

# You Set Your Goal

We Help You Achieve It

**Core Hydration**

**Core Nutrition**

**Core Exercise**

**Core Hygiene**

**Core Energy**

A silhouette of a person with long, curly hair performing a yoga pose (Urdhva Dhanurasana) on a rocky shore. The person is standing on one leg, with the other leg bent and foot held near the head. The background shows a sunset over a body of water with mountains in the distance.

## The Core Challenge

If you have the courage to begin,  
you have the courage to succeed.



*The Core Challenge: Beyond a Fit Body*

## ***The Core Challenge Training Manual***

First published in 2007.

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### Disclaimer

It is strongly recommended that you consult your medical practitioner before undertaking any change of diet or fitness program, including Mastermoves.

The Mastermoves exercises and information detailed in this manual are designed for a normal and healthy person. The owner, author, publishers or agents of Mastermoves do not accept responsibility for loss or damage of any kind suffered by individuals as a result of the information in this manual or from performing Mastermoves exercises.



## WHAT OTHERS HAVE SAID ABOUT MASTERMOVES:

*"Impressive! In my 25 years of practicing and teaching martial arts, I've never seen such an easy, complete, and effective training system as Mastermoves."* **Jon Funk, Kung fu Master President, Mantis Enterprises**

*"I am astounded at what I have achieved with my Mastermoves training. I used to train 10-15 hours per week for cross-country skiing & running. Now, to stay in great shape, I just need to exercise 15 minutes twice a day."* **Darrell Ross, BPA, President, BNI Marketing**

*"The most effective and easiest fitness program I have experienced! At the age of sixty-one I had several small strokes that left me with almost no use of my left arm and leg. After about two months of training with Mastermoves, my muscle mobility and tone is better than it has been for years. Mastermoves works!"* **Anne Kramer, CEO Current Technology Corporation**

*"With over 30 years of experience as a health and fitness educator and transformation coach, I have had the opportunity to use and to research many fitness programs. Without a doubt, Mastermoves has no counterpart in the field of fitness today!"* **Dotti Berry, BA and M.Ed.in Health and Fitness; President, IMPACT Communications**

*"Fantastic! Mastermoves improved and benefited my entire body quickly and easily! I have been working successfully in the weight loss field for over 20 years and this is the first and only fitness program that I have ever endorsed."* **Cathi Graham, Founder, Fresh Start Metabolism Program**



## ***Mission Statement***

To improve awareness and compassion for our planet earth and provide information on new developments and ways to achieve fitness and prosperity without harming our planet.

When health is absent: wisdom cannot  
reveal itself, art cannot become manifest,  
strength cannot be exerted, wealth becomes  
useless, and reason is powerless.

-Herophilus, 300 B.C.

*Herophilus was a Greek physician. He is known as the father of anatomy because he was the first to base his conclusions on dissection of the human body. He studied the brain, recognizing it as the center of the nervous system.*



# Preface

## The Power and Ability to Help Others

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I had the opportunity to meet Oswaldo Koch, creator of the Mastermoves Core Training system, at a Vancouver Health Show a few years back. It became apparent that Oswaldo had developed a perspective on how to live a healthy and energetic life that can only be summed up as “a path to happiness”. I say this because Oswaldo had gone through a number of severe physical traumas that would devastate and cause tremendous anguish and pain to many of us, but he came out of these life-threatening circumstances a better man. Oswaldo used these difficulties as learning experiences that propelled him on a journey to explain, teach and let others know how to experience a healthy and fulfilling life.

Being a psychologist with a long term chronic pain condition due to environmental pollutants, and having studied the many avenues available to overcome such issues, I was well versed in what Oswaldo wanted to accomplish. The emphasis in this manual is on the integration of the physical and spiritual well-being which, in turn, helps people reach their optimal level of human functioning, thereby helping our planet to become a better place in which to live.

Oswaldo offers a comprehensive program for wellness by incorporating 20th Century medical knowledge with common sense passed down through the ages. This manual offers a lifestyle that keeps the body, psyche and our planet in optimal condition. It is only when you are in an optimal fitness condition that you can deal with life’s ambiguities and unforeseen circumstances from a position of power and strength. What I see in the following pages is an integration of the many modalities that become separated in our new, fast paced society: religious or spiritual aspects are separate from science and technology, and personal and societal relationships are also treated separately. A total health program requires these aspects to be brought together and this is what Oswaldo does in this manual.



New knowledge demonstrates that all aspects of existence are inter-related. Your genetic code does not take eons to adapt to its environment. For example, there is evidence that what parents eat and the environment that they live in influences the health of their offspring and that of their grandchildren. Quantum Physics teaches that nothing is fixed, that there are no limitations, that everything is vibrating Energy. The thoughts and beliefs that we live by influence our genetic code; we now have evidence that cell receptors respond to environmental input in a biochemical manner which leads to behavioral reactions based on certain portions of the DNA helix opening up to these environmental stimuli.

Oswaldo shows the dynamic nature of these interactions between the outside environment, the magic of life (spirituality), and the body. We have been in a losing battle over the last 70 years following a strictly scientific method of how to live a healthy life. Life stress, hurried daily activity and the inability to see and respect the complex nature of our relationship with nature has led to the need for a manual such as the one that you are about to read.

Oswaldo lays out a path that is easy to follow. It is applicable to all age groups and can be a model to follow not just for yourself but also for you to pass on to others. The concepts of proper food intake, a daily health program suited to individual needs and a conscious effort to relax and find your spiritual nature, are all simple elements to grasp but hard to implement because of societal demands on us. This manual challenges you to reconsider your current behavior pattern and better yourself as a whole person. To have a strong and healthy body, to eat properly, or to follow a spiritual path will, in isolation from each other, not fulfill your human needs nor the needs of our planet. Oswaldo shows you how to put it all together.

You have to become responsible for your health and the health of your community. It is now a fact that medical care mistakes in Western societies are the third largest killer of their citizens, after heart disease and cancer. Our broken health care system needs to change but a new paradigm shift is required to accomplish this. We have to become responsible for our own health.

