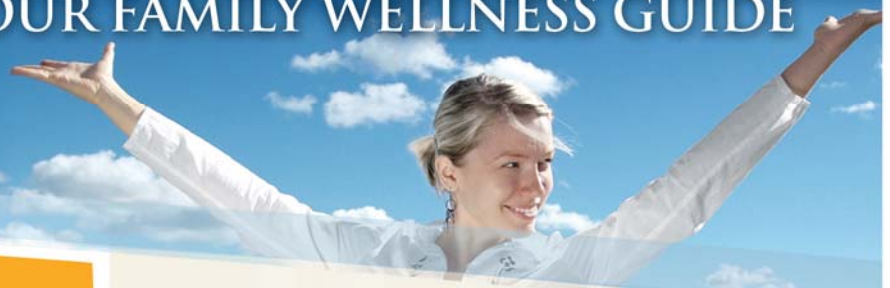




DEC 2009 Edition

YOUR FAMILY WELLNESS GUIDE



FROM DOC'S DESK

SPECIAL ANNOUNCEMENT:

I am really excited to make **the single, most important announcement in the history of my clinic.**

We have just invested in becoming a Founding Center (and the only center in Ottawa) of the *Eat Well – Move Well – Think Well Innate Lifestyle Program!*

It is a completely unique program that is going to greatly increase your capacity to improve your health, achieve optimal wellness, and prevent chronic illness. I know these are your goals!

What I was looking for to supplement our spinal corrective adjustments and wellness lifestyle workshops was a program to provide you with:

- 1) initial assessment of your lifestyle, functional and fitness levels, and body measurements;
- 2) comparison assessments which can be done every 3 months;
- 3) full, personalized reports of your assessment results;
- 4) all the resources and equipment you need;
- 5) and an on-line log book to track your progress, give you accountability, feedback, and positive reinforcement.

These were the missing links that have now been filled!

All of the concepts in the program are 100% congruent with what we teach in the office: Education based on your body's genetic requirements for health, and utilizing the science of belief system change as opposed to focussing on self-control or deprivation. – we want easy, gradual, long-lasting change.

We are finally launching this program at the *Innate Lifestyle Program workshop* on January 20th, 2010! Seats are limited so reserve them now! Also, if you want to see how you measure up first, make sure to reserve your initial assessment at the front desk!

Read the next pages for full details! - Dr. Mark

CONGRATULATIONS BECKY OHRT!

You have won the snowsuit fund check-up raffle for a \$300 gift certificate to any store you would like!!!

Dr. Mark has completed a new post-graduate certification in wellness

Dr. Mark has just passed his board examinations and received a new certification as a Certified Chiropractic Wellness Provider (C.C.W.P.)! This has come after completing postgraduate seminars and independent study in wellness nutrition, exercise, and emotional wellbeing.

OUR CLINIC HOLIDAYS

We are going to be starting our winter holidays on December 25th, and we will be back in the office on Monday, January 11th. Have a happy holidays!

UPCOMING WORKSHOPS:

1. The Foundations of Wellness Wednesday, Dec. 2nd @ 6:10 p.m.

The most important workshop in our series. We will answer the 2 fundamental health questions:

1. Why are the 5 root causes of all chronic illnesses and pain?
2. What do you require genetically to get and then remain well? And how do you get yourself to successfully do it?

2. Core Stability Exercise Secrets Wednesday, Dec 16th @ 6:10 p.m.

Come learn possibly the most important aspect of strength exercise which is strong core muscle stability. I am going to walk you through an entire program (just minutes a day) from beginner to elite.

3. The Innate Lifestyle Program Wednesday, Jan 20th @ 6:10 p.m.

Come find out all the details to our ground-breaking new applied educational Wellness and Prevention Lifestyle Program. You DO NOT want to miss this! Register yourself and guests at the front desk!

613. 841.9355

4380 Innes Road, Orleans, Ontario
(Next to The Bank of Montreal, at 10th Line)





With great pride and excitement, I am pleased to make the most important announcement in the history of my clinic. In response to overwhelming demand, we have become a Founding Center (and the only center in Ottawa) of the ***Eat Well – Move Well – Think Well Innate Lifestyle Program***. We made this investment in response to the incredible level of motivation on the part of our clients to maximize their opportunity for wellness and prevention, and minimize their chances of suffering with chronic illness.

