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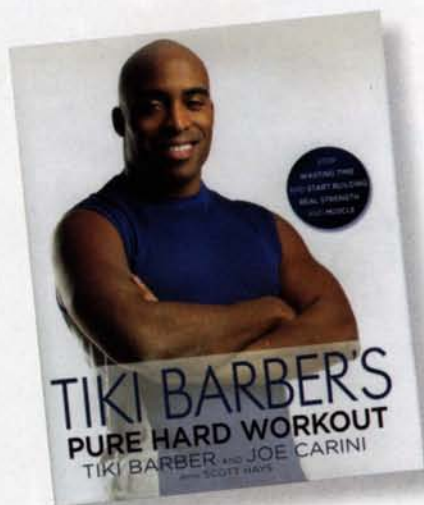
BRAIN EDUCATION  
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## Tiki Barber's Pure Hard Workout



In a league where the average career lasts four years, Tiki Barber's 10 years of service for the New York Giants should gather attention in and of itself. However, the real attention grabber is the story of Barber's transformation from a fumble prone diminutive figure in a league of super-sized athletes, to a musclebound punisher of a running back with an iron grip on the football.

In *Tiki Barber's Pure Hard Workout*, he tells the story of how Joe Carini, an accomplished powerlifter, developed Barber's "functional strength" using a variety of unconventional movements that challenged the conventional techniques espoused by the team trainers. The book features exercises and routines for beginning, intermediate and advanced athletes with detailed pictures and instructions for each movement. In Barber's opinion, any athlete whose sport requires dynamic movement will benefit from the work Joe Carini demands.

Already a premier athlete, the results speak for themselves: Barber added 18 pounds of muscle, reduced his fumbles by half, and had his most productive seasons as a pro while under the tutelage of the champion strongman. Barber credits Carini's workouts with instilling a mental and physical toughness that propelled him to the elite ranks of his profession, and helped him find new reservoirs of strength.

—Brian Batter

## Fit and Friendly

i'm eco friendly™ founder, Nikolette Orlandou, has created reusable tote bags that support the eco-lifestyle in more ways than one. Born and raised on an island in Greece where residents adopted natural practices in their daily activities—including hanging their clothing outdoors to dry and eating only in-season fruits and vegetables—Orlandou's upbringing inspired her to create bags that allow people to make a statement and act on it at the same time.

In addition to reusability, the bags are 100 percent organic cotton, free of pesticides and sewn in the U.S. under fair labor conditions. They also use low-impact dyes, offering a healthy alternative for both the buyer and the environment.

Orlandou hopes to convey the idea that "Green should be the norm, not the alternative." With that in mind, the bags are designed for all ages and genders, and are versatile enough to carry not only food and personal items but also fitness and sports gear.

For more information, please visit [www.imecofriendly.com](http://www.imecofriendly.com).

—Natalia Jaster

