

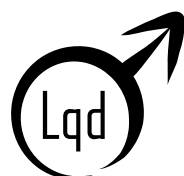


**LOOK
THE BEST
YOU
CAN**



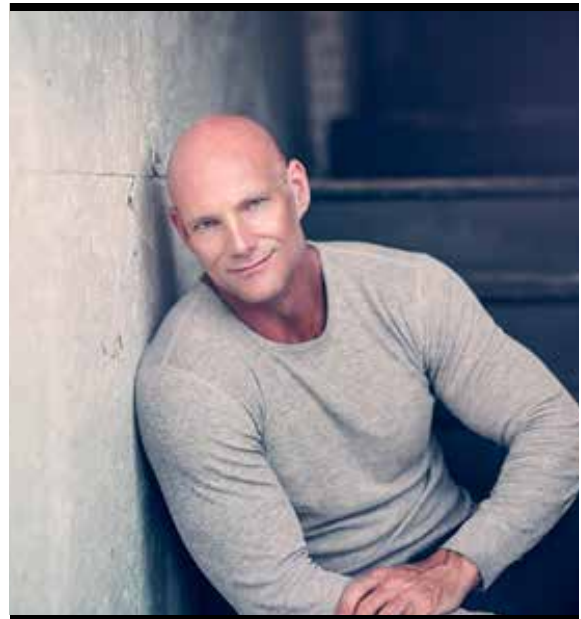
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ABOUT ANTHONY

If you're anything like me, you're active. I train continuously, and have done for more than 20 years. I live and breathe it - in the gym, on the bike, in the pool, at the beach, inside, outside, in -35 degrees in Moscow or 35+ in Cairo.



When you train hard you shower often, so you need products to remove the sweat and grime of life that aren't too harsh, with the ability to replenish the balance of oils in your skin, so you can look and feel great. I searched the world to find products that lived up to this and after 20 years of not finding what I needed, I created Lqd Skincare for men to fill that void.

Fortunately I'd studied Science (Chemistry) at Melbourne University, so I had a strong grounding in biochemistry. My idea for the range excited one of Australia's best-known developmental chemists and together, over a period of two years, we perfected the product range.

Lqd is designed for men like you, who care about how they look and feel - whether going to gym, running, cycling, boxing or doing some other form of exercise. Our range is also about looking after your skin and keeping it well hydrated, so that you can slow down the ageing process.

And in case you're wondering about the face of the brand, it's my partner Chris. No, he's not a model, he's an investment banker, and he hasn't been photoshopped to death. He's just an ordinary guy

like you and I that trains hard and cares about looking the best he can.

As well as our products, Lqd is about educating, entertaining, and informing guys about training, diet and skin care and how these three pillars are the key to looking the best you can.

There are so many sources out there of fitness advice, and yet for anyone out there looking for information, instead of things getting simpler and clearer, they've just become more confused and complicated. This guide is here to tackle the basics – the tried and tested methods that will work for most people. As a scientist, I know that the best way to find what works for you is trial and error. Use yourself as the experiment – track and record what you do and the outcomes you achieve.

It's all about finding what works for you.

Whether it's so you can feel more confident in your own skin, look your best for an important event, or even just so you can look good on the beach, we really want to help you look the best you can.

We wish you the best of luck!

SET A BODY GOAL

One of the things I have found really helpful over the years is to pick a body that I really admire and use that as my goal.

It helps to keep you focused and also puts a clear picture in your head of what you actually want.

Decide who you aspire to. Do you want to look like a bodybuilder, a fitness model, a gymnast, or even a marathon runner?

Whatever your ambition, it's best to make it really clear, as it will influence your training and diet.

I used to go for the off-season bodybuilder look, and my aim was always to get bigger. Over the last few years, my focus has changed to the new "fitness model" look, and so my body has also changed with a greater focus on abs and definition, as opposed to size for the sake of it.

There is an old saying in life, you get what you aim for, so have a flick through the internet or a few magazines and pick out the body you want and then put it somewhere prominent where you can see it every day. We keep a photo on the fridge, and that is a motivator for each time we open it!

TAKE AIM



For us, it's often the holiday (or party) season and Mardi Gras that gives us a firm goal to work towards.

