



Deborah Kuettel, left, helps Nino Magaddino, right, of Max Flex Fitness, with a cognitive fitness demonstration during the third annual SWFL Veg Fest at Riverside Park in Bonita Springs on Feb. 24. Magaddino says that cognitive fitness will be the future of exercise and improving cognitive ability. ALEX DRIEHAUS/NAPLES DAILY NEWS

Power 9 principles help fitness clients achieve health goals



Nino Magaddino
Guest columnist

As a fitness professional for more than 15 years, I have received many accolades and accomplishments in this competitive industry. But one of my proudest accomplishments has been becoming a Blue Zones-recognized organization.

By adopting a few of the Power 9 principles to the philosophy of Max Flex Fitness, I have helped my clients be-

come more successful in achieving their health goals and helped them to “Live Longer, Better.”

At Max Flex Fitness, we do this by setting an exercise goal for our clients to move their bodies at least two to three days per week, although we encourage our clients to exercise every day, if possible.

The Power 9 principle of “Move Naturally” encourages natural movement throughout your day. By walking, running and, of course, practicing yoga, our clients are able to reach their health goals faster and enjoy a healthier lifestyle. According to the American Col-

lege of Sports Medicine, 150 minutes of moderate-intensity exercise for adults 18-64 years old per week can lead to an increase in cognitive function and a decreased risk of chronic disease.

Nutrition also plays a major role in the success of our clients. By following the Power 9 “80 Percent Rule” (eating only until you’re 80 percent full), I am able to teach our clients discipline when it comes to portion control and weight management.

The Power 9 principle of “Plant Slant” (not eliminating meat entirely,

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but trying to eat more fruits, vegetables and legumes) has given our clients the tools they need to add more fruits and vegetables to their diets, without relying so heavily on animal sources for protein.

Nuts, seeds, beans, quinoa and tofu can be viable sources of protein that keep my clients full while providing the nutrition they need. In addition, plant-based proteins tend to be lower in calories and higher in nutrients.

One of the main tenets we follow at Max Flex Fitness is motivational interviewing. We do this with all of our clients before designing their fitness and health program. Doing this helps us better understand our clients' goals and how we are going to help them achieve them.

We want them to establish a defined "Purpose" or a "Why." Why do you want to lose 10 pounds? Why do you want to live a healthier lifestyle? This can be anything from wanting to run a 5K to achieve a goal, to being able to keep up with grandchildren.

We find that defining that purpose for our clients from the beginning allows them to be more successful and gets them back on track when they have a setback.

Magaddino is a NASM (National Academy of Sports



Nino Magaddino, owner and NASM master trainer for Mac Flex Fitness, demonstrates an exercise for Beverly Lipson, 86, in 2017, at the Bradford Square retirement community in North Naples.

KATIE KLANN/NAPLES DAILY NEWS

Medicine) Certified Master Personal Trainer, Corrective Exercise and Fitness Nutrition Specialist, CFT Level 1 and Olympic Lifting Coach, and JGSI Maddog Spinning Instructor. He has more than 15 years of experience in the fitness field. He has achieved the highest honor in personal training, as there are only 60 trainers in the U.S., under the auspices of NASM, with a Master Personal Trainer rating.