

JEFF RUTSTEIN

When most of us think of exercise, we think of the gym, we think of working hard, we think *no pain, no gain*. Not so Jeff Rutstein or the thousands of people he has impacted with his physical fitness philosophy since founding Custom Fitness in 1990.

A former bodybuilder who abused steroids and then moved on to other substances, Jeff Rutstein found what he now calls *mindful exercise* key to his recovery from the depression that his addictions caused. Since recovering, he has worked with physicians from Harvard Medical School and other Boston area hospitals to bring the benefits of his meditative, mind/body approach to exercise to people suffering from a variety of problems, varying from everyday stress to alcohol and drug abuse to coping with depression.

Featured in over 100 international media outlets, Jeff was named Distinguished Personal Trainer by *American Fitness*, an Outstanding Fitness Leader by *Reebok Instructor News*, and The Best Samaritan by *American Health*. He is a Master Level Personal Trainer certified by the International Dance and Exercise Association (IDEA) as well as by the American Council on Exercise. Jeff is also certified as a weight training instructor by the National YMCA, and a graduate of the University of Massachusetts at Amherst where he studied psychology, nutrition, and exercise science.

When Jeff stopped using drugs and alcohol, he found himself in a powerful depression; in what felt like an inescapable black hole. Going back to his passion for weightlifting, but without steroids or other drugs, he found that strength training done mindfully replaced his depression with self-esteem and a new sense of physical and mental fitness. He had found the connection between physical fitness and emotional health. Motivated to share his discovery with others, he began a personal training practice based on a complete mind-body approach to exercise – a meditative approach that would reduce stress, increase self-esteem, and build total fitness. As Harvard physicians and mental health professionals began to refer patients to him and his practice grew, Jeff founded Custom Fitness. Now, with his book, *Rutstein on Fitness: Strengthening the Body to Heal the Mind*, Jeff shares the philosophy which has helped so many and which has been featured on network television and by *The Washington Post*, *Reuters*, *The Boston Globe*, *Natural Health*, and a host of others.

Challenging us to rethink our approach to fitness, Rutstein provides his readers with the keys to using mindful exercise to dramatically expand the benefits of exercise so that it complements and engenders emotional health.