What is your aim?

Whatever it is, have it clearly in your sights. You can adjust and tweak it along the way, but just make sure you hit the target. We don't need a bullseye, we just need to hit the board!

Remember, looking your best isn't a competition with anyone apart from yourself.

Regardless of where you are right now, or what your goal is, you can still look better in five weeks time than you do today. In archery, where you place your feet, how you steady your breathing and how you take aim are the variables to hit the target. In looking the best you can, it's simple: it boils down to exercise, food and skin care.

JUST TRAIN

My advice for anyone new starting out is to find a great personal trainer to help you learn about technique and form before developing bad habits.

If you can't afford a trainer, then start with core body weight functional exercises like pushups, pullups, chin-ups, dips, squats and military press. The key for any exercise is to think about the muscle that is working, and try to develop a "mind/muscle" connection. Once you are able to do 4 sets of 15 of each of these exercises, you are ready to move on to free weights and machines.

Regardless of what you do in the gym, when starting out, just develop the habit to train. It doesn't matter where you are or when you go, just make the time to get there. Eventually it will become an integral part of your life, and when you learn that you can control your body, you will find you will learn to control other parts of your life easier as well.

Wherever I am, I always make time to train, even when I'm down visiting my family in Warrnambool.

And remember, I'm 45 and constantly pushing my body to improve even further. **Age is just a number and definitely not an excuse** - don't accept that we can't look how we want to as we get older.

We are not competing with anyone except for ourselves, but make it a competition worth winning.



I've been training for 26 years, and in this time I think I've seen every fad training program come and go.

SET SHORT TERM GOALS

It's really important to set short-term goals if you want to achieve long-term changes.

As the saying goes, a journey of a thousand miles begins with a single step.

A journey always has multiple twists and turns, ups and downs and is rarely a straight line - if it was, we would find it boring.

Your fitness journey is no different. There will be times when you will be totally motivated, feel a million dollars and 100% committed, and other days you'll wonder why you bother at all.

These are all normal emotions, but they can be managed by making sure you have short-term goals to commit to, achieve, celebrate and move on to the next one.

GET A TRAINING PARTNER

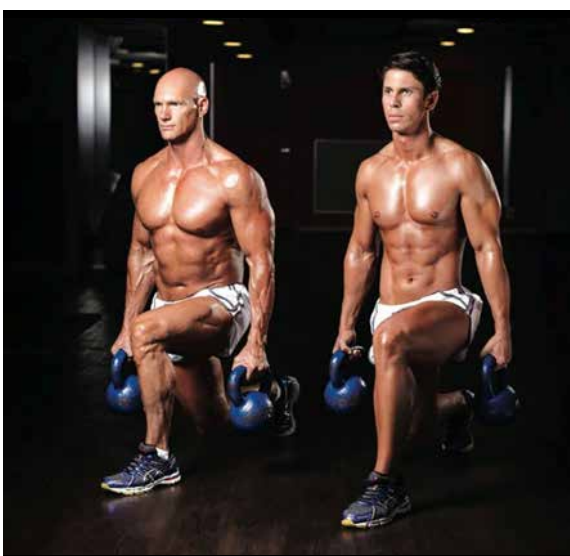
How often do you feel like you just don't want to exercise? Sure, sometimes you might genuinely need a break, but if you just don't feel like it, well trust me - we have all been there.

Try pushing yourself past that initial feeling of doubt ('I could just stay in bed another hour', 'I'll do extra tomorrow') and you'll find that once you get started, you forget all about these excuses and feel so much better for it. The more you can make this a habit, the less you'll let those thoughts take hold when they arise.

And for those days when it just isn't possible to motivate yourself, it pays to have a training buddy, partner or friend who is committed to helping you reach your goals.

Whether it's a text from a friend in the morning to check you've gotten up, or someone you carpool to the gym with so you can't skip - involving someone else can help keep you accountable.

No, you won't always feel like exercising, but a training buddy can give you that extra kick we all need sometimes.



TUG OF WAR



No one ever promised us that life would be easy. It's normal to get pulled in a variety of different directions and life can sometimes feel like a constant tug of war.