We are finally launching what is an EASY TO IMPLEMENT, step-by-step, 12 month applied educational wellness and prevention lifestyle program on Jan 20th, 2010! It is nothing short of amazing.

What are the **BENEFITS** of this program in addition to your current corrective chiropractic adjustments and wellness workshops?

- ✚ A full **initial assessment** and quarterly follow-up **comparison assessments** of your:
 - Physical fitness and functional capability levels.
 - Balance test, Core strength test, Upper body strength, Lower body strength, and Aerobic fitness test.
 - Body measurements
 - Height, weight, body composition, body mass index (BMI), waist/hip ratio.
 - Your Wellness & Prevention Index Score
 - a reflection of the percentage of congruency between your current lifestyle choices (eating, moving, and thinking) and those that are required to genetically express your full potential for wellness and prevention.
 - Your Allostatic (stress) Load Index Score
 - a measure of the amount of stress load your current lifestyle choices are placing on your cell function and your health. It is a direct measure of stressor load and, because stress is a root causal factor in all chronic illness and accelerated aging, your allostatic load rating is an indirect measure of your impending chronic health crisis probability and your rate of accelerated aging.
 - Your Functional Health & Vitality Index Score
 - a measure of how your current lifestyle choices are impacting your health, happiness, and vitality – your functional quality of life. The functional health component represents actual measurements of your body composition and your current functional abilities. The vitality component represents a self-reported assessment of your perceived abilities, attitudes, and quality of life.

- ✚ **A fully individualized report of findings package**: your data is entered into the system and a fully individualized report is generated, detailing all of your results and scores.

- ✚ *** **A personal, daily, on-line log book** ***
 - Included in your members-only section of the eatwellmovewellthinkwell.com website
 - Provides crucial accountability by having you enter, in less than 5 minutes per day, your daily actions (e.g. how many fruit you ate, how many pedometer steps you took, etc, etc.)
 - The log book changes each month to reflect new information in each new workshop.
 - Records your daily input, tracks your progress, scores your actions, and provides instant feedback and encouragement. Your daily actions actually change your Wellness scores!

❖ **This is one of the most powerful and significant aspects of the program.**

✚ **Daily e-mail tips and encouragements**

- Helpful information regarding the implementation of the program.
- Exercise demonstrations, recipes, relaxation techniques, etc.

✚ **Access to eatwellmovewellthinkwell.com.**

- Your special participant resource section which is your on-line study and implementation guide to provide support, encouragement, and guidance.
- Access to videos, recipes, exercise demonstrations, notes, etc.

✚ **Support Package:** The following package of success tools is available as an option. It includes:

- Initial month supply of Innate Choice supplements (Fish oil and probiotics – value of \$80).
- Pedometer, balance board, exercise ball, Thera-band exercise kit, and jump rope.
- Educational DVD & CD, workbook & implementation guide. (which provides step by step implementations, as well as details on food choices, recipe ideas, cooking instructions, shopping instructions, exercise plans, exercise demonstrations, healthy thinking exercises, meditations, etc.)

✚ **12 brand new workshops:**

- One workshop per month (4 new, different Eat Well, Move Well, and Think Well workshops)
- Provides instruction and coaching for WHAT to do, WHY to do it, and HOW to get yourself to do it – EASILY, GRADUALLY, and COMFORTABLY.
- Based on the science of epigenetics which is the science of determining the lifestyle choices (eating, moving, and thinking) that match your human genetic requirements for wellness and prevention. It combines research from genetics, nutrition, and exercise with the science of empowering personal change.

HOW TO LEARN MORE: To find out if you should do this program, here are the 2 things you should do:

1. Attend the LAUNCH workshop of the Innate Lifestyle Program on Wednesday, January 20th @ 6:10 p.m. for all of the information. (FREE!)

- Seating is very limited, so register yourself and your guests at the front desk today!
- It could be the most valuable 30 minutes you have ever spent.