Stress levels are on the increase worldwide. Often two family incomes are needed just to survive. We eat on the run so that digestion is impaired by the stress response. Our immune systems are on constant alert due to the many demands on the body. Because of this, cancer and new chronic illnesses are on the rise. No time for ourselves and no love for ourselves and others leads to heart attacks. Being overweight is epidemic in Western societies. The disrespect that we have for our bodies has led to a collapsing medical system and an epidemic level of heart disease, cancer and diabetes.



*The Core Challenge: Beyond a Fit Body*

The related stress placed on the environment from the need to move and transport large amounts of unneeded food products adds to the imprint of global warming. The psychological and emotional toll on our overweight population is overwhelming and the billion dollar weight loss industry is a constant reminder of this human tragedy.

This manual provides you with the tools to implement a proper course of action for taking care of yourself and our planet. If you follow the principles laid out in this manual, you will become a better, healthier human being, sensitive to the needs of our planet. From the knowledge that you acquire, you will also have the power and ability to help others.

Charn Deol (PhD)



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# Welcome

## You are part of a great project

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Dear Future Champion,

This manual is the culmination of years of refining and enhancing the practice of Core Training. Everything I know about fitness, science, success, and prosperity has been carefully incorporated in this manual. I will share with you some of the most inspiring events that prompted me to become an expert in Core Training and to create the Mastermoves Core Training system.

My goal in this manual is to share with you a number of techniques that I have found, from personal experience, to be the key in developing a lean, strong and beautiful body. I will share with you stories of how successful people have found these techniques, and I will explain the philosophical and ethical principles underlying the practice of health and fitness.

You will learn proper techniques for hydration, nutrition, exercise and energy preservation. Each technique is related to the laws of nature, and you will learn how the practice of these techniques can, in turn, enhance the quality of life on our planet.

Most of us live in a society where elevators, escalators, and automobiles have rendered muscles, once firm and strong from running and climbing, weak and flaccid. Our minds have also become dulled from lack of use as we allow computers to do more and more of the work for us. Our bodies weaken from food that is too rich and a physical life that is too soft. Our society, our economy, our lifestyle is geared to the instant and disposable. We have turned into a materialistic society, with no respect for our planet. My intention is to make this manual the clearest, deepest and most inspiring source of information to help you address most of these challenges. By implementing and practicing the sensible, manageable and meaningful changes suggested in this manual, both you and our planet will benefit.



As you read this manual, I want you to know that you are not alone. We will teach you how to set your goal in any area of your life and we will help you achieve your goal in 100 days. By taking The Core Challenge, you are part of a holistic project – intended to heighten individual fitness and to reduce the pollution of our planet. It is your day-to-day living that primarily determines your fitness, and it is your habits and practices that create your predisposition to disease or ageless longevity. There is no magic potion or new product that will ever replace the power of your daily decisions, actions and habits to engender health. You alone have the incredible power to improve your health and fitness and, in the process, to reduce pollution and global warming.

Finlandia Pharmacy<sup>1</sup> and OK Initiatives Inc.<sup>2</sup> will support you as you take The Core Challenge. You can set any personal goal for The Core Challenge. Our mission is to help you reach your optimal health and fitness, so that you will have the energy, creativity and enthusiasm to achieve your goal in 100 days. You will have access to several free services such as orientation workshops, consultations on health and fitness, an introductory core training class, as well as access to our Private Members website where you can find and download manuals and publications related to health, fitness and personal development. **See Appendix A.**

For over thirty years, I have had the joy of studying, working and training with amazing people. As a fitness trainer, I have personally helped hundreds of people with their Core Training. Now, with this manual, I hope to reach countless others.

Whether your goal is permanent weight loss, muscle toning, gaining financial independence, professional success, optimal fitness, ability to dance or play sports, we provide you with the necessary information and tools to achieve what we teach. All that remains is for you to apply them. If you believe in yourself and set your goals high, your mind, your body, and the forces within your environment will unite to help you achieve them.

Oswaldo Koch

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<sup>1</sup> Finlandia Natural Pharmacy has been bridging the gap between allopathic and natural medicine for over 30 years. See Appendix B.

<sup>2</sup> Engineer and fitness trainer, Oswaldo Koch, established OK Initiatives, Inc. in 1995. The mission is to promote Core Training for optimal health and fitness. See Appendix X

# Chapter One

## A journey of discovery

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### THE GREATEST INVENTION

In 1978 I joined the Peruvian Naval Academy where I had the immense privilege and opportunity to train my mind and body with some of the most outstanding people that I have ever met - leaders, professors, athletes, naval officers, and students. The most brilliant professor I had was an engineer, a professor who taught advanced calculus and physics.

My professor's teachings planted a seed in my mind for the love for science. My professor had a brilliant mind; he was able to memorize entire books of calculus and science in the same way that people memorize poems. He never had to carry a book to class. He had an incredible memory and could cite important references with ease and precision.



**Reflection:** "True enjoyment comes from activity of the mind and exercise of the body; the two are united." -- *Alexander von Humboldt*



Once, during a class break, my professor asked me “What is the greatest invention of all time?” I was intrigued by the question. I didn’t know the answer. My professor told me to go back to the books, experience life fully and I would one day discover it myself.

Since then, I’ve experienced life fully. I became an avid reader of science. I completed several university degrees, and I worked internationally for major corporations in the field of telecommunications, petroleum, finance, chemical, lumber, fitness and wellness. I also became a fitness trainer, martial artist, dance instructor and avid free-diver. In 1990, I moved to Montreal where I developed wonderful professional and personal relationships working and socializing in three beautiful languages – French, English and Spanish.

