



Jonathan Lomax, founder and CEO of Lomax Bespoke Health Ltd, has been working hard to build a team of professionals that ensures excellence throughout the company. Its success to date is thanks to a stellar squad of health experts and trainers that resonate Jonathan's ambition and commitment to delivering an integration of fitness, nutrition and wellbeing services to a varied client base from all walks of life.

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When four of my top Personal Trainers told me that they wanted to compete at the 2014 BodyPower Expo I was somewhat concerned. Having trained people all over the world for various competitions and events, I knew that what they were embarking on was a going to be a tough slog, even though they were four of the most knowledgeable Trainers I have ever worked with.

My job as the owner of Lomax Bespoke Health Ltd is to ensure that all of my Trainers are in the best shape they can be, as I believe that your trainer should be an aspirational figure. As such, I demand a high level of professionalism and I work my team hard to perfect the Client experience. This often means long hours, with early mornings and late nights, and days full of studying and training to ensure they are up to date with the latest techniques and knowledge the fitness industry has to offer. Being a Trainer at Lomax is not an easy job, and free time is at premium!

As a Personal Trainer who has trained for lots of events and competitions myself I know how hard it is to keep one's focus, so my immediate worry for the boys was that the requirements of a competition training and nutrition schedule, on top of their daily work loads, was going to push them too hard.

However, I am also aware that as a team we had an opportunity to show you, the Client, that despite the demands of a hard working life and the temptations of a London social life, it is possible to get competition ready and still perform at 100%.

To make this happen I enlisted the help of the best two guys I know in the industry at the moment, Adam and Ben, and challenged them to get my boys ready, without letting their performance at work suffer!

What you have in this book is a sample of how four blokes with very different body types and shapes shredded down in the last 21 days before the competition. I am not going to say they made it look easy, but because they had the support of two highly qualified professionals, because they were committed to working hard and because they worked together, they were able to do themselves and the company proud!

Jonathan Lomax

CEO & Founder of Lomax Bespoke Health Ltd

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INTRO »

LOMAX

THE 21-DAY SHRED

Welcome to the 21-Day Shred, an intensive training program to help you shred body fat, build muscle and transform your body in just 21 days.

HOW TO USE THIS E-BOOK

To use this book, simply follow the daily workouts and choose your meals and snacks for the day from the Meal Plan guide.

THE EXERCISE COMPONENT

With 4 days of training with 2 rest days, the program has been designed using a split body training schedule blended with cardio circuits.

The exercises used are based on compound movements. If you have never trained before you shouldn't attempt these without a Personal Trainer demonstrating the correct technique before you start to add weights. If you want more exact information on exercise selection, technique or even injury rehab / prevention, contact us and we can see if we can help or even set up a consultation with our Personal Trainers.

THE NUTRITION COMPONENT

Each day gives you 4 options at each meal/snack point. You can swap meals and snacks around or even from other days, the plan is indicative. Be sure to choose a different option over the next three weeks to keep variation – variation is the key to success.

TAKE ON THE 21-DAY SHRED AT LOMAX

London based? Take on the 21-Day Shred at Lomax Chelsea under the expert guidance of the Lomax team. The total package costs £1000 and includes:

- 1x Initial Consultation
- 15x Personal Training Sessions
- 3x RealRyder Indoor Cycling Classes

Email thelomaxway@lomaxpt.com or call 08715 120 770 for more info.

:: THE COACHES ::



ADAM

Adam Stansbury, a Body Transformation Coach and Gym Based Personal Trainer of the Year 2013, has recently begun work as part of the Lomax team in Chelsea. Adam spent 6 years as a full time model staying in consistent shape, competing in 5 different fitness model shows and getting numerous clients into great shape.



BEN

Ben Lauder-Dykes, a fat loss and performance specialist, has vast experience as a personal trainer, qualified sports nutrition coach and competitive physique athlete. A former BMBF regional champion, World Sports Model finalist and Men's Health cover model, Ben has worked with numerous individuals for competitive fitness shows as well as helping everyday athletes achieve their personal fat loss/body composition changes.

:: THE TEAM ::



DAN

AGE » 23
BODY FAT % » 18%
TARGET » 10%



CLIFTON

AGE » 24
BODY FAT % » 12%
TARGET » 6%



DANNY

AGE » 26
BODY FAT % » 12%
TARGET » 6%



TARIK

AGE » 29
BODY FAT % » 15%
TARGET » 10%

WEEK 1 »

LOMAX

THE 21-DAY SHRED



For all the workouts on Week 1 of the '21 Day Shred' you will focus on a **STRENGTH** component performing a heavy compound lift for 5 sets of 5 reps, then a **HYPERTROPHY** component performing 3 various exercises for 8 sets of 8 reps before finishing with an **ANAEROBIC** component performed in a small circuit.

DAY
1

:: TRAINING ::

LOWER BODY WORKOUT »

The first workout of the 21-Day Shred program will be a lower body workout, focusing on the quads with bi-lateral exercises (2 footed).

