

Those searching for ultimate results from their workout have added a powerful new tool to their fitness arsenal: omega-3 fatty acids. Can omegas really increase your performance and give you a more effective workout?

Absolutely, says Alec Hunter, a Los Angeles-based fitness trainer who is quickly becoming the "go to guy" for both celebrities and high-powered executives who want to get into shape the right way.

**A**LEC HUNTER IS ONE OF THE NEW BREED OF fitness trainers who combines the mechanics of back-to-basics exercise and nutrition with the psychology of personal performance. His attitude of passion and enthusiasm is infectious—as evidenced by his many celebrity clientele. Hunter is all about motivating people to push beyond their limits, but don't be fooled—this guy is no cheerleader; he's a nine-year military veteran and certified Master Fitness Trainer who has (among other things) jumped out of helicopters at 800 feet with an M-16 strapped to his back.

A graduate of the elite U.S. Army Physical Fitness School, Hunter spent nine years in combat-

Hunter takes the skills and philosophy that are instilled in him from his military days and assimilates those principles into his training strategy.

And it's not just about physical training. Fueling the body to create lean, cut muscle is the backbone of Hunter's lifestyle program. So what is the common denominator among fitness, nutrition and the mental edge needed to achieve optimum results in these areas? Omega-3 fatty acids.

"I make sure that every person I train commits to taking an omega supplement, either Omega Man for men or Essential Woman for women," says Hunter. "I've been taking omegas for years so I know the benefits—more energy, and a clearer mind among other things—and I pass that insight along to my clients."

## THE ROLE OF OMEGAS IN FITNESS

### *Fuel for the Mind*

Being a "soldier at heart" for Hunter translates into an unwavering commitment to personal excellence. He describes this passion for life as an "internal fire" that constantly ignites his pursuit of discipline and integrity. It's this drive that Hunter strives to bring out in his clients.

"I focus on potential and work hard to find out what motivates each person," Hunter says. "I believe you have to tap into an emotional source to make the commitment stick."

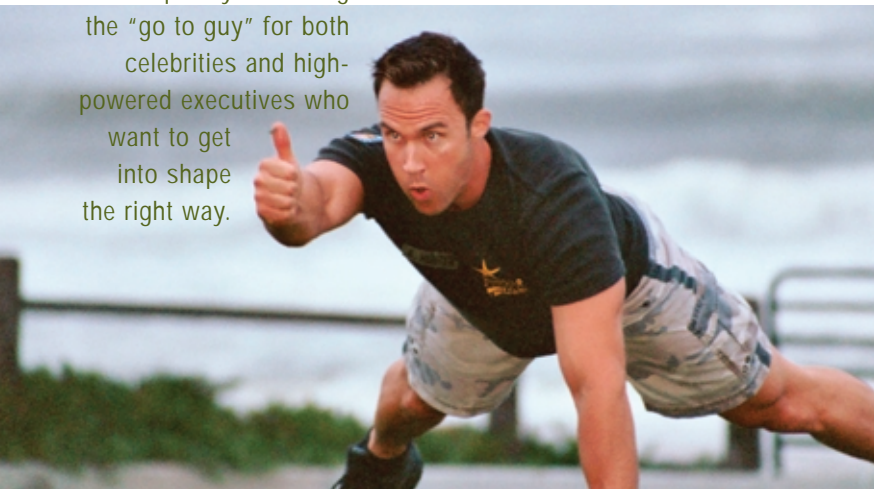
So, can a nutritional supplement actually influence your internal focus? Consider that omegas play a crucial role in mental health—regulating and enhancing mood, sharpening memory, and even aiding concentration and learning. The essential nutrients in omegas also increase oxygen consumption at the cellular level, resulting in increased energy and stamina, and a feeling of well-being.

With this in mind, there is little doubt that omegas are a factor in fitness performance.

"It's obvious that the better your mindset, the better your motivation and drive to succeed as an athlete, so the inclusion of omegas in your diet is key to performance from a mental standpoint," says Hunter.

### *Fuel for the Body*

Experts agree that omega-3 fatty acids are essential to health. In addition to giving essential nutrients to the body, omegas provide valuable fuel required by today's high-intensity athlete. The body converts essential fatty acids into hor-



# Alec Hunter – Fueling Peak Fitness WITH ESSENTIAL FATTY ACIDS

by Shannon Remy

ready units, including the 82nd Airborne Division and the 101st Airborne Assault Division, also known as the Screaming Eagles. While on tours of duty in Korea and war-torn Bosnia, he was responsible for designing and implementing fitness programs for hundreds of soldiers.