So what do you do when you start to feel weak, your muscles start to hurt and you feel the resistance on the other end taking away all your energy?

If you just let go of the rope, you will likely fall backwards and land on your arse. If you give in and let the rope pull you over you'll probably face-plant into the ground.

TAKE A BREAK

Just as it's important to eat well and train hard, it's also important to take time out for rest and recovery.

So digging in and holding on is often the answer, and maybe giving up some ground a little bit at a time seems like the logical solution. But think about this for a second. If you hold on too long, and just give in a little bit at a time, you still eventually lose, but you've also completely lost your ground and you're exhausted.

Sometimes it's important to know when to let go of the rope. You may fall back on your arse, but hopefully you still have the energy to get up and give it another try. **It's more important to win the war than win every battle.** Remember that the next time you feel like you are being pulled in a direction you just know you shouldn't go.

When you get the chance, take some time out, relax and enjoy yourself. We are all about balance – it's equally important to enjoy your time in the gym as it is to enjoy your time out of it.

But even if you will be indulging for a special occasion one weekend, I think you can do it with a less guilty conscience if you take the opportunity to get outside and into your favourite outdoor activity.

Whether it is horse riding, hitting the bike, swimming or surfing, enjoy the weekend and make sure you burn off those extra calories you consume.

Then make sure you get back onto a clean diet and into your training so that you can enjoy breaks like this without letting go of all the gains you are making.

It's sometimes easy to say, "let's have another week off", and trust me - we've all been there! But the sooner you get back into the gym and eating healthy, the sooner you will see the results you are looking for, both in front of the mirror and through a healthier body.

It's never easy giving up the treats we all enjoy, but if you aren't getting the results you want, you need to get back on track. And trust me when I tell you it doesn't come easy to us either!

But regardless of how tough it is, **the results are worth it.**



MAKE A HABIT

It is important to take time for recovery, but when you've settled in on the couch it can be hard to get back into your normal routine!

There have been plenty of times when the morning walks at 6:00am have fallen off the habit list and I seem to be hitting snooze on the alarm a few too many times per week.

With busy jobs, lives, and children, life just seems to get in the way sometimes. I guess it shows you can't keep it all together 365 days per year. BUT we do have the choice to change this. Yes, it's a good idea to have some time off and let go of the strings on the diet purse and training regime - but not for too long.

When changes happen in your life – a new job, a new apartment or a new city, for instance - one thing that quickly comes to light is how easy it is to fall into bad habits. Suddenly you're working late, skipping meals and finding it hard to get your normal training routine going again.

Well, this is a sure fire way to lose muscle mass at a rapid rate of knots! It is so hard to gain lean muscle that you don't want to give it up too quickly.

Getting back on track will take more preparation than usual - success never comes without it. Regardless of what you want to achieve in your life, the more you prepare, the more success you will have.

I suggest fixing one thing at a time. Whether it's sorting out a food plan or focusing on getting your morning cardio back on track (no more hitting the snooze on our 5:50am alarm!), it shouldn't take more than 7 days straight to turn something back into a habit - but you've got to give it the whole 7 days.

FIND THE TIME

It's never difficult to find a reason to not exercise.

Let's face it, we are all living busy lives, often trying to juggle a whole heap of different balls in the air, and sometimes we drop one and we then run around for ages trying to pick it up again. Life can easily get off track and suddenly you find you've stopped doing the one thing that actually makes everything else feel okay.

I know if I go a few days without going to the gym, everything else just starts to get on top of me – I actually find it difficult to get things done and I end the day exhausted, which re-enforces that I just don't have the energy to face a tough workout.

This can quickly become a vicious cycle! It's always important to break it, before it breaks you.

So make the time to get your exercise in. If, like me, you suddenly find yourself busier than you've ever been before, trying to fit everything in – work, friends, family, exercise - it's time to swap things around. As someone who has always enjoyed training in the evenings, I've had to start training in the morning instead, just so I can ensure it happens and I don't have to rely on finishing work at a certain time to get to gym.

For me, I think 6:30am gym sessions are here to stay for a while. I hope you are finding time to train too – and if not, then think about how you can make the time.

