



Firm butt

Get your best asset in shape and win an all expenses paid trip to New York with Jockey, the world's number one choice in men's underwear

While you might be proud of your pecs, or amazed at your abs, bitter experience shows that women judge men by their glutes. High and taut means you're hardwired for explosive sex and the kind of night in she thought only existed in her dreams. Low and flabby? It's a night in she'll be enjoying alright, but not with your bus-like rear end spoiling her fun and her view.

And it's not only women who watch your backside. When a bloke is trying to decide whether to push in front of you at the checkout or wait a respectful distance away, his main criterion is the alphabetical quality of your torso. If it's shaped like a V, you get some space. If it's shaped like an O or, worse, an A... well, let's put it this way: avoid dark alleys and bright prisons.

But building the rearview muscles does more than attract women and frighten men. A steady diet of front-body exercises, such as bench presses, leg extensions and crunches, can set you up for back and knee pain. Focus on developing your glutes, hamstrings and lower back and you'll have extra core stability for fewer injuries and better over-all body balance.



Squat

Works: the gluteal muscles, quadriceps, hamstrings, abdominals, and lower back

Start with the bar resting across your trapezius muscles. Your feet should be shoulder-width apart, your knees straight, and your back in its natural alignment. Slowly sit back as you lower yourself as far

as you can while keeping a slight arch in your lower back. Pause at the bottom, then press your heels into the floor as you push yourself back up to the starting position. Never let your thighs sink less than parallel to the floor on the squat, or you'll risk doing serious damage to your knees. Do three sets of 10



fair?

Why she likes a firm behind: It's something to hold on to. "During sex she can reach around, grab it, and literally pull you towards her," says Timothy Perper, a biologist and author of *Sex Signals: The Biology of Love*. It's a subconscious thing, he theorizes, but we guess most women will be fully conscious when they reach for yours.

