrictive diets have loads of drawbacks; inevitably they reduce your muscle mass and water content as well as your body fat. The classic crash diet actually affects your metabolism that means as soon as you go off the diet you put all the weight back on that you lost (and typically even more!). Limiting what you eat to a few foods such as cabbage, grapefruit or meal replacement shakes can also be unhealthy as you are restricting your nutritional intake.

The trick to sustainable weight loss is to combine a healthy approach to eating with exercise.

**EXERCISE HELPS YOU
BURN CALORIES,
INCREASE YOUR LEAN
MUSCLE AND BODY
TONE, AND RAISE YOUR
METABOLIC RATE**

DIG OUT YOUR RUNNING SHOES, GRAB YOUR IPOD

Exercise helps you burn calories, increase your lean muscle and body tone, and raise your metabolic rate. Which will help you to lose weight, improve your appearance, reduce stress, and improve your overall health. So dig out those running shoes.

What about the eating bit? Throw away those diet books and stop counting points or calories. The trick to healthy weight loss is to balance blood sugar levels and to manage your portion sizes:

HERE'S THE SCIENCE...

When you eat, your body breaks the food down and turns it into glucose. Foods that are quickly broken down cause a rapid rise in blood sugar levels and are high glycaemic index (GI) foods, and those that are slowly broken down and therefore result in a much slower rise in blood sugar levels are known as low GI foods.

This is important because too much glucose released too quickly into the bloodstream triggers the release of insulin from the pancreas.

THE TRICK TO BALANCING BLOOD SUGAR LEVELS IS TO CHOOSE LOW GI FOOD

Insulin's job is to remove the glucose from the bloodstream by storing it, first into the body's energy stores – glycogen in the liver and the muscles – which is ready for whenever the body needs it. When these stores are full, insulin then stores excess glucose as fat causing weight gain. Typically weight is stored centrally across stomach, hips and thighs.

If you eat foods that are quickly broken down into glucose then you will trigger the release of insulin, which almost inevitably will result in a build up of fat (unless of course you are very energetic and are burning up this excess quickly). You will also suffer from energy highs and lows. To balance blood sugar levels choose low GI food:

- Avoid sugar: based on what has been described above obviously anything with sugar in it is inevitably going to be rapidly broken down in the body and will therefore raise blood sugar levels quickly. This includes sweets, chocolates, biscuits, and cakes.
- Watch the tropical fruits – bananas, mango, papaya, pineapple – as these are all high GI and effect blood sugar quickly.
- Avoid the white stuff: refined and processed foods have had their natural roughage removed and are therefore much easier for the body to break them down quickly. This includes white bread, white rice, white pasta, etc.

COMPLEX CARBS



COMPLEX IS BEST

Instead eat complex carbohydrates i.e. the brown stuff:
wholegrains: brown rice, wholewheat pasta, wholemeal / granary bread as the fibre in these foods makes them a slow burning fuel.

Always eat protein with every meal: protein is quite difficult for the body to break down; eating protein at every meal therefore slows down the rate at which food is absorbed. This includes breakfast and all snacks. This will also help you to feel more satisfied for longer.

**EAT PROTEIN WITH
EVERY MEAL**

Increase vegetable proteins: these are foods such as beans, pulses and lentils, and quinoa. They are good low fat protein sources that are also high in fibre and a great source of vitamins and minerals.
Reduce the amount of saturated fats in your diet: avoid fatty meat and processed meat products along with other high fat foods like cream, cheese, fried and processed foods.

DRINK WATER

NOT ALL FAT IS BAD!!

Ensure that you are eating essential fats (omega 3 & 6) everyday. Our body cannot make these fats, we must eat them every day. Eat seeds, raw nuts and oily fish in your diet everyday.

GO CAFFEINE FREE, AND OTHER LIQUID ESSENTIALS

Avoid coffee, tea and any other soft drinks that contain caffeine: caffeine stimulates the production of adrenaline in the body, which perks you up (which is why so many of us get addicted to these drinks). Adrenaline triggers the release of glucose from the stored deposits in the body which raise our blood sugar levels and puts us back into the same cycle that we are trying to avoid. Decaffeinated coffee is not completely caffeine free.

MODERATION

Keep alcohol to a minimum: alcohol has a high GI score which means that it is converted to glucose in the body very quickly. So regular drinking will work against any changes that you are trying to make.