## **THE ACCIDENT**

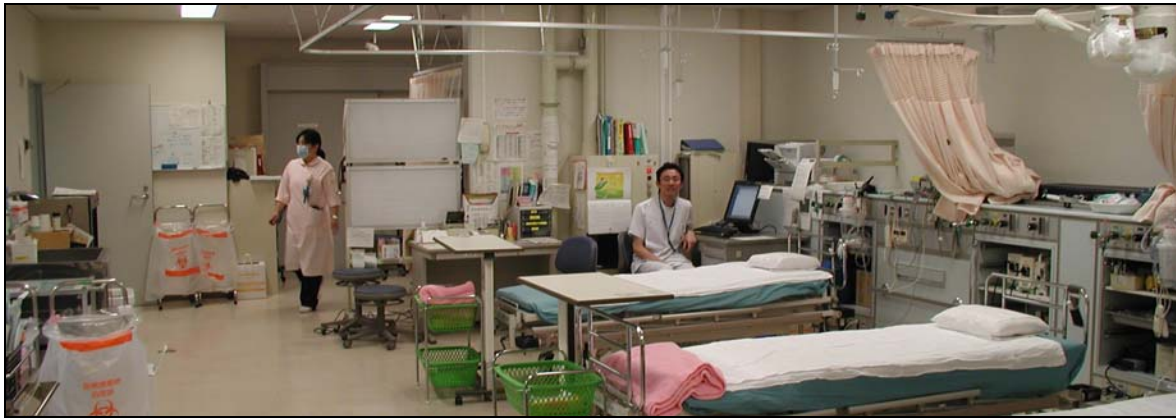
In 1998, I had a very happy and prosperous life and I was in excellent physical condition. However, my world changed dramatically when I had a nearly fatal mountain biking accident. Going down hill at high speed, my bike suddenly stopped when it hit a large trunk. I landed on my head. Although I wore a helmet and was in good physical condition, the impact was so strong that I felt my head explode and, then, everything became silent. For a moment, I experienced an intense heat emanating from the center of my brain.

When I recovered consciousness, my friend was trying to help me. He offered me water but I could not move my head. I was lying on the ground and I knew that something terrible had happened to me. I was taken to the emergency room (ER) where they put me in traction to immobilize my head and spine and x-ray me.

## **THE ER EXPERIENCE**

While waiting for the results of my X-rays, my mind went back in time to my first experience in an ER. In 1988, I was rescued from a swimming pool where I almost drowned while practicing free diving. During the accident, my brain was deprived of oxygen for several minutes. The doctors were initially concerned that I had probably suffered brain damage. However, I managed to recover very quickly and I was soon back to practicing sports again.

Ten years after my first ER experience, I was back in an ER again. “Why is this happening again? What is the lesson here?” I kept asking myself. Suddenly, a question emerged in my mind. “What is the greatest invention of all time?” For many years I had not cared about the answer to this question but, for some reason, the question that my professor had asked me dominated my thoughts.



**Reflection:** All illnesses and injuries can and should be prevented when possible, controlled when necessary, and treated naturally where appropriate.

A doctor suddenly stepped into the room and told me that I was extremely close to paralysis, as I had fractured a vertebra in my neck and compressed several others in my back. A painful traction device was placed on my head and the doctor ordered me to remain in ER to wait for an early intervention in the operation room. Several times during the night, nurses had to readjust the painful traction on my head, which prevented me from sleeping all night.

The next morning, I was taken into the operation room where a halo brace was attached with screws to my head. The doctor told me to relax and not to ask questions. Ironically, I had no questions about my condition. I had only one question, what is the greatest invention of all time?

## **BETTER THAN BEFORE**

For several months, the halo brace was part of my body. I had to sleep, shower, eat, study, do everything with this painful brace attached to my head – a medieval torture that my body learned to adapt to and accept after several weeks of pain and frustration.

It took me one year to heal my body. I knew I had to restore my health and fitness. I became an avid student of the human body, holistic healing, nutrition and meditation.

To develop my ideal fitness training, I combined my engineering experience with the health and fitness training that I had gained in the navy and through martial arts, gymnastics, yoga, pilates and dancing. I developed a simple, yet powerful, core training system called *Mastermoves*. With the daily practice of Mastermoves, I rebuilt a better body than before the accident in just 100 days and, during the process, I learned how to use the greatest invention of all time, which I will share with you in this manual.



**Reflection:** Every minute of every day, our bodies rebuild, replace and replenish about 200 million cells. And it gets the raw material for this function from the food we eat. Health food builds a healthy body.

Learning how to use the greatest invention of all time is the most important skill you can develop in your life. When you learn the true "cause" of your experience of reality and that you can actually ALTER that reality in any way that you wish, it opens a door of happiness and prosperity.

### THINK AND ACT LIKE AN ATHLETE

Top athletes know that success is attained one step at a time. Top athletes dream big, set high goals, come back stronger from defeat, and have the determination and persistence to achieve their goals. In fact, learning to think like an athlete, not just working out like one, is crucial to achieving success and personal growth.



## Chapter Two

# A view of the challenge

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### WHAT IS THE CORE CHALLENGE?

*The Core Challenge* is a holistic fitness approach to help you achieve a goal of your choice in 100 days. *The Core Challenge* is not a science rather, it is a practice designed to develop the power of your intuition to overcome obstacles and reach your goal.

Intuitive power comes from energy, and energy comes from balanced mental and physical fitness. A person may have the greatest idea in the world, but if she does not have the energy to put it into action, she won't get very far. Energy and intuition are also linked to self-image. When you look and feel good about your body, you have a greater self-image.

If you do not keep your mental and physical energy at optimal levels, your body begins to disintegrate and your ability to think, be productive and carry through with your goals crumbles. Fitness is, therefore, at the core of your ability to manage the energy required to reach your personal goals.

Our integrated fitness approach will help you develop and maintain an optimal level of energy based on five core pillars:

1. Core Hydration
2. Core Hygiene
3. Core Nutrition
4. Core Training
5. Core Energy

Additionally, the practice of *The Core Challenge* includes the Green Practice for protecting our environment from further pollution and global warming. **See Appendix Z.**



### **Core Hydration:**

An estimated 75% of North Americans are chronically dehydrated. Most do not even manage to consume the minimum required eight glasses of water per day. Water is your body's principal chemical component comprising approximately 60% of your body weight. Every system in your body depends on water. Water flushes toxins out of vital organs and carries nutrients to your cells.

