

WHEN THE GOING GETS TOUGH, THE TOUGH GET GROWING

IRON MAN

AVA COWAN

HOT, HOT, HOT
Bodybuilding Beauty

The Hercules Workout



Full-Body FirePower!

Organic Eating

Is It Really Better for You?

Pec Tutorial

Eric Broser's Best Chest Secrets

PLUS:

- Step-by-Step Big-Back Prep
- Size Surge—The Anabolic-Primer Program
- Protein Power! Science Says, Timing Is Everything

APRIL 2010

\$5.99



www.IronManMagazine.com

Please display until 4/1/10

APRIL 2010 / IRON MAN MAGAZINE—WE KNOW TRAINING™

AVA COWAN

IRON MAN™

WE KNOW TRAINING™

CONTE

APRIL 2010

FEATURES

70 TRAIN, EAT, GROW 126

Big exercises, basic workouts, great gains.

104 THE HERCULES WORKOUT

From the Bodybuilding.com archives, Ben Black helps you plan a full-body mass attack.

116 THE ORGANIC TRUTH

Jerry Brainum explores the research, facts and fiction on eating organic for more muscle and good health.

130 STEP-BY-STEP BIG-BACK PREP

Cory Crow gets a blow-by-blow script of bodybuilder Brian Yersky's back-building secrets.

142 HARDBODY

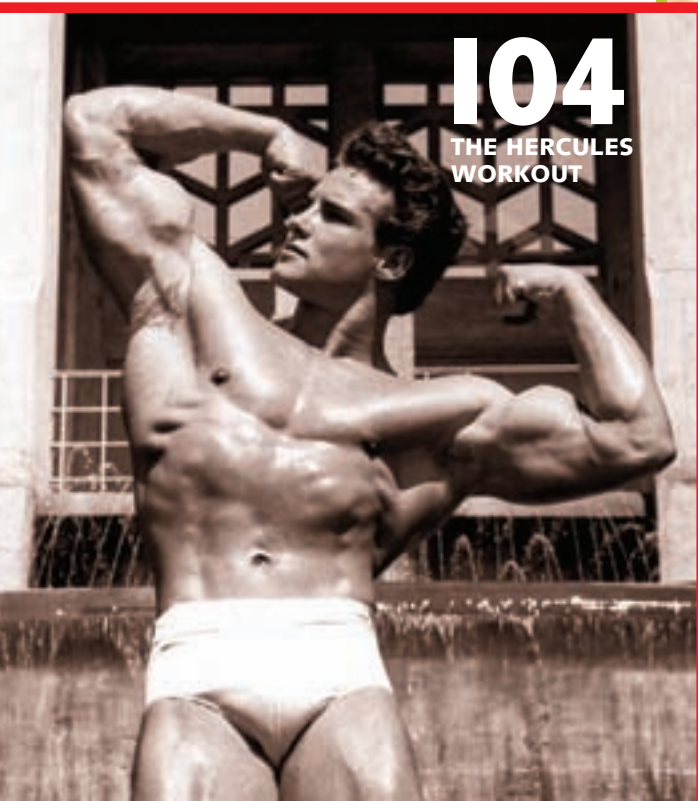
Ruth Silverman chats with sultry figure siren Ava Cowan.

158 HEAVY DUTY

More of John Little's review of Mike Mentzer's Heavy Duty principles.



142
AVA COWAN



104
THE HERCULES
WORKOUT

NTS

170 PEC TUTORIAL

Eric Broser's top five puny-pecs pitfalls—and how to avoid them to get your best chest ever!

196 JUSTIN BROOKS: METAMORPHOSIS

Rod Labbe gets the lowdown on the symmetry seeker's retirement from the bodybuilding stage and how he stays big and ripped today.

210 PROTEIN POWER

Researchers Jacob and Gabriel Wilson take a hard look at how to optimize your aminos for muscle size.

234 MUSCLE BEACH TIME CAPSULES

Joe Wheatley, the keeper of Muscle Beach, recently buried a pair of bodybuilding time capsules amid ceremonious circumstances. Check it out.

238 PROFILES IN MUSCLE: EARSKIN PRESLEY

How the up-and-coming national-level bodybuilder lives the muscle lifestyle—his complete training routine and diet included.

