

BRANDMODELS

WESTON BOUCHER - FITNESS

HAIR: BROWN
EYES: BLUE
HEIGHT: 6' 1"
INSEAM: 32
WAIST: 32
SHIRT: 16.5/34
SUIT: 40R
SHOE: 12



The image shows the cover of Men's Health magazine from July 2018. The cover features a large, muscular man (Weston Boucher) in a black and white photograph. The magazine title 'Men's Health' is in large orange letters at the top. Below the title, the tagline 'FIT AT ANY AGE!' is written in large black letters. To the right, there are several headlines: 'OUTWIT STRESS TODAY! Get Fitter And Happier', 'FIGHT FAT & WIN Drop 5kg In 8 Weeks', '100% Energy, All Day', 'OUTSMART YOUR GENES', and '12 BEST MUSCLE MEALS FOR'. On the left side, there is a small inset photo of the same man looking less fit, with an arrow pointing from it to the main image and the text 'FROM THIS TO THIS!'. At the bottom left, there is a price tag 'R50.50 (VAT INCL) Namibia N\$53.00' and a barcode with the number '07249'. At the bottom center, it says 'MH GUY WESTON BOUCHER'.

JULY 2018 MAKING BETTER MEN

Men's Health

FIT AT ANY AGE!

OUTWIT STRESS TODAY!
Get Fitter And Happier

FIGHT FAT & WIN

Drop 5kg In 8 Weeks

100% Energy, All Day

OUTSMART YOUR GENES

12 BEST MUSCLE MEALS FOR

STYLE
Look Damn Good In Every Decade

FROM THIS TO THIS!

R50.50 (VAT INCL)
Namibia N\$53.00

07249

MH GUY WESTON BOUCHER







WORKOUTS DON'T HAVE TO BE COMPLICATED, OR REQUIRE FANCY EQUIPMENT. ONE OF OUR FAVOURITE TOOLS? THE MED BALL.