Today he owns and operates superSTAR Fitness Boot Camp, a series of military training-style fitness classes held at Southern California beaches and parks at 6:00 a.m. each morning.

mone-like compounds that help build and maintain lean muscle tissue. Research shows that these important fats may prolong endurance exercise, boost stamina and immunity, and speed recovery after hard workouts.

Barlean's Organic Oils developed Omega Man to help men conveniently supplement optimal levels of essential fatty acids, plant phytosterols, phospholipids and lignans to support optimal health, vitality and longevity. The result? A powerful supplement that supports heart health, helps preserve healthy prostate tissue and sexual vitality, helps maintain your youthful physique and appearance, and helps with age-related inflammatory conditions.

Inflammation is one area in which Alec Hunter has personal experience. Like most people, he isn't entirely free of personal challenges when it comes to health and fitness. He admits that the intense physical training he went through in the military took its toll.

"I've jumped out of a lot of helicopters at very low altitudes and, coupled with the intensity of my workouts today, my joints have been affected," he says. "But this is another thing that I know Omega Man has helped. I definitely feel a reduction in the strain and pain I once felt."

### GETTING YOUR OMEGA-3s

"Unfortunately, most people I meet don't know the first thing about nutrition," says Hunter. "They think if they buy frozen dinners that say 'low-fat' or 'fat-free' they have a healthy diet."

Health experts agree that fat-free diet fads of

recent years have done more harm than good to most people. The majority of no-fat or low-fat foods are heavily refined, high in carbohydrates and high in calories. Of course, not all fats are good, and the majority of people eat the wrong fats, like those found in processed foods and animal products.

Omega-3 fatty acids (the "good" fats), found in flaxseed, pumpkin seeds and other plants, are often missing or depleted by our Western diet and lifestyle, making supplementation necessary.

Omega Man is an optimal blend of essential fats that work in conjunction to promote health and vitality for men. It's an easy-to-use, great-tasting option for men who understand the importance of omegas and want to take advantage of their numerous health benefits—including cellular, sexual and heart health, as well as athletic performance and longevity.

Hunter suggests that his clients blend Omega Man into protein shakes or smoothies. He mixes it with lemon juice for use on salads almost every night.

"Omega Man is one of the few supplements I cannot live without," says Hunter. "The results that I experience in increased energy, endurance, lean muscular development and glowing, radiant skin make Omega Man worth its weight in gold." ■



Learn more about  
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### RESOURCES

*Suggested use:* 1 to 2 tablespoons daily as an addition to a healthy diet.

Omega Man is available at select health food stores nationwide.

For more information about Omega Man and the woman's omega blend, The Essential Woman, or to locate a store near you, visit [www.barleans.com](http://www.barleans.com) or call (800) 445-3529.



Omega Man is a unique and proprietary blend of the world's purest and freshest flaxseed oil, rare styrian pumpkin seed oil, lignans and phytosterol complexes.



**Organic Flaxseed Oil**—Barlean's award-winning organic flaxseed oil makes up the base of this formula providing the richest and freshest source of essential omega-3 fatty acids for overall health and vitality.



**Lignans**—Omega Man contains high-in-lignan flaxseed particulate.

Numerous studies have reported on the role of lignans in support of heart and hormonal health, including the preservation of healthy prostate tissue. Lignans, once abundant in a whole-foods, plant-based diet, are now sparse in our modern diet, making supplementation so important.

**Styrian Pumpkin Seed Oil**—Barlean's went to the edge of the earth to procure the seeds of a rare and unique pumpkin found only in the region of Southeast Austria. It is reputed for its extraordinary and high levels of phytosterols, important super-vitamins that have been shown to speed exercise recovery, soothe painful joints and increase vitality. Phytosterols are also important in the support of heart and prostate health.

**Phospholipid Concentrates**—Phospholipids are an important component of every single cell in your body. Phospholipid supplementation has been shown to promote heart, digestive, liver, immune and brain health. Omega Man delivers the ideal dosage of phospholipids for your good health.

**Plant Phytosterol Complex**—Phytosterols are all-natural plant chemicals derived primarily from seed oils. Omega Man contains three important types of phytosterols—beta sitosterol, campesterol and stigmasterol. These powerhouses are important for the healthy support of the prostate, colon and cardiovascular system. Phytosterols are also a favorite of high-performance athletes.

Omega Man is the ideal essential fatty acid and plant phytochemical formula to support optimal health, life and vitality at any age—from the athletic pursuits of your early 20s to the health concerns of your 50s, 60s and beyond. It's also among the freshest oil you will find—shipped to stores directly within two days from the time it was pressed.