

Phidippides Voted Best Running Store in LA
Jan 2010 Competitor



The Phidippides Encino Messenger

We know running and walking... Get to know us!

VOLUME 2, ISSUE 3

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HIGHLIGHTS

- Brooks Cavalcade of Curiosities—June 11
- Jeff Galloway Clinic on July 31 from 11 am to 6 pm
- Great summer events we are supporting
- Summertime skin protection

INSIDE THIS ISSUE:

- Benefits of exercise are about 2
more than better 10K times
- Price pressures in China will drive 2
footwear and clothing prices higher
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Dr. Science answers your burning questions.

What's Up at Phidippides Encino

Upcoming Events Not To Miss

June 11, 2010 4-8pm

Brooks Cavalcade of Curiosities and Arcade of Oddities

You don't want to miss this event! Brooks purchased a genuine English double decker bus, shipped it to the US and turned it into a traveling gait analysis and a kind of Ripley's Believe It Or Not museum of tongue in cheek running oddities, like the Sasquatch Adrenaline and the giant glowing bunion. It's a carnival atmosphere that will be loads of fun. First, Brooks is going to have a vat of their new patented non-Newtonian fluid cushioning system, DNA, that you will actually get to run across! Pretty weird stuff, I must say. There will be free gait analysis, live music refreshments, exhibits from vendors, maybe a juggler, a chance to gaze at the stars with Charlie and his telescope—and we're adding more fun things daily. So mark that calendar and get on over to Phidippides on June 11.



Fish eye view of the bus

July 31, 2010 11 am to 6 pm

Jeff Galloway Running School Comes to Encino

Phidippides chain founder and US Olympic athlete, **Jeff Galloway**, will be at Phidippides from 11 am to 1 pm to meet, greet, chat and sign autographs. Then, from 1 pm to 6 pm he'll hold one of his famous small group training clinics. The fee for the clinic is \$189 and you may register on line at Jeff's web site www.jeffgalloway.com.

Jeff will show you how to: increase your endurance without killing yourself, run faster with fewer training miles, stay motivated, reduce injuries, eat better, improve your form and more, all in a small group setting with individual attention. His program is used by many of the charitable cause training groups, including the **Aids Marathon** and the **Arthritis Foundation**. Jeff is the author of probably the best book ever written on running training, **Galloway's Book On Running**.

We'll have copies on hand for purchase, and I am sure he'd be glad to autograph one for you. Sign up early as space is limited to insure individual attention.



Medical Notes

For reasons not completely understood, skin cancer deaths, particularly among males have soared over 200% in the last 30 years. Ozone depletion and increased outdoor athletic participation sports have no doubt contributed, but regardless of the reason, it is clear that we need to be vigilant in protecting ourselves from excess UVA/UVB exposure by avoiding outings at the peak of sun intensity, by using full spectrum sunscreen products with an SPF of 30-50, like **SCAPE**, a waterproof, sweat-proof, non comedogenic sunscreen that we have been selling for several years now. Additionally, there are many sport specific UPF protective fabric garments on the market. For running, **Nike, Asics and Brooks** all have several offerings. UVA has been implicated in increased incidence of cataracts at earlier ages, so eyewear that offers full spectrum UV protection like the moderately priced high quality line from **Tifosi** should be used whenever you are outside. Finally, you should be visiting a dermatologist on a regular schedule to be checked for "bad" moles.

The Benefits of Exercise—Ah, but a man's reach should exceed his grasp.

