

INTRODUCING

Men's Health

HOME HEALTH **FITNESS** MUSCLE SEX NUTRITION STYLE & GROOMING WEIGHT LOSS LIVING VIDEO FORUM

SPORTS TRAINING ADVENTURE RUNNING MH CHALLENGES CARDS INJURIES SURVIVAL OF THE FITTEST LUCOZADE SPORT CHALLENGE

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DAVIDOFF CHAMPION

THE NEW MEN'S FRAGRANCE

TAKE THE CHALLENGE

REVEAL YOUR INNER CHAMPION AND WIN £1000'S OF PRIZES WITH OUR NATIONWIDE COMPETITION

ABOUT THE CHALLENGE

THE LEADERBOARD
Check your position

WEEKLY WINNERS
Who's top of the charts

DAVIDOFF CHAMPION
The new men's fragrance

INSPIRATION

ARTICLES **VIDEOS**

Watch the videos to find the perfect form.

About the Challenge
Find out more about a challenge that will pit you against readers nationwide.
[Watch video](#)

The ideal press-up
This own-bodyweight exercise is a real signifier of upper body.

TWITTER **FACEBOOK**

The latest tweets from the Men's Health & Davidoff Champion Challenge

THE Men's Health & DAVIDOFF CHAMPION CHALLENGE

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DAVIDOFF CHAMPION

DAVIDOFF CHAMPION

The *Men's Health & Davidoff Champion* Challenge was conceived to help launch a major new fragrance from Coty Prestige – Davidoff Champion. We aligned the fragrance with a highly credible physical challenge to ensure readers responded positively to the launch of this major new scent.

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DAVIDOFF CHAMPION CHALLENGE

LEADERBOARD WEEKLY LEADERS WEEKLY WINNERS REGISTER BACK TO HOME

About The Challenge

Reveal your inner champion and win £1000's of prizes with our nationwide competition.

Men's Health has teamed up with Davidoff Champion - the new iconic fragrance, created for men who want to excel in every aspect of their lives - to put together a challenge that will pit you against readers nationwide. We're asking you to test yourself over four disciplines and register your results here on this bespoke website. These will be put onto a leaderboard and you'll be able to monitor your progress against other challengers. You can test yourself as many times as you want during the challenge and update your results. The four disciplines do not need to be performed consecutively.

There will be weekly prizes of Davidoff Champion products for the competitor recording the best result each week and the Top 20 on the leaderboard at midnight on 18 October will be invited to London for the Grand Final on 23 October. The Grand Final will be held at the brand new Gym Box at Westfield London. This stunning new facility opened on 1 September 2010 as is one on London's finest gyms - a truly fitting venue for our final. To find out more about Gym Box go [here](#).

Current leaders

1. Seb Thomas	24534
2. Callum Williams	24404
3. Sandeep Nayar	24078
4. Isaac Sterritt	24065
5. Aaron Sterritt	23323
6. Dave Edwards	23091
7. James Mellish	22841
8. scott occomore	22737
9. Gary Simmons	22688
10. rory duffield	22207

Think you can do better?

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Pull-ups

The Ideal pull-up

This exercise sorts the men from the boys and is a challenge to the body on every level. Tell us how many you can do to failure. Succeed at this and you're well on the way to being a champion.

Training tip: work on the negative aspect of the pull-up. Slowly lowering your body can help build your upper-body muscles and increase the pulling power you need for full range of motion pull-ups. Stand on a box beneath a pull-up bar. Jump up, pulling your chest to the bar. Then take 8-10 seconds to lower yourself until your feet touch the box.

The ideal pull-up: The pull-up is a real test of strength, and is

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To demonstrate perfect form for each element of the challenge we filmed each element in widescreen HD.

Rowing proved to be the most popular film.

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The Ideal 2km row

The Ideal 2k Row

The most effective cardio machine in the gym. Record your fastest time to 2km at the hardest setting. A good time reveals power, speed and stamina levels more than any other discipline.

Training tip: use intervals to improve your time. Row flat out for 15 seconds then recover at 50% effort for 45 seconds. Repeat this 8 times. Slowly increase the time of the flat out sections and reduce the recovery ones until you're finally doing the whole 8 minutes at 100% effort.

The ideal row: Technique is key to rowing like a champion. Once you're strapped in, grab the bar with an overhand grip. Think of your

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CHAMPION
CHALLENGE



POS	NAME	AGE	GYM	LOCATION	SCORE
1	Seb Thomas	20	Fitness first	Cardiff	24534
2	Callum Williams	18	Callum	Maldstone	24404
3	Sandeep Nayar	18	LA Fitness	London	24078
4	Isaac Sterritt	18	Virgin Active	Chorley	24065
5	Aaron Sterritt	19	Virgin Active	Chorley	23323
6	Dave Edwards	18	Abercynon Rhondda cynon taf	Cardiff	23091
7	James Melliish	17	Synergy	Slough	22841
8	scott occomore	18	uckfield utopia	staines	22737
9	Gary Simmons	20	Exeter Sports hall University	Exeter	22688
10	rory duffield	51	mills gym	pontefract	22207
11	thomas shulver	22	parkwood	arlesey	22077
12	Jack Coulson	18	home	Liverpool	22015
13	chris kelly	18	Isenhurst	uckfield	21628
14	Afshin Dastmalchi	19	Esports	london	21407
15	Sam Palma	19	Reflections	Bexleyheath	21237
16	Afshin Dastmalchi	19	SpringHealth	London	21060
17	Artem Klimkin	19	Trinity College Sports Centre	Dublin	21003
18	Edward Hezlet	18	Home	Grantham	20995
19	sam Heawood	20	hanfield leisure centre	HENFIELD	20989
20	Liam Hogan	26	Parkwood	Hitchin	20820

A leaderboard (sortable and searchable) was used to show how well readers were performing. Weekly prizes were offered. The top 16 at the end of the challenge attended a Grand Final at Gymbox Westfield.

As well as information on the fragrance direct links to retailers were offered as well.

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Davidoff Champion - The New Men's Fragrance

From Davidoff comes an iconic new fragrance, Davidoff Champion. Sharp and confident, the fragrance is a sophisticated blend of crisp, fresh notes with durable oak allure that perfectly captures the essence of the man who lives to succeed.

The Davidoff Champion man is determined, focused and effortlessly masculine. He seeks a fragrance that enhances his mental and physical strength. A scent that is distinctive and identifies him as being ready for the job, whether on the playing field or off. Its zesty top notes refresh and inspire while its masculine cedarwood trail leaves no doubt that he means business.

Make it part of your daily routine - in the morning, after training and before going out - it will prepare you for whatever lies ahead. Presented in a facon as eye catching as any trophy, you'll want to display it as one. Davidoff Champion; be one long before you reach the finish line.

The Range (RRP)

- Eau de Toilette - 50ml £36
- Eau de Toilette - 90ml £44
- After Shave Splash - 90ml £34
- Body Cleansing Gel - 200ml £18
- Energizing Deodorant Stick - 70g £18

Davidoff Champion is available nationwide



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