

MERYL: Hello, everyone. This is your Rebel Nutritionist, and I am thrilled today to be at the lift lounge with owner inventor, founder, Ky Evans.

Jody Vander Lee will be joining us shortly because it's also her brain child. I'm pointing, cuz she's standing over there and so welcome.

KY: Well, it's a woman's world, so she's the real boss, Jody. Let's give her some, let's give her real credit. Oh yeah, yeah, yeah. You had to pull the ideas out of my crazy head.

So you, you all get, we all get that credit. Yeah. With lift lounge. Yeah. Welcome. Thank you having

MERYL: . Yeah, we're doing a workout after you guys get privy to that after, but so Ky tell. What is the lift lounge? How did you start this? I know that's been a journey for, for both of you guys. So, so give us a little intro who you are, what you do and,

KY: **I'm a guy who's dedicated to a life to helping people be great.** In a sentence I spent almost 20 years in LA. Okay. Training everything from movie star, movie prep to professional athletes, to Olympic athletes, to moms, dads, grandmas, youngins. And I had a, I had a couple of gyms in marina Del Ray area.

Okay. And coming outta college, my degrees are an exercise science and human performance, and I was a ballet minor. So I was always, I was always fascinated with this idea of the benefits of weight lifting, but I also knew that it kind of hurt, like the more weight you lift, however you get guys, believe it or not, you will break.

There's no other way to stop. It's gonna. So, **how do we get that stimulation that weights can create with the benefits of Pilates, which is the core stabilization.** Mm-hmm, the core firing the mobility, the flexibility. And so I work with some people out there who are doing some interesting work, and then we opened up the studio, the studio I had there.

And then I really started to be **fascinated by variable tension**, the benefits of variable tension, right on top of the equipment that's moving so fast forward. That's when I popped and did all the actors and blah, blah, blah. Then I was lucky enough to be selected by Stallone and did his NBC TV show called Strong.

It was on after the voice. So I dunno if you remember that it was like 10 best trainers, 10

Housewives, it's only one season. . So that crushed me, but the ego check. So bottom line was when I moved to Austin to help a brand out there. And I met Jody and then things started to evolve for me. And I started to get burned out a little bit. Right. I'm teaching and teaching. So she's like, why don't **we take your methodology and all your ideas and start coaching gyms. And coaches.** So then for five years we went around the country, like almost like, like bar rescue, but for little boutique gyms that had variable tension equipment, whether it be reformers or different types, we would come in and rebrand them, teach them the methodology and make them more strength trained.

Right, right. Cause guys, here's the deal. All pilates lovers, please don't hate me. But **Pilates machines are too light. They won't build strength. They won't get you stronger. They'll make you move better. But to change your body, you need to be under. I moderate to heavy load.** That's a proven fact. So we would teach them how to take, do strength training on these spring based equipment.

Right. So COVID hit crash, right? Couldn't travel anymore. No one, no one could even afford us to come out, let alone. So they survive the gyms. Right. Right, right. And so the industry shifted, I felt like we were watching the Terminator where the machines, the whole machines became this thing and all these actors are giving them money.

Jay's giving you millions of dollars to build this machine on a bike or on a climber. A rower and forcing us to stay at home. Yeah. And most importantly, I think that broke on my heart was just **killing the client coach relationship.** that if you talk to any pro athlete, they don't talk about missing the game.

They missed a locker room. Yeah. That's the first thing they say, right? Yeah. They don't the football, the game. It's a skill. It's a sport. It comes and goes. It's a job, but the relationship. Yes. So when we saw. And we couldn't travel again. Jody looked at me and she said, well, what do you wanna do? And I. I miss the people.

Yeah. I miss the people. and I think, thank God for **COVID. It's gonna force a lot of great fitness entrepreneurs to reinvent how they see the industry.** Yeah. With the rise of the Instagram train. Yes, you are hot on Instagram. You're rip, but that shit don't work. One. We band Dumble on your mouth, hanging from a band in a beach, eating sand and spinning that doesn't work. People can't do that. That's not functional

Uhhuh. Right love. So first thing I love that the first thing was, yes, you're beautiful on Instagram. I So the first thing I wanted to do was I think also two male, I think interesting idea.