S1 »

Perform 2-3 warm up sets of 50-75% of your first working set on the squats and then increase the weight per set by approx 5%, ONLY if you complete all 5 reps with the prescribed tempo and with good form. Take up to 120 seconds rest between sets.

H1 & H2 »

Perform all three of these movements on their own for 8 sets of 8 reps with 30 seconds rest between sets, as soon as you're unable to complete a set of 8 reps, then lower the weight by approx 5%.

A1 & A2 »

Perform these 2 exercises back to back with no rest for maximum lactic acid production and EPOC (Excess Post-exercise Oxygen Consumption).

SEQ	EXERCISE DESCRIPTION	REPS	SETS	TEMPO	REST
S1	Squats	5	5	4010	120
H1	Leg Press	8	8	3010	30
H2	Dumbbell Hack Squat	8	8	3010	30
A1	Air Squats	60s	5		0
A2	Bike Sprints	30s	5	XXXX	30

EQUIPMENT LIST:

- Squat rack with olympic bar and plates
- Leg press machine
- Dumbbells
- Leg extension machine
- Exercise bike

COMPONENTS & REPS:

S = STRENGTH »

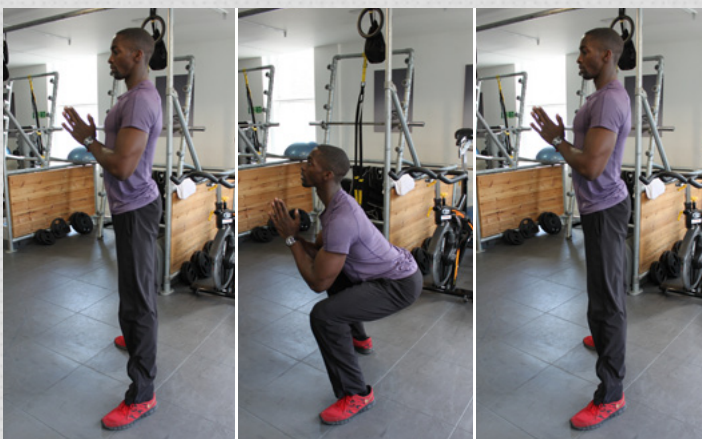
5 sets of 5 reps

H = HYPERTROPHY »

8 sets of 8 reps with 30 seconds between sets

A = ANAEROBIC »

Bodyweight exercise performed for time before a sprinting movement



TEMPO EXAMPLE FOR 4010* ON A SQUAT

- 4** = The first number of the sequence is the eccentric or muscle lengthening phase of a movement eg. Squatting down with the weight.
- 0** = The second number is the pause at the bottom of the squat.
- 1** = The third number is the concentric or muscle shortening phase of a movement eg. Returning the weight back up to the starting position.
- 0** = The fourth number is the pause at the top of the movement.

* The numbers denote seconds

NOTE: When you see **X** in the tempo prescription, perform that part of the tempo explosively.

4 COUNTS →

0

← 1 COUNT →

0



ADAM

:: PRO TIP ::

S1: BARBELL SQUATS

SETS » 5

REPS » 5

TEMPO » 4010

REST » 120s



To initiate the movement push your hips back over your heels, this will allow you to get into a much deeper squat and will keep the bar over your centre of gravity avoiding toppling forward or rounding the back.

When performing your squats keep your line of sight straight ahead, focusing on a logo on your t-shirt in the chest area will ensure you keep your chest 'up' and your torso as upright as possible, preventing your back from rounding.

DAY 1

:: MODIFICATIONS ::

TAILOR THE PROGRAM TO SUIT YOUR GOALS



DANNY

EXERCISE »
A1 Air Squats

MODIFICATION »
TRX Squat Jumps

“

I have substituted the Air Squats for TRX Squat Jumps in the anaerobic set. I've always been into sport so I tend to find explosive movements beneficial and try to incorporate them into my workouts wherever I can.

”



DAN

EXERCISE »
H2 DUMBBELL HACK SQUAT

MODIFICATION »
WEIGHTED STEP UPS

“

As I need to specifically work on glute development, I've swapped the Dumbbell Hack Squats for Weighted Step Ups. For glute activation, I find isolating each leg individually to be more effective.

”

DAY 1

:: NUTRITION ::

The Meal Plan (page 10) provides 4 options for each meal and snack throughout the day to support fat loss most effectively.

Choose an option from the Meal Plan Guide for every meal and snack – aim for a variety throughout the program to maximise your nutrient intake!

SUPPLEMENTATION:

PROTEIN SHAKE To be taken post workout.

CREATINE Up to 5g daily taken pre or post workout.

FISH OIL 2-3g daily, should contain at least 30% EPA and DHA, taken with meals.

MULTI-VITAMIN Broad spectrum, good quality, taken with meals more essential on training days.