

Richly Rewarding Living

Your Monthly Newsletter For Healthy Living

For Clients and Friends of Premier Personal Training

Reduce Stress—With A Pen?

Stress is an everyday part of our lives.

Worry about finances, health, relationships... the list goes on and on, doesn't it?

And here's the thing... we all know that stress is B-A-D for us and can severely damage our health and leave us psychologically "burned out."

In fact, WebMD Estimates that 75% to 95% of all doctors visits are stress related.

To do whatever we can to reduce stress makes sense. Well, that's what one researcher at the Delft University of Technology hopes to help us do...

With A Pen!

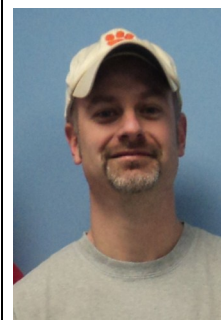
Researcher Miguel Bruns Alonso noticed that when people get nervous, they tend to click their pens or fiddle with them incessantly.

That's when he got the idea.

Says Miguel, "Sensors in a pen could provide an unobtrusive way of measuring stress levels. Giving users the right feedback could then help them deal with their stress in a constructive way."

Miguel was right. Using his knowledge of industrial design, Miguel developed a pen that can help recognize when the user is stressed—and then help him or her become less anxious.

In one experiment, he gave the pen to subjects who had no idea what the pen's purpose was.



COMMUNITY NEWS

Happy October everyone!!! Halloween is almost here. The time is here to take the children trick-or-treating and watch them stuff their faces with candy. Checking your children's candy to make sure it is safe does not mean tasting one of each kind. I am looking forward to Halloween this year. I have two of the greatest figures of all time--Buzz Lightyear and Jessie from Toy Story. My two have decided that I need to go as Woody and Casey as Bullseye. I will let you know how that works out.

To believe how fast this year is going by is difficult. This is your last chance to make a big impact on your fitness before those dreaded (but delicious) holiday dinners get here. Since we now have such beautiful weather and we are in the middle of football season, why don't we use the fourth quarter analogy? The time is here to score those winning goals that you made back at the beginning of the year. I know that you can do it.

Did you see the great buy-one-get-one coupon in last month's newsletter for a massage? If you didn't, the offer is still available until October 31. Please don't miss out on this fantastic special. The feedback that we have gotten back about Ruth has been amazing!

Fall is such a wonderful time to exercise outdoors, whether you are biking, running, or walking. Take advantage of this weather while you can.

We hope that the new format of the newsletter has been more informative for you. Let us know if there is any way we can do better.

Enjoy the newsletter...

Those in the group with the stress-relieving pen had a lower heart rate than those with a regular pen. They experienced less psychological stress. [1]

Pretty interesting, right? Receiving feedback (even if you are not aware of it) can help you relax.

Even though stress pens aren't for sale (yet), you would be doing your mental and physical health a BIG favor by doing everything you can to relieve stress on a daily basis.

For starters, exercise is a great way to relieve stress. Even something as simple as a 30-minute walk around the block can go a long way in giving you peace of mind.

Other than that, you may consider doing meditation or even Yoga. One study published in the journal *Psychoneuroendocrinology* found that meditation can be effective at lowering cortisol ("stress" hormone) levels in the body. [2]

Finally, another study found that Yoga is highly-effective at raising GABA levels in the brain. [3] GABA is a brain-chemical that helps boost your mood and relieves tension and anxiety. So this holiday season, make sure you make every effort you can to R-E-L-A-X!

References:

1. <http://tudelft.nl/en/current/latest-news/article/detail/tu-delft-ontwikkelt-pen-die-stress-meet-en-tegengaat/>
2. MacLean CR, Walton KG, Wenneberg SR, et al. "Effects of the Transcendental Meditation program on adaptive mechanisms: changes in hormone levels and responses to stress after 4 months of practice." *Psychoneuroendocrinology*. 1997 May;22(4):277-95
3. Chris C. Streeter, et. Al. "Effects of Yoga Versus Walking on Mood, Anxiety, and Brain GABA Levels: A Randomized Controlled MRS Study." *The Journal of Alternative and Complementary Medicine*, 2010; 16 (11): 1145

4 All-Natural Cholesterol Busters

Having high cholesterol is never good. Unfortunately, most drugs designed to reduce it can do more harm than good. Here are some natural alternatives that may help protect your heart...

DID YOU KNOW?

