



## The Truth About Fads and Quick Fixes

**A rise in obesity has been mirrored by an increase in quick-fix diet and fitness plans. But nothing works better than good, old-fashioned healthy eating and regular exercise. – By Matt Jacob**

**FAD** – *“any form of behaviour that develops among a large population and is collectively followed enthusiastically for a period of time, generally as a result of the behaviour being perceived as popular by one’s peers”.*

As I write this, I am sitting in a coffee shop in New York City and it is with relevance and pertinence that I write this in America; each time I travel West I think: “my goodness, there are a lot of ‘large’ people here”. It’s my natural, sometimes ignorant disposition that I feel like I’m judging them. Hopefully a lot of them are doing something about

it, but in the U.S. nearly 70% of the population is overweight and 35% are obese. The UK isn’t far behind and Hong Kong is 37% overweight and rising rapidly. These rates haven’t altered much in the last five years and have risen dramatically in the last 30. So what? Well, we all know about the illnesses linked with being overweight: heart disease, diabetes, high cholesterol, high blood pressure, and many more, as well as a plethora of social and emotional effects and a likely susceptibility to depression. All of this put together contributes to HUGE global and national societal effects; on the economy, national productivity, and even national defence.

It's a complicated issue, and I don't think wholly to blame directly on the individual. When you look at what one has thrown at them from a consumer perspective, you can begin to understand their confusion and choice of 'easy options' when it comes to nutrition, health education, exercise and general weight loss. This is where quick fixes and fads play their part; they represent huge problems in the world of health and wellbeing, as well as many other areas of life.

None of them work, but it's human nature to convince themselves that there's an easy and quick solution – that's what we want at the end of the day. Humans struggle to be honest with themselves, and along with a natural confirmation bias, easily lead themselves down a rocky road of deniability and deliberate ignorance. "19-day arms" is not something that's going to be readily achievable, regardless of what the cover of Men's Fitness might say and look like, but I bet you've bought it before right? That faint hope "they" have come up with a dream solution in quick time. There is no fast way or shortcut to become healthier, stronger, fitter, leaner, more toned, or whatever your goal might be. Why? Because our bodies just aren't built to maintain extreme changes. They require time, nurturing, development, care and understanding. Your body is the most important thing in your life, so why would you abuse it, either by becoming unhealthy or trying to get healthy?

So what does work? It simply depends on the individual, but a combination and balance of both correct nutrition and exercise prescription specifically

geared for that person will go far in aiding a healthy development of one's life. Most importantly, it should be an all-round strategy that can be maintained easily and effectively in the long term, assuming all other factors remain roughly the same. This whole subject can be an unnecessary maze of confusion for most people, so let's keep everything simple, because it can be, certainly if you're a beginner and looking for

a place to start. 'Old school' training delivers results – running, jumping, squatting, and doing push and pull-ups always have, and always will, get the job done. So let's not allow 'too-good-to-be-true' propositions or 'groupthink', cult-type followings get in the way of good old-fashioned results.

Pinnacle Performance was created with the intention of doing this and bringing to the Hong Kong gym scene what seemed like it didn't know it needed; a complete and holistic approach to fitness and wellbeing that provided actual and accredited strength and conditioning concepts to the general public, through age-old scientifically and empirically-proven strategies.

We advocate 'going back to basics', with a modern spin on specific exercises and programmes. We do this through age-old fundamental techniques, guided and supported by professionals in their field. We provide you with the services and strategies in order to "Reach Your Pinnacle", ingraining a clear, arrow-like path towards an end goal, which is why we tailor every individual's approach towards that exact path, without a fad in sight. No shortcuts. Just results. 

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**Pinnacle Performance is a group of strength and conditioning facilities that delivers athletic physical development to sporting and recreational populations. Staffed with internationally accredited coaches with backgrounds in professional athlete development, all members receive access to knowledge and experience that Pinnacle offers and clear pathway management towards reaching one's goals. It is the only gym in Hong Kong offering full physical profiling (PGR) to provide you with a scientifically accurate and measurable fitness profile to guide you to your goals.**