Many people believe that any liquid can hydrate the body. In fact, nothing can replace water for proper hydration of the body. To the contrary, drinks such as soda pop, processed juice, coffee or alcohol dehydrate the body and lower the body energy.

### **Core Hygiene:**

Core Hygiene focuses on caring for your skin. All external part of your body such as your hair, nails, eyes, ears, genitals, teeth, gums or hair are extensions of your skin. Your skin makes up 12% to 15% of your total body weight. Your skin also offers a valuable reflection of what is going on inside of your body.

One of the most effective ways of protecting ourselves from illness is maintaining healthy skin. Skin provides your first line of defense against the outside world. So reducing the threat of bacteria that constantly reside on the body will, in turn, reduce illness.

### **Core Nutrition:**

What you eat, how you eat, and how much you eat is essential for building your core muscles. Every minute of your life, your body replaces more than 200 million dead cells; every time that you eat junk food your body is incapable of replacing the dead cells.

Core Nutrition is not a diet. Trendy and restrictive diets interfere with good health and optimum weight, which is better achieved through a regular good eating plan such as Core Nutrition. Most conventional dieting causes weight to be lost from muscle and not fat; the result is an unbalanced lean muscle to fat ratio and a weak, shapeless body. Core Nutrition is the practice of eating natural foods to produce optimal levels of mental and physical energy.

### **Core Energy:**

Core Energy is based on the integration of physical, mental and spiritual energy. Many doctors are aware that spiritual, mental and emotional factors play a major role in illness and health but their training has emphasized the physical and they often do not know how to address spiritual or emotional energy. Mental and spiritual energy resonates with life



experiences such as personal and professional relationships, and becomes encoded in the cell tissue of your body.

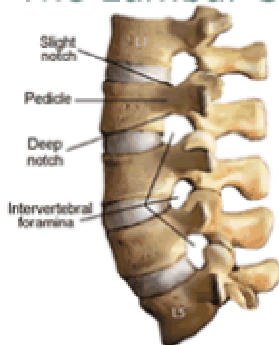
A fully nourished body, with all systems on line and exchanging energy freely with the Universe at every level is a consequence of your healthy self-image – your Core Energy. One of the greatest surprises you’ll experience during *The Core Challenge* is when you discover that there are no limitations to what you can do except the limitation of your own mental and physical energy.

### **Core Exercise:**

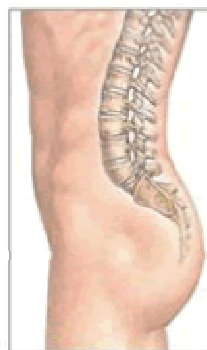
The energy of your body will not be free-flowing if your physical body does not provide the foundation to channel your energy. When movement originates from your core muscles, pressure changes occur in the core muscles that assist the circulation of blood and lymphatic fluids throughout the body. At the same time, the spinal column is re-aligned, and your internal organs are massaged and placed back into the ideal position. Your core is responsible for flexing your body forward and sideways, rotating it side-to-side, spine extension, as well as torso and pelvic stabilization.

To successfully train your core muscles, they should be challenged in a variety of ways which include relaxation, balance, flexibility and the integration of circular movements (hip rotation). All of these techniques are found in the Mastermoves Core Training system. Using circular movements, like dancing, core training stimulates your internal organs by the compression and elongation of your core muscles. **See Appendix X.**

## The Lumbar Spine



Strong core muscles help the support of the natural posture of the lumbar spine.



Weak core muscles hinders the natural posture of the lumbar spine.

**Reflection:** Did you know that your core is where all movement in your body originates? The core muscles of your body are your center of gravity. Strong core muscles — abdominal, back and pelvis — provide support to your spine for everything from walking, lifting and standing to sitting. Strong core muscles are the foundation for sustaining health and fitness. **See Appendix X.**

## THE PURPOSE OF THE CORE CHALLENGE

The purpose of *The Core Challenge* is to encourage transition to a low-carbon, energy-efficient society that is based on consuming more regional produced healthy food and less unneeded toxic foods. This practice will protect the environment and produce high-quality, safe, and affordable local food.

The distribution of food across the world in cars and truck adds to pollution, congestion and climate change. For instance, the environmental cost of moving food in the UK was as much as £9bn a year, around half of it due to congestion. The Department for Environment, Food and Rural Affairs report said that 25% of all miles covered by heavy goods traffic was to move food. The quantity of food moved by road has doubled since 1974, the report said.<sup>3</sup>



In a lifetime, the average North American will throw away 600 times his or her weight in garbage, according to Natural Resources Canada.

According to Columbia University, Americans' total yearly waste would fill a convoy of garbage trucks long enough to wrap around the Earth six times and reach halfway to the moon. Since 1950, people in the United States have used more resources than any generation who ever lived before them. Each American individual uses up 20 tons of basic raw materials annually. In a study done in 1996, Americans, who make up only five percent of the world's population, used nearly a third of its resources and produced almost half of its hazardous waste. By comparison, the average North American consumes ten

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<sup>3</sup> BBC News 24, <http://news.bbc.co.uk/1/hi/uk/4684693.stm>



times as much as the average person living in China and thirty times as much as the average person living in India.<sup>4</sup>

Everything we eat has repercussions on our environment; therefore, choosing natural and locally produced food is optimal. When you stop eating processed food, you avoid making garbage in the first place; you don't have to worry about disposing of waste or recycling it later. Changing your eating habits is the key.

The practice of *The Core Challenge* suggests that avoiding processed food will reduce waste, save yourself time and money, and protect our environment at the same time. Also, choosing locally produced food reduces the need to move and transport large amounts of unneeded food around the world and so reduces pollution.

