



# Advisor's Preface

The concept of “biochemical individuality” was first proposed by Roger Williams in 1956 to explain variability among the population’s specific dietary needs, susceptibility to disease and responsiveness to various drug therapies. A proficient understanding of this concept is, in my opinion, the most intelligible way to begin one’s study into how to attain the optimal physique through diet and exercise.

As a Certified Sports Nutrition Advisor, you will guide your clients on a path towards health and well-being. The relative upsurge in media reports on how to achieve this goal, through nutritional supplements, diet and exercise has been both a blessing and a curse for the health and fitness industry. While increasing exposure for the industry, the information that consumers (and their doctors) receive is both contradictory and confusing. Further, a consumer’s decision to start a health and fitness program that includes sometimes-drastic dietary changes (such as cutting out all wheat, eliminating coffee or starting an intense weight lifting program) is directly affected by these media reports, usually adversely.

## Module Five

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As varying studies are publicized on the effects (or lack thereof) of nutritional supplements, specific diets or “new” exercise programs, the health and fitness industry experiences a dramatic fluctuation in client numbers, which ultimately leads to loss rather than profit - both for you as a professional and for the client who remains in an unhealthy state. This increase in media reports, while posing a threat (when negative information keeps your potential clients from even trying a sports nutrition program), it also affords a unique opportunity for you to provide quality accurate and reliable education to your clients with confidence and ease. This can only come from a dedicated study of how the body works and how dietary and exercise regimens, when catered to the individual, affect the physical, mental and emotional state of a client.

With this understanding comes the ability to provide a clear explanation as to why the Atkins' diet doesn't work for everyone, or why marathon running can cause a heart attack in some while promoting optimal health in others, and so forth. The answer lies in genetic variation or biochemical individuality. Throughout time, healthcare professionals have been categorizing people into various classes, based on their body type, temperament, blood type and more. Module Five offers a comprehensive overview of the many theories available on how to categorize individuals into varying body types in an effort to narrow the associated recommendations that you would give.

From Blood Type, Somatotype, Chronotype and Chemical Type to Ayurvedic Constitution, Glandular Dominance, Ethnic Origin and Autonomic Nervous System Dominance, Module Five offers you the exposure you need to the various theories available

on how to determine general body types and hence how to individualize your dietary and exercise regimen to ensure the best outcome. Understanding these classifications inevitably provides you with a greater appreciation for, and sensitivity to, the needs of the individual - widening the potential to help your clients attain remarkable results.