

# Press Kit 2014



THE **FITLIFE** **FUSION**



[www.thefitlabs.com](http://www.thefitlabs.com)



## About The Fit Labs

The Fit Labs adopts the Kaizen Method as our approach to fitness. Kaizen is Japanese for “improvement” or “change for the better.” Our training programs are designed to continually improve ALL functions!

We produce the FASTEST results, applying advanced neuroscience principles to fitness training and nutrition to help you find your unique genetic potential.

We have a very specific “9 Step Progression” which includes DJM (dynamic joint mobility), visual and vestibular systems training, resistance training, plyometrics, endurance, strength, speed, and much more built into all levels of our training. Incorporated into every one of our workouts is a scientifically proven method to give you a much greater training effect by communicating directly with your body’s governing system... the nervous system. Our background in neurology and in-depth nutrition planning sets The Fit Labs apart from the competition if you’re looking to get your body in to tip top shape.

Becoming the healthiest YOU that you have ever been is a very individualized process and no single style of training or dieting will heal all of your health issues.

Paying close attention to your body is very important. Learning what to look for can set your experience with The Fit Labs apart from previous experiences you may have had with crash diets and personal trainers. We use an intricate evaluation process and movement screening assessment at The Fit Labs to give you a solid baseline to work off of to find out if how you’re training and eating works for you.

Every time you put food in your mouth your body responds with physical signs that tell you how the food is reacting. Every time you perform an exercise there are ways you can tell if your body finds it to be safe and productive or too stressful and threatening.

Why hasn’t anyone told you about this? Well, it’s not something taught in mainstream medicine or in the average personal training certification. It has taken years of deciphering studies and research along with the help of the brilliant coaches such as Dr. Eric Cobb, Coach Charles Poliquin, Dr. Freddys Garcia, Z-Health Master Trainer Zachariah Salazar, and others, to discover the truth about the ways in which our body communicates these things to us.

Why trust us? Well, you don’t have to. Allow us to prove it to you. We are coaches. We help people become healthy, get strong and enjoy a higher quality of life.—That is why owners Peter Pinto and James Wong established The Fit Labs here in Las Vegas in 2012. We are not selling supplements, cleanses, or magic products promising that you will lose loads of fat in no time like all of the fitness ads you see on TV, social media, and magazines.

In fact those methods of tricking the body to lose large amounts of weight in a short amount of time are exactly what are making people sicker! We offer a philosophy and a path that will move you forward using the information your body provides in response to the starting points we provide at the beginning of your trek to optimum health. That is what shapes your individual program.

Congratulations on taking the first step towards your fitness goals!



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## Peter Pinto

Peter Pinto is Co-Owner and Director of Training at The Fit Labs and Sityodtong International Thai Boxing Camp in Las Vegas. Over the past decade, Peter has helped many world class athletes improve their performance and has become one of the most sought after strength coaches and Mixed Martial Arts trainers in the country.



In addition to being a certified Z Health Level 4 Movement Specialist, Certified Strength Training and Supplementation Specialist under world renown strength coach Charles Poliquin, Peter is Mark “Sityodtong” Dellagrotte’s highest ranked Muay Thai instructor.

In fact, he is also fluent in Thai and so highly regarded by Team Sityodtong that he conducts regular tours to the original Sityodtong Camp in Pattaya, Thailand.

While his credentials are certainly impressive on paper, it’s his passion for helping athletes of all kinds move more efficiently, get stronger, faster, and watching them progress that really separates Peter from the pack. He exemplifies the modern athlete with diverse experience ranging from lacrosse and football to wrestling and kickboxing which informs his training of athletes from all disciplines and sports with clientele that ranges from UFC prize fighters and NFL players to fitness models, corporate executives, celebrities and anyone looking to maximize the athletic performance they get out of their own body.

Peter says, “Your body is built for survival, not for performance. If you truly understand and learn how to manipulate this you will achieve any goal you set in here.” and it is this philosophy that drives him to help everyone achieve their goals.

