

Body Matters

Edited by Lisa Scott features@metroireland.ie

Meat eating is a weighty issue

‘We know how difficult it is to stay away from sugar but too bad. Man up, bitch.’ Rory Freedman and Kim Barnouin, authors of best-selling diet book *Skinny Bitch*, hope their tough-love message will do for men what their first book did for female dieters.

Skinny Bastard, A Kick-In-The-Ass For Real Men Who Want To Stop Being Fat And Start Getting Buff, likes to poke fun at rippling muscles but the message is serious. We learn how to get rid of those man boobs, how high-



Health and fitness: It is universally accepted that most men love a good steak, but a new book claims too much protein is making them fat **BY LISA SCOTT**

fructose corn syrup is even more processed than sugar and hidden in everything from beer to energy bars and how protein can actually make us – gasp! – fat. ‘Men in particular are stuck on the idea that you have to load up on protein to get toned,’ says Barnouin, who gave up modelling ten years ago to study holistic nutrition. ‘But



Buffing up for the beach: According to *Skinny Bastard*, too much animal protein is bad for you

it’s a myth. Protein and carbohydrates have the same amount of calories per gram. However, meat is high in fat and nearly half that fat is saturated.’

If you want to get rid of that spare tyre before your summer holiday, *Skinny Bastard* suggests you give up spare ribs and get your gnashers around beans, nuts, seeds, fruit and vegetables. They say these foods give an adequate daily amount of protein – a standard hamburger gives 22g of protein while a serving of edamame beans offers the same – and are far healthier. In addition to making you fat, the authors (inset, above left) say too much animal protein can lead to kidney impairment, heart disease, osteoporosis and cancer. Research shows people who scoff high-protein diets do not consume enough fibre, and a lack of fibre seriously increases your risk of cancer.

But men don’t care about boring vitamin deficiencies – they want a manly slab of steak, right? ‘This will be tough for some guys,’ agrees Freedman. ‘They are conditioned to think “real men” eat steak and hamburgers but research shows there is a strong correlation between eating meat and certain illnesses. They should at least be open-minded, clean up their diets and see how they feel.’

Even ‘some tough-ass motherf***ers are vegetarian,’ they tell us. The current world record-holder of the 24-hour triathlon prefers quinoa to a spare

rib and Olympian Carl Lewis said his best year on the track was the year he adopted a vegan diet. Even Stan Price, the world record-holder for the bench press, doesn’t feast on meat after a gym session – he is veggie too.

‘It’s a very pleasant surprise to find that men really do care about their health and are interested in

reducing their risk of disease,’ says Barnouin.

As the intro says: ‘Even if you never look like Brad Pitt, if you’re eating well and exercising, you’ll be healthier, happier and more confident.’

Skinny Bastard by Rory Freedman and Kim Barnouin (Running Press, €9.99)

Get active with the Wii

Looking for a fun way to get fit? James Ellis spends a sweaty afternoon with an Olympic medallist.

My male friends think I’m spending a steamy afternoon in a city flat with Olympic cycling gold medallist, Victoria Pendleton. And on the day she graces the cover of FHM, I’m not about to ruin my street cred by telling them it’s courtesy of her showing me the ropes on the latest fitness game for the Wii, EA’s *Wii Sports Active*.

The Wii has long been credited with opening up a whole new gaming market (read women) to consoles. The release of *Wii Fit* last year, complete with its balance board and yoga-style exercises, further enhanced the appeal. For us boys, though, well, when we’re not using the joystick to blow up aliens, we’d rather be out kicking a ball around.

Wii Active aims to change all that, combining a recordable fitness regime with activities that range from running to plyometrics and boxing, as well as challenges such as pitching baseballs and shooting

hoops. Accessories include a thigh holster for the Nunchuck controller, which helps track leg movements, and a resistance band that simulates weightlifting.

Unlike *Fit*, where progress is measured by body mass index, *Active* counts calories burnt. For the next hour we run, lunge, dip and curl through some of the game’s challenges. By the end, we are covered in sweat – just don’t tell the boys what we did.

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