TWO BIRDS, ONE STONE

We all know the saying, but have you thought about how you can use it to your advantage when it comes to making exercise a habit that sticks?

I like to find ways to spend time with Chris and my daughter Grace that involve exercise and yet are functional at the same time. Our latest idea is walking to breakfast on the weekends, but instead of going to the places close to our home, we're turning it into a 5 km round trip.

Not only do we get to burn some calories, it is a great time for us all to talk about what else we have going on, and a great time for Grace to open up about her school week and all her interesting little stories about boys and crushes too.

Chris and I would never get brought into this realm if we didn't push ourselves to walk instead of driving the car.

Can you kill two birds with one stone in a way that will help you fit exercise into your schedule?

Whether it's meeting a friend for a walk and talk, turning your commute to work into an opportunity to cycle, or something else that works for you, this could help you stick with your training.



TRY NEW THINGS

I know I've just told you to make exercise a habit, but when that habit has become cemented, it's also important to shake things up a little and try new things.

If you're anything like me, you hit the gym every week and do pretty much the same workout, week in week out. Occasionally you might mix it up and add in new exercises, try new rep ranges, change the rep speed, or even refine your technique in an attempt to keep it interesting or push through a new plateau.

But often it's when you try something completely new that you really recognise the difference.

At the gym recently, we decided to do our own X-training session instead of our usual weights routine.

We did push ups and pull ups on the TRX, Vopr overhead press and squat, battle ropes and kettle bell lunges.

At one point Chris turned to me and said, "can't we just do some weights now?". When I asked him why, his reply was, "so I can just sit on my ass for a minute and have a rest".

Seems like we managed to get a great functional and HIIT session in one. If you are looking for a fun way to burn some extra calories, try it out - it definitely did the trick! I honestly can't remember the last time I left the gym feeling so completely exhausted, endorphin levels going through the roof, and that reminded me how important it is to try new things and mix up my routine more in the gym.

So think about how you can mix up your training regime - not only will it help you push through a plateau, but it might just spark your interest to try something completely new.

HIGH ON FITNESS



I'm sure you've heard of a runner's high or experienced the feeling of a massive endorphin release after a workout, but did you know that there are specific types of training that are more likely to induce this state of well being?

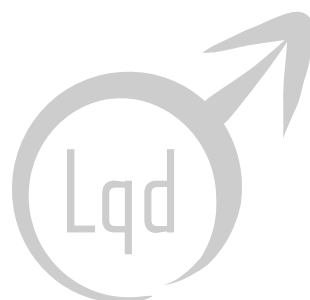
In particular, there are two types of training that are much more likely to produce this feeling than any other – really heavy weight training and high intensity interval training. This is not to say you can't get it from other forms, but these are the two most likely to bring on the effect.

Why is that?

Well, apparently it's due to moving your body into an anaerobic state. When your body crosses over from an aerobic state to an anaerobic state, it's suddenly operating without enough oxygen to satisfy the muscles and cells screaming out for it. This is when the "runner's high" occurs.

There is now a lot of speculation about whether this is truly due to endorphins or some other chemical pathway that is at work, as recent research suggests that endorphins are chemically too large to cross the blood-brain barrier.

But whatever the reason for "runner high" I'm still keen to get it as often as I can. By the way, spicy foods, sex and pain can also bring it on, so if you can't get to the gym and need a pick me up, maybe try one of those!



BUILDING A BIGGER BACK

One of the things that will make a big difference to your physique is spending more time and attention on training your back rather than your chest.

When it comes to improving overall muscle mass, after legs, building up your back is where you can really add on size and definition.

It is also one of the most complex muscle groups, in that it needs to be hit from so many different angles (and exercises) to really make it grow. There are over 50 muscles in the back between the neck and the glutes. This compares to the pecs, with just four muscles.

Most guys train just as long on chest as they do on back, so think about the different muscles in the back that aren't getting trained effectively using this method.

The benefit of having a strong upper and lower back will reward you not only in great posture, but also protecting your spine from injury. Guys who overtrain their chest quite often end up with "droopy" shoulders and a caved in chest, as there are no strong agonist muscles developed to keep the chest up and flexed. Training your back will actually make your chest appear bigger, keep your shoulders aligned and ensure everything looks in proportion - so don't go easy on this muscle group if you want maximum bang for your buck!

