



SMOOTH SAILING
The trick to looking this damn good? Consistency.

COVER GUY PROFILE

Start Your Golden Age

Gregg Avedon has become a hero in the fight against time. Seriously, he's 52. Beat the clock with his advice

H HE MIGHT BE A TIME TRAVELLER, OR the Highlander, because Gregg Avedon doesn't look like he's aged a day in the last two decades. The personal trainer and model lives in Weston, Florida—a state better known for its heavy roster of retirement homes and resorts than ageless fitness gurus—making his aspirational physique an act of protest against the status quo. When he turned 40 and noticed his metabolism slowing down, his T-levels dipping and his muscle growth stalling, Gregg didn't trade the six-pack for a six-pack. Instead, he upped the ante and placed his trust in consistency.

1/ I've had my Damn, I'm getting old moment. Now what?

"When you feel Father Time is ticking away, don't get discouraged. Just think about what you can do right now. My trick: consistency," says Gregg. "Want to craft a great set of abs? You can still do it. Just maintain a clean, balanced diet." Apply the same tried-and-tested consistency to your grooming, too, and you can slow down the ageing. Gregg's routine: moisturise with a simple anti-ageing cream, wear sunscreen daily, get enough sleep (7 to 8 hours is the sweet spot) and stay hydrated.

PHOTOGRAPHS: JOHN LUCAS

2/ So what does an older guy have to always remember when he's trying to stay healthy?

"It takes work," says Gregg. "Simple as that, and it doesn't get easier the older we get." Resistance training with weights and bodyweight movements at least three times a week is a must, plus three 20-minute bursts of cardio to keep the blood pumping and the ticker healthy, adds the model. But even more important: eat healthy. Here are the targets Gregg tries to hit every day: two servings of lean protein, two cups of veggies, two pieces of fruit, have one green drink and one protein shake. Oh, and knock back six to eight bottles of water.

3/ But I've got 40 years of bad eating habits hardcoded into my DNA—how do I break them?

"If you want something badly enough, you'll do what it takes. Everything else is an excuse. It's probably hard to hear, but grow a pair and get down to business," says Gregg. The first three days of a new eating plan are always the hardest, he says. Employ some of his hacks to get the edge over your cravings: a) have a cup of tea in the afternoon to curb your appetite and elevate your metabolic rate, b) supplement with amino acid L-glutamine which has been shown to shut up cravings, and c) snack on a cup of non-fat greek yoghurt or cottage cheese with a small packet of sweetener (it's low on carbs, high in protein and will satisfy your sweet tooth).

4/ What's your secret workout weapon to kick Father Time's ass?

"Never, ever skip leg day," says Gregg. Your legs make up half of your body, he adds, and when you train such a large group of muscles it helps pump blood throughout the body, causing a proportional breakdown and stimulating the repair of muscle tissue. "These processes can help create an androgenic response and maximise your body's ability to put on lean muscle. Plus, the fact there's nothing useful about having chicken legs," says Gregg.

5/ What's your response to the old "I just don't have the time to workout" excuse?

"Again, if you want anything badly enough you'll move past all the excuses and find your way into the gym," says Gregg. "At the end of the day you'll be a better friend, husband and father: a well-rounded and balanced person." The price of admission is just an hour of your time, sweating it out every second day. If you're still not motivated, try this: "Strip down to your underwear and stand in front of the mirror. If you're happy with what you see, keep doing what you're doing. If not, it's time to be honest with yourself and make a change."

THEN AND NOW



Avedon appeared on *MH* in 1999—below, the same cover as it would appear today. "Whatever your passion, consistency and dedication will keep you true."

6/ What's something guys often neglect but could have an impact on your overall health?

"Managing stress," says Gregg. "People don't realise how stress can affect their overall health, from maintaining healthy blood pressure and to suppressing testosterone levels to causing weight gain and emotional eating." Gregg wakes up every morning a few minutes early to give himself enough time to meditate for at least 15 minutes. It helps him start the day with a balanced, mindful and productive mindset. Try listen to quiet music and focus on your breaths. Struggling to find your inner zen? "Your Divine Self" by Davidji is a great guided meditation that you can finish in just 15 minutes," adds Gregg.

7/ What grooming hacks are you hiding up your sleeve that help you look younger?

"Here's one of my favourites, and it's a cheap solution, too. At night I use a basic anti-ageing cream, then liberally apply pure organic shea butter all over my face and neck before going to bed," he says. Try it for a week and you'll quickly notice how this homemade remedy rejuvenates your skin. The proof that it works: the pictures on these two pages.