I started to realize that we were blurring. What functional training really is. Mm-hmm everyone thinks training is slamming a sledgehammer, flipping a tire news flash, unless you wear construction, you shouldn't be swinging a sledgehammer. Let's just be honest, that functional for people do construction.

Or like if you work at a gas station, flip a tire, if not, don't need to. Okay guys, **we got this idea of, of NFL style training and boot camps is functional. Okay. That's not functional. No, the job of muscle as to contract and lengthen**, squeeze and lengthen and lengthen. So the idea first was we looked at, we said, okay, what do we want to do?

So the idea is I want people, we, we know this for a fact, right? The, the, **the only ingredient to increase quality of life and life expectancy is called muscle** more muscle. You have the better you live and the longer you live let's, let's talk to Tracy later, but that's a absolutely straight the drug that makes you live longer and live better is straight up.

And doing cardio machines at home in front of a screen with a coach going, you got this, you can you go, you got this, you can, you go is not gonna do it. So at first we wanted to realize, we wanna make a decision and say, what is our goal? The lift Lounge's main purpose for people that miss training hard, but don't wanna get hurt, but they want the training focused on one idea.

So you live better, better quality of life. And live longer. so you can do the things you like to do, which is be out, go to downright happy hour, right? Get out. Be seen. Absolutely. Right. So that was our purpose. So if your goal is to live better, look better and live a higher quality of life. Meaning have more energy throughout the day.

Mm-hmm get up earlier, sleep better, then live lounges for you. If your goal is to flip tires, then there's some bootcamp down the street that will make you a better tire flipper so you just make a decision what you wanna do. So once we chose that, Then we looked at the idea that broke my. Was that the, the best part about this industry.

And you're so talented and, and so successful. And you understand this is that we wanted to reinvent this idea of, I have the mic. I'm the teacher, you're the people followers do what I say to you. Last thing. And I'm just screaming and and going, you got this vibe thousand times and awesome and awesome.

And awesome. And you're just being talked at and barked at the whole time. We wanna reinvent it. So the first thing we did was say, **Get rid of this idea of a gym or a studio. And let's go with this idea of a lounge.** a lounge sounds inviting where conversation

is the most important thing where what you have to say with other people is the most important thing.

So Jody came up with the name, the lift lounge. So we said, that's the first thing. Then we said, **we want it to be extremely intimate. We want it to be private training. We want it to be small. So you got the attention you needed.** because COVID, I think this idea of these 20, 30, 40 person rooms are dead.

Right. They're pretty much they got crushed. Right, right. You know, and I feel bad for them, but you gotta adapt and you gotta evolve. Absolutely. So we wanted to give. People the security, the safety, the, the feeling that they matter. And that they're only one in the room. around likeminded people in a very intimate, private setting where what you have to say and how you feel matter first.

Right? So that's why this space is only 800 square feet. That's why it's literally three pieces of equipment and a coach. Right. And that's that, that's the next thing you'll notice is **when you walk in the music's not blasting, right? Why? Because conversation is number one**, what you have to say with the other people in the room.

And then **the third thing is no mike.** Screw the mic because I am not gonna talk at you. So I want you to have, I want you to have a conversation with the person on machine one with machine two, with Jody, who's in the lounge with me. And so it becomes a conversation piece or pit of expression of laughter while you're dying in the moment on the machine.

So people matter first. And lastly, I think we wanted to make sure we, you have to give people a reason to wanna leave. Yes. Because now all this money's being pumped in to stay home, stay home, get in front of your machine and stay home. So we felt like when the community. Because that's really why we do sports in the first place, right?