## THE PRACTICE OF THE CORE CHALLENGE

The practice of *The Core Challenge* requires the following rules:

1. **There is no sudden leap to success.** Like a house, success will be built brick by brick. You must increase your knowledge and develop your skills.
2. **Good work done little by little becomes great work.** There are no short cuts to complete *The Core Challenge*. You have to win the challenge day by day.
3. **All great achievements require persistence.** It's your constant and determined effort that will eventually break down all resistance and sweep all the barriers before you.
4. **Persistence is the crowning quality of success.** Persistence means taking pains to overcome every obstacle, to do all that's necessary to reach your goal.
5. **Nothing worthwhile ever comes easily.** Work, continuous work and hard work, is the only way to accomplish results that last.
6. **All great achievements require a burning desire.** Obstacles don't matter very much. Pain or other circumstances can be there. But, if you want something badly enough, you'll find a way to get it done.
7. **Knowledge is power.** People with power are people who know how to get things done. Knowing how to do something is virtually the same as having done it. Power is the product of understanding.

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<sup>4</sup> <http://www.columbia.edu/cu/cssn/greens/waste.html>

## Chapter Three

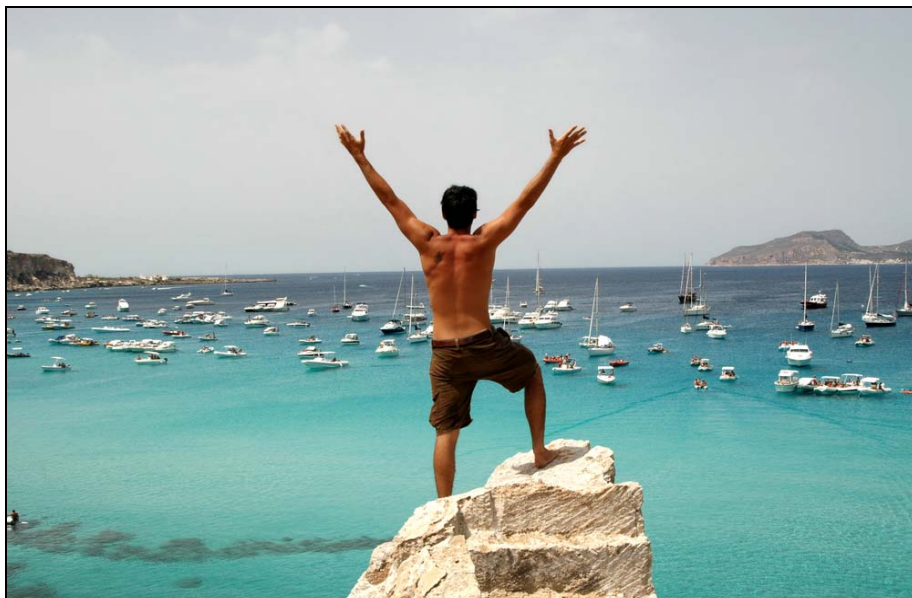
# Goal Setting

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### WHAT DO YOU WANT OUT OF LIFE?

Everyone wants to be healthy, happy, wealthy and many other things, but not everyone has goals that map out how they will achieve these objectives. The goals you set for yourself will determine the circumstances and situations you will meet in life. The goal you set for *The Core Challenge* should reflect your passion, your instincts and your vision for the person that you want to become.

The first step in *The Core Challenge* is to set your goal. Goal setting techniques are used by top-level athletes, successful business people and achievers in all fields. Goals give you long-term vision and short-term motivation. Goals provide definition and help you organize your time and your resources efficiently.





Goal setting is a powerful process for winning *The Core Challenge*. The process of setting your goal for this challenge helps you decide where you want to go in life. Once you have a goal, you know where you have to concentrate your efforts. This manual and *The Tracking Manual*<sup>5</sup> will help you define your goal and create the environment to support your success.

Once your goal is clearly set according to *The Tracking Manual*, the key for achieving your goal is to make sure that your goal has a great purpose. For example, if your goal is to buy a new car, then make a difference in the world and buy a hybrid car that addresses the problem of pollution and greenhouse effect. This is very important, because when you are inspired by some great purpose or some extraordinary project, your mind and body transcends limitations; your talents and faculties will make you stronger and more creative to do whatever it takes to achieve your goal.

Once you have set a goal with a great purpose, make sure that you use *The Tracking Manual* to measure your progress towards achieving your goal in 100 days. Take pride in the achievement of this goal day by day. You will see progress in what might have previously seemed a long and pointless grind.

By setting a goal with a great purpose, you will also raise your self-confidence, as you recognize your ability and competence in being able to achieve an extraordinary result in 100 days. You can win *The Core Challenge* if you start today, right where you are. Your goal and objectives can be in any of the following six areas:

#### 1. **Individual Wellness**

Wellness is feeling enthusiasm for life, enjoying self-discovery and growth. Wellness is a decision of self-responsibility that each individual must make for embracing the best of who you are in mind, body and spirit. *The Core Challenge* plays a crucial role in preserving or renewing physical, mental and emotional health. Some important objectives of individual wellness are:

- to exercise 15 minutes twice per day
- to eat 6 small wholesome meals per day
- to drink 10 glasses of water per day
- to practice sports at least twice per week
- to socialize at least once per week
- to sleep 8 hours per day

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<sup>5</sup> *The Tracking Manual*, video and audio CD are part of the **Challenge Entry Kit** that you will receive by mail after you register for The Core Challenge.

