

Announcing a Heart Strong in PDF format

by Ken Hutchins

Title: *Heart Strong*, (128 Pages).

Price: \$29

Format: Encrypted PDF that reads on PC, Mac, iPad, iPhone, and Android platforms. (It is not printable!) A short while ago, we knew that the high-end, most advanced desktop Macs would not read the file, but for the very few people who encountered this, they merely read it on their iPhones, iPads or some other device. We are advised that the Javelin software has now been upgraded to run on all the latest Macs.

About *Heart Strong*: This new book chronicles the history of exercise-induced headache (EIH) from before and including the early Nautilus heyday, through the Nautilus-funded Osteoporosis Project to present. The story of Ken's frustration with this nuisance and Dr. Doug McGuff's astounding discovery of its connection to cardiac perfusion to show the superior benefit of strengthening activity over that of steady-state makes for required reading by exercise instructors and physicians alike.

In addition to the narrative, Ken provides exacting instructions how to apply the occipital squeeze technique (OST) to relieve the EIH as well as other common types of headache. This alone makes this book invaluable to those exercise instructors and other professionals who often lose clients and patients due to the EIH nuisance. Before writing this book, Ken has "saved" client attrition for several exercise instruction businesses by explaining OST over the phone. Now it is in readable form for everyone who has this book.

Now available.

This PDF version will save tremendously on packaging, handling, and shipping over the hard copy version, especially for those outside the USA.

Purchasing Procedure

Send request to ken@seriousexercise.com.

Include in the email the email address you prefer the book sent to, especially if it is different from the address sending from.

You will then receive a PayPal invoice from SeriousExercise®.

After payment, you will receive a pass code and instructions for using the pass code to download, open, and read the book.

Heart Strong

How We Learned to Condition the Heart

by Ken Hutchins

- Achieving Maximum Cardiac Perfusion
 - How Cardiology Fails Us
 - The Ignored Enlightenment
- The Grammatical Miscarriage That Fosters Cardio
 - Stroke Volume versus Heart Rate Elevation
- Exercise-Induced Headache: The Secret Key to Health
 - Managing Exercise-Induced Headache
 - Learn the Sub-Occipital Squeeze Technique

to

Save Your Exercise Instruction Business

- Heart Rate Elevation—in and of itself—Is Worthless
- Dr. Doug McGuff’s Discovery That Rocks Cardiology

by the Author of *SuperSlow*®—*the Ultimate Exercise Protocol* and
the Developer of the SuperSlow® Exercise Protocol
and the Inventor of the Linear Spine® Machines

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Table of Contents

<i>Title Page</i>	1
Intellectual Property Page	2
<i>Introduction</i>	4
<i>Preface</i>	7
<i>Acknowledgments</i>	9
Chapter 1—History: Starting in the Middle	12
Chapter 2—The Coed from Tampa	19
Chapter 3—Incidence	23
Chapter 4—The Nautilus Osteoporosis Research Study	32
Chapter 5—Enter Doug McGuff	46
Chapter 6—More Indirect Evidence for Heart Strong’s Benefit	63
Chapter 7—Where are the Cardiologists?	76
Chapter 8—More Insights from Doug McGuff	90
Chapter 9—Guidelines for Inroading	98
Epilogue	105
Appendix A—Reprint of Appendix D from <i>SuperSlow—The Ultimate Exercise Protocol</i> by Ken Hutchins	106
Appendix B—Reprint of <i>The Mystery of EIH</i> by Doug McGuff, MD from <i>The Exercise Standard</i>	115
Biographical Sketch of Author	125