The teams. Absolutely. When that means more to you than a screen at home, you will come out and then when you see you're getting the latest in science, when it comes to training equipment where **there's zero to no impact on the joints, all based in variable tensions, the muscles under tension all the time, the movements are full.**

So you get a good range of motion. and you realize that you only to do it three times a week, so you have more time for yourself, right? And then you add in 90% nutrition guide it, 90%. I don't care. How many degrees do you have in exercise science? I got 'em al, it's nutrition. So we'll talk about that later.

Yes, but **we wanted to give people who really wanted that private experience who wanted to be around likeminded people.** Kind of like when I first got my first membership to the sole house. I thought I was part of something. Right, right, right, right. Like I walk in and everyone's so creative and we're talking creative stuff like, and that was kind of what spawn this idea.

So Jody man took this outta my head. We built this and went to a Pilates machine maker. Who's a dear friend of mine. And I said, **are you ready to do a machine based for strength training,** Uhhuh never been done before, never been done before the size of this machine, the size of the carriage or the actual tension it's it's tripled that of any applies machine or, or high intensity applies machine.

Right? So that was the idea is make a strength base. So long winded answer to the whole thing was **we wanted to create a space that we conversation, relationships, and the latest of expression and training was the forefront** versus. A heavy duty sound system, a mic, someone in the stage center, and you're just doing basically cardio blowing out your back and your knees.

Yeah. And that was kind of how lift lounge was born. We're doing an 800 square feet. Our first place is here in Delray beach. We're hoping to open many, many more Yeah. Yeah. Watch out, watch out. And that's kind of like, in a nutshell, the whole idea was just looking at the industry and saying, what do we miss the most?

Which is the relationships. Yeah. And then realizing. The, **the training that's being done now is actually going backwards. It's archaic, like over doing overdoing cardio,** unless you're cardio athlete, unless you're running marathons, right. Is not going to get you the life, life expectancy, and the way, the way that you expect.

Right? Yeah. So **trying to give a better way to strength train and resistance training, which now all the science is pointing to it a longer life.** Right. That's what we want. Right. Absolutely. Absolutely. So that's kind of a little nutshell. Did I miss anything? No, no. If we did, we can always give it in, but yeah.

MERYL: Yeah. So that's kind of, wow. so much of what you said resonates on so many levels, right? In terms of there's a lot of congruency, like I wholeheartedly. Everything that you said is like, spot on even look, I was a personal trainer back in the day. Right. I understand about form. **I did Pilates and I a hundred percent agree with you.**

Yes. It helped the core. It helped the back. It helped the spine. But after a while, and I even said this to how some, when I'm like **I didn't see the change that I was looking**

for in my physique. It got me to a certain point, but right. You need that, that load under tension and all that kind of stuff.

So we're gonna show you the machine in a little bit, so you guys can see that. But, and, and what we're talking about, but. And look, I'm really good at kicking my own ass. And the first time I came in, I was, and I did the, the class. I'm like, wow, he's onto something. Right. Like I think I was sore for three days.

yeah, I appreciate. And, and I work out consistently and I usually work out the right way. Like I'm very, you're committed to form and all that. So, so I get it and it resonated, but I think just as importantly, like what you said. That whole idea of community. And I talk about this and the connection, right?

I talk about this incessantly. I think people are tired of me saying it , but if you look at human nature and the number one. Indicator of longevity and a long life. And what, **what makes people really live long?** Like you look at the centenarians, who are people living in the blue zones who are over a hundred years old.

Number one factor is socialization. Right. You, we, humans, mammals need so socialization. I always say what happens when you put a dolphin in a tank all by itself. It dies. Yeah, right? Yeah.

It's got some, some brutal pood now. Well,

but, but, but like really think about that. Yeah. Right. People are no different.

So we talk about what COVID has done on so many levels that social isolation agreed, has wrecked us as a society, as humans. It has wrecked us. And to think that we function. There is no we're doing a zoom we're together. And the energy of us together is so much different than if you and I were doing this on a zoom screen.

