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paragenix systems

NICHOL'S FIVE CENTS

A monthly e-newsletter dedicated to helping you Go Further, Move Faster & Be Stronger!

Paragenix Systems Newsletter

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ISSUE: 7

JAN/FEB 2014

by Matt Nichol

ASK MATT



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Matt Nichol Podcast

[Click here to access "The Matt Nichol Show"](#)

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QUICK LINKS

For creative ways to incorporate the gluten-free lifestyle, recipes or resources, I recommend you check out the following websites:

<http://www.glutenfreeliving.com/>

WHAT A YEAR!

I am happy to be back in the swing of things and starting things off on the right foot with my first newsletter of 2014.

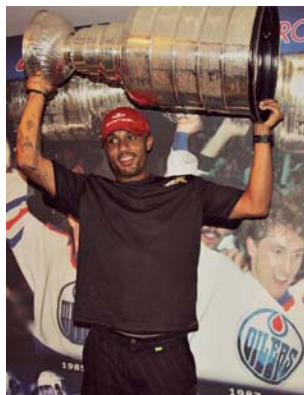
So much has happened since my last newsletter that I hardly know where to begin.

As you know my business is CRAZY busy in the summer months with my off-season programs and at that time it is impossible for me to keep up with my writing. My [podcasts](#) really came in handy as a way to be able to stay in touch with everyone and share a little bit of what I am doing and what I am learning in my gym on a daily basis. I really like to do this because I want to be able to share my knowledge and experiences with you and it is physically impossible for me to interact with everyone on an individual basis.

Writing takes me a long time (anyone who knows me knows that I have a LOVE/HATE relationship with technology) but I make the effort because I appreciate all of your support and I feel that I am obligated to pay it forward after all of the great coaches I have had along the way have helped me.

2013 was a big year at the gym!

We had lots of athletes that set personal bests and everyone seems to be enjoying successful seasons thus far. My *supplement company "Biosteel"* grew by leaps and bounds (see story below). We had another amazing *Biosteel NHL camp* with Team Nichol defending our title for the 3-Peat!



We celebrated another Stanley Cup victory with *Ray Emery and Dan Carcillo* bringing the cup home to Toronto.



<http://glutenfreegirl.com>

<http://www.celiac.ca/>

KEEP IN TOUCH

Follow me on
twitter



Orlando Franklin is headed to his first Super Bowl with the Denver Broncos.

Heather Moyse and Larissa Yurkiw qualified for the Sochi Olympic games.



So many great accomplishments! It was fun to play a small role in them and see these athletes out there enjoying the fruits of their labour!!

Big year at BIOSTEEL

We had another BIG year at [Biosteel](#).

BioSteel has always been popular in the hockey world. We have become the sports drink of choice for NHL players and you would be hard-pressed to watch an NHL game today without seeing multiple players who #DRINKTHEPINK to keep them performing at the top of their game. Check out the most recent article in the The Star "[Connor McDavid, 16, impressive against NHLers](#)".



Baseball was the second major sport to catch on. You would be surprised at how many of your favourite MLB stars love to #DRINKTHEPINK.



Over the last year we have grown by leaps and bounds and have become wildly popular among a variety of other athletes. In particular, Basketball, Golf and Football. Check this article that Forbes magazine wrote about all of our recent success "[How Biosteel Sports Supplements has quietly infiltrated the athlete nutrition market](#)".

Basketball was next. We now have 10 NBA teams that choose to #DRINKTHEPINK instead of another famous sports drink. We also have a number of individual players on other teams that love to #DRINKTHEPINK as well. This past year became the official source of hydration

for Basketball Canada. This was really special to me as I have had a long standing



relationship with Basketball Canada and even trained Assistant GM Rowan Barrett back when he was playing professionally. Over the years I have helped a number of their young players and it is really exciting to see how this program has progressed. I have a special place in my heart for this guy, [Kevin Pangos](#). I have been working with Kevin since he was in high school. He is truly a "home-grown" Canadian talent being the only player of his caliber to choose not to attend a US prep school and instead played his high school ball at his local school in Newmarket. He is an outstanding player and an even better

person. You can follow him on twitter here - @kpangos or listen to my [PodCast interview with him here](#).

Yes indeed, basketball in Canada is on the rise! Last year the #1 Overall Pick in the NBA draft was a Canadian and the consensus #1 prospect for next years NBA draft is a Canadian as well...and guess what...they all love to #DRINKTHEPINK!

