



Be *Sweet* and tell us  
how much you **LOVE** us!

HAPPY  
VALENTINE'S  
DAY

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## Small Business Spotlight!

Say hello to **Ann Gutman**,  
owner of **ANNvitations!**

A home-based invitation and stationery business, ANNvitations is run in between Ann's strenuous workouts at NEFF since 2002. She was able to achieve her goal of combining her background in event planning and art with her love of unique papers, printing, fancy fonts, and more into a business.

Twenty years later, she is still helping clients create artfully inspired invitations, favors, menus, signs, placecards, and more for all types of events and suited to any budget to create celebrations that are one of a kind. Her extensive experience has given her unique perspective in helping her customers help create beautiful memories.

She also hates cardio and squats, but swears she loves all the trainers here!

To see more about Ann's business, visit [www.annvitations.com](http://www.annvitations.com)



*Every month we'll be spotlighting one of our NEFF members and their small business!  
Have a business or a side hustle you'd like to be featured? Let us know!*

## THEIR TURN TO INTERN



**L to R: Luke, David, and Aiden, and Nick**

Have you met our interns yet? NEFF has been hosting Exercise Science interns from Springfield college since 2019.

Luke is currently a senior at Springfield College studying Applied Exercise Science with a minor in Athletic Coaching. He runs the 400m for the track team and wants to get his Master's degree in Sport and Exercise Psychology.

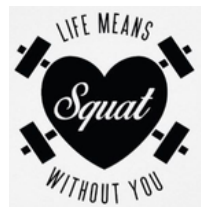
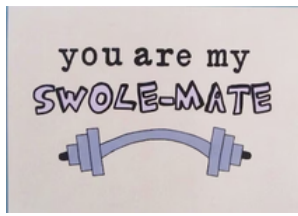
David is currently a senior at Springfield college who is also studying Applied Exercise Science. He is a BMX racing coach and enjoys playing guitar in his free time.

Aiden is currently a senior at Springfield College studying Applied Exercise Science. He is a certified CrossFit coach, and is an avid Manchester United supporter.

Nick is currently a junior at Springfield college studying Applied Exercise Science. His goal is to become a personal trainer and enjoys playing soccer and boxing.

**NOT A TYPO**





Western New England School of Law hosts  
Mini Law School for non-lawyers  
Feb. 21, 28 & Mar. 3, free and open to public  
[CLICK TO REGISTER HERE](#)

# WTF is BFR?

Blood flow restriction training is a trend that actually has a scientific backing



By Julie Sopchak

Everybody is looking for a hack these days, and it's no secret that humans have been trying to find a hack for getting in shape. No, there's still no magic weight loss pill, but great news for everyone looking for those sleeve-ripping gains: blood flow restriction (BFR) just may be your hack.

You may have seen some of our clients (even myself) walking around the gym with cuffs around their arms and legs. We do have our own BFR cuff system, and all five of us coaches are certified to use them, but how do they work?

The main gist of BFR is that it allows individuals to achieve muscular strength and hypertrophy without heavy loading. For example, say you can push a leg press at 100 pounds one time with all the effort you have (your 1-repetition max). Now let's strap those BFR cuffs on you; we'll adjust the weight to somewhere between 20 and 50 pounds and tell you to rip something like 3 sets of 30 repetitions. At first you'll say "This is pretty light, I need more weight," but then you'll do it and feel like you just leg pressed a car. So it's many more reps, but a much lighter weight, and still the same strength adaptations without the tissue damage that comes along with those heavier weights (you recover faster). This is ideal for rehabilitation purposes or for people with garbage joints, like myself, who would be at risk for pain or other joint damage trying to increase muscular strength when training with heavier loads.

When the cuffs are inflated, they create pressure on the limb that decreases the amount of blood that can move through that area, both in and out. This is not a complete occlusion, and it's important that care is taken with some devices to make sure circulation is not completely cut off. Not to worry, the cuffs here at NEFF are virtually idiot-proof and their design makes it just about impossible to completely occlude the limb.

Physiologically, when a muscle is working it requires oxygen and nutrients to make a contraction, delivered via blood. When you restrict that blood supply, the muscle fatigues extremely quickly. Concurrently, those muscle contractions are creating metabolic waste products (lactate and hydrogen ions) which under normal conditions would be removed by, you guessed it, blood.

So now this working muscle is being starved of nutrients and is sitting in its own waste. This gets back to the brain, and the brain is like, "Hey this is getting kinda messy, let me help out," and it sends out some growth hormone, testosterone (for the ladies, too), and other anabolic hormones to help repair and grow that muscle. Again, this is what would normally happen if we were lifting heavier weights without the cuffs, but now we are able to do it without creating mechanical stress on those joints (like my dumpster fire of a knee). Now, when you take the cuffs off, all that blood rushes back to the area, chock full of all those sweet, juicy growth hormones and, voila!

So when we say we're going to pump you up, you better believe we mean it!