We offer a variety of fitness and nutritional services:

- **Private Personal Training**
- **Semi-private Training**
- **Boot Camp**
- **Performance Training for Athletes**
- **Nutritional Counseling**
- **Functional Movement Screenings**
- **Golf Fitness Conditioning**

For additional information on our services, please call us at 864.288.3504

1. EFA's. Essential fatty-acids like omega 3's and omega 6's have quite the track record for helping your overall health. The best way to get them is to eat sources of wild-caught fish like salmon and halibut. That said, it might be easier for you to just take a fish oil supplement. One study published in the *Journal of Internal Medicine* found that as little as 3 grams of fish oil per day can reduce LDL ("bad") cholesterol by up to 21%!

2. Plant sterols. These are naturally-occurring compounds in vegetables and legumes. A study in the *Journal of Nutrition* found that they can block cholesterol absorption in the intestines by more than 10%.

3. Move. Exercise improves HDL ("good") cholesterol, and, it will also help reduce total cholesterol. Interestingly enough, a study published in the *Journal of Applied Physiology* suggests that aerobic exercise can "transform" LDL ("bad") cholesterol into a more harmless form.

4. Red yeast rice. You can usually find this item at any natural health food store. The *Mayo Clinic Proceedings* found red yeast rice to be just as effective as popular statin drugs. Make sure to take a COQ10 supplement with it, to prevent low COQ10 levels.

REFERRAL REWARDS!!!

We would much rather pay you with free personal training sessions or lavish gifts than pay for advertising. Just refer us to a friend, co-worker, or family member who becomes a client, and you will WIN a FREE MASSAGE!

And the more you refer...the more you win!

CLIENT OF THE MONTH

The October client of the month is...

Frank Williams

Congratulations!

Every month we choose one client who has done something exceptional and reward him or her with a **FREE ONE HOUR MASSAGE**

Watch for YOUR name here in a coming month!

Frank has lost 8 lbs in the last three weeks by committing to his fitness program and implementing several new lifestyle changes. He consistently trains four days each week with cardiovascular exercise and three days of strength training. In addition, he is keeping a food journal. All of these are contributing to his recent success.

Who's our next winner?

Don't forget! If you have any questions or concerns about your health, talk to us. We're here to help. Participating in your lifelong good health is a joy for all of us. If you have a question about fitness, weight loss, health trends, or a supplement/nutritional product you would like evaluated, email your question, and we will do our best to address it in an upcoming issue (or with you personally).

We, at Premier Personal Training, would love to hear from you.

Our email address for comments is personaltrainers@premierptupstate.com



DO YOU KNOW THESE PEOPLE?

Welcome New Clients!

Here are the new clients who became members of our fitness family this month! We'd like to welcome you and wish you all the best!

DANI WEINSTEIN

GENE MORRIS

THANK YOU! THANK YOU! THANK YOU!

Thanks to YOU, we're the hottest Personal Training Business in town. Our clients and friends deserve great thanks for graciously referring us to family, friends, and neighbors. We build our business based on positive referrals from people just like you. We couldn't do it without you!



Local Business of the Month

Every month we share one of our local favorites!



At Fleet Feet Sports, our passion for your health, wellness, and injury-free performance is our first concern. A big part of that equation is to make sure your feet are properly fit and supported. We offer a full and complete foot and gait analysis for every one of our customers before we recommend any products. Our mission is to take the guess work out of finding the perfect athletic shoe and the perfect fit. That's all we do every day, 7 days a week. We really do look forward to serving you.

**1708-A Augusta Street
Greenville, SC 29605
864.235.4800**

Halloween Fun Facts...

Interesting factoids to impress your friends with...

- The largest pumpkin ever measured came in at a **whopping 863 lbs.** Grown by Norm Craven in 1993.
- **It's profitable.** Halloween is the second highest grossing commercial holiday after Christmas.
- **Do you have Samhainophobia?** It's the fear of Halloween.
- **Ireland** is typically believed to be the birthplace of this fun, candy-filled holiday.
- **Dressing up as ghosts, ghouls and other spooky entities** started as an ancient Celtic tradition. Townspeople disguised themselves as spirits and demons to stay unnoticed by the real spirits and demons wandering their towns on Halloween.

Be Inspired!

"Be miserable. Or motivate yourself. Whatever has to be done, it's always your choice."

~ Dr. Wayne Dyer



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*Here's Your Newest Issue of Richly Rewarding Living.
Open and Read Now to See if You Are The WINNER of
A FREE one hour massage*

Address Block

SPECIAL HEALTH BULLETIN:

Support For The Hardest Working Muscle In Your Body - Your Heart

Everyone understands the importance of a healthy heart, but maintaining one can prove difficult.

Cardiovascular health can be compromised by diet, genetics, a sedentary lifestyle, smoking, and an array of other factors. Moreover, our bodies are often deficient in substances critical to healthy heart function. One example is Coenzyme Q₁₀ (CoQ₁₀), which helps produce energy in each cell, particularly those in the heart, the most active organ in the body. The beating heart and electrical conduction of the nervous system need a continuous flow of energy that is dependent on adequate levels of CoQ₁₀ in the cells.