Right, right. And the energy between people. And so one of the things that I did when we had during COVID was I left my house. Like I didn't have clients in the office. Right. We had to shut down. Yeah. But I physically left my house to go to the office. To do zooms because I felt like I needed to be in the space where I sort of had some kind of energetic connection.

I couldn't be in my house anymore, even though I was doing zoom calls. You see all these people, like people should not be working from home. I'm sorry. Yeah. Right. To be isolating all day and doing these zoom calls and sitting on your ass and all that kind of stuff is so unnatural. Yeah. So I love this idea.

I love the concept and I love the reasoning behind it. Yeah. You know, that, that it is about relationships. It is about partnerships. People need to be connected to one

KY: another. I agree. Hundred percent. I mean, notice also too, I forgot to say this. There's no front desk. There's no separation of church and state here.

Yeah. Yeah. Like, you know what I'm saying? Like, like you are the reason why we're here. So it's a, it's a booth, it's a lounge. It's a place where everyone know we, the first thing we do is we introduce you. That's the first, when you walk in, I say, meet. So everyone knows everyone's name and that is that's only cheers, right?

Yeah. But that is the whole thing is like, out of all my years of doing group fitness and from, from professional athletes, from a team level, all the way down to just. You know, stuff in college. I've never, I told her that my, my favorite part that gets me the most excited is like, we **we're so taught to have the coach, and then we just do what we're told.** Right. But when, when you, when you've been in class, when one's telling a joke to the, the one John's making Jeff laugh and Jeff's making Diane laugh and Jody's comment, and it becomes this energy of just, yeah. This conversation. It's honestly, it's **reminiscent of guys or even women, if you're playing soccer, when you're in the huddle,** right.

It's that thing that's secret. That's what's happening here. It's like this speak easy convers every class has its own topic and conversation and laughing. And, and that I think is **the future of where group fitness has to go. I think it has to go smaller.** Why we created this. It has to be more intimate.

Yeah. It'll get more expensive, but don't you matter? Like yeah. Is your help

MERYL: matter. Right. And it goes back to. The other part of that, that besides all the community, that, again, I, we speak about all the time. In our, in our world, because we want to create a better sense of community because **when people feel connected, they feel supported.**

Yep. And when you feel supported, you, you wanna build each other up and support each other. Cuz when someone's feeling down, you can bring 'em up. Right. So, and I think, and I say we're all just so disconnected since COVID I think it was starting before COVID but since COVID the disconnectedness between ourselves, between each other has just that it's just a huge chasm now.

Right. So. So part of the other thing that I was going to say is what, **what I feel is lost in fitness that you've really brought back is form, is that dynamic resistance,** you

know of not because of things like these classes. You know, whether, and, and look, and I'm not knocking 'em, I'm not knocking the orange theories and the F 45s and these boxing, whatever, if that's your thing, that's fine.

And there's merit to that. But the fact is is how much change are you going to see overall? Right. **We need to do resistance training. We need to build muscle at some point. You're not getting any more gains from it.** Agree. Right. And so I feel like the work that you're doing here is so it is so focused on form and it's so focused on that positive and negative resistance, right.

That you're really creating change as people it progresses

KY: percent correct. You're a hundred percent. The reason why is cuz this, **this whole technique is based on your nervous system** guys. It's the nervous system that dictates everything. Right? Most workouts don't get me wrong.

They're all hard. Let's take away the word hard, right? Anything's hard. You go full out. You're gonna be exhausted. Exactly. It could be. I could be with a pencil if I get as fast as I can, it'd be exhausted that the fast workout I ever had a pencil. The idea is **what is the long lasting result of that kind of movement pattern** and 99% of every major brand in town.

Is based in conditioning, right? The orange theory, you said, yeah, it's hard, but you're running and rowing the weight lifting part of it's not heavy enough to even stimulate. Plus you've been exhausted so much on the rowing and running. You're not gonna get the muscle to fire. Like you could, if it was fresh, right, right.

