

EXERCISE: THE PATH TO A BEAUTIFUL BODY

The leading corporate & celebrity personal trainer in Jamaica, Christopher Clarke is his own best advertising for the fitness regime he follows. Passionate about health and wellness, Clarke is reputed for his ability to help his clients get in shape. The one man fitness wave, who has become the preferred choice for individuals wanting to incorporate fitness routines into their hectic schedules, takes pleasure in using the beautiful scenery of Jamaica to keep workouts interesting and enjoyable. Aside from the corporate elite of Montego Bay, Clarke's impressive client roster includes reggae superstar Jimmy Cliff, dancehall singer Ce'Cile and Jamaican actor and singer Peter Lloyd.



Technical instruction to avoid injury is one of the many benefits of a personal trainer (Photo: C. Clarke)

Clarke's workout routines are endorsed by a string of faithful local followers as well as visitors and celebrities who hire the personal trainer to help them stay in shape during shorter stays on the island. Explains Clarke; "I put together programs that are adapted to the individual's needs, whether their objective is weight loss, body sculpting or simply staying in shape."

Extremely result oriented, the fitness professional takes pride in making his clients look and feel good, by helping them to adapt healthy exercise and nutritional habits into their daily lives. Clarke puts together individual training programs and nutritional recommendations for each client, depending on their objectives. Says the fitness expert; "The most important thing to me is that my clients accomplish their goals."

In addition to providing motivational support and proper technical instruction, the get-in-shape-guru keeps records of his clients' exercise sessions to help monitor progress, and advises his clients on how to modify their lifestyle outside of the gym to improve their overall health. Explains Clarke; "The benefit of a personal trainer lies in several areas. Aside from benefiting from expert advice and a tailor made fitness program, which ensures efficient workouts, there is great value in the encouragement of a personal trainer who can help you stay focused on your goals while still making exercise enjoyable."



Working out with reggae legend Jimmy Cliff (Photo: C. Clarke)

With his striking physique, the 6.1 foot Kingstonian is a great endorsement for the benefits of a good fitness regiment and a healthy lifestyle. A certified Personal Trainer and Group Fitness Trainer, AFAA (Aerobics and Fitness Association of America) as well as a certified Nutrition/wellness consultant AFPA (American Fitness Professionals & Associates), Clarke has a multifaceted repertoire which he pulls from and adapts to each client's requirements. He also knows how to get results for his clients without putting them through the agony of a boot camp and has gained a reputation as a personal trainer with a no-nonsense, efficient approach. The steadily growing number of happy, healthy clients who are willing to pay top dollar for his expertise, provides ample proof of his ability to deliver what his devotee's want. Explains Clarke: "My service consists of 1/3 exercise, 1/3 diet and 1/3 motivational and inspirational support."

The personal trainer decided to follow his passion for fitness after numerous years in corporate Jamaica. His first experience with the health & fitness industry started in the Spanish speaking department of a subsidiary of LA-based company '24 Hour Fitness' a decade ago, giving advice and selling memberships to non-English speaking gym members. While subsequently working at internationally renowned printing company Vistaprint Ltd, where he was recognized for his fast, friendly & dedicated service, Clarke started training the corporate

management of the company. The experience he gained in customer service from his time at both corporations has been an important key to his success. Combining his professional attitude to service and extensive knowledge in the area of fitness, Clarke has created a platform from which he has been able to firmly establish himself as the leading personal trainer in Jamaica.

The exercise professional has recorded several fitness programs with his client columnist, author, talk show host and lecturer Dr. Tony Vendryes, the leading holistic and wellness expert in Jamaica, who refers to him as the country's "number one personal trainer". He regularly works with famous local personalities including reggae superstar Jimmy Cliff, dancehall singer Ce'Cile and Peter Lloyd, one of Jamaica's most successful actors and member of the prestigious Screen Actor's Guild of America. While Peter Lloyd credits Clarke with "transforming my health and my body, both internally and esthetically", singer Ce'Cile describes his workout as "totally awesome".

After several years working from a local gym, Clarke now practices freelance, offering personal training at client's homes or workouts with visitors staying at various resorts in the Montego Bay area. With the popularity



Christopher Clarke models in his trademark white (Photo: Steven Pottinger)



With the ladies from one of Clarke's group fitness classes (Photo: C. Clarke)

of personal training outdoors on the rise, paving the way for more creative ways to exercise, Clarke takes full advantage of Jamaica's unique backdrop to create spectacular workouts. He explains; "I like to take advantage of the scenery and climate that Jamaica has to offer to help clients take their minds off their workouts."

To ensure exercise routines don't get monotonous or tedious, Clarke uses the island's environment to switch up his client's workouts. States the trainer, "For cardio vascular exercise, a walk or run along the golf course to the picturesque views of waterfalls and beautiful scenery is a great way to make exercising enjoyable. One of the most unique things Jamaica has to offer is the Caribbean Sea, - water is a great way to switch up workouts and make them more efficient. Training in water also burns more calories, so I often use the ocean or pool for Aquasize or Water Aerobics." The trainer often uses the beach for strength drills, boxing gloves outside or does stretching exercises to the sound of the waves and views of the ocean.



Offering instruction to a client (Photo: C. Clarke)



Working out with author, talk show host and lecturer Dr. Tony Vendryes (Photo: C. Clarke)

Says New York based Kristi Henderson, a PR professional who trains with Clarke when she visits Jamaica every few months; "I really appreciate the variety that Christopher offers in his workouts. I have a tendency to get quickly bored with exercise routines, but he keeps it new and fresh each day. He does not confine my workouts to a gym and if it is nice outside, he will suggest walking or running outside and doing exercises on the beach."

Clarke's ability to adapt to his clients' schedules is an essential element to the many celebrities and business owners who use his services to stay fit in the middle of hectic lives. Hence, his aptitude to deliver efficient workouts at the client's convenience has become Clarke's trademark and the goal oriented trainer prides himself in making his clients get fit in record time. Says Lester Scott, General Manager at The Palmyra Resort & Spa, who works out with Clarke on a regular basis; "Chris' clients are walking advertisements! He really takes pride in you looking good, and helps you accomplish your goals whether it is to lose weight or to tone up." The hospitality professional credits the trainer with a multifaceted approach which has helped him achieve his target weight and generally tone up in a mere 6 weeks.

Practicing what he preaches, Clarke doesn't smoke or drink and lives a healthy lifestyle, which is clearly evidenced from his amazingly perfect physique. His impressive frame and handsome face have landed him on calendars, T-shirts, key chains and corporate ads, and his appearance on the catwalk of Caribbean Fashion Week has been featured in the national newspapers. Recently, the fitness guru had the ladies whistling at his beautiful body and fabulous six-pack at a Montego Bay fashion show.

If you would like to take advantage of the benefit of a personal trainer, whether for shorter or longer periods, Clarke is available at tel. +1 876 894 3255 or by email: transcaribcc@yahoo.com. His services include personal training, nutrition counseling, fitness assessments, group fitness and training as well as motivational support.