## 2. **Family Wellness**

*The Core Challenge* is designed to make your entire family healthier. Family relationships are also strengthened as family members grow through *The Core Challenge* orientation and fitness training programs. Some important objectives for family wellness are:

- to strengthen family relationships
- to balance physical, psychological, social, and cultural influences
- to manage the impact of fads, addictions and health disorders
- to prevent and manage illness
- to promote education and culture
- to develop financial stability

## 3. **Social Wellness**

By sharing *The Core Challenge* experience with others, you can make a real and valuable contribution to society. Your daily success will have a positive impact not only on yourself, but also on those around you. As you develop healthy relationships with those around you, society becomes healthier. Some important objectives are:

- to create a community where people live cooperatively
- to foster a well-managed and well-led community
- to sustain a productive economic base
- to provide effective services
- to develop a community without fear
- to provide education and training to suit community needs
- to promote recreation, sport, and leisure
- to create a healthy and natural living environment

## 4. **Corporate Wellness**

By making *The Core Challenge* a corporate event, companies and organizations can enhance their corporate culture and create the building blocks for better productivity and creativity resulting in a healthier, fitter and more loyal workforce. Some important objectives of corporate wellness are:

- To promote teamwork
- To strengthen corporate culture
- To promote productivity
- To reduce absenteeism
- To enhance ergonomic conditions
- To prevent workplace injuries
- To reduce employee turnover rate



## 5. **Financial Wellness**

*The Core Challenge* also promotes financial well-being. Just as physical and mental fitness are important to good health, so is financial prosperity. If you wish to attract success and abundance into your life, you must program your mind with prosperity beliefs. Some important financial wellness objectives are:

- To achieve financial independence
- To pay debts
- To develop solid saving habits for long-term goals
- To make a will
- To establish a lifelong financial plan
- To plan major expenditures
- To educate yourself on personal finance topics
- To determine your financial net worth.

## 6. **Environmental Wellness**

The Core Challenge also promotes “Green Practice”, which is a comprehensive waste reduction and energy conservation program, with a mission to reduce, reuse and recycle products as much as possible. The goal of Green Practice is to reduce the pollution of our planet from the waste generated from unnecessary products such as processed food and artificial drinks (**See Appendix Z**). Some environmental wellness objectives are:

- To minimize greenhouse gas emissions
- To minimize the volume of potable water being consumed
- To minimize the volume of landfill waste
- To reduce the use of hazardous materials
- To recycle products
- To compost organic material
- To reduce consumption of processed food and artificial drinks

Reality forms around your commitment to achieve your goal. Nothing is beyond the reach of those who have vision, understanding and commitment. The achievement of your goal for *The Core Challenge* is assured the moment you commit yourself to it in 100 days.

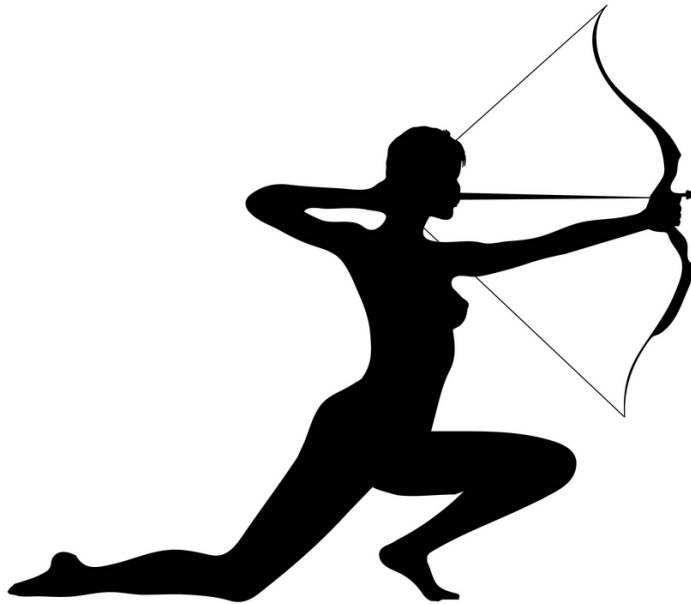
Are you willing to infuse yourself daily, without fail, with thought of your desired reality? Obstacles don't matter very much. Pain or other hurdles may arise, but if you concentrate your desires and efforts on one goal for the next 100 days, you'll find a way to reach it.

## **THE LAW OF SUCCESS**

Once you have set your goal, you can start taking steps to achieve it at any time. But you have to start. You won't accomplish anything if you wait for all of the possible problems to be overcome. Taking a new step, asking for help, is what people fear the most.

The law of success is concentration. If you concentrate your efforts on one goal, your efficiency will soar, your energy will dramatically increase, and you'll have the power to win.

Aim high and concentrate your energies on achieving one goal. High expectation always precedes high achievement.





## Chapter Four

# A need for the challenge

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### WHAT IS THE NEED FOR THE CORE CHALLENGE?

The mounting costs of maintaining unhealthy employees, coupled with the expense and disruption associated with staff turnover, is leading many employers to implement a workplace health promotion strategy. Thanks to a growing body of evidence, today's workplace health programs are no longer viewed as just a good idea, but rather a crucial investment in an organization's long-term success. Nearly all private and public sector employers are taking concerted action to contain their health care costs. Fortunately, this problem of budget restrictions and health care costs has the upside of forcing organizations to consider preventive ways to increase their employee health and satisfaction, which can ultimately secure greater productivity, profitability and a better working environment.



Thirty-one million Americans have low back pain at any given time.



The cost of back problems in North America is estimated to be \$50 Billion yearly.



Addressing workplace health requires a comprehensive and integrated approach to health which focuses on employees, employers and the organization as a whole. The approach must address a broad range of health issues including physical and psychosocial issues, the environment, health practices, personal resources, etc. through programs, policies and practices.

Leading organizations in North America are taking action to alleviate workplace illness at its very source. To this end, they have actively adopted Comprehensive Workplace Health Programs (CWHP). These programs have introduced a new and balanced approach to employee health and wellness. Organizations are now proactively seeking to:

- Increase employee productivity and satisfaction.
- Develop a stronger "Team" and corporate culture.
- Decrease Human Resource costs.

CWHP is an approach to protecting and enhancing the health and productivity of employees that builds upon the efforts of employers to create a supportive management culture and relies upon the efforts of employees to care for and take responsibility for their own well-being. According to a study reported at the annual meeting of the American College of Sport Medicine, employees who engage in regular exercise manage their time better and work better with others. Those employees are better problem solvers and have more energy, avoiding the afternoon fatigue slump most employees experience on a daily basis.

Like the CWHP, *The Core Challenge* is built upon the desire of individuals to care for and take responsibility for their own well-being and the environment where they live. *The Core Challenge* has made a firm pledge to its participants; any product or service that is suggested in this manual reflects the finest design, technology and workmanship on the market. *The Core Challenge* will always be a name which you can trust and be proud of.