F 45, same thing. It's so much overall conditioning. So the idea is if your goal is to have better conditioning, those are great. Again, it goes back to what do you want exactly. What do you want, **if your goal is to live longer? And have a better quality of life. You need to go after something that's gonna stimulate your nervous system, your muscular system to the fullest and not hurt your joints.**

Yes. Cause that's when we get and that's when things happen. Absolutely. Right. Right. And I think that was well said. And that's what the whole point of this whole equipment was. And most importantly, and you can comment on this cuz it's, it's. We don't want you here every day. If you're working on it every day, you're probably not doing it.

Right. Right. Like you're only allowed to come here three times a week. the rest is you're walking. Yeah. You're going the happy hour. You're doing whatever the hell you

wanna do, but you're just not here because it's recovery where you build and burn fat absolutely.

MERYL: The muscle. Yeah. Yeah. And I think talking about the muscle part is so important because our audience constantly needs to hear this.

And, and I did an interview with one of our. Trainers, coaches, Jesse, where we talked about the cardio bunny, right? The woman and the man, but mostly the women let's face it, who are just in the gym thinking they need to do cardio, cardio, cardio, and what we need to hear. And I've seen it all over Instagram and there's a lot of people talking about it a little bit more is the muscle, the muscle, the muscle.

Yeah. You and you said, this is **muscle is the key to long life. The reason is because fat just sits there in the. Fat has no metabolic activity.** Although we do know some fat actually causes inflammation, right? For some people, **muscle is what is the, is the engine of our system. Not only that muscle stores, your vitamins and your minerals and your enzymes and your proteins.**

So without muscle, you, you're not feeding nutrients to your cells. Right. And so people wonder like, why do I need muscle? Well, you need muscle because that is the engine of your system. That's where the beauty happens of where these vitamins and minerals and antioxidants. That's important. And so, and **without muscle you're metabolically at a deficit.**

Right. And so people who start building and it doesn't mean, I think the other piece of this is **women think I'm gonna go in, I'm gonna start building muscle and I'm gonna be huge. Right? Impossible, impossible, impossible.** But I think the problem also is, and the disconnect culturally is. And I think there's a big dichotomy between this, right.

Because I grew up in the era of you gotta look like that. Yeah. Right now it's you kind of gotta, gotta look like that and gotta have a big ass. You gotta have big ass and big boobs. Yeah. Like that's, that's impossible, right? Yeah. So you start to lose body fat, you lose all of it. But so I think **culturally we're setting people, we continue to set people up for failure** and look so there's a lot of women who say, well, I don't wanna, like, I I have muscle like.

Finally, I'm proud of my muscle, but like, there was a time where I'm like, well, I really needed to look like this. I'm like, okay, that doesn't make me feel strong. That doesn't make me feel good. So let me let that out the window. But I feel like we have to really dispel that myth for people like women were meant to be like this

You cannot procreate. You cannot make babies. If you have no, no muscle and you know, just a shit ton of body fat. And it, it's just not healthy. So I don't know. I'm sure you saw that in Hollywood

KY: a hundred percent. A hundred percent. I think that was really well said. I think the first, the first let's just, just spell some myth.

This is fine. I love this is my favorite part of the day. So **the first myth you cannot get bulky unless you increase your food**. You can't like muscle, you can't get people. I'm gonna get bulky by lifting heavier lifting moderately. The first myth you need to realize if you're lifting something that's between, let's say two and five pounds, and you're doing reps of 15, 20, or more.

You actually it's been proven to digress the muscle. Wow. It's too light. This is a scientific fact. It's been proven. So high rep ultra high reps. Alter like these classes with the two pound dumbbell, like the bar method stuff, you're actually digressing muscle. You might as well just be a marathoner and be that skinny kind of skinny fat kind of look.

Yep. Because **you're not stimulating a nervous system enough to tear the muscle, to build the muscle**. So that's the biggest, first thing I tell women, two pound dumbbells are a waste of your time. You better, you better off just, just changing your diet if you wanna lose weight. So that's the bottom line.