2. Schedule your initial assessment

- **See how you measure up before starting the Innate Lifestyle Program**
 - **Special launch price of just \$20 – (this is under our cost).**
- If you enrol in the program first, however, your initial assessment is included.
- ❖ We have already started scheduling appointments beginning Jan 18th, 2010.

- Also, check out the www.eatwellmovewellthinkwell.com website for more information.

WHAT HAPPENS NEXT (After the Innate Lifestyle Program workshop on January 20th, and completing your initial assessment):

3. **Attend the Report of Findings workshop on Monday, February 1st at 6:10 p.m.**
 - You will receive your report of findings package with a full assessment.
 - If you haven't done so already, you will be able to register for the program.

4. **Start the Innate Lifestyle Program! After enrolment, your first workshop (Eat Well 1) will take place on Wednesday February 3rd at 6:10 p.m!**
 - Your log book will start the morning following your Eat Well 1 workshop.
 - Each subsequent workshop will be on the first Wednesday of each month at 6:10 p.m. Your log book will automatically adapt to the new information you have learned by the next morning.
 - At the end of each 3 month trimester, you will receive a thorough re-assessment of all of your initial assessments. (You will have completed 1 of 4 different sets of Eat Well, Move Well, and Think Well workshops in that time).
 - Your results are fully detailed in a Progress Evaluation Report which includes your new **Wellness and Prevention Index™** rating. This allows us to evaluate progress and make any necessary adjustments.
 - After the final (12th) workshop and month of implementation are completed, you will receive your **Eat Well - Move Well - Think Well™ Innate Lifestyle™ Program** graduation certificate!
 - As a graduate of the program, you will have options to continue with upcoming new workshops and may also choose to maintain your on-line access to your log book, receive continued quarterly re-assessments, and continually updated resources at Hunter Chiropractic's participant resource center at www.eatwellmovewellthinkwell.com.
 - The idea is for you to be in a completely different place within 6 months to 1 year. But wellness however, is a process of lifelong learning and self improvement.

Who needs this program?

This program is mandatory for anyone who is not as healthy, energetic, and happy as they could be. Most are not even aware of their potential for health and vitality because they have never come near experiencing it. This program will not only make you aware of your potential, it will teach you where you are in relation to it and then teach you EXACTLY how to reach it! – what could be more important? How important is it to be able to teach this to our children?!

This program is also mandatory for **anyone currently seeking to address:**

- ✓ **Weight problems**
- ✓ **Low energy or vitality; poor concentration or memory.**
- ✓ **High stress levels, depression, low self-esteem, or anxiety.**
- ✓ **Chronic pain**
- ✓ **Digestive problems**
- ✓ **Immune system issues**
- ✓ **Deceased quality of life or chronic illness of any kind**
- ✓ **Etc, etc.**

You may think your goals are to get rid of/avoid problems such as these, but these are all **simply side-effects of ill health**. The only goals of the Innate Lifestyle program are a better life, better health, achieving your highest capacity to be well, and the greatest chance for prevention. All of your other goals will result from these! It is very important to have these goals clear because you can e.g. lose weight, but end up less healthy as a result. Your goal HAS to be health, and I am certain this method is your greatest opportunity to accomplish it.

What is this program unique?

Why is it different than other programs out there?

It is:

- NOT based on using “quick-fix” strategies to lose weight, feel better, increase fitness levels, etc., without attention to the strategy’s effect on your OVERALL, LONG-TERM health and well-being.
- NOT based on self control, depriving yourself of things you love, doing things you dislike, fighting cravings, fighting through workouts, simply thinking “positive”, or fighting stress.
- NOT based on the often conflicting health/nutrition information so common in our culture

The program DOES:

- ✓ Achieve goals such as **weight loss, feeling better, increasing fitness levels, etc.**, but as a side-effect of your body getting healthier (moving towards balance) by eating, moving, and thinking congruently with your genetic requirements.
- ✓ Teach you WHAT to do, but MORE IMPORTANTLY the program is going to teach you HOW TO GET YOURSELF TO MAKE THE CHANGES. No willpower, no struggling, just an easy journey toward wellness and prevention.
- ✓ ONLY use evidence-based and scientifically valid information regarding how to make your body function optimally (health). Weight loss, more energy, etc, are natural side-effects!
- ✓ NOT just involve an eating plan, an exercise plan, or a healthy thinking plan – it is ALL 3 combined together holistically into a comprehensive program.
- ✓ Utilize a SCIENTIFICALLY VALID MEASURE of wellness and prevention status and provides you with an easy to understand Wellness and Prevention Index Rating. This allows us to quickly and accurately evaluate how your lifestyle is moving you toward wellness and prevention potential or toward illness susceptibility. We then provide specific strategies and empowerment to improve your potential for wellness and prevention.
- ✓ Provides daily accountability, daily feedback, encouragement, and positive reinforcement:
 - 24 hour on-line support and log book provide easy recording and tracking for instant feedback regarding progress (It will take less than 5 minutes per day to record your progress). You also receive daily email tips and encouragement regarding implementation.
- ✚ Research clearly shows that this approach is COMPLETELY SUPERIOR in terms of wellness and prevention when compared to the standard medical approach of waiting to diagnose existing disease states and then using drugs to palliate the symptoms.
- ✚ Health is neither the result of good luck nor simply good genes – health is the product of good lifestyle choices interacting with our genes to express our health potential. Health does not come from acts but from habits.

When you implement the **Eat Well - Move Well - Think Well® Innate Lifestyle™ Program** you can expect the following benefits:

- **ACHIEVE your IDEAL BODY WEIGHT and FITNESS**
- **Maximize your HEALTH and HEALING capacity**
- **Maximize your ability to PREVENT ILLNESS**
- **Maximize your ENERGY and VITALITY**
- **Maximize your HAPPINESS, CONTENTMENT, AND CONFIDENCE**
- **Maximize your SELF CONTROL and SELF ESTEEM**

What is the cost?

***** We are offering one-time special client pricing for clients who enrol in the first group of the Innate Lifestyle Program. *****

- ❖ This first group starts after the Report of Findings workshop on Monday, February 1st @ 6:10 p.m.
- ❖ Unfortunately, this special pricing will end after the first group has started.

What is included: A 12 month program which consists of -

- ✓ A full initial physical, body measurement, and lifestyle assessment
- ✓ 4 quarterly comparison physical, body measurement, and lifestyle assessments
- ✓ fully individualized initial and comparison report of findings packages
- ✓ Your personal, daily, on-line log book for 12 months
- ✓ Daily e-mail tips and encouragements
- ✓ Access to all of the resources available at eatwellmovewellthinkwell.com
- ✓ 12 new Innate Lifestyle workshops (4 different Eat Well, 4 different Move Well, 4 different Think Well)
- ✓ Support and guidance from Hunter Chiropractic Wellness Centre
- ✓ Optional: you can purchase the Starter kit at our cost (see 3 pages back for description of contents)

Special Client Pricing for Launch (for 12 months): A \$350 DISCOUNT FROM REGULAR COST!

One payment of \$235 [\$100 non-refundable start-up fee (our cost) + \$135 program fee]

or

12 monthly payments of \$14.75 + the \$100 non-refundable start-up fee

Add \$100 (our cost) for the Starter Kit. (includes an \$80 value in nutritional supplements)

Regular Cost for 12 months:

One payment of \$585 [\$100 non-refundable start-up fee (our cost) + \$485 program fee]

or

12 monthly payments of \$49 + the \$100 non-refundable start-up fee

Add \$100 (our cost) for the Starter Kit. (includes an \$80 value in nutritional supplements)

Assessments

Assessments can be done *prior* to signing up for the full Innate Lifestyle Program. This allows a person to see how they measure up on their Wellness & Prevention Index, Lifestyle Allostatic Load Index, and Functional Health & Vitality Index.

Special Pricing for Launch - Initial Assessment: \$20

Discontinuation:

FOR SPECIAL LAUNCH PRICING: the \$350 discount AND 15% one payment discount take place at the end of the 12 month period. In the event that you choose to discontinue the program, either a refund will be issued based on the amount of program completion, or any money owed will become immediately due for all services and/or products that had been provided based on the regular cost of the \$100 non-refundable start-up fee and \$49 per month.

Any Questions? Just ask us!!

- Dr. Mark