

→ *BONUS: Flip over for more* → **HOTNESS INFUSION LINEUP**



PG. 30

# MUSCLE MEMORY GAZINE

IFBB  
PRO

# Alicia Bell

CRUSHING  
ADVERSITY  
& USING LIFE'S  
OBSTACLES  
TO FUEL HER FIRE

**TORONTO'S  
BEST SPA  
DESTINATIONS  
REVEALED**

FEMME FORCE  
**HOLLY  
WESELOWSKI**  
FIT TO BE CROWNED  
PG.11

**9**  
**LEGIT  
WORKOUTS  
TO SCULPT  
YOUR BEST  
BIKINI BODY**

*Plus: ENJOY OUR WOMEN'S TRAINING SPECIAL ISSUE!*

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SUMMER 2019

FLIP  
OVER  
FOR  
MORE  
AMAZING  
CONTENT

Photography by Arsenik Studios; Model: Alicia Bell

COVER



Photography:  
Arsenik Studios  
Model: Alicia Bell

**MUSCLE** MEMORY  
MAGAZINE



# Burn Baby Burn

By SHELBY LEITH | Photography by MAX JAMALI

WE ARE ALL  
FAMILIAR WITH  
THE OLD SAYING  
"WHEN THE GOING  
GETS TOUGH, THE  
TOUGH GET  
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ONE EMBODIES  
THIS SENTIMENT  
QUITE LIKE IFBB  
FIGURE PRO,  
ALICIA BELL.





**HER LIFE HAS BEEN RIDDLED WITH ADVERSITY AND CHALLENGES AND YET SHE HAS PUSHED THROUGH,** achieving higher levels of success by using life's obstacles to fuel her fire.



PHOTO: ARSENIK STUDIOS

**Alicia** is no stranger to the hardships that life can throw at you. Growing up in a tiny New Brunswick town, it was evident from an early age that she had a unique athletic talent, however her small hometown was not equipped with the proper resources to nurture this gift. In order for her to follow her dream, Alicia had to be driven to and from a neighboring town to train with her track and field coach, every single day. Neither distance or a lack of resources could prevent Alicia from doing what she loved. Even at a young age she started seeing the proof that anything can be achieved when you put your mind to it.

After years of training and competing in Track and coaching

MUH: JEM LOPEZ; LOCATION: ROYAL WINDSOR FITNESS



## THE WORKOUT:

others to excel at the sport, Alicia competed in her first bodybuilding competition in the bikini division with the Ontario Physique Association. Her body adapted well to this new way of training and within just over a year's time, she had achieved the muscle gains necessary to compete in her first figure class competition, bringing home a silver medal in her division. Less than a year, and a few more competitions later, Alicia had defeated her previous bests and in May of 2017, she won the titles of Overall Figure Champion and Miss Figure Ontario in the Ontario Championships. Throughout 2018, Alicia kept her momentum going. She used a series of second and third place finishes at competitions throughout the first half of the year as the driving force to motivate her towards her goal of a first place win. With luck on her side and hours of hard work and dedication behind her, Alicia finally achieved what she had set out to do. Winning first place at the 2018 Canadian National Pro Qualifier in the Figure C division and first place in Overall Figure, has made her one of Canada's newest IFBB pro card holders.

These are amazing accomplishments in themselves, however Alicia managed to achieve them all while recovering from a full ACL tear and ruptured meniscus, causing loss of motion in her knee and a motorcycle accident from which she suffered whiplash, back strains and numerous cuts, bumps and bruises. As if these injuries weren't enough, Alicia was also diagnosed with having a migrating tumour which required seven rounds of chemotherapy to treat. With grit and determination she stepped up to the challenges that these injuries and illnesses brought her, overcame them and took it one step further by starting prep for her next competition while still undergoing her final chemo treatment.

When asked about the obstacles that have presented themselves throughout her life and how she has

# The Quick and Dirty

## FULL BODY HIIT

**WE CAUGHT UP WITH ALICIA ON HER ACTIVE REST DAY WHERE A CALORIE BURNING HIIT SESSION WAS ON THE MENU.** While there's no such thing as a fitness miracle, HIIT workouts come pretty darn close. Research suggests that HIIT can super-charge fat burning, boost metabolism, and improve cardiovascular fitness.