Whether your fitness goal is reduced back pain and chronic fatigue, or improvement of your posture, creativity, productivity or overall physical health, the first step toward increasing your level of fitness is to develop your core muscles, which makes all other fitness and wellness goals possible.

At a time when health care costs continue to climb, *The Core Challenge*, can help alleviate some of the major health problems for it enables people to implement a sustainable core training program that can be practiced at work or home – and provides a platform for the foundation for health and fitness.



## **IMPLEMENTING CORE TRAINING**

The power of your body is derived from the trunk region of the body and properly conditioned core muscles help to control that power, allowing for smoother, more efficient and better co-ordinated movement in the limbs. Every solid house has a solid foundation your body is no different. Strong core muscles can help improve any physical activity and prevent injury.

Well-conditioned core muscles help to create a solid foundation for your spine and reduce the risk of injury resulting from bad posture. The ability to maintain a good posture while working, resting or exercising helps to protect the spine and skeletal structure from extreme ranges of movement and from the excessive or abnormal forces acting on the body. People of all ages and all fitness levels can benefit from core training and one of the best core training systems is *Mastermoves*.

*Mastermoves* is a low-intensity core training system that uses fundamental techniques from dancing, Pilates, martial arts, yoga, gymnastics and massage. *Mastermoves* is expertly designed to improve the health and well-being of all people who use it. What makes this training unique and effective is the easy full range "hip rotation" and stimulation that users get from some of the Core Training exercises.

Contrary to traditional abdominal exercises such as sit-ups and crunches, low-intensity training like *Mastermoves* helps users develop and maintain a healthy and fit body based on relaxation, flexibility, breathing, speed, coordination, endurance and body strengthening.

*Mastermoves* is a portable fitness system which includes: three instructional videos and three portable training tools. What *Mastermoves* customers like most about the program is that it only takes 10 to 15 minutes twice a day and delivers results fast!

The *Mastermoves Core Training* system includes simple circular movements similar to dancing, skating or skiing. The basic hip exercise combines the best abdominal exercises in a simple routine that you can practice any time and anywhere. The Core Training routines will help you rotate your lower body through a controlled range of motion while keeping your upper body stable. Additionally, the floor exercises will help you keep your back in perfect alignment while exercising your abdominal and shoulder muscles.



**Reflection:** Health and fitness is possible, if you believe it's possible. It's your mind that sets your limits. What you envision you can do, you can do. Start thinking of yourself as healthy and fitness will follow. Fitness is a state of mind.

## **BENEFITS FROM CORE TRAINING**

Your core is where all movement in your body originates. The core muscles of your body are your center of gravity. Strong core muscles — abdominal, back and pelvis — provide support to your spine for everything from walking, lifting and standing to sitting. Strong core muscles are the foundation for sustaining health and fitness, however they are often neglected. Most people have weak core muscle, which are the cause of many injuries, poor posture and lower back pain and injury.

Reducing your waistline and toning your core muscles is important for facilitating your balance and body movements. Your core is responsible for flexing your body forward and sideways, for rotating it side-to-side, for spine extension, as well as for torso and pelvic stabilization. Working your core with hip rotation makes your body develop core muscles much better than weight training or using exercise machines.

The goal of core training is to work the area that supports your trunk and spine. By creating a firm and strong stomach, you will stabilize the spine so it acts like a solid foundation for sustaining a good body posture. Core exercise will also tone your torso and abs and keep your lower back healthy, by improving your posture. Regardless what is your age or physical activity, it's crucial to develop strong core muscles because they come into play, just about every time you move.

You can do most of the exercises at home, in the office or at a hotel, virtually anywhere and anytime. Some of the most important benefits are:

- Lean Muscles.
- Increased Flexibility.
- Superior Coordination.
- Deep Relaxation.
- Superior Endurance.
- Good body Posture.

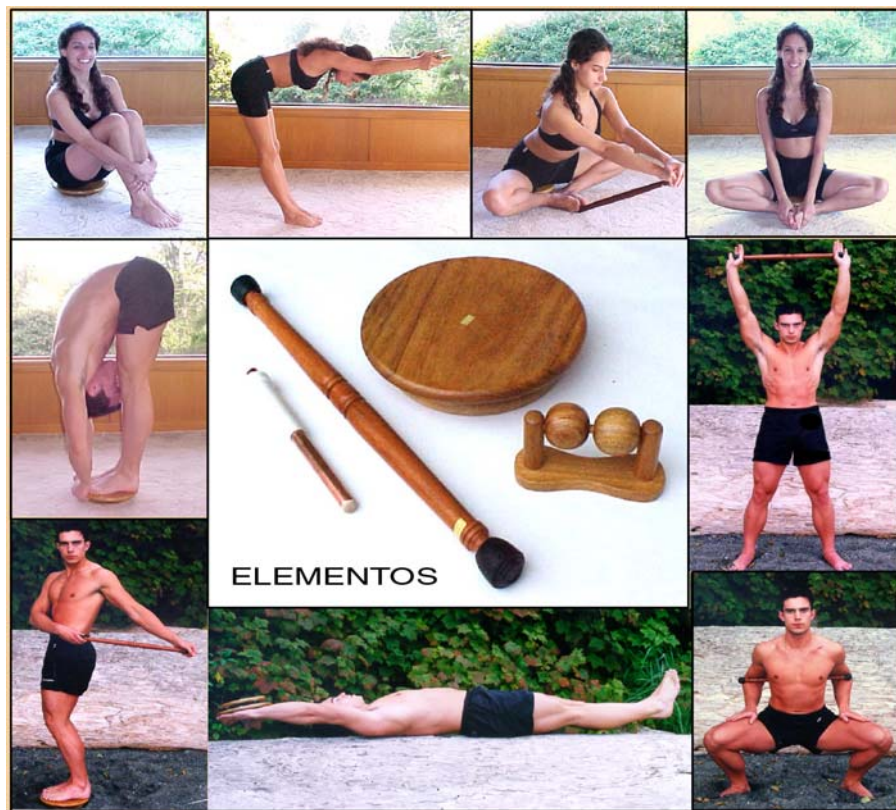


**Reflection:** Similar to dancing or skating, core training includes all body movement that works the abdominal muscles often ignored by other exercise programs. These muscles, in particular, have a starring postural role and are crucial in the stabilization of the lumbar spine because it hugs your innards like a snug, muscular corset.