**Current favorite sport or activity:** Muay Thai, Lacrosse, hand ball.

**Favorite healthy dish:** Lamb chops.

**Favorite exercise:** The deadlift.

**Favorite sayings:** “Remember... Your body is built for survival, not for performance. If you truly understand and learn how to manipulate this you will achieve any goal you set in here.” – Peter Pinto

“Build your dreams or someone will hire you to build theirs for them.” – Arnold

### **Certifications:**

Z Health Level 4 Movement Specialist

Certified Strength Training Specialist under world renown strength coach Charles Poliquin

Charles Poliquin’s Biosignature Certified in Supplementation

### **Notable Clients:**

Dana White – Ultimate Fighting Championship, President

Lorenzo Feritta – UFC, Owner

Frank Fertitta – UFC, Owner

Dr. Hilary Onyike – Head of Dept of Neurology at UCONN Health Center

Frank Mir – 2x UFC Heavy Weight Champion

Tebucky Jones – New England Patriot NFL

Bristol Marunde – Current UFC Fighter

Nick Best – Strongman - Ranked 6th in the world

Secretary Ross Miller – Nevada Secretary of State

## James M. Wong

James Wong is an innovative Health and Wellness Expert, leading the conscious-living movement in Las Vegas, Nevada. Credentialed as a Certified Personal Trainer (CPT) by the National Academy of Sports Medicine (NASM) for over 8 years, James has empowered the lives of hundreds of people.



James' fitness background is dynamic, including being trained in boxing and Muay Thai at the world famous Fairtex San Francisco for 8yrs. The Thai culture, and especially fight culture, is all about family bonds and gathering strength from your 'family'. James carries these values into each project and client he works with, making his work especially personable and community oriented. He is best known for his mantra 'Change your life...not just your body!' which is at the heart of his personal training philosophy.

His health and wellness career is a true story of perseverance and organic evolution. Never one to remain static for long, James is always growing. After a long career in the San Francisco Hotel Hospitality Industry he wanted to improve his own health and fitness. This inspired him to reconnect with his Martial Arts/Muay Thai practice. He learned the basics, improved his skills, and then naturally moved into the desire to teach others.

In the beginning of his personal trainer career, he was teaching students in his home garage. He worked his way into opening his own facility, hiring other trainers, yoga instructors, massage therapists, and nutritionists to better serve his clients. As always, he continued to look for ways to not only increase his business revenue, but to assist others in improving their lives.

A passionate Social Entrepreneur, James integrates health and wellness with co-creating ground breaking projects. His work is re-defining the City of Las Vegas. He has earned the respect of his community because of dedication to excellent service to others. James is always nurturing and encouraging people to push themselves into their best self.

**Current favorite sport or activity:** Still love boxing and combat sports but right now I love the 15 minute full body training session.

**Favorite healthy dish:** Fruit and a grilled ribeye.

**Favorite exercise:** Any form of a burpee incorporating pull ups and rotational movement.

**Favorite sayings:** "Everyone has a plan till they get punched in the face." – Mike Tyson

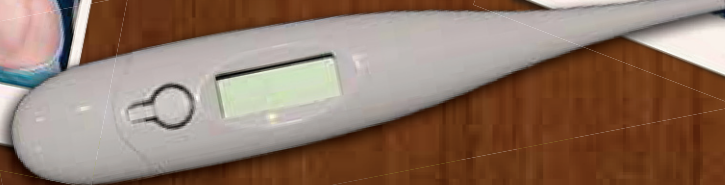
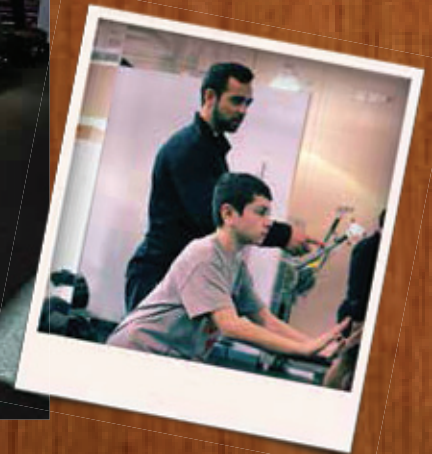
"Time reveals the truth of all tales told." - James Wong

"Everyone is an athlete 24/7. You should be training and eating for the game that is your life." – James Wong



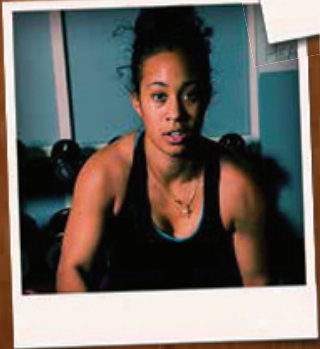
## Welcome to The Fit Labs Family!

Peter and James form an unstoppable team at The Fit Labs, committed to each other and to your goals. They have an exceptionally unique way of welcoming you into The Fit Labs family. We encourage online engagement between The Metabolic Repair Kit (MRK) participants in order to benefit from the support of the online community. MRK is a simple and easily adopted health program.



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Approved Logos have a 1/4" border and white background

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