In less than 30 minutes, this highly effective circuit will target and strengthen every muscle above your waist.





## WARM UP:

Perform 5 minutes of moderate cardio (SUCH AS JOGGING, JUMPING ROPE, OR CYCLING).

Perform the exercises as a pyramid circuit, moving from one exercise to the next without rest. Once completed take a 2-3 min rest. Boost your heart rate again by doing 2 mins of battle ropes. THEN COMPLETE 2 ROUNDS, FOLLOWED BY A COOL-DOWN STRETCH—AND YOU'RE DONE.

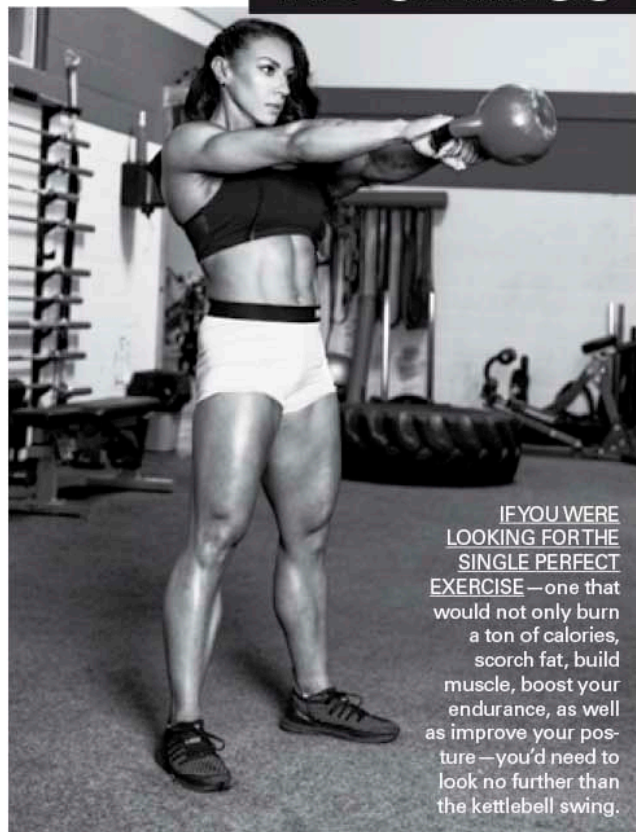


## HAMMER SLAMS

SIMPLY PUT....SLEDGE HAMMER SLAMS ARE FUN! No matter what your goals are, there's no better way to release some aggression and activate core musculature.



## KB SWINGS



IF YOU WERE LOOKING FOR THE SINGLE PERFECT EXERCISE—one that would not only burn a ton of calories, scorch fat, build muscle, boost your endurance, as well as improve your posture—you'd need to look no further than the kettlebell swing.



managed to overcome them, Alicia makes reference to her track and field background; "It's kind of like a hurdle race to me. You leap over the hurdles. You don't stop at them. Instead, you keep your momentum going in order to reach the finish line. I use stress and obstacles as motivators to help me thrive and they make me even more determined to come out on top." Her history of success is all the proof we need.

Marked in ink, upon her skin, is the mantra *Noscete Ipsum*, a guiding belief behind Alicia's accomplishments. This Latin saying means "to know thyself." "It is so important," Alicia says, "to know yourself and what makes you—YOU! Never compromise who you are, what your motivation is, or your goals, for anyone or anything. That is something I stand for each and every day. I know myself, I know what I want in life and I will keep going until I achieve it. No matter what."

