

AS A TOP PERSONAL TRAINER, BRAD SCHOENFELD CAN EXPLAIN AND DEMONSTRATE THE FOLLOWING TOPICS:

IF YOU DON'T LIKE LOOKING YOUR AGE, SKIP THE PLASTIC SURGEON AND CONSULT A PERSONAL TRAINER.

- Exercise is the single most effective way to combat the internal and external symptoms of aging. It's a fact: The older we get the more we lose muscle and bone density. But these symptoms can be slowed and even reversed. Exercise—particularly weight-bearing exercise—increases muscle strength and decreases bone loss. And when you're fit, you simply look better, move better and feel better. Age can be just a number when you stay fit.

VISUALS: Schoenfeld can have a fitness model demonstrate the most effective weight lifting and stretching exercises using hand-held weights, and other simple equipment.

THE NUMBER ONE MISTAKE WOMEN MAKE WHEN WORKING OUT

- “Too many women depend exclusively on aerobics to stay fit,” says fitness expert Brad Schoenfeld. “Even the most determined woman won't feel or look in her best shape if her workout routine burns calories but fails to build muscle.” Schoenfeld details an aerobic and muscle building workout program which not only increases strength and endurance, but accomplishes every woman's goal to tone muscles while reducing body fat.

VISUALS: B-roll of women in aerobics classes followed by Schoenfeld demonstrating how women can add weight bearing exercises to their workout by using hand-held weights, and other simple equipment, that will build muscles not used in aerobic exercise.

THE BEST HOLLYWOOD BODIES (under and over 40). WHAT THEY ARE DOING THAT YOU'RE NOT.

- While the stars might like you to think otherwise, there is no secret to a great body. Genetics (and liposuction) may help, but workouts are the key. Schoenfeld can demonstrate what exercises the stars are doing to get those toned arms, flat stomachs, and perky behinds.

VISUALS: Photos of top Hollywood stars, followed by Schoenfeld having a fitness model demonstrate the best exercises to help define different body areas using hand-held weights, and other simple equipment.

THE BEST WAYS TO STAY FIT DURING PREGNANCY, AND GET BACK IN SHAPE AFTER GIVING BIRTH.

- While most doctors agree that exercise during pregnancy is desirable, pregnant women must consider additional factors: Keeping their core body temperature and heart rate within a safe range; not overstressing joints that are softened by relaxin, a pregnancy hormone.

VISUALS: B-roll of exercises that are NOT recommended during pregnancy: jogging in late pregnancy, rollerblading (a woman's body weight and therefore her balance is thrown off during pregnancy), kick boxing (may be too strenuous on ligaments and joints), followed by B-roll of exercises that are recommended: brisk walking, gentle weight lifting and stretching. Schoenfeld can have a fitness model demonstrate ideal exercises during pregnancy using hand-held weights and other simple equipment that will keep women in shape during pregnancy.