248 FEMME PHYSIQUE

Steve Wennerstrom, IFBB women's historian, looks back at top flexer Lynn Conkwright's attempt to conquer the Superstars competition in 1982.

266 ONLY THE STRONG SHALL SURVIVE

Strength coach Bill Starr has the info you need to amass dead-on size and strength. Hint: You gotta pull heavy iron off the floor.



Ava Cowan appears on this month's cover. Hair and makeup by Yvonne Ouellette. Inset Photo: Dave Fisher. Photos by Michael Neveux.

Vol. 69, No. 4



DEPARTMENTS

38 TRAIN TO GAIN

The size-exercise shuffle, rep tempo to grow—plus, Joe Horrigan's Sportsmedicine.

52 SMART TRAINING

Coach Charles Poliquin explains how to undulate to invigorate gains.

58 EAT TO GROW

The All-New Atkins Advantage and vitamin C, the master recovery agent.

82 NATURALLY HUGE

John Hansen on how to bulk without blubber.

92 SHREDDED MUSCLE

Drug-free pro Dave Goodin reveals how to maintain thin, youthful skin to magnify muscle.

98 CRITICAL MASS

Steve Holman outlines the postactivation size surge. Plus, a row-to-grow analysis.

192 MUSCLE "IN" SITES

Eric Broser surfs to David Henry's TooPumped.net and reviews Melvin Anthony's DVD.

224 NEWS & VIEWS

Lonnie Teper takes you around the world of bodybuilding. Plus, Teper's Rising Stars.

242 PUMP & CIRCUMSTANCE

Ruth Silverman checks in with the fab females of physiquedom—a fantastic-photo feast.



256 BODYBUILDING PHARMACOLOGY

Jerry Brainum looks at anabolic steroids and skin.

276 MIND/BODY CONNECTION

MANformation leadership strategies, hangover helper, random acts of kindness, adding years to your life and a review of *Sports: Is It All B.S.?*

288 READERS WRITE

Hatin' O'Hearn, commonsense sizzle, strongman Snee and livin' large and lean.



In the next **IRON MAN**:

Our May issue has a distinct over-40-bodybuilding flavor, starting with an intriguing interview: We talk with the first Fitness Olympia champ, Mia Finnegan, now in her 40s. What's she doing now, trainingwise and otherwise? And what's her take on the fitness, figure—and bikini—women of today? Good stuff! Next we put some Qs to 60-plus fitness guru Joe Dillon. His advice on building muscle, eating right and staying lean and youthful through middle age and beyond is priceless—and may surprise you. Plus, Eric Broser reveals his best arm-shocking workouts for king-sized bi's and tri's. Find the May *IRON MAN* on newsstands the first week of April.

Events and Issues



Muscle Beach, Venice, has always been special to me. I competed there in the late '60s, and I have many friends from that era. Back then I spent countless enjoyable hours with Arnold and the gang from the original Gold's Gym, Venice, soaking up the sun and working out in the pit. In the past several years *IRON MAN* has become a part of the renaissance of Muscle Beach led by Joe Wheatley.

The days I spend at Muscle Beach today are different from those of 40 years ago but no less pleasurable. Besides the three events that Joe stages in the summer, in December he organizes a toy drive for kids who might not otherwise get Christmas presents. It couldn't happen without the sponsors, so a special thank-you to everyone at Bodybuilding.com who co-sponsored the event with us. This year the toy-drive weekend was expanded to include



Muscle Beach toy drive.

the creation and burial of two time capsules—truly a once-in-a-lifetime event for me, as they will not be opened for 50 years. It was a particularly powerful experience for me. Not only was Relna Brewer-McRae—a founding member of the original Muscle Beach—on hand, but my daughter Lilli was present and is one of the trustees who'll be there 50 years from now when the

canisters are retrieved from the concrete. The baton has been passed.

Another highlight of the past 60 days was the Bodybuilding.com Los Angeles Fitness Expo, which we help produce with our good friends at National Fitness Productions. Like the events at Muscle Beach, the expo brings together many people who are readers of *IRON MAN* and longtime personal friends in the iron game. It also enables me to recollect *IRON MAN*'s roots from the '50s and '60s. The *Iron Man* of that era covered Olympic lifting, powerlifting, martial arts and bodybuilding, disciplines that were all present at this year's Los Angeles Fitness Expo and will be included in our overview of the weekend in our next issue.

