

**LILICO & LEWIS**

# **InsaneGROWTH**

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**SUPER HYPERTROPHY TRAINING**

## **CHALLENGE INFORMATION PACK**

**A challenge to produce incredible gains  
in lean body mass**

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## **Disclaimer**

The following describes an investigation on a novel training program delivered as a challenge. The program is designed to produce significant gains in individuals with extensive exercise history and is subsequently not advised for those who are commencing exercise for the first time. Moreover, it is an un-conventional approach and any person intending to follow its direction should only do so following consultation with the appropriate healthcare practitioner. The authors (including any other body affiliated with the investigation) distinctly disclaim responsibility for any damage or adverse effects that may result from participation in the challenge and/or the application of any of the information contained within this program.

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**InsaneGROWTH**

**SUPER HYPERTROPHY TRAINING**

Chris Lillico and Trevor Lewis 2012

Insane Growth Challenge Information Pack

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

e -[insanegrowth@gmail.com](mailto:insanegrowth@gmail.com)

# Challenge Information Pack

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## “What is this?”

Congratulations and thank-you for your interest in participating in our 28-day Super Hypertrophy Program Challenge!

This challenge information pack has been created to give you an understanding about the challenge, its aims and requirements. It will allow you, with an informed position to make a decision on whether you would like to participate or not.

This pack contains:

- 1) A Plain Language Statement describing the challenge and your requirements as a participant;
- 2) Details for the up and coming Information and Induction Evening (all participants are required to attend this); and
- 3) The terms and conditions and other of the challenge

**It is important that you take the time to read through this pack and if you have any questions contact us at [insanegrowth@gmail.com](mailto:insanegrowth@gmail.com)**

We would like to take this opportunity to thank-you in advance for your participation in the 28-day Super Hypertrophy Program Challenge! While some elements of the program are traditional, it utilizes a novel approach to stimulating muscle growth and strength. This program has on several occasions produced significant changes in a short period; one being a 10-kilogram gain in 28-days. We look forward to seeing similar changes for the participants alongside the associated health and fitness benefits. You will be invited to an End-of-Challenge celebration evening where the results will be shown and awards presented!

Yours in health and fitness,

Chris Lillico & Trevor Lewis

# Plain Language Statement

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## “Giving you an understanding”

### PLAIN LANGUAGE INFORMATION STATEMENT FOR PROSPECTIVE PARTICIPANTS

<b><u>Challenge Title:</u></b> The effect of a novel 28-day Super Hypertrophy Program on body mass and strength levels
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**InsaneGrowth:** Chris Lillico B.App.Sc(Hon)(HumBiol);GradDipSpN; MSpN, Cert IV Fit  
Trevor Lewis Cert IV Fit; DipFit; Senior Presenter and Facilitator for  
THUMP International Boxing & Kickboxing courses  
insanegrowth@gmail.com

*Dear prospective participant,*

*You are invited to take part in the Challenge identified above which is being conducted in conjunction with Ultimate Sports Nutrition (USN)(Supporter). Chris and Trevor, the founders and creators of the InsaneGrowth Challenge and Program have extensive history in the Fitness field as trainers, business operators and industry based teachers. This plain language statement has been prepared to give you an understanding of the challenge and to allow you to come to an informed decision re your involvement. The cost to participate is \$39.95 and prizes and awards are issued.*

#### **Why is the challenge being run?**

*This challenge intends to examine the effect of a novel 28-day Super Hypertrophy Program on the body mass and strength levels of experienced exercisers. It is a phenomenal way to motivate you. The program, while having some classic resistance training principles incorporates unique training principles that have been designed by the research investigators. Following successful gains (both in weight and strength) from 28-days of the program the InsaneGrowth Team are interested to determine if this program*

has significant effect on others. It is a challenge to you to see how much you can improve.

### **Who can participate in the research?**

**Inclusion criteria:** healthy adults aged over 18-years of age are invited to participate in the challenge. You must have at least 6-months of resistance training history as this program is not suited to those just commencing a weights routine. **Exclusion criteria:** if any of the following concerns you, unfortunately you are unable to participate in this challenge: those with heart conditions; those suffering from hypertension (high blood pressure – medicated or not); those who are, or planning on undertaking other excessive exercise while being involved in this challenge; smokers; those that are severely overweight or obese; and those who have any other known condition or illness that may adversely compromise my health while being involved in this challenge.