Professional golf was the next sport to jump on the BioSteel Sports band-wagon. We had no less than 15 athletes who chose to #DRINK THEPINK at last years PGA Masters including a few of the biggest names in the sport. One young guy we are particularly proud of is Jordan Spieth. Jordan became the youngest player to win a PGA tour event in 83 years...something not even Tiger Woods or Rory McIlroy were able to do. It looks as though he is "The Next Big Thing" in golf.



While we have always been popular in Canadian Football circles and even



had a handful of NFL stars using our products, things really took-off when Dallas Cowboys star Dez Bryant came on board as a spokesmen for Team Biosteel. This season he had 13 TD catches which was the highest Offensive Output of his career. In addition to all the love we've been getting for our existing products we launched another new product - our Vegan Protein. This was designed to

meet the needs of a number of my clients who could not tolerate whey or other dairy based protein supplements. I have recommended other

vegan



supplements to my clients in the past but I could never find one that I was happy with. There were some that had good formulas and good ingredients



but they tasted like crap. There were others that tasted acceptable but had inferior formulas. Most importantly for my clients, NONE of these were 3rd party tested for banned

substances.

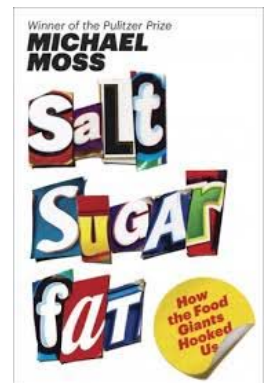
All in all it has been an amazing year and there's so much more on the horizon so be sure to stay tuned to www.biosteel.com and follow us on [Twitter](#), [Instagram](#) and [Facebook](#).

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Nutrition and Lifestyle: Book of the Month and Healthy Tips

IF YOU EAT FOOD...YOU MUST READ THIS BOOK!

I got this book as a birthday gift from my brother and its one of the best ones I have read in a while. Even if you have only a casual interest in nutrition, you will find this book fascinating. It is an amazing expose on the packaged food industry and its link to the rise in obesity in North America. The book highlights how the packaged food industry has targeted consumers and engineered their products using the same Win-At-All-Costs strategies as the pharmaceutical and tobacco industries.



According to the author...

- Obesity, Diabetes, CVD and overall mortality is on the rise in the U.S.A.
- 1/3 of American adults and 1/5 of American kids are obese
- More than 26 million Americans have diabetes
- The average American consumes more than 70 POUNDS OF SUGAR per year and 8,500mg per day of salt

Yet despite all of these alarming statistics, the packaged food industry continues to look for new and innovative ways to hook their consumers by sneaking ever increasing amounts of salt, sugar and fat into their foods. I try not to be a conspiracy theorist but reading this book makes it tough. The author somehow obtained inside information and quotes from high level executives in the industry that paint a very scary picture. The "food-giants" seem well aware that their products are contributing to (if not causing) a dramatic rise in obesity and mortality and when presented with opportunities to improve the health and nutrition profiles of their products they continually choose profit over conscience. After reading the opening chapter you will be hard pressed to put this book down and you will never look at a box of breakfast



cereal the same way again. What is particularly frightening is how much of this science and marketing is targeted towards children and using very specific doses of salt, sugar and fat to get them hooked on these products and ensure they stay customers for life. (The precise amount of sugar needed for any product is called "The Bliss Point" by food scientists. Grocery sales in North America is a TRILLION dollar business. Next time you are at the grocery store, take a look at things like:

Product Placement

Grocery stores are in the business of selling real estate...not food. Look at where various items are located on a store shelf. The most tempting items (or most popular) are placed at eye level for the average north American. Not coincidentally, these are also the same items that have the most salt, sugar, and/or fat.

Snack Food Science

If you knew how much time and effort was invested into designing your favourite snack foods (chips, cookies, etc) it would blow your mind. This is possibly the most highly competitive industry in the world since the reality is that nobody NEEDS to eat these products. They all compete on price and thus these companies are forced to find new creative ways to make Flavor scientists, Electronic brain mapping, focus groups and GPS units on shopping carts to analyze consumer habits.

Misleading Health Claims

Industry leaders know that consumers are becoming more conscious of their health and that they are starting to actually look at the labels and nutrition facts. As a result, they often use misleading claims on their labels like:

- "Light"
- "All Natural" "contains whole grains," "contains real fruit juice," and "lean," which belie the true contents of the products.