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01

STRENGTH

- Q Play The Game Game
- Q Nail The Superman Push-up
- Q Power Up Your Legs

BEGINNER'S GUIDE

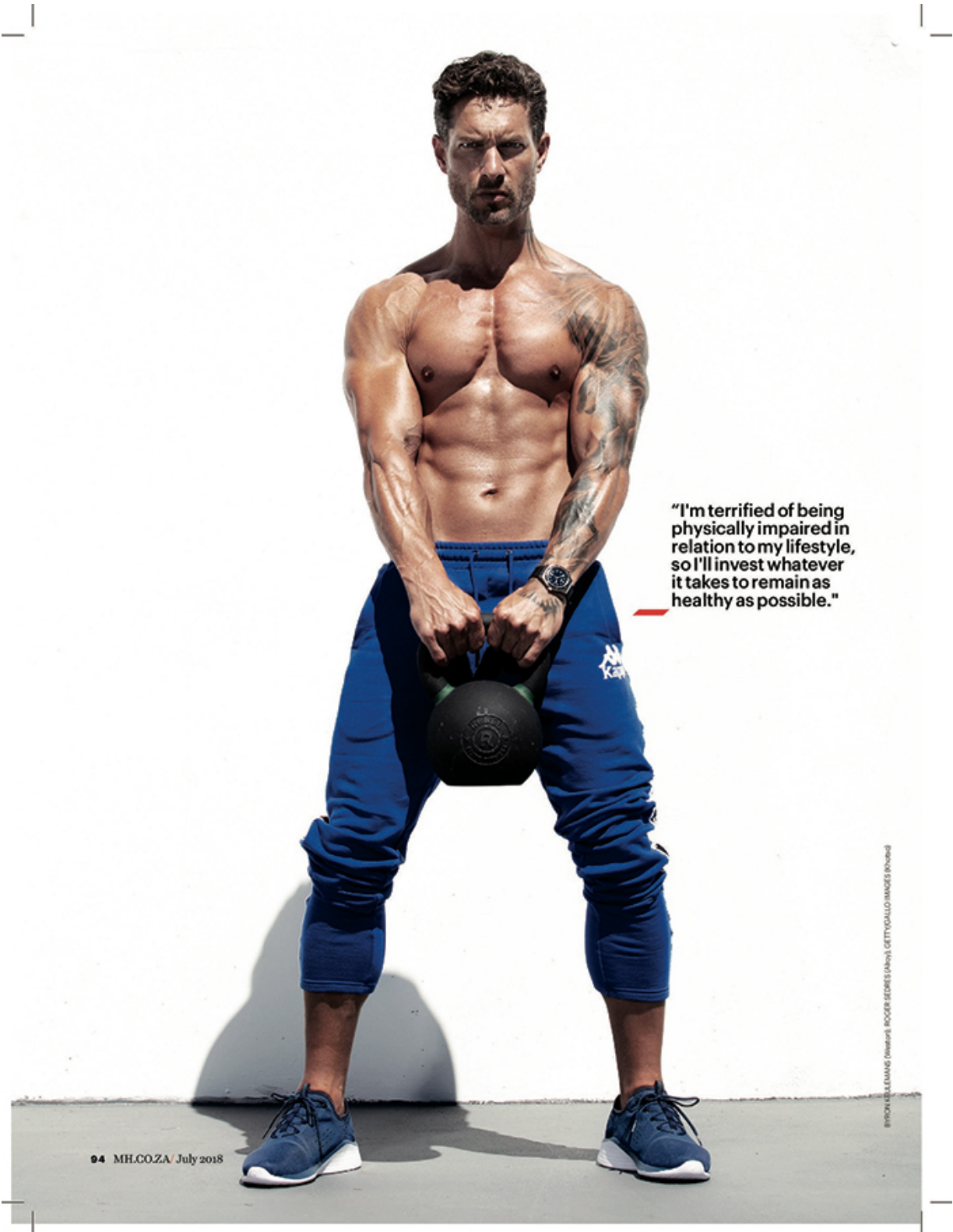
Power Up Your Best Body Ever

BY EMILY ABRATE

Fitness doesn't have to be joyless. You can make your workout fun, and still be in the best shape of your life.

Training at Switch Playground in Manhattan or Cape Town feels more like a party than a workout. Bright lights flash as DJs spin the latest tracks from Drake and Rihanna, while you and your partner sweat through a series of workout stations. In fact, there are more ways than ever these days — from boutique gyms to iPhone apps to app-guided virtual reality fitness devices — to infuse your workouts with the joy of play. The goal, of course, is to forget that your abs are on fire and your arms are turning to jelly. “Time spent in a gym doing something that feels like work just adds to the hours we spend at work in our day,” says Lenny Williams, a sports psychologist at the University of California. “Play provides a ton of benefits, and you experience intrinsic motivation.” Level up your own daily workouts with these six ideas from the gymification age.





"I'm terrified of being physically impaired in relation to my lifestyle, so I'll invest whatever it takes to remain as healthy as possible."













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© Photo by Marissa Boucher, @TheBoudoirDivas 2014







