



Loving Lawrence!

We all have our favorite author of short stories or novels or biographies; and when it comes to the fitness industry, Lawrence Biscontini is mine. In my opinion, he is one of the leading experts of our time. His articles are easy to read yet packed with tons of useful information that he gained from being in the trenches. He is one of us—a group exercise instructor, a Tai Chi/Yoga/mind-body specialist, a personal trainer—and his articles touch us and help us with practical information. I was hooked on Lawrence the first time I saw him at an IDEA conference.

He inspires without saying a word and is always willing to mentor the “younglings.” His book, *Cream Rises*, is my bible; and I hope you continue to offer more of his informative and motivating articles in your magazine. Thank you.

—DOREEN RAKOWSKI
KINGSTON, PA.

I just wanted to let you know how much I enjoyed the article “The Age of Self-Care: Part 2” by Lawrence Biscontini. We as fitness professionals, often forget how to take time to enhance our own well-being in order to further the quality of care we give to our clients. I loved his innovative suggestions on how to incorporate positive smell into our day and I love even more that he takes us from theory to doable, practical suggestions!! Thank you for finding some of the top fitness gurus to speak into our day!

—JAMIE G. SMITH
DENVER, COLO.

Thank you for finding interesting topics that are both applicable and thought-provoking. I really enjoyed in particular Lawrence Biscontini’s article about self-care in this last issue of *American Fitness*. I look forward to all of his articles and took a lot away from

it. More information about instructors’ well-being would do us all good; after all, we need to practice what we preach!

—LYNDSAY MURRAY-KASHOID
DALLAS, TEXAS

We are proud to have Lawrence as part of our team here at American Fitness, so look for many more exciting articles from him coming your way. We also plan to run more articles on how to address client needs and putting our best foot forward as fitness professionals. Thanks for the wonderful input!

—AMERICAN FITNESS EDITORS

No Artificial Ingredients Please

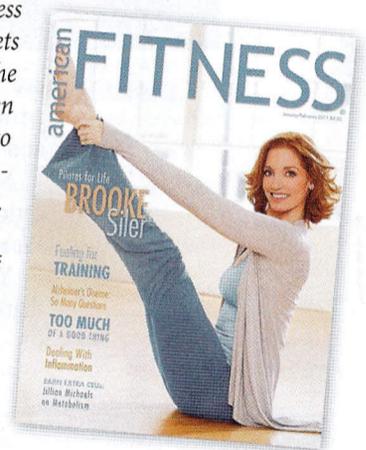
Thank you for featuring Brooke Siler on the cover of the Jan/Feb. 2011 issue. It is nice to see a natural looking fitness professional with no fake tan, fake nails, fake hair color or breast implants. Many fitness professionals, myself included, promote fitness for health and well-being, not to achieve an artificial body type or ideal. We do this through leading by example. If you publish this letter in your next magazine, I will know you are ready to open up some healthy dialogue on this touchy subject.

—ANGELA HURD
POWELL, OHIO

Angela,

American Fitness recognizes that being a fitness professional takes a lot of hard work and a true commitment when it comes to promoting a healthy, fit lifestyle—not just by teaching it to the masses—but practicing what you preach. We have addressed the dangers of tanning practices and the potential health risks of breast implants in past issues and will continue to address subjects along these lines. Brooke sets a great example, as do many of the fitness professionals that have been featured on our covers. We plan to continue presenting cover personalities that truly lead by example. Thanks for your letter!

—KEVIN MCGUIRE
MANAGING EDITOR



We Want to Hear From You! Send your comments, questions and suggestions via e-mail, mail or fax.

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