Simple Rules For Staying Healthy In The Grocery Store

Never Shop Hungry

Have a good healthy meal before you go grocery shopping. When you are hungry low blood sugar and food cravings can make you more susceptible to impulse purchases.



Plan Ahead

Write out a grocery list before you go shopping based on what you NEED and buy only what's on your list.



Stay Out of The Aisles

Everything that you truly NEED to survive and thrive is located in the outside

perimeter of the store - fruits and vegetables, meat and dairy. Unless there is a specific non-perishable item that is on your list,



don't browse down the aisles...it's a trap!



Labels

The most nutritious foods should have the least complicated labels/packaging. In fact, all of the food that you need to survive comes with no packaging at all.



Be wary of terms such as:

- "Light" which does not necessarily have anything to do with calories or fat and may only refer to a lighter taste
- "Organic" - There are now a variety of organic certifying boards, some of which have very lax standards. Also remember that a cup of organic sugar can be just as fattening as a cup of regular sugar
- "Made with Real Fruit" - there is no stipulation about how much fruit is actually used

And if it has cartoon animals on the box, chances are, its probably not very healthy for you J

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Exercise of the Month: YouTube Link

Check out my Youtube Link for the excercise of the month here.



Corrective Exercise: Ankle Mobility

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NEW STUDIO: LINK

I am very excited to announce that I have opened a new studio in Mid-Town Toronto. Check it out [here](#).

LINK advanced movement mechanics

Link is a fitness and rehabilitative provider dedicated to restoring proper movement patterns. It combines the best elements of personal training, pilates, yoga and chiropractic care services to help you look better, feel better and perform better.



I wanted to find a way to share the unique approach to training that my pros have benefited from to the general public.

DON'T JUST DO IT

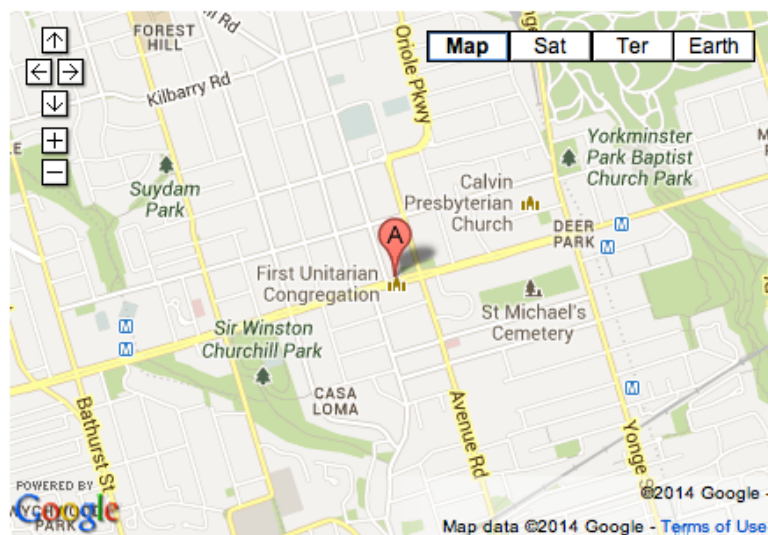
Anybody can work hard. It doesn't matter how much effort you put into your exercise routine if your body is not functioning properly. At LINK we are able to assess your current biomechanics and design a personalized program to get you looking and feeling your best.



For anyone who happens to live in Toronto, I will be hosting an [Open House at Link on Thursday January 30th, from 5:00pm-8:00pm.](#) Please feel free to come down and say hi

and check out my beautiful new space.

Address: 200 St.Clair W, Suite 108, Toronto ON



Please direct all inquiries to Allie at allie@linkamm.ca

"Age does not matter!!! If there is something you want in this life be it the

chance to get healthy enough to get down on the floor and play with your grandchildren or run a marathon, go for it. Don't let age hold you back, life is too short for "I regret" or "I should have." You can do anything you want, whether you are 22 or 92. This I learned from Matt."

-Doreen Bonnell, after training with Matt

[Want to learn more about Matt Nichol? Click here for more information.](#)

Matt in the Media

Interested in reading some articles featuring Matt Nichol? Click on the following links:



[NHL'er Biznasty and Matt talk about Off-Season Training](#)

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Sincerely,

Matt Nichol
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