01

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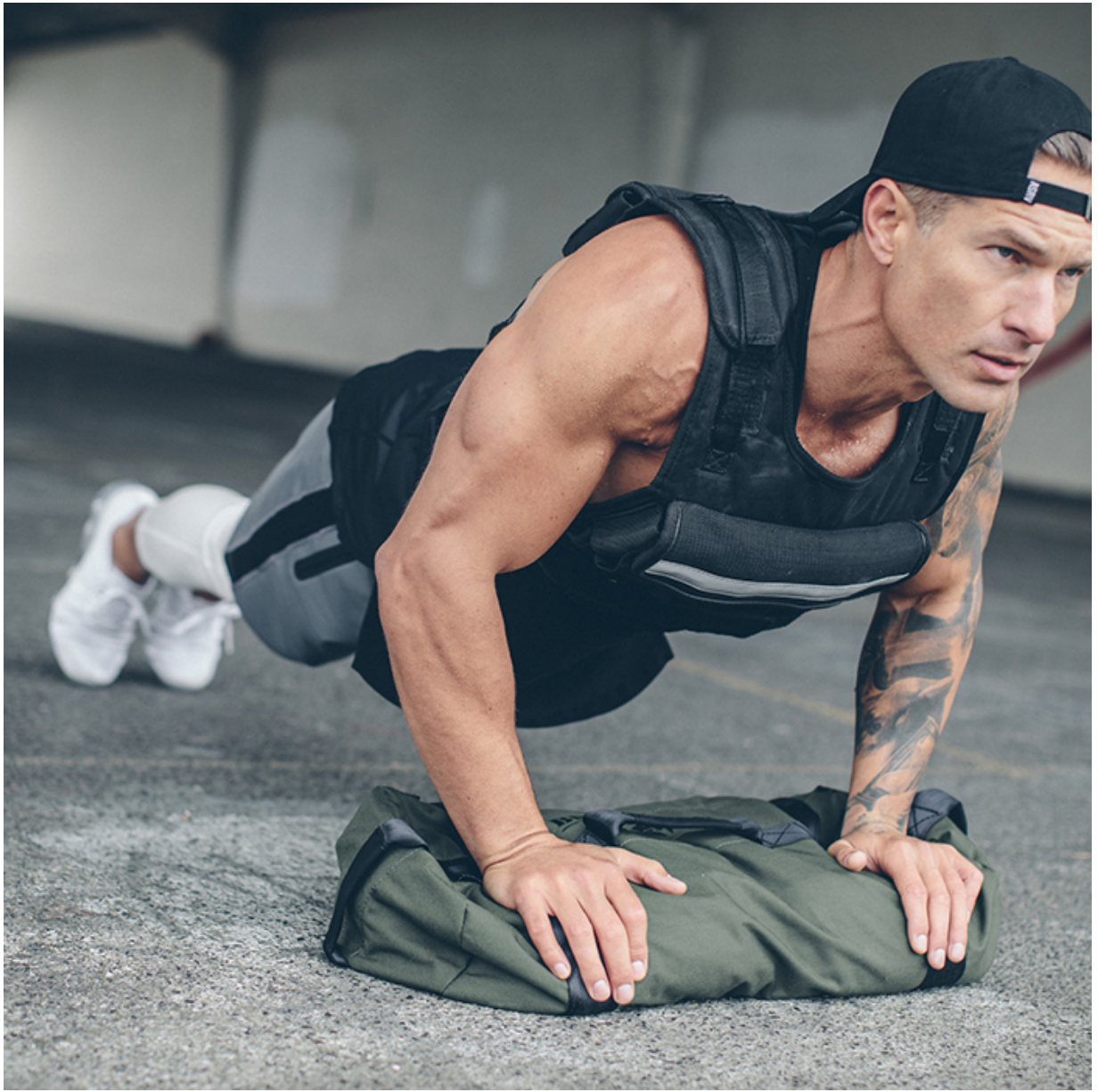
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Fitness doesn't have to be joyless. You can make your workouts fun, and still be in the best shape of your life.

Training at Switch Playground in Manhattan or Cape Town feels more like a party than a workout. Bright lights flash as a DJ spins the latest tracks from Drake and J Balvin, while you and your partner sweat through a series of workout stations. In fact, there are more ways than ever these days — from boutique gyms to iPhone apps to upgraded virtual reality fitness devices — to infuse your workouts with the joy of play. The goal, of course, is to forget that your abs are on fire and your arms are turning to jelly. “Time spent in a gym doing something that feels like work just adds to the hours we spend at work in our day,” says Lesley Wiseman, a sports psychologist at the University of California. “Play provides a ton of benefits, and you experience intrinsic motivation.” Level up your own daily workouts with these six ideas from the gameification age.

