And to get big, like this idea that women have about bulky, this word, bulky lifting heavy cannot get you big. **If you lift heavy consistently and you maybe go into a surplus of 500 to a thousand calories, you will grow muscle. Cause you're feeding the muscle**. Like, like, so if you're in a deficit and you're lifting weights, you won't gain any bulk or size.

Right. Right. But remember the biggest thing is I think when I used to lecture coaches, I used to say there are three types of people in the world. Right. And then we have this this idea of what we label them. So **if you. Build muscle and eat a lot of calories. You're bulky**, right?

If you build muscle and starve yourself, you're skinny fat, right? Because you're skinny. Yeah. You're just running cardio. So you become skinny, but **if you build muscle and burn fat and a proper caloric intake, you are ripped** right, right. To these terms of, so really what's the. The of fat, which is nutrition.

So, so, so if you remove, if you add fat, you're bulky. If you remove fat, you are ripped. And if you, if, if you don't eat it all, you remove fat root muscle. You're skinny, fat, right?

So the idea is at the end of the day, **it's calories and stimulation**, right? Those are the two things that happen and it's balance and it's balance.

Exactly. Right. So that's the whole point of the lift lounge here is the idea was to **overstimulate the muscle right in the safest possible way so that we're constantly in a state of, of stimulation and repair** stimulation and repair. Right. And when that happens, what's the most important part of it. The action, the hormones go up.

The positive flow of dopamine, epinephrine and aide serotonin, all that stuff goes up and you're in, what's called flow state for people who are always at that level, you always feel, why do you have so much? Energy not because I drink caffeine because I'm in that flow state because of while my body feels right.

Hence the IDR muscle is nutrienting is, is feeling the body. So that's a big myth. My other favorite myth with, with women. Cause I used to do all the super models for photo shoots and all that kind of stuff was this idea. And that's changing now. Yeah. **This idea that strong has to be big**, right? Like guys, look at the athletes.

Some of the skinnies athletes can jump the highest. Some of the skinny athletes can bench breast the most amazing way you don't **muscle does not equate to strength. That is a complete and utter myth right muscle equates to food.** The more foods you eat, the bigger the muscle. So. **The nervous system is what equates to strength.**

The more we stimulate to the nervous system, the more it recruits fibers, the more you fire, the stronger you become mm-hmm . So you can be 142 pound Bruce Lee, and one bing punch someone across the floor. seriously. See, so, so please, please, please. We want you to be as strong as humanly possible, and that's what the whole point is.

We want you to feel as amazing as you can. Now, the presence of muscle, as far as the size of it really dictates what you feed them. Are you doing two grams per pound of body weight, you're gonna build muscle. Are you doing just maintenance one you're gonna maintain and just get caught.

Right? But the also the biggest issue two is like you said, let me, I'm gonna touch about this cardio bunny thing, guys, when you lift weights or tension for extended period time or time and attention, your

heart rate has to go up cause you're working. So when you live, when you do proper resistance training, you're automatically getting all the car that you need.

Unless your goals on a marathon, then it's a skill set, right? Separate the idea of longevity and life. Versus if your sport is life, you don't never need to do more work balloon, lift weight to eat. Right? If your thing is I wanna get up and do a marathon. Okay. Now we've gotta add in that shit we have to, because it's a skill.

That's the biggest thing. I think people don't realize you have to separate the idea of living the best fruitful most amazing life you can possibly have versus. Doing this skill. If you're taking boxing classes, guys, I hope you wanna be a boxer. Otherwise, all you're doing is hurting your wrists and elbows eventually you'll hurt your wrist right now.

Will you be a, could you hit me in a face? Yeah, you probably could, but you eventually you, no, unless if you're not a boxer, why are you boxing? Right,

MERYL: right. I look again, the, the, the fitness world is very similar, right? The, the myth and the misconceptions. Yeah. I'd say myths and myth misconceptions with fitness, with nutrition.

