

Liift4: New Age Fitness Program with Old School Workouts

BY DESIRAE DIAZ

Sending the kids back to school means that you, hopefully, have a few more hours of the day to yourself, and what better way to make the most of your time than by working on your fitness? You have probably heard of P90X and T-25. Beach Body Fitness, the carrier of these programs, now brings you Liift4, a new age program with old school workouts.

Liift4 tones the body through weight lifting, and it builds lean muscle through high intensity interval training (HIIT). HIIT has been proven to be an excellent form of cardio that spikes your metabolism and improves circulation by increasing your heart rate. For those who are easily disinterested by the redundancy of other cardio routines, HIIT may be the best route to take to maintain a healthy heart and healthy lungs without the repetitiveness. All you need to perform these exercises is a couple free weights and a little dedication.

This program was developed and perfected by professional trainer Joel Freeman, who is also the mind and body behind Core de Force. Unlike most exercise programs, Joel implemented specially placed rest days throughout the week, which allow your muscles sufficient time to recover from the no-nonsense program.

He warns, “Overtraining is a guaranteed way to plateau faster than anything else because it doesn’t give your body the time it needs to respond to the training you’re doing.” This also encourages a sustainable lifestyle, which integrates concentrated exercise into your weekly routine with a certain degree of flexibility. He asserts that these rest days are not green lights to vegetate on the couch for hours on end, but to invest time in the people and things that contribute to a well-rounded life.

He says that creating Liift4 was all about taking exercise “back to the basics” and developing a program that is both efficient and sustainable. In our interview with Freeman, he discussed the pitfalls that most people experience when placing themselves on highly restrictive diet regimens as well as the disadvantages of overworking your body. He discussed ‘Yo-yo Dieting’, which is the cycle between eating strict diets and overindulgence, resulting cyclical increases and decreases in your weight. He advised the importance of letting your brain believe you are eating a certain way because you want to and not because you have to, and this can prevent post-diet binges.

The Liift4 program comes with a nutrition plan that

encourages mindfulness of the foods you put into your body. This plan tells people to be aware of the macronutrients (carbs, fat, protein) you consume, and provides dietary guidelines for participants based on their weight bracket. It encourages them, says Freeman, to “enjoy the things [they] love, and get back on track the next day.” He says this helps maintain a level of accountability, even when they do take a cheat day.

Liift4 packs an hour and a half workout into 30 minutes, so you can squeeze in a good workout even if you are on the go. The program features 32 different workouts and can be completed by those of varying fitness levels, according to Freeman.

Ultimately, this program was designed to improve the quality of your life by teaching participants how to integrate healthy lifestyle choices into their daily routine. Freeman wanted to remind our readers, “Fitness and nutrition is supposed to enhance your life. It is not there to make your life more difficult; it is there to make it simpler, better.”