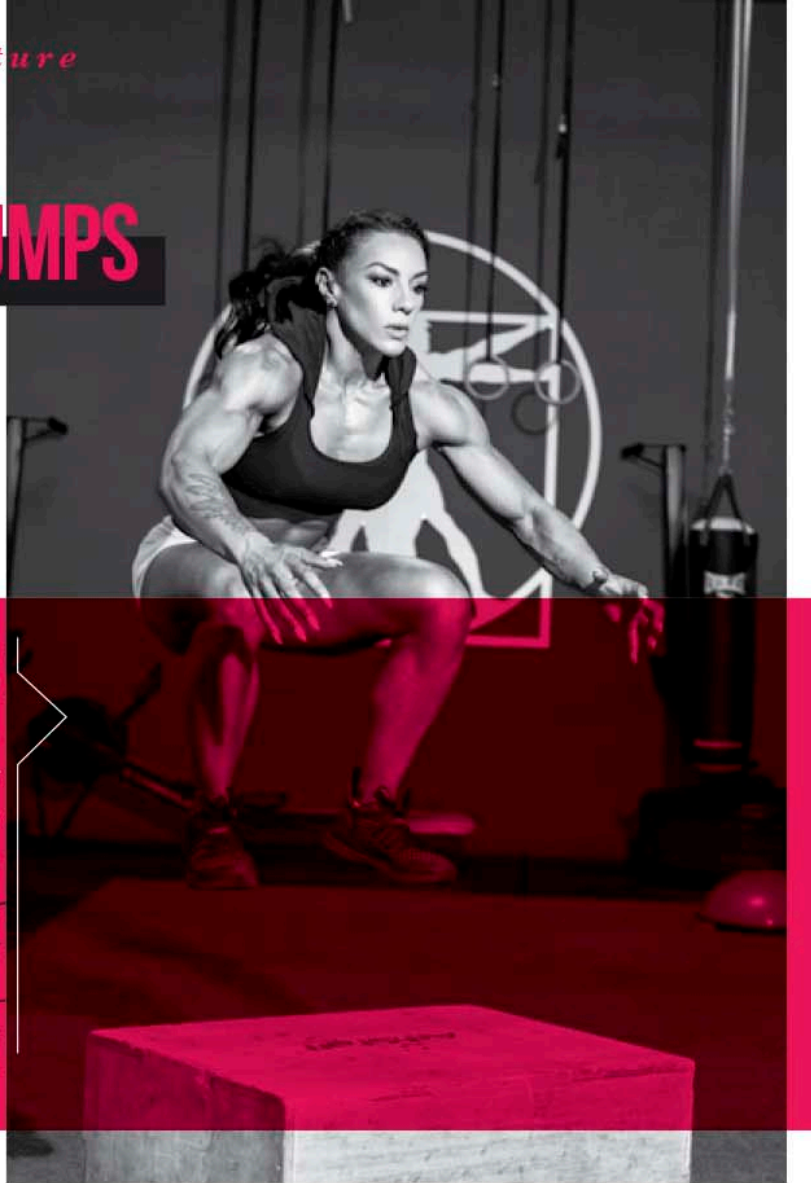
Most people would have given up when faced with so much adversity but when asked why she chose to keep going, when so many others would have quit, Alicia replies, "Through all of my experience, I have learned that it is so empowering to become stronger and more confident. I know that I can control my own life and the outcomes. Empowerment to me, means knowing that I have been through so much and have overcome so much. I know that I have enough knowledge and experience that I can do anything I put my mind to."

Each milestone that we pass and every obstacle that we triumph over along the way, only makes us more resilient and ready to persevere. Alicia's goals for the future are to rise in the ranks as an IFBB Pro Figure competitor and one day compete in the Olympia. She knows that there will be hurdles along the way but she is prepared for them and ready to face them head on, starting today. "Every day is a new chance to be better, train harder and to challenge yourself in new ways. I never take a day for granted. The list of things I pushed through over the years, to get where I am, is definitely long and extensive but I never gave up. I