Yeah. You know, everybody's out, there is a coach of one sort or another. An expert everybody's idea is the right idea. So I always say, if you really want to know what to do and **number one, It's all individually based**, right? I mean, at the end of the day, that's what this is exactly. **What do you want and is it for you?**

Yep. And, and **stop with the generalities**. Look, we know enough and we'll talk about the whole DNA piece. Yeah. We know enough. **There is technology enough that allows us to individualize and personalize routines, whether it's a fitness routine, whether it's nutrition, routine, why are people not taking advantage of that?**

Right. That's the biggest part of me. Like, why are you still listening to that person on Instagram, that person on TikTok, who's giving you a life hack or the false nutrition thing. And, and it ends up either not working or hurting you in the long run and you just don't get enough out of it. So I feel like, right, like you said there's two ways that we look at it.

What is your goal? Is it health and wellness and longevity? And if so, that's gonna be a little bit of a different angle then I just wanna be skinny. I just wanna, correct. Yeah. I just wanna, yeah. **We need to dispel that myth of like that the physical outside is the goal.** Yeah. Right. Because here's the thing.

And I say this all the time too. **If the inside is healthy and supported and, and you know, you're building muscle, you're doing all these you're nourishing yourself. Then the outside is going to reflect that.**

KY: Agreed. Right. That's really well said. Yeah. I when I first started out, right, I was possessed by blending ballet with weightlift.

Yeah. Because I, cause I, cause the grace I saw yeah. That they could do, but they were so injured. And then I looked at weightlift and I was like, I love the idea of all that muscle building, but then eventually these things start falling apart. Right. Because I think people don't realize you guys that, that the, the range of motion is not equal.

So you were, this has been proven by another doctor. You are seven times stronger in the eccentric load than you are in the concentric load. The problem with weight lifting and why it's not efficient is the weight doesn't change. Right? So you can, you're always spending your life doing what underloading, ladies it's like always going below your vetting below your average.

Right? **When you lift weight, you always have to only lift, for the weakest part. So you're spending half your life, never seeing your potential, but if you try to hit that potential, you'll rip your shoulder** if in a bench press. Right. Right, right. That's why you see guys now with change and all these things, they're trying to load where your strongest, so they don't have to rip their shoulder up on their weakest, but it's very archaic.

Right. Right. So when you understand that, **You understand that we spent our life as a training culture, living below our natural physiological abilities, because the technology, weights, have not evolved in 50 years.** Monday's still bench day. Tuesday's still day Wednesday's back Friday late, go to any gym in the world Monday, they're doing chess.

Right. And what are they doing? Bench, press dumbbell, incline. You know, they're just doing the same old shit. So then that, then, then the problem is because then we, then we start to open the door to all the peds in the world. Right. Because this is so inefficient. So how do we, instead of making a better piece of equipment, what do we do?

Drugs. And everyone starts shooting up. Yeah. And then what happens? They die at 50. Yeah. Not good. It's really heartbreaking. Yeah. Yeah. So I think that's the, that's the thing too, is, is like the ability to understand, like you said, if you go, **if you wanna be a good boxer, cuz you like, it, it's a, it's a hobby, then you should take boxing classes.**

Right. But then I still think **you should find another piece of the equation** because one too much of one thing, when we, when we came up with this, I wanted it to take

from. I wanted yoga. I wanted ballet. I wanted Pilates. I wanted power lifting. I wanted CrossFit. So taking the best attributes of all these methods, because you said there's no one way.

Right. And I wanted to give you the way, if your goal was to just live and feel amazing. And here's the thing because of the variable tension. This is the only thing I know to date that will make you better. Like I have a CrossFitter that came today, a high end one got smoked. Now she's not gonna leave CrossFit.