There are a variety of back exercises that will strengthen and develop your back. One of my favourite is chin ups.



Once you can do four sets of twelve reps, with your grip shoulder-width apart, getting your chin over the top of the bar and slowly lowering your body down, you can start with weighted chins. This is a great mass builder and you will quickly improve overall muscle stimulation and growth. Remember here that slow and steady is the key - no quick jerking movements. It should be a smooth movement from bottom to top, holding the chin over the bar for a count of one, then slowly lowering yourself back to the starting point.

Try this next time you are in the gym for your warm up, and watch your back explode. Remember to always keep a tight and flexed lower back while training your back, with the natural curve of your spine locked in tight to ensure good form and technique and to stop any swaying. This applies whether you are doing upper or lower back exercises.

It is not about the weight here, but about the focus on the actual muscles being used. Vary your grip from narrow to wide for increased muscle activation.

WHAT'S THE BEST EXERCISE FOR ABS?



*It is the age old question,
and probably the question
I get asked the most - what
exercise can I do to get better
abs?*

*My response is always the
same – forget about doing
ab exercises until you get
your diet in order. Abs are
90% diet, 5% exercise and 5%
genetics!*

You might be a genetic freak like Chris and have a perfect eight pack, or you could just be like me and always struggle to get six (actually the closest I can get is five). But it really isn't the exercises that do it, as the only time you will see your abs is when you are under double digit body fat percentage.

So if you want rippling abs like the guys in the Calvin Klein commercials, don't stress about what ab exercises to do, but instead follow our tips on diet and make sure you are burning off everything you take in and more.

Once you are happy with your diet, and you do want to train abs, then my favourite exercises are weighted crunches and weighted obliques. Both are powerful abdominal muscle builders!

BUILDING MASSIVE PECS

If there is one muscle group that everyone loves to train it is the chest.



Just look around the gym on a Monday night and nearly every guy there will be bashing it out on the bench or chest press. It's also a favourite of mine, and even though it's a small muscle group, it still benefits from multiple exercises and different angles. You can choose to use heavy weights and low reps or light weights and high reps, but regardless of what method you choose, correct form is the key to success here.

Always train the chest with a flat bench exercise, as well as one which focuses on upper chest and lower chest to really get that chiseled rock hard look. I also find upper and lower cables are a great way to really finish off your chest and ensure it has been hit from every possible angle. Make sure you get a really good squeeze as the handles come together.

With every exercise, focus on keeping your shoulders out of the motion as much as you can, so you really are just squeezing your pecs. On a flat bench, keep your elbows in by your sides (rather than out wide and near your shoulders) to really feel it in the inner chest. On upper chest, keep your shoulders down and pulled back. When working your lower chest, push up from the bottom of your pecs - not over the top of your shoulders.

ARMS AND LEGS

Guys always want to know how to get big arms... But believe it or not, it is the muscle group we train the least.

Arms get a great workout when you train back, chest or shoulders, so put that extra training session each week into legs instead.

When it comes to getting the most out of your training, if you aren't training legs once a week, then you are missing out on more than just great quads!

As you may know, when you stress a muscle through resistance training, it causes the body to release testosterone to help repair the muscle damage that is going on. The benefits of more testosterone in the body are increased muscle mass, increased strength, reduced body fat, increased sex drive and faster recovery times. As the quads are the largest muscle group in the body, if you aren't training legs, then you may not be seeing the overall benefits that you should be in the gym – and neither may your partner in the bedroom!

Besides the fact that there is nothing more disturbing than a guy with a big upper body and chicken legs, by not training your legs you may be holding back the rest of your muscle development as well. It is also believed that heavy leg training increases the body's secretion of Human Growth Hormone (HGH), which has so many health benefits for you that I can't list them all here!

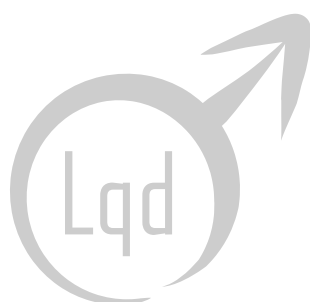
Once a week train your legs... If not for your legs then do it for your partner!

