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Your Personal Trainer on Health, Fitness, and Nutrition

Dear Biggi,

Here is the latest monthly newsletter from your Personal Trainer Biggi. In this issue you will find:

- *Share this newsletter!*
- *And last month's winner is...*
- *Happy Thanksgiving!*
- *The Importance of Phytochemicals*
- *Make sure to check out the sidebar for more tips, our services, and coupons.*

Share this informative newsletter with the people you care about - your family, friends, and colleagues. Just forward this e-mail to them, and remember we hold a monthly drawing for a free training session for our subscribers, plus here is a special bonus for your friends:

Between now and December 31, 2006, receive **10% off** any eCoachBiggi.com Personal Training package! Just print out this newsletter and bring it to your free consultation, which you may schedule by calling 650-278-2937 today.

(This offer does not apply to current clients! Offer applies only to 6 and 12 week packages. Offer must be presented during the initial consultation.)

If a friend has sent you this newsletter, make sure to [subscribe](#) to our list for your own copy of future issues. (To be removed from this list, see instructions at the bottom of this newsletter.)

"Our health always seems much more valuable after we lose it." - Unknown

Take small steps today:

- Eat off smaller plates;
- Don't eat late at night;
- Skip seconds.

Services offered:

- One on one Personal Training
- Program Design
- Nutrition Coaching
- Massage Therapy
- Postural Assessment
- Body Composition Analysis

And last month's winner is...

Every month we hold a drawing for a free Personal Training session among our subscribers. The October winner is Christine Cox from Hercules. Congratulations, Christine!

Happy Thanksgiving!

I hope all of you will enjoy the upcoming holidays with your friends and families. Please make sure to get extra workouts in to offset the Thanksgiving Feast!

Also, I'd like to ask all of you that are training in my Albany studio to please bring a separate pair of shoes to train in when it is raining outside. For your convenience, I am willing to store this extra pair of shoes for you, so that you don't need to remember to bring it. Thank you so much!

The Importance of Phytochemicals

As time goes by the typical western diet seems to increasingly contain more fatty processed foods and less natural plant based foods than ever before. The results of this disturbing trend can be seen in the alarming statistics on cancer, heart disease, stroke and many other degenerative diseases.

Aside from the obvious dietary problems of high fat, protein and simple carbohydrate intake is the considerably inadequate intake of plant based foods and all the health giving benefits they bring with them.

Enter Phytochemicals

Many people are aware that eating plant based foods add much needed fiber, vitamins and minerals to the diet but what is less well known is the many benefits of the phytochemicals that these plants contain.

Phytochemicals come in a variety of forms and different vegetables have higher concentrations of a particular phytochemical than others. Some of the main phytochemicals include:

Carotenoids - Found in broccoli, carrots, pumpkin, spinach, squash, sweet potato and yams.

Flavonoids - Found in cabbage, cucumber, parsley, tomatoes,

- The Egoscue Method - Postural Therapy

Free during all sessions:

- Towels
- Water
- Fruit

For sale:

- Fitballs
- Foam Rollers
- Energy Bars and Protein Drinks

Referral Bonus

Refer a friend that spends a min. of \$350 with us and receive:

1 Free Personal Training Session or \$35 in cash!

broccoli, carrots, soybeans and berries.

Isoflavones - Found in peas, beans and legumes.

Indioles - Found in brussels sprouts, cauliflower, turnips, bok choy, broccoli, cabbage and kale.

Lignans - Found in walnuts, flaxseeds and many other nuts and seeds.

Omega 3 Fatty Acids - Found in walnuts and flaxseeds.

Plant Sterols - Found in eggplant, soybeans, peppers, tomatoes, squash, cucumber, cabbage and broccoli.

The list above is only a small segment of the entire phytochemical family which encompasses a very large and extensive range of nutrients.

Benefits of Phytochemicals

Phytochemicals act in numerous ways to assist your body in combating disease and health problems such as:

- 1) Help to protect the cells by blocking carcinogens that try to enter the cell walls.
- 2) Helps to fight the malignant changes within cells that have already been penetrated by carcinogens.
- 3) Appear to boost enzyme activity to increase the benefits of the various protective enzymes consumed within the diet.
- 4) Combines with numerous vitamins to boost antioxidants activity to scavenge free radicals before they can cause damage within the body.

Although it is not important to know the names and benefits of the large range of phytochemicals that exist, what is important is to understand that maintaining a diet that contains a variety of fruits and vegetables will combine the benefits of the phytochemicals and vitamins to help you achieve optimal health.

By reducing your high fat/processed food intake and increasing your intake of fruits and vegetables you will greatly reduce your chances of falling victim to the ever-growing list of degenerative diseases which plague the general population today as a result of following a typical western diet.

It is not only the damaging effects of high fat, high sugar foods in

the western diet that allow cancer, heart disease etc to develop, but the absence of the protective phytochemicals that are only found in plant foods as well.

By adding plenty of fresh fruits and vegetables to your diet you will bring a host of phytochemicals to fight the damaging effects of free radicals and carcinogens and give you a level of health that most people will envy.

You can contact Biggi at 650-278-2937 or via e-mail at biggi@eCoachBiggi.com.

Our mailing address is: 101A Hickey Blvd. #255, South San Francisco, CA 94080

If you would like to comment on this newsletter or have suggestions for future topics, please send e-mail to feedback@eCoachBiggi.com.

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