Optimum Nutrition Advocate, Muscular Development Magazine, Responds to 2013 Strength Training Trend

Muscular Development magazine issues a statement affirming the trend in strength training and advocates the use of Optimum Nutrition supplements.

Setauket, NY (PRWEB) April 08, 2013 -- On April 8, 2013, Muscular Development magazine responds to an article published by the York Daily Record about the increase in popularity of non-athlete strength training.

According to the York Daily Record, weightlifting and strength training used to be designated routines for bodybuilders and athletes; however, the American College of Sports Medicine ranked strength training as one of the top fitness trends for 2013. The article says the new trend is due to the American shift toward a fitter lifestyle. Instead of obsessing over being thin, many Americans believe fitness is more important.

Due to recent studies, scientists and nutritionists dubbed strength training as a better way to drop weight than cardio.

Brian Turner, a spokesperson for Muscular Development magazine, says cardio is essential for blood flow and maintaining a healthy heart, but strength training burns more calories. “When you build muscle, your body continues to burn fat after you leave the gym,” he says. “Building more muscle is more effective for losing weight. With many weight-loss shows concentrating on strength lifting, it’s no wonder why people are doing the same.”

For beginners, Turner adds, it’s better to start out mixing weightlifting with cardio. “Building endurance from cardio will help you build resistance and keep you from getting tired while weightlifting,” he says. “For an extra kick, you can use a protein supplement, like Optimum Nutrition, to amplify muscle-building results. Supplements should be taken in moderation, but they can really help someone struggling to put on muscle.”

Muscular Development magazine offers the latest and greatest news and products to enhance your workout and maximize the fitness benefits of your routine. Visit our online store where we negotiate the lowest possible prices from manufacturers, and are proud to offer bestselling, brand-name sports nutrition products well below the suggested retail price.

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