The China Syndrome

This is not about a nuclear reactor meltdown. This is about continued pricing pressure on *all* Chinese products, but particularly footwear and clothing. There are several reasons: 1) a significant labor shortage as younger workers move away from lower paying textile and shoe manufacturing jobs to higher paying jobs in electronics design and assembly. 2) The Chinese government is encouraging more workers to remain in their home provinces rather than migrate to the south where most of the shoe and clothing factories are found. 3) China's continued massive investment in internal rail transport infrastructure is allowing product to be produced further inland away from the coast. The higher margined electronics industry is taking over the coastal zones and shoes are moving inland where experienced workers are harder to find. Some factories are only getting 60% of their needed workforce, forcing them to "import" more expensive labor, or pay more. 4) China is beginning to allow its currency to appreciate, albeit slowly. The net effect is: Prices are going to go up across the board and the American consumer will pay the price as we no longer have the domestic industrial base to supply our demands.

We here at Phidippides serve a very wide range of customers, from competitive ultra marathoners to folks recovering from orthopedic surgery or people battling diabetes.

Those who know the personal racing history for some of us on staff think that because we are (or at least in our callow youth, have been) so caught up in running and racing that we think *everyone* should be running and racing. That really could not be farther from the truth.

What really matters, and Craig really embodied this in his dealings with people, is that we challenge ourselves as individuals to reach beyond what we would normally view as our limits. When we do that what we inevitably find is that we, in fact, have fewer limitations than we think and can achieve things that were at some point unimaginable to us.

For years physical activity has been known to bestow benefits as helping to maintain a healthy weight, reducing stress and building muscle. However, a growing body of recent research is showing that regular activity—as simple and easy as a brisk 30-45 minute walk five times per week—can boost the immune system, increasing the circulation of natural killer cells that fight off viruses and bacteria. Exercise has been shown to improve the body's response to the influenza vaccine, making it more effective at keeping the virus at bay. Regular exercisers have been shown to have fewer and less severe upper

respiratory infections, such as colds and flu. Regular exercise has been shown to combat the ongoing damage done to cells, tissue and organs that underlies many chronic conditions, such as Type 2 diabetes. Studies are even suggesting that exercise-induced changes in the body's immune system may protect against some forms of cancer. Harvard Medical School cites over 60 studies that indicate that women who exercise regularly have a 20-30% reduction in the incidence of breast cancer, and that women diagnosed with certain types of breast cancer show a 50% lower mortality if they are regular exercisers. Colon cancer rates are 60% lower for those who exercise regularly. Some studies show that the incidence of Alzheimers disease is up to 40% lower for those who exercise. Osteoporosis rates drop as well for those engaged in weight bearing exercise. There is even evidence (and the evidence is now at the level of the DNA strands) that exercise can protect against some of the effects of aging. In general, medical experts say inactivity poses as great a health risk as smoking, contributing to heart disease, diabetes, hypertension, cancer, depression, arthritis and osteoporosis. What is not known exactly is why this is so. Our understanding of the molecular changes caused by exercise is quite limited.

However, with looming national and world crises in obesity, diabetes and Alzheimers,

the need for action to get people moving has never been greater. The personal and financial impact of the myriad health issues facing the country cannot be understated, especially as the nation contemplates what to do about soaring health care costs. What is needed is a multifaceted grass roots program that involves governmental agencies, corporations and NGOs to 1) make individuals aware of the benefits of regular exercise, 2) organize regular community events that get people out of their cars and on the street, 3) build fitness programs at the corporate levels and encourage employees to participate, much as we do for continuing education for the workplace.

LA County, for example, has launched a multi agency task force that will involve the business and medical community called Get Fit, Get Healthy LA. They are targeting businesses in a bid to get large scale fitness programs organized. The City of Portland has regular weekends where, on a rotating basis, neighborhoods are completely closed to vehicular traffic and folks come out to stroll, bike, walk, skate through their neighborhoods, building not just fitness, but a spirit of community. Kaiser Permanente has begun rolling out exercise counseling to eight million members as part of their regular checkups.

So, let us help you get walking, running, biking—in short, get fit and attain goals that you thought were beyond your reach. And get the people in your life you care about to get moving, too!

New Shoes

New Product Review

New Gear

There are lots of new items at Phidippides to help you get the most out of your training. So stop by and check out our new arrivals!