I'm traditionally a squat kind of guy – the heavier the better. Recently I've incorporated a lot more walking lunges into my warm up routines for all my gym workouts and have seen great results in my glutes!

Lunges are also a great way to start your leg day, as they will really get the blood flowing and the heart rate up as well. Here is a workout for you to try. Choose your own weights - it's not how much you lift, but the form you use that counts.

- Walking lunges with 20 kg in each hand - 3 sets of 20 steps (2 mins rest between sets)
- Incline leg press - 3 sets of 10 (5 seconds up and 5 seconds down)
- Leg extensions - 3 sets of 10 (to failure)
- Squats (Deep squats – ass to grass) - 3 sets of 10
- Dumbbell straight leg deadlifts - 3 sets of 10 (to failure)
- Lying hamstring curls - 3 sets of 10 (to failure)
- Standing calf raises - 3 sets of 15 (to failure)

If you have a power plate in your gym, roll your quads around on it (on high) for two minutes and this will stop you suffering from DOMS (delayed onset muscle soreness) over the next two days... otherwise you are going to have trouble walking!



EAT YOUR GREENS

If you are looking to up your intensity a bit on your way to looking the best you can, then here is a tried and true kick you can add into your routine - eating only 'green carbs'.

Greens have very little carbohydrates in them, and the carbs that are there are packed in layers of fibre, which make them very slow to digest. That's why, in general, greens have very little impact on blood glucose.

Dark green leafy vegetables are also, calorie for calorie, probably the most concentrated source of nutrition of any food.

They are a rich source of minerals (including iron, calcium, potassium, and magnesium) and vitamins, including vitamins K, C, E, and many of the B vitamins. They also provide a variety of phytonutrients, including beta-carotene, lutein, and zeaxanthin, which protect our cells from damage and



our eyes from age-related problems, among many other effects. Dark green leaves even contain small amounts of Omega-3 fats.

I have to admit, the 'green carb' diet is one of the easiest diets I have tried. Chris and I both managed to improve our look considerably in just a week, and the reduction in carbs also caused the added benefit of a reduction in retained water under the skin.

If you're wanting to make a quick last minute adjustment to your diet that you know will be worth the effort, try a couple of weeks on the green carb diet and get some quick results.

Just like your mother told you - eat your greens!

ARE YOUR CALORIES AT THE RIGHT LEVEL?

If you know what you weigh and you know your body fat percentage, you can quickly work out your lean muscle mass.

The formula goes like this:

Step One:

$$\text{Weight} \times \text{Body Fat Percentage} = \text{Fat Weight}$$

Step Two:

$$\text{Weight} - \text{Fat Weight} = \text{Lean Muscle Mass}$$

So, if I am 100kgs at 12% body fat, this is how it works:

Step One: $100 \times 12\% = 12$

Step Two: $100 - 12 = 88$

My LMM would be 88kgs. You always want to try to maintain your LMM while you reduce body fat. The trick here is to reduce your overall calorie intake, but not by so much that you start to lose muscle. I use a simple but effective calorie calculator to help guide me – it's available at this link:

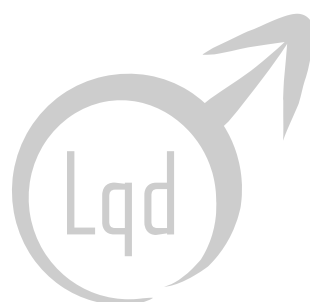
http://www.freedieting.com/tools/calorie_calculator.htm

It can really help you understand what your maintenance calories should be.

Once you know what you should be eating, work out the amount of calories you are actually eating. There are also links here to help with your MACROS (i.e. the breakup of your calories into Protein, Fat and Carbs).

Unfortunately I grew up in the era of avoid fat and eat more carbohydrates, which of course is not the true picture for the most successful lean muscle outcome. To lose body fat, you need to reduce your maintenance calories by between 200-500 calories per day. I always start out just reducing a little to see how it goes and get some results before going too drastic and reducing calories too quickly.

Tip: During our "eat green" week, we made up the extra carb calories with fat and protein.



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