

Lightning lifestyles

■ Americans tend to lean toward efficiency and speed to accomplish life's livelihoods

By Eric Pfeiffer
Oregon Daily Emerald

Wham, bam, thank you ma'am! American culture is caught up in a feeding frenzy of power lifestyles that has worked its way into nearly every facet of our lives. Like the shop-a-holic puppies of the 1980s, America is selling and swelling with a philosophy that includes power workouts, power diets and even power relationships.

Power workouts are enjoying the miraculous magic of the moment. As vanity has returned to vogue, individuals tend to focus on beef as personal beauty. The strive for health and a well-balanced lifestyle seems to be dissipating in the midst of TaeBo and "Buns of Steel."

When muscle is built for looks, and not for health, it's nothing more than a narcissistic stroke of the ego. But what happens when the biceps turn to blubber? Will a sixty year-old Mr. Universe have the same sex appeal as an individual who has maintained a healthy and fit lifestyle throughout their lives?

One of the largest trends in the workout industry is the genre of fitness videos. In the past decade, we've seen everything from Jazzercise to MTV's "Grind" workout.

On the positive side, workout videos give those of us pressed for time a little more flexibility in our workout schedules. Instead of spending hours at the gym, you can just insert the tape and break a sweat right in your own living room. One wonders how great these videos really are, however. Especially with names like the female workout video "Fat Chance Belly Dance," that encourages women to take an eastern tip to

their fat reduction programs.

Still, when was the last time you saw a beautifully crafted person give kudos to their videocassette? Someone other than Billy Blanks that is.

There's even a video for aerobic shopping. God help us.

For more information on the power workout lifestyle, you can turn to Web sites, such as powerplayers.com, that offer tips, links and incentives for the active individual.

After you've returned from the gym, or reworded the videocassette, you're probably going to be hungry for a bite to eat. Power nutrition is one of the more positive trends in the surging body movement of the past 10 years.

Perhaps the best thing to come out of this is the shift toward organic and additive-free foods. Locally owned and naturally run, grocery stores have surged throughout the 1990s and are beginning to take a significant portion of the grocery industry.

Once promised as a savior to end world hunger, genetically engineered foods and processed meals, are falling under a lot more scrutiny these days. The return of the organic market is also a welcome change for farmers who were losing their business to spliced animal cells and additives such as dextrose, Red 40 and Petrolatum.

Of course, the diet industry is certainly not immune to fads, quacks and false promises of quick weight loss. The most recent example of an unhealthy diet fad is the high-protein diet. This plan, which places an emphasis on protein-based foods over car-

bohydrates, is just a reincarnation of the failed Adkin's diet of the 1970s. Most studies show that this system only provides short-term weight loss benefits, and most of that comes from water being absorbed by the influx of protein.

