

Absession...America's Guide to Ultimate 6 pack Abs

By: Scott Hayward

Dear Editor/Producer:

According to the Center for Disease Control (CDC) here are some facts about obesity:

- > More than one-third of U.S. adults are obese
- > Obesity related conditions include heart disease, stroke, type 2 diabetes and certain cancers
- > The estimated annual medical cost of obesity in the U.S. was 147 billion dollars in 2008
- > By 2030 over 44% of American's are projected to be obese

Scott Hayward, author of *Absession ...America's Guide to Ultimate 6 pack Abs* is poised for such a time as this. *Absession* provides an insightful, easy to understand blueprint for men and women across the nation. Scott's debut literary work addresses the core of the obesity epidemic that plagues today's society.

Scott addresses the need for total body transformation as opposed to mind numbing abdominal crunches. *Absession* addresses the importance of Resistance Training, Cardiovascular Training, and Sound Nutritional Programming in the quest for a better body. Scott makes the 12 week program easy to understand and even easier to intergrate, all while still maintaining everyday life.

Absession... is a packed page after page with principles and techniques for not only six pack abs but a total body transformation. In *Absession* you will learn:

- ◆ Learn the 11 Commandments for Ab-Revealing Fat Loss
- ◆ Discover the TRUTH about Metabolism
- ◆ The Single Greatest Fat Blasting Exercise
- ◆ The best time to perform your cardio for maximum fat loss

Scott delivers not only the program to develop 6 pack abs and transform your body, but ultimately transform your life.

For information on scheduling an interview with Scott Hayward, [please call me at 484-999-1231](tel:484-999-1231), or by email at phillypersonaltrainer@yahoo.com. Scott will be on book tour in February 2014, and can be available for an in-studio interview. I look forward to talking with you soon.

Sincerely yours,

Scott Hayward, MS, CSCS, CNS, CPT
Absession...America's Guide to Ultimate 6 pack Abs

(P.S. The book available upon request – just let me know and we'll shoot one in the mail to you PRIORITY!)