No, do I want her to, but I probably ignited her so much. She will go lift a house now that's how I got the NBA guys. I'm not, they would still lift weights, but we would light 'em up because it's all neurological, right. That when they went to go do a static weight or some sort, they would do the roof because their body is so inclined to fire at a higher level.

Amazing. Right. So that was the kind of idea. And, and like to finish your point is like guide, I think at the end of the day, It's really saying it's really funny, but Jody says this all the time. Like **what's the best nutrition plan in the world. The one you do exactly. What's the best workout in the world.**

The one you do. So yeah, we can sit here and say this and that. And the, at the end of the day you gotta do the one that's gonna get, cuz I would prefer you to eat clean and move, whether it and get your results or not. Absolutely. Just because I want the world to be moving. Yeah. It's about consistency.

Yeah. Oh yeah, too. Oh my God. All right. **Variety is the death of results.** Fuck your variety. Variety is a waste of time. If you're bored, it's working. Okay. I had to break it to you guys to eat the same shit. **Do the same stuff. Keep changing a little bit of the variable and you'll get speed.**

Yeah. Speed comes from consistency. Like you said, people say I'm when we interview people like, well, how fast, how long will it take? I was like, well, how consistent will you be? Right. Right. Now know that with the human mind, we will have this. Yeah. The process is this. Yes. I've never seen one client here.

Yeah, it doesn't exist. No, it doesn't. I mean, it doesn't exist. So **the idea is fall in love with this and then be around people that are like minded. So you feel like you're supported, like you said, and enjoy this damn ride**, cuz it's gonna be over before it. Amen. You know what I mean?

MERYL: Amen. Amen.

Yeah. So I do wanna bring in Jody. Yes. I thought we're gonna, we're gonna do, cuz we're kind of at, well, we're a little more than halfway, but that's fine. So **we're gonna actually do a part two of this. Yay. Yay. And we're gonna bring Jody on for that** cuz Jody and I had an amazing conversation the other day that I wanna bring in the nutrition piece and kind of tie, oh please.

You're you're and to. So, yeah, so I think, unless there's any

other,

KY: I just wanna close the one thing, guys, the lift lounge is for anybody that wants to transform their life. And, and, and that's the other thing I didn't talk about real quick is that we didn't wanna call it a workout studio. We didn't want to call, we wanted to call it a transformation studio because **we embrace four pillars of. The whole transformation. The first one is this resistance training with zero impact.** So you can train as hard as you ever wanted to with weights without the be without hurting yourself. Then we we, especially, we just do the weight loss program.

Like you're you're, if you need to get a heal, we send 'em to you, right. If you're the guru, but **if your job is just to comp macros, we have a customized app** that you, so I'm in your pocket making you crazy, sending fingers all day long. So you enter your food so we can coach you on that. We also brought in a **hypnotherapist because after COVID we felt that people forgot how to meditate and the stress levels were so high** and anxiety was so high.

Yeah. I can't wait to meet her. She's amazing. Yeah. You love her Krista Jack. So she developed the program. The meditation program that you do every day in our app. So we can get you in that state of bliss. So you can really own and truly fall in love with who you are. And **the last point is the accountability** that we wanted a real time.

Coach. I didn't wanna bot Mexican me messaging you. Yeah, you're talking to me. All day until I go to bed, I'm texting you all day and make sure you're coming to coming to the lounge, making sure you're eating properly. And so you really are getting, I guess the bottom line, I wanted my mom to feel like a movie star.

And when we ever, if you ever been on a set, there's like, there's, all of us are working, right. We, I do this, I'm on set, working the mouth. Then we have a nutritionist speeding them. Then we have the acting ghost telling 'em on act. So I wanted that for our clients here at the lounge. So they felt like they had a team of people.

It is. And then, and then working with you, the brilliance of what you do and all your testing and your, your knowledge is, is second to none. I mean, I think you if people really want to really live the best, especially our clients are from mid forties to sixties guys, right. That's who we wanna, I wanna, I want those ex athletes, entrepreneurs, business, people that know the value of their time.

Love that.