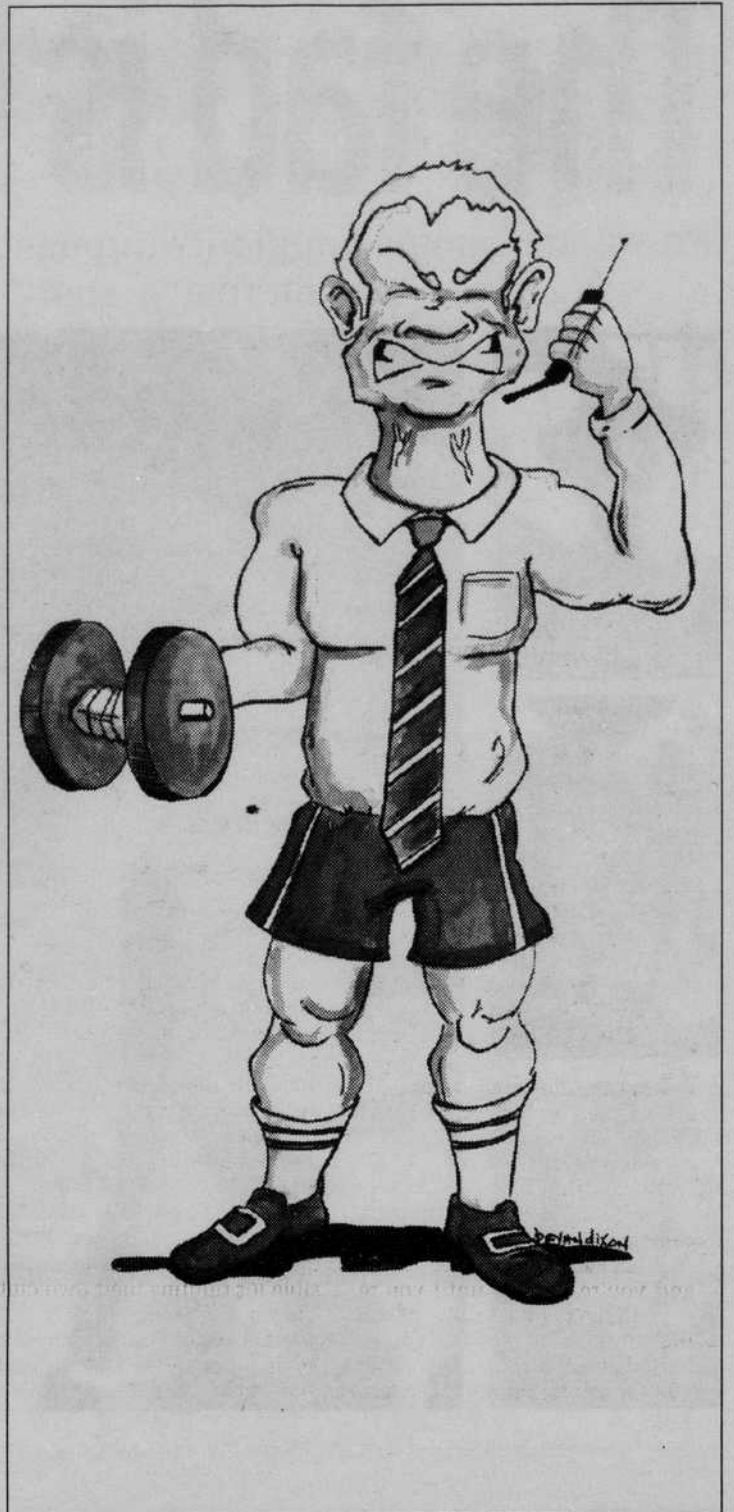
If you want straight-talk from a non-profit health organization, check out heartinfo.org, which recommends a low-fat diet as the wiser alternative to fad plans like the high-protein diet. And, always remember that any diet plan is relative to the individual's age, gender, height and weight.

Lastly, the trend of power relationships: Superficial dating and shallow relationships are nothing new to American culture, but a disturbing trend of arranged marriages is growing in popularity across the nation. Earlier this year, we saw a new low in our country's culture: "Who Wants to Marry a Multi-Millionaire?"

Selecting your partners based on work titles and bank accounts just doesn't seem like the best way to establish meaningful or lasting commitments.

Then again, a lot of people seem to like it. And if you're experiencing negative returns in your sensual investment, you can always purchase the six-CD set "Advice Power Workout." After all, Rush Limbaugh met his wife in an America Online chat room. Of course, if we quote Al Franken, Rush Limbaugh is a "big, fat idiot."

At any rate, if all this power-lifestyle propaganda gets to be a little too much for you, direct your Web browser to poweraffirmations.com, where you can receive a daily feel-good statement, as well as discounts on audio therapy.



Bryan Dixon Emerald

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1:00-1:50					Kick Box Aerobics Instructors rotate
2:00-2:50	New! Classes start March 27th!				
4:00-4:50					
5:00-5:50	Floor Aerobics Melissa	Body Sculpt Lindsey	Floor Aerobics Kat	Body Sculpt Debbie	
6:00-6:50	Kick Box Aerobics Melissa	Intermediate Step Lindsey	Kick Box Aerobics Kat	Intermediate Step Debbie	

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