Brooks Addiction 9



The **Addiction** has been the mainstay of Brooks moderate priced stability line. This new edition of the Addiction has some incremental updates—a better looking and better fitting upper, a BioMogo midsole to speed decomposition in landfills, and a new tongue eyelet that is pure genius! It keeps the tongue from migrating around the foot - a major annoyance for some runners. We are in stock now and the price is the same as the Addiction 8—\$100.

Nike Air Structure Triax 13

The **Air Structure Triax** is arguably the real workhorse of Nike's stability lineup. Width availability, superb cushioning, the ability to go on or off road has made the Structure the choice for



thousands of runners over the years. The Structure Triax 13 has some tweaks that promise to make it even

more comfortable. The new version features a gender-specific radiused crash pad that is more beveled, highly decoupled and articulated to help absorb shock at impact and moderate the range and rate of pronation through midstance. The women's version also features a nice midfoot arch strap to comfortable snug up the fit on the medial side. The only downside is that the shoe got a bit wider, especially the women's model, which years ago struggled to get the fit down. Now after 3 or 4 great fitting versions, the women's is back on the baggy side. And, if you want a brightly colored lighter more breathable version of the AST, check out the limited edition AST Breathable (same price, no widths)



Brooks Adrenaline ASR

The Adrenaline is one of the best received supportive shoes ever built. Brooks has made incremental changes in the shoe every 12-18 months with almost no missteps. The trail version, the **Adrenaline ASR**, has done the same thing in the trail market. The ASR lags on version behind its road cousin for production reasons, so the new ASR 7 is on the Adrenaline 9 tooling. What is great news here is that the ASR will soon be available in a wide width for

men and women. We'd rather see a narrow in the women's but vendor generally think the wide is needed for some reason. What has really made the ASR stand out is the great fit and the superb traction and stability. Price remains the same at \$105, and it's good looking, too!



Garmin 110 GPS Watch

Garmin just keeps getting better for runners. What's been missing from Garmin's line is a (relatively) inexpensive, wrist unit with no bells and whistles that does not take an engineering PHD to operate. Enter the Forerun-



ner 110 as the easiest way to track your training. It's GPS-enabled so it knows how far and how with virtually no setup required, so you can just press start and run or walk with it. The real plus is the new even smaller case that fits on thin wrists more comfortably. The 110 is priced at \$200 without heart rate and \$250 with. A few units have just arrived, so come in and check them out.

Features Diabetic Socks

Don't like socks that are tight around the ankle or calf? You don't have to be a



diabetic to appreciate the new **Features Diabetic Sock** line. Features is already known for their great soft fabric, the pressure reducing funnel top in their crew socks, and the hand link seamless toe, and those technologies are in the Diabetic Line as well. Now, take those great features and make the foot less binding, the ankle and calf area (on the crews) totally non binding and you have the makings of a great sock for ANY purpose – running, walking, dress or medical use! The Diabetic Sock is available in black or white, ankle or crew at \$11.99 & \$12.99 respectively. The black color is, however, not made in Small or Extra Large. We have strongly suggested they rethink that.

SCAPE Sunscreen

Formally Hawaiian Creations, this is one of the best sunscreens we have found for athletes. It comes in cream or stick in tubes or bottles and offers SPF ratings of 30 or 50. It's waterproof, sweatproof and non comedogenic for sensitive skin. Protect yourself this summer from too much sun with SCAPE sunscreen.



Phidippides Encino

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Open Tue-Thur-Fri 10 to 6, Wed 10-7, Sat 10-5

We know running and walking... get to know us...

Phidippides Encino opened in 1980 and is one of the nation's foremost technical running and walking stores. We are renowned for our service, knowledge, expertise and product selection. We want to help you make fitness a part of your daily life because fit people live longer, healthier, richer lives.