CALORIES



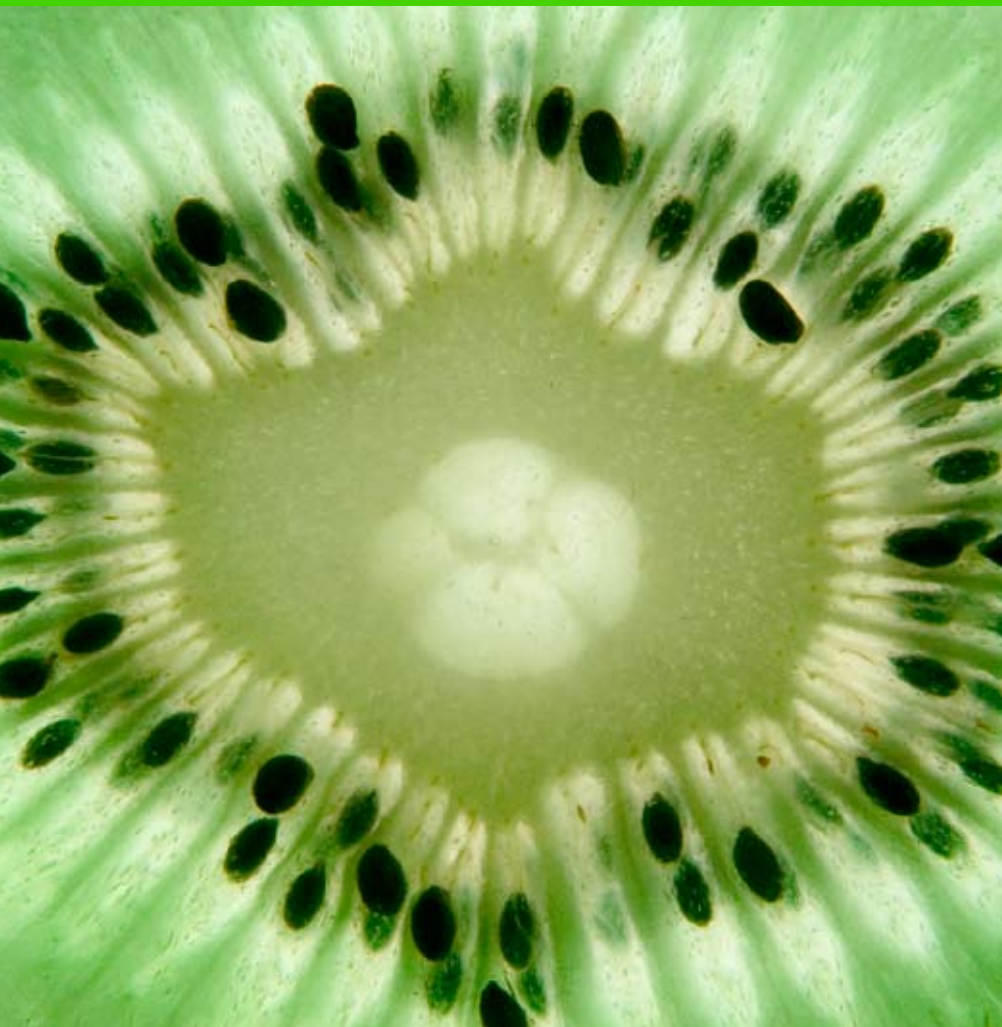
Avoid fruit juices: fruit juices have has all the natural fibre removed from them (which will help to slow down the breakdown of fruit sugars). If drunk on their own they will exacerbate the glucose / insulin cycle. Instead try blending them with some protein like low fat natural (no added sugar) yoghurt, tofu or even some seeds (sunflower, pumpkin, linseeds) to make a smoothie. This will slow down the rate at which they are absorbed by the body.

CALORIES, GET YOUR CALCULATOR OUT!

Put simply, calories out has to equal calories in to maintain weight. If you want to lose weight you need to eat less calories than you need.

You can work out your calorie requirement by multiplying your weight in kilograms by 33. This gives you your calorie requirement for a moderately active person who does not exercise. On top of that, to walk, jog or run a mile uses about 100 calories. (It doesn't matter how fast you do it: the energy used is about the same.)

From this, you can calculate the amount of calories you should consume each day to reduce your body fat. Never cut your calorie intake to below 80% of your calorie requirement.



Running regularly also increases your resting metabolic rate, and increases your percentage of lean muscle, so increasing your energy consumption throughout the day. Over time, for every extra 6 miles a week you run, your equilibrium body weight will settle at about 1kg lighter.

FINALLY

Focus on your body fat, not your weight. Exercising will increase your lean muscle, which is more dense than fat. So you may find that when you begin an exercise programme, your weight goes up, or does not fall, because the extra muscle more than makes up for the reduced fat. But you will nonetheless have less fat, and a better toned body.

MYTH ONE

Running more slowly will not burn more fat. You may have heard about the “fat burning zone”, or seen machines in the gym which suggest lower exertion levels to burn fat. But running further will always burn more calories – so the best way to burn fat is to run then run some more.

DON'T GO MAD, DO GO RUNNING

JUST GET OUT
THERE AND ENJOY
THE RUNNING...

MYTH TWO

Exercising part of the body does not reduce the fat in that part of the body. You sometimes see people in gyms exercising their legs in the hope of reducing the fat on their thighs. Or doing endless sit ups to burn off the muffin top. It won't work. When your body supplies energy to muscles, it does not burn nearby fat. Sadly, the fat often comes off just where you don't want it to! Working particular muscles may improve the appearance of that part of your body by increasing muscle bulk and tone, but it won't reduce the fat there.

DON'T GO MAD

... even if AudioFuel is driving you for miles. You should not try to reduce your body weight by more than 1% of your bodyweight in a week if you want to do it safely and sustainably. If you continue to run regularly, your body fat will fall away over time.

So get out and enjoy your running. You may find that you do not lose as much weight as you expected, because of the replacement of fat by lean tissue, which is heavier than fat. But your body shape and appearance will improve.

 **AUDIOFUEL**
▪ RUN TO THE *RHYTHM* ▪