### **What choice do you have?**

Participation in this challenge is entirely your choice. Prospective participants are directed to read the terms and conditions of the challenge as detailed further in this document and also on the InsaneGrowth Website. Only those meeting the inclusion criteria should enter. If you decide to participate, you may withdraw from the challenge at any time without giving a reason. You will then have the option of withdrawing any data in relation to you. Moreover, the InsaneGrowth team may withdraw a participant if it is considered in the participant's best interest or it is appropriate to do so for another reason. In such case, you will be given a full explanation as to why. We would like to highlight however, that the success of any challenge heavily relies on the commitment of the participants to complete the program and instructions to the best of their abilities.

### **What you will be required to do**

If you are interested in participating, you need to register on the website: [www.insanegrowthchallenge.com](http://www.insanegrowthchallenge.com). Entry costs \$39.95 which gives you participation status, the InsaneGrowth Super Hypertrophy Program, and the

*training diary. For the cost of less than a PT session you will gain so much more!*

*You will be invited to attend an Information and Induction event, where the InsaneGrowth Team members will further explain the challenge and answer any questions you may have.*

*This meeting will occur at:*

Fenix Fitness, Geelong on Sunday 18<sup>th</sup> November at  
3.00pm – 4.00pm

*You will be required to leave your details in a register on entry. You may be contacted / or receive marketing material from Fenix.*

*Following this meeting, prior to you commencing your 28-day Super Hypertrophy Challenge you will be required to collect challenge data on yourself. You will be issued an **insanegrowth training diary** that will allow you to record information about yourself including data before starting the 28-day program; data during the 28-day program and data at the end of the 28-day program. This will include:*

- 1) bodyweight (in kilograms and grams);*
- 2) Body fat percentages;*
- 3) Digital photograph (front and back using a paper)(refer appendix for further instructions)*
- 4) Expectations, goals and thoughts*
- 5) Strength changes*

*All of these data will be recorded in your personal insanegrowth training diary (a word document) that is to be completed on a computer and emailed to the InsaneGrowth team at the end of your program for assessment and evaluation. You will be required to provide digital photos in the document.*

*Note: The data, information and photos provided by you will become the property of InsaneGrowth and may be used to support future challenges and / or other marketing purposes. If affiliations are made, between InsaneGrowth and other bodies (such as sponsors) during this investigation, they may be given access and the right of use of the investigation data and photographs.*

*You will be required to undertake the 28-day program to the best of your ability and to record the individual training session outcomes in your insanegrowth training diary. You will be required to train yourself at your own venue or other, which is at your expense.*

*Finally, following the collection and evaluation of the 28-day program you, your family and friends will be invited to attend an End-of-Challenge Celebration & Awards event where the results will be shown and prizes presented! Media may attend.*

*This celebration will occur at:*

Fenix Fitness, Geelong on Sunday 23<sup>rd</sup> December at  
3.00pm – 4.00pm

### **What are the risks and benefits of participating?**

*Any training program has inherent risks of injury or other. The screening process of excluding those who are untrained hopefully reduces this significantly. The 28-day Super Hypertrophy Program is an intense protocol and is subsequently contra-indicated (not suited) for those unfamiliar to resistance training.*

*While the training incorporates novel techniques none of these are foreseen to be dangerous to participants who have at least 6-months of exercise history with resistance work. You will be instructed and coached on the program and how to execute the exercise.*

*Your participation in this study will mean that you may significantly add lean muscle to your body and experience concomitant increases in strength. Other health benefits may also occur. Your participation will also help determine if the Super Hypertrophy Program is effective in producing similar gains in muscle and strength (as seen in the initial observations) and help indicate future direction.*

### **How will your privacy be protected and use of Data?**

*To ensure your confidentiality you will be coded numerically and your data stored in a PC hard drive, which will be protected by a password known only to the InsaneGrowth Team. The PC will remain secured in a cabinet at the office of InsaneGrowth. Access to such information is restricted only to the InsaneGrowth and sponsors/affiliations. The challenge data will be reported at the end-of-investigation celebration evening and may be included as part of a book for commercial release. InsaneGrowth also reserve the right to use the data, testimonials and photographs to promote future similar challenges or projects related to the Super Hypertrophy and any marketing related to such. If results and photographs obtained in the challenge appear in publications, your confidentiality and anonymity is assured, unless otherwise indicated.*