## BOX JUMPS

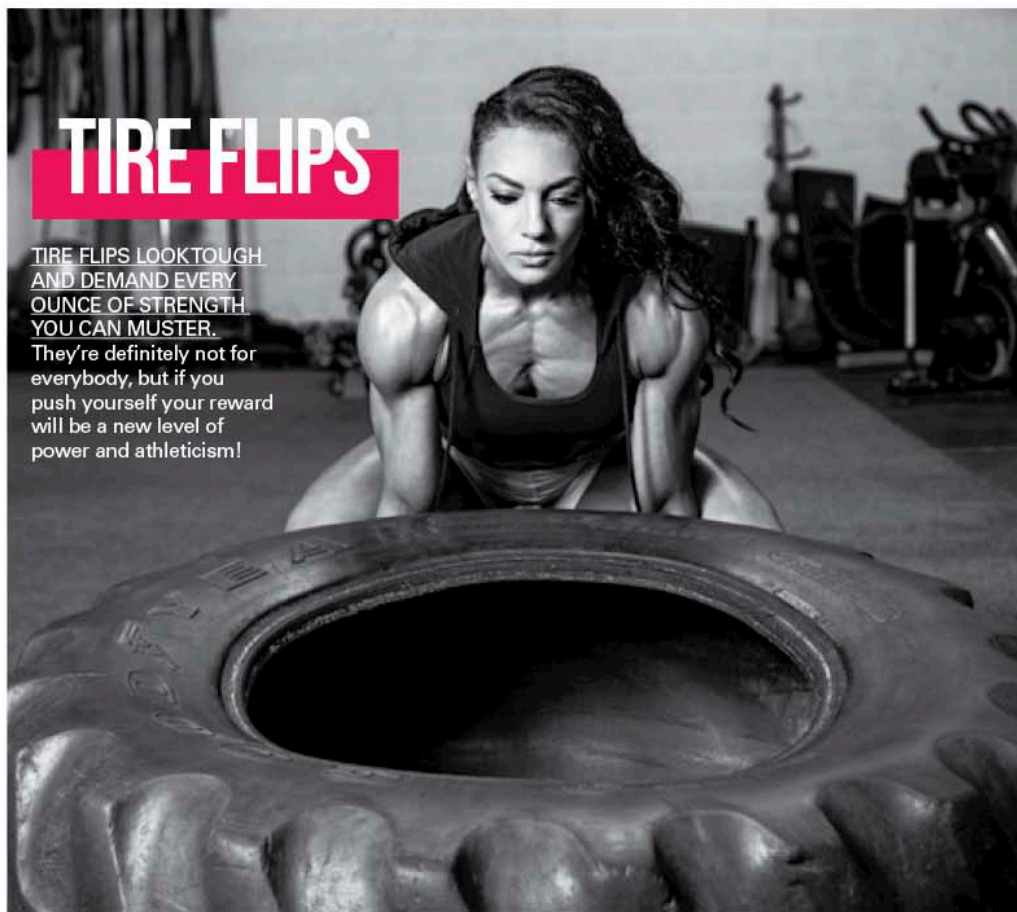
**THE BOX JUMP IS EASY TO LOVE — AND HATE.** It's fantastic for building lower-body power, speed, and strength. As a test of plyometric prowess, it's a high-level physical and mental challenge.

"THROUGH ALL OF MY EXPERIENCE, I HAVE LEARNED THAT IT IS SO EMPOWERING TO BECOME STRONGER AND MORE CONFIDENT."



## TIRE FLIPS

**TIRE FLIPS LOOK TOUGH AND DEMAND EVERY OUNCE OF STRENGTH YOU CAN MUSTER.** They're definitely not for everybody, but if you push yourself your reward will be a new level of power and athleticism!





## MED BALL SLAMS

THERE'S VERY LITTLE THE MEDICINE BALL SLAM DOESN'T DO. Muscles all over the body are fired up by the movement, with your core and upper back bearing the brunt of the action.

"EVERY DAY IS A NEW CHANCE TO BE BETTER, TRAIN HARDER AND TO CHALLENGE YOURSELF IN NEW WAYS."

never stopped believing in myself and when no one was clapping for me....I clapped for myself."

It is inevitable that life will throw us curveballs. Struggles will arise and hardships will come, but it is how we choose to deal with them and accept them is what really matters. Using the difficulties that we face as opportunities to learn and grow seems to be the takeaway from Alicia's story.

If we can just take a page of resilience from her book, and use the challenges that present themselves as fuel for the fire within, we could count on greater success and grander glory—no doubt.

## BATTLE ROPES

BOOST YOUR HEART RATE AGAIN BY DOING 2 mins of battle ropes.