

# Training Your 40-Year-Old Female Client -World Fitness Expo 2017

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## **Facts:**

- The 'in between' decade, the shift, 'mid-life', 'milestone'
- Weight gain, muscle tissue loss, hormonal fluctuations, stress level increase
- Ironically a renewed sense of confidence emerges

## **Who is she?**

- Descriptors
- Milestone or Meltdown?

## **Her Mindset:** *How* does she think?

- Previous life experiences
- Past history in fitness – 'cardio junkie', knowledge of resistance training?
- May still hold 'dieting' strategies from the past
- Confidence vs. Comparison
- Stress factors

## **Role of the Fitness Professional:**

- Acknowledge
- Understand
- Educate
- Equip

## **Her Hormones:**

- Cortisol, estrogen & progesterone – key players
- Hormonal fluctuations indicating peri-menopause
- Onset of these changes by mid-40's

## **Role of the Fitness Professional:**

- Open to discuss & question these changes
- Adopt a holistic view of client
- Refer out what is beyond the scope of practice & knowledge

### **Her Fitness:**

- May shy away from weight training
- May prefer group fitness studio over gym floor... which is better?
- Cardio vs Resistance training beliefs
- Not much time to spend in the gym!

### **Role of Fitness Professional:**

- Prioritize resistance training – compound lifts
- Add HIIT, metcon or short circuits- max 2x/wk
- Keep workouts under 1hr
- Avoid heavy program design
- Add enjoyment & energy to client's life... not more stress on that 'to-do'list
- Encourage daily movement

### **Her Nutrition:**

- She eats 'healthy' ☺
- May seek 'cookie cutter' approach, latest diet or detox
- Digestive issues may begin to arise
- Stress levels influence her choices

### **Role of the Fitness Professional:**

- Prioritize protein – 1gr/lb of body weight
- KISS – keep it simple -Macro tracking, meal prepping, nutrient timing... Will this work for her or stress her further?
- Food journaling/tracking
- Big stones vs small pebbles approach
- Nutrition is unique & tailored to individual's needs, desires, past relationship with food, etc.
- Only suggest within scope of practice
- Track progress – progress pics, the mirror, measuring tape, non-measurable 'victories' vs. the scale

**Thank-you!**