### **Terms, conditions and other of the challenge**

#### ***InsaneGrowth 28-day Super Hypertrophy Challenge Disclaimer***

*The following describes an investigation on a novel training program delivered as a challenge. The program is designed to produce significant gains in individuals with extensive exercise history and is subsequently not advised for those who are commencing exercise for the first time. Moreover, it is an un-conventional approach and any person intending to follow its direction should only do so following consultation with the appropriate healthcare practitioner. The authors (including any other body affiliated with the investigation) distinctly disclaim responsibility for any damage or adverse effects that may result from participation in the challenge and/or the application of any of the information contained within this program.*

#### ***InsaneGrowth 28-day Super Hypertrophy Challenge Terms and Conditions***

- 1. The Challenge is not open to members of the InsaneGrowth Team or sponsors.*
- 2. Each participant assumes all risk of injury, harm or loss of any kind arising from participation in this challenge and expressly releases The InsaneGrowth Team, affiliations and Sponsors from all risk, loss, injury, damage or harm that may arise from participation in this challenge. It is advised that you consult with*



*your doctor before entering this challenge or starting a new exercise and nutrition program.*

*3. Participants must be 18 years or over and have at least 6-months resistance based training history.*

*4. Challenge participants may enter the challenge more than once.*

*5. This challenge round starts 19<sup>th</sup> November 2012. You must start this challenge no later than the 19<sup>th</sup> November. You must finish your 28-day challenge by 16th December 2012 and return your completed training diary no later than 8pm Tuesday 18th of December for analysis. Email them to [insanegrowth@gmail.com](mailto:insanegrowth@gmail.com) Submissions after this date will not be accepted. The winners of the challenge will be announced at the end of challenge celebration evening (venue and date TBA).*

*6. You are required to read the Challenge Information Pack as it contains a description of your requirements to enter and partake in the challenge including details on ownership of the photographs sent in by you.*

*7. Prizes are not transferable or exchangeable for cash and remain the property of the sponsors until the winner signs the acceptance form.*

*8. Winners will be selected from all completed entries and will be judged according to their physical transformation (photos) and statistics recorded in their training diary including strength changes. The InsaneGrowth Team and Sponsors (if any) will select the winners.*

*9. Challenge participants must notify The InsaneGrowth Team of any change of address or phone numbers or other contact details for effective correspondence.*

*10. Challenge participants may not use anabolic steroids or any other performance enhancing drugs, including any strength or muscle-enhancing prescription drugs, or medications unless prescribed by a doctor to treat a medical condition. Any condition must be disclosed in the diary and accompanied with a medical letter of consent from the doctor.*

*11. All winners will be required to sign an affidavit of eligibility, and may be drug and polygraph tested. Refusal automatically disqualifies the participant from being selected as a winner.*

## ***Inclusion and Exclusion Criteria***

***Inclusion criteria:*** healthy adults aged over 18-years of age are invited to participate in the challenge. You must have at least of resistance training history as this program is not suited to those just commencing a weights routine.

***Exclusion criteria:*** if any of the following concerns you, unfortunately you are unable to participate in this challenge: those with heart conditions; those suffering from hypertension (high blood pressure – medicated or not); those who are, or planning on undertaking other excessive exercise while being involved in this challenge; smokers; those that are severely overweight or obese; and those who have any other known condition

Finally, we would like to thank you for the interest you have shown in the challenge. If you would like to participate in this please register on the website: [www.insanegrowthchallenge.com](http://www.insanegrowthchallenge.com)

If you have any questions or concerns either now or during the challenge, please do not hesitate to contact us.

*Yours in health and fitness,*

**Chris Lillico and Trevor Lewis**

The InsaneGrowth Team

**InsaneGROWTH**

**SUPER HYPERTROPHY TRAINING**

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[insanegrowth@gmail.com](mailto:insanegrowth@gmail.com)

# APPENDIX

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## “How to take your Photos

You are required to take digital photographs of good quality just before you commence the 28-day program and on its completion. Both before and after photos should include a full front view and back view with no posing (contracting muscles) and using papers as proof of dates. Although, other photos where you are posing will be accepted. You will have a space to copy & paste these into your diary (digital copies). Below is an example of appropriate photos:



Full body front – before with paper

Full body front – after with paper

Note: Photos may be emailed to [insanegraowth@gmail.com](mailto:insanegraowth@gmail.com) and are to be included in the word document diaries that are to be returned by email at the end of the challenge.