CoQ₁₀ also has antioxidant properties, protecting LDL cholesterol from oxidation, thereby helping to maintain vascular tone and integrity. CoQ₁₀ has the ability to recycle and regenerate vitamin E, allowing it to continue providing antioxidant protection to cells of the body.

Although the human body can synthesize CoQ₁₀, in some situations the body's capacity to produce CoQ₁₀ isn't sufficient to meet its needs. CoQ₁₀ levels reach their peak in the human body by age 20 and fall slowly thereafter. In fact, 60% of the population has CoQ₁₀ deficiency in their 50s and 60s. In addition, certain medications can reduce the body's production of CoQ₁₀. Supplements can help, but since most supplemental CoQ₁₀ is poorly absorbed by the body, a supplement must be highly bioavailable to be effective.

Some of the strongest evidence for the cardiovascular benefits of CoQ₁₀ supplementation is found in eight clinical studies in which researchers concluded that CoQ₁₀ promotes the heart's ability to pump blood.

Resveratrol, found in red wine, also possesses potent antioxidant properties; it complements the action of CoQ₁₀. One study found that resveratrol inhibited LDL oxidation by 70-80%. It may also help blood vessels relax and dilate, both important functions for optimizing blood flow.*

CoQHeart

CoQHeart combines two natural substances with potent antioxidant properties—CoQ₁₀ and resveratrol—in a single, highly bioavailable soft-gel capsule using a technology exclusive to Shaklee.

- Combines the power of CoQ₁₀ with resveratrol to promote heart health*
- Prevents the oxidation of LDL cholesterol*
- Provides energy at the cellular level*
- Helps keep blood flowing freely through the arteries*
- Highly bioavailable formulation

Who Will Benefit From CoQHeart?

- All adult men and women concerned about heart health
- Postmenopausal women who want to maintain a healthy heart

Strengthen Your Heart Muscle

Shaklee's CoQHeart

****30 Servings \$28.55 MN****

Members save 10% off the SRP.

Call **555.555.555** or email **you@youreemail.com** to order now!



*These statements have not been evaluated by the Food And Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Shana Ross Fitness

PREFERRED PROVIDER ROLODEX

These are local businesses we patronize and highly recommend. And they have all graciously agreed to give YOU **special deals!** Just bring the coupon with you when you visit the business. *Be sure to use them before they expire!*

Headline With Offer Works Best

- ◆ A few features and benefits
- ◆ Maybe a testimonial
- ◆ Can include picture of business owner
- ◆ Logo of business
- ◆ The offer is key! Be sure to use a deadline!
- ◆ Business address, phone and website.

Code: SRF2

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"Sweet Temptation"

Dear Clients and Friends,

Happy EARLY Halloween!

This month will be one full of sweet temptations... some that will be hard to resist. That said, if you still want to be healthy this Fall, you'll need to find ways to avoid the cravings these sweets will surely stir up.

Here are a few things you can try to stop those sugar cravings and stay slim and trim this Halloween!

Change your scenery. If you're getting a strong urge to reach for that candy bar or sugary treat, get up and change scenery. Even if it's a quick walk around your building, or stepping outside for a few breaths of fresh air. This can go a long way to fighting temptation.

Give in... a little. Okay, so you absolutely MUST have something sweet. Have it, but limit how much. Shoot for no more than 150 calories total. So make sure you're reading labels. Then, stay away from sweets the rest of the day.

Give fruit a chance. Fruit can curb most cravings. So instead of reaching for chocolate or candy, eat an apple or an orange. Chances are it will satisfy your sweet tooth.

Drink Water. Finally, water is always a great option. Drink around 8 ounces whenever you feel the cravings come on.

Have fun and stay safe this Halloween. And don't forget to stay healthy!

To Your Health,

Shana Ross

(NOTE: best to use your real signature scanned into a jpeg file and inserted here.)

Referral Rewards: Win free sessions or lavish gifts for your referrals. Be sure to print your name as "Referred By"
We'll "roll out the red carpet" for your referrals and treat them like royalty!

\$ Can You Put A
Price On Looking
& Feeling Great?

Shana Ross Fitness
Guaranteed Results Personal Training & Boot Camp
www.ShanaRossFitness.com * (555) 555-5555

\$ Can You Put A
Price On Looking
& Feeling Great?

Gift-A-Friend...Bring-A-Friend

Gift a friend of yours with this Certificate good for **2 free personal training sessions**
or one free week of fitness Boot Camp. Or bring your friend with you (please call
ahead to let us know) for a couple free buddy workouts!
We'll roll out the red carpet and treat your friend like royalty!

Referred By: _____ Friend's Name: _____

Gift Certificate Expires: **10/31/10**