

A simple and effective program to strengthen the body's core muscles -- the building blocks of overall strength and flexibility



One of the newest revelations in fitness is the recognition of the importance of conditioning the important but often ignored core muscles: the abdominals, lower back, and hips. Your body's core is where all its movement begins, and a strong core can:

- * minimize the risk of injuries
- * correct muscle imbalances
- * give you better posture and less discomfort
- * make you feel strong, energetic, powerful, and healthy

"The core of our body is similar to the foundation of a house. If the foundation of the house (its core) is not strong, the walls around it (the arms and legs) will be unstable."

-Janique Farand-Taylor

So Quit Slumping!

Poor posture puts your core muscles to sleep, causing them to weaken, and leading your body to adopt what the author calls a "belly bulging slump."

In *Solid to the Core* Janique Farand-Taylor helps readers to get rid of bad habits and retrain your body. These eighty-four exercises are arranged in progressive series that target specific groups of core muscles.

Because the earlier, more basic exercises prepare readers for the more challenging exercises that come after, this customizable program is perfect for every fitness level. More advanced readers can simply progress immediately to the more demanding exercises.

FOR AN INTERVIEW REQUEST OR MORE INFORMATION CONTACT:

Earlita Chenault, 510-652-0215, ext.142, earlita@newharbinger.com

Solid To The Core: Simple Exercises to Increase Core Strength & Flexibility
by Janique Farand-Taylor, PT, ACE
ISBN: 1-57224-430-5, \$14.95, 152 pages
Published in April 2006 by New Harbinger Publications,
800-748-6273, www.newharbinger.com

About the Author of *Solid To The Core*

Janique Farand-Taylor, PT, ACE, is a certified registered sports physiotherapist, athletic therapist, and certified personal trainer with a private practice in Toronto specializing in sports and orthopedic physical therapy. Ms. Farand-Taylor is the official physiotherapist and personal trainer for the Ontario Freestyle Ski Team, and was a member of the Canadian Olympic Team at the 1984 Winter Olympiad in Sarajevo. She is a frequent lecturer and freelance writer and resides in Toronto.

Raves for *Solid To The Core*

“Only in recent years has the importance of core strength, which involves the muscles of the abdomen, the back, and the pelvis, been fully recognized. The author has addressed this subject in a very scientific yet practical way. She describes how one can analyze their personal need for fitness and then how to improve their fitness level by doing simple core exercises, which progressively become more difficult. The exercises are well illustrated and easily understood. I can highly recommend this book for anyone who has the desire to improve their fitness level and their lifestyle.”

—Robert W. Jackson, OC, MD, FRCS(C), chief emeritus in the
Department of Orthopaedic Surgery at Baylor University
Medical Center

“As a former Olympic athlete in alpine skiing, and now working professional, I had suffered and continue to suffer from periodic back ailments, and I would definitely tell my friends that *Solid to the Core* is a must read.”

—Jim Kirby, former Olympian, member of the Canadian
National Ski Team, and general manager of the sports
section at Publicis Canada

“*Solid to the Core* is a great resource book for all athletes and rehabilitation specialists. The exercises and progressions allow all athletes to continually challenge their core musculature. This can only enhance your overall athletic performance and health.”

—Chris Broadhurst, CAT(c), head athletic therapist for the
Phoenix Coyotes Hockey Team

“Anything written by Janique Farand-Taylor is worth reading. It could change your life. Working out with Janique as my instructor for the past five years has certainly changed mine—for the better. She makes a difference.”

—Ted Rogers, president and CEO of Rogers Communications,
Inc., in Toronto, ON, Canada

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