ULTIMATE STARTER KIT

FOR HIM









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Photo by Marissa Bouchér, The Boudoir Divas, 2012 ©

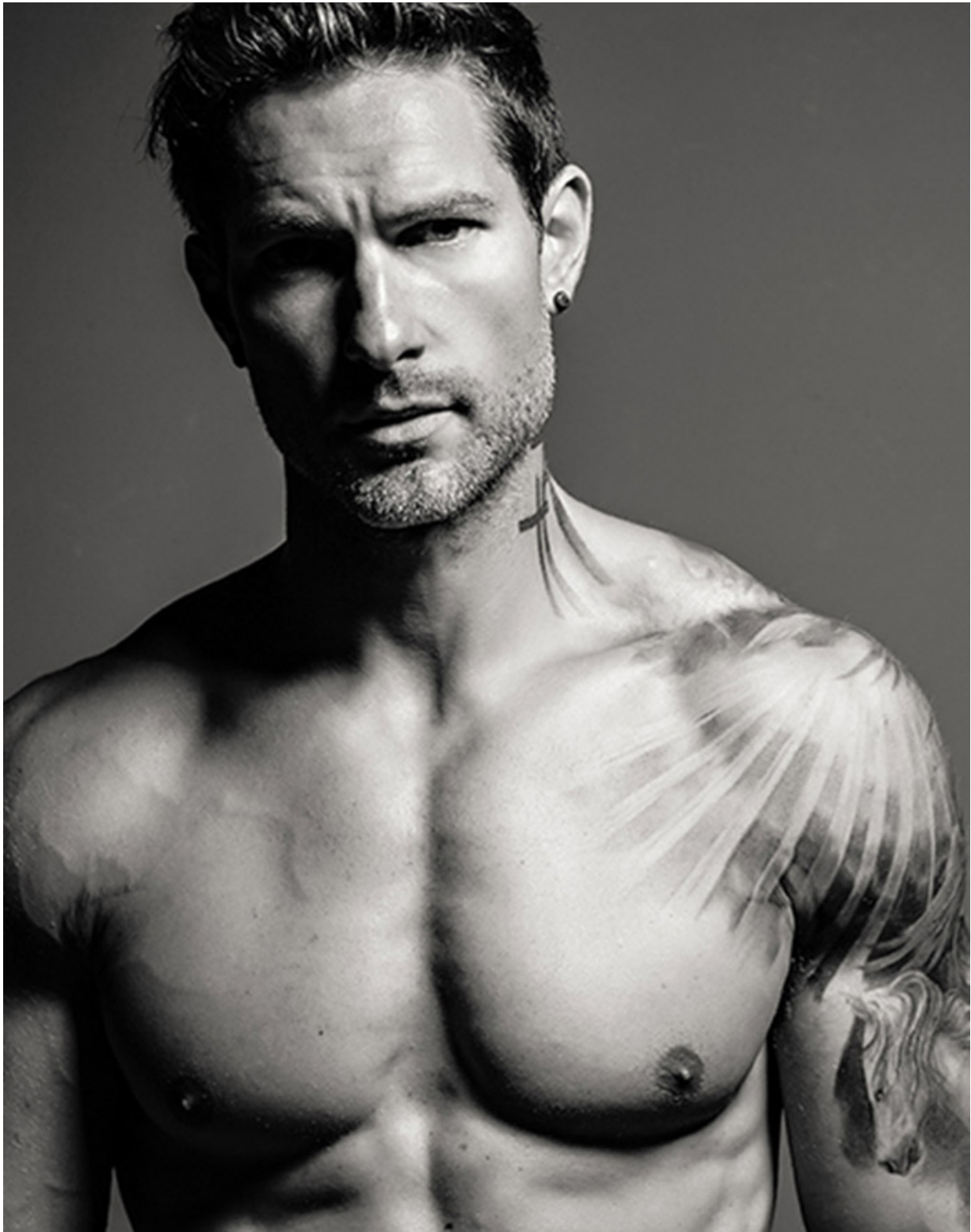














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