IRON MAN was then and is now a lifestyle magazine, a how-to guide for those interested in physical self-improvement, and this month's content underlines that fact. From the ongoing exercise research of Steve Holman and Jonathan Lawson in Train, Eat, Grow, beginning on page 70, to the cutting-edge information of Joe Horrigan's Sportsmedicine column on page 46, *IRON MAN* delivers on its promise: We know training. The lineup also includes "The Organic Truth," an insightful look at organic food by Jerry Brainum, which begins on page 116, and an intriguing interview with cover model Ava Cowan by Ruth Silverman that starts on page 142. And, of course, we have bodypart articles—pec training with Eric Broser and Brian Yersky's back workouts—plus some useful tips from the amazing Dave Goodin, whose Shredded Muscle column starts on page 92. Another great issue to help fuel your knowledge and your motivation. Enjoy! **IM**

IRON MAN

Founders 1936-1986:

Peary & Mabel Rader

Publisher/Editorial Director: John Balik

Associate Publisher: Warren Wanderer

Design Director: Michael Neveux

Editor in Chief: Stephen Holman

Art Director: T.S. Bratcher

Senior Editor: Ruth Silverman

Editor at Large: Lonnie Teper

Articles Editors: L.A. Perry, Caryne Brown

Assistant Art Director: Fernando Carmona

Webmaster: Brad Seng

IRON MAN Staff:

Sonia Melendez, Mervin Petralba

Contributing Authors:

Jerry Brainum, Eric Broser, David Chapman, Teagan Clive, Daniel Curtis, Dave Draper, Michael Gündill, Rosemary Hallum, Ph.D., John Hansen, Ron Harris, Rod Labbe, Skip La Cour, Jack LaLanne, Butch Lebowitz, John Little, Stuart McRobert, Gene Mozée, Charles Poliquin, Larry Scott, Jim Shiebler, Roger Schwab, C.S. Sloan, Bill Starr, Bradley Steiner, Eric Sternlicht, Ph.D., Randall Strossen, Ph.D., Richard Winnett, Ph.D., and David Young

Contributing Artists:

Larry Eklund, Ron Dunn

Contributing Photographers:

Ron Avidan, Roland Balik, Reg Bradford, Jimmy Caruso, Bill Dobbins, Jerry Fredrick, Isaac Hinds, Dave Liberman, J.M. Manion, Merv, Gene Mozée, Ian Sitren

Marketing/Web Producer:

Helen Yu, (805) 385-3500, ext. 313

Accounting: Dolores Waterman,

(805) 385-3500, ext. 324

Advertising Director: Warren Wanderer

(805) 385-3500, ext. 368

(518) 743-1696; FAX: (518) 743-1697

Advertising Coordinator:

Jonathan Lawson, (805) 385-3500, ext. 320

Newsstand Consultant:

Angelo Gandino, (516) 796-9848

Subscriptions:

1-800-570-4766 or (714) 226-9782

E-mail: subscriptions@ironmanmagazine.com

We reserve the right to reject any advertising at our discretion without explanation. All manuscripts, art or other submissions must be accompanied by a self-addressed, stamped envelope. Send submissions to *IRON MAN*, 1701 Ives Avenue, Oxnard, CA 93033. We are not responsible for unsolicited material. Writers and photographers should send for our Guidelines outlining specifications for submissions. *IRON MAN* is an open forum. We also reserve the right to edit any letter or manuscript as we see fit, and photos submitted have an implied waiver of copyright. Please consult a physician before beginning any diet or exercise program. Use the information published in *IRON MAN* at your own risk.

IRON MAN Internet Addresses:

Web Site: www.ironmanmagazine.com

John Balik, Publisher: ironleader@aol.com

Steve Holman, Editor in Chief: ironchief@aol.com

Ruth Silverman, Senior Editor: ironwman@aol.com

T.S. Bratcher, Art Director: ironartz@aol.com

Helen Yu, Marketing: helen@ironmanmagazine.com

Warren Wanderer, Advertising:

warren@roadrunner.com

Jonathan Lawson, Ad Coordinator: ironjdl@aol.com

Brad Seng, Webmaster: brad@ironmanmagazine.com