Tech Talk 101—The Answers to Life, the Universe and Everything (42)

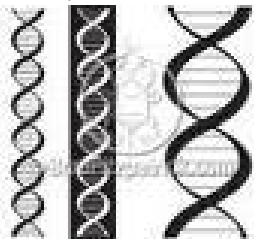
This month's Tech Talk focuses on some very interesting recently published studies related to exercise.

There's so much we don't know, but it sure is fun to ponder!

Q: Why is it that I seem to have trouble getting out the door for a run whereas my friend doesn't feel complete without the daily run? Is something wrong with me? Am I part sloth, Dr. Science?

A: This is an interesting question, and lo and behold, Dr. Science now seems to be providing some insight into this issue.

A European study published in 2006 looked at the activity habits of 37,051 sets of twins, the ever popular geneticist study target. In this particular study, scientists looked at the decision to exercise or not. They studied twins between the ages of 19 and 40 in Australia, Denmark, Finland, the Netherlands, Norway, Sweden and the United Kingdom. The study set a loose standard of one hour per week of light jogging to classify an individual as an "exerciser". Of the twins they looked at, only about 44% of the males and 35% of the females met the standard. What was interesting is that across the board, the identical pair twins were more likely to share



an exercise pattern than the fraternal twins! Using a complicated statistical formula, the re-

searchers concluded that differences in exercise behavior were about 60% attributable to genes. In other words, your parents ARE to blame after all—not just because they would

or wouldn't let you go out for track, but because they bequeathed to you a genetic urge to work out—or not...

Advances in genome mapping allowed a more recent study of 2600 individuals to actually map a million and a half sites along each person's DNA in the area associated with physical activity. The study found that people who were active, but not necessarily athletic, tended to have similar variations of several different genes. The genes in question were not ones affecting speed, strength and the like. They were more subtle, affecting how people respond to fatigue, suggesting that, for some people the same amount of physical exercise may be more tiring, and therefore less appealing, than for others, even if they are *equally* fit. Another gene is widely expressed in both the muscles and the brain and is likely to have an impact on how physically easy and mentally rewarding exercise is.

What is motivating to these researchers is that most people do *not* exercise, even though for health reasons we know we all should be doing some minimum amount of exercise. So, if the genetics are better understood, it may allow for interventions to improve the likelihood of more people taking up exercise. If exercise can be made easier and more attractive to more people we can dramatically impact the long term quality of life for millions of people.

Q: When I miss a day, my brain feels sluggish. Why is that, Dr. Science?

A: The answer is simple! Your brain is addicted to endorphins! Actually, science is shedding light on this fascinating subject, too.

Recent studies of laboratory mice show that if you allows a lab mouse to run as much as it likes on a treadmill, its brain power improves ("Same thing we do every night, Pinky – try to take over the world!"). This finding prompted

researchers to refine the study. They took two groups of matched mice and let one run as much as it wanted on the mice treadmills, and required the other group to push harder on the mice tread-

mills at a speed and duration controlled by the experimenters. When the mice were tested for performance in intelligence tests (mazes with avoidance challenges), the mice that had been pushed harder performed better with improved cognitive response! What is even more amazing is that when the scientists looked at the physical brain structures of the two groups, the group that had trained harder showed evidence of actual molecular changes in several areas of the brain, whereas the voluntary runners only showed these changes in one area. It has long been know that exercise actually changes the structure of the brain and affects thinking and can, in fact, stimulate new brain cell production. Several more recent studies have demonstrated that exercise improves memory and cognition. What is not known is exactly why these changes occur, or how long term the effects are.

Certainly, while the results of these studies don't mean we should all hire track coaches and train like we were going for Olympic gold, the clear message is that exercise does, in fact, improve memory and cognition. The lead researcher in the mice study states that "it would be fair to say that any form of regular exercise should be able to maintain or even increase our brain functions."

Once again, the message seems clear—get moving to stay healthy longer!



"Same thing we do every night, Pinky – try to take over the world!"