## THE PRACTICE OF CORE TRAINING

Anyone can practice *Core Training* from senior citizens to children. People of any age or body type can begin with the *Mastermoves Body Conditioning* program and gradually practice more advanced *Mastermoves* programs such as *Body Toning*, *Body Endurance* and *Body Strength*.

Instead of laboring for hours on the stair master or the tread mill, with the *Mastermoves* low-intensity core exercises you can lose weight sweat free. Rather than having to drive to the gym and then wait for machines, you can practice *Core Training* in the comfort of your living room in few minutes. You will develop the strong, firm stomach you always wanted without the strain of doing hundreds of sit ups that will not produce results you seek. You can gently increase cardiovascular strength and physical endurance



**Reflection:** It takes only 10 to 15 minutes but the result is good core strength, a higher calorie burn, improved full body functional strength, better posture, beautiful core muscles, hips and thighs. You can do most of the exercises at home, in the office, or at a hotel — virtually anywhere and anytime.



## Chapter Five

# Core Hydration

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### TEN MINUTES IN THE FISH TANK

**Renaissance Hotel, Lima Peru<sup>6</sup>  
5:45 A.M. May, 1983**

Renowned psychologist and hypnotist Simon Mantra<sup>7</sup> opened his eyes after 15 minutes of deep meditation. “AHA!” he said as he stepped out of the bathtub full of ice cubes and freezing salty water. He was scheduled to deliver at 6 p.m. the first chapter of his famous 7 day seminar “Mind Control”. Once a year the Renaissance Hotel organizes this seminar which initially used to attract less than a hundred people, but today, after 5 years, it was expected that no less than one thousand people would attend.

Most training and learning doesn’t last. We attend a seminar and wish to transform our lives. We say, “I’ll be a better investor, a more effective worker, a better parent, a healthier person and more diligent with my affairs.” We try our best for a few days and then it’s back to business as usual. The learning didn’t work because we didn’t change. But the Mind Control seminars are quite different from most other so called “life transforming seminar.” The Mind Control seminars have helped hundreds of thousands of people around the world because during the 7 day seminar the participants truly assume greatness.

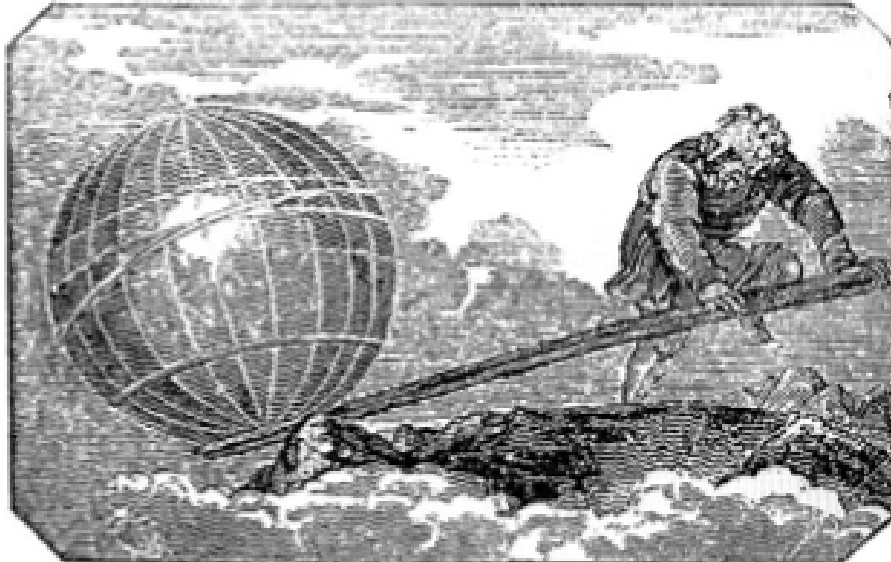
Talking to one person or to thousands of people makes no difference to Simon. The media sometimes calls him a mind “guru.” But Simon considers himself an ordinary guy who happens to have learned ideas and found tools to harness the natural power dormant in the minds of every person. “Give me a place to stand and rest my lever on, and I can move the Earth,” Archimedes said. Simon has had this statement framed in a small frame made of solid gold. The golden frame is kept in the bathroom, just beside the luxurious bathtub of perhaps the most expensive room in the Renaissance Hotel. Simon makes

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<sup>6</sup> Real name is not used for privacy reasons.

<sup>7</sup> Real name is not used for privacy reasons.

sure to keep that beautiful frame with him all the time, especially going in and out of the bathtub.



**Archimedes of Syracuse** (circa 287 BC - 212 BC), was a Greek mathematician, astronomer, philosopher, physicist and engineer. Legend has it that Archimedes discovered his famous theory of buoyancy - Archimedes Principle - while taking a bath. He was so excited that he ran naked through the streets of Syracuse shouting "Eureka, eureka (I have found it)!"

Archimedes was a famous mathematician whose theorems and philosophies became world known. He gained a reputation in his own time which few other mathematicians of this period achieved. He is considered by most historians as one of the greatest mathematicians of all time. He discovered pi ( $\pi = 3.14159$ ) defined as the ratio of a circle's circumference to its diameter.

After drying his body with a huge white towel, Simon let it drop on the black granite floor of the bathroom and while stepping on the towel, he took a deep breath, holding it for 5 minutes and then gently exhaling fully through his mouth. During these 5 minutes something happened in his mind. As he had anticipated, brilliant ideas emanated from his mind. During these 5 minutes he was able to create a mental picture of how he wanted to make his presentation that evening. This mental experience was so vivid that he was able to see himself speaking in front of many people. The faces of the people, the color of the walls, the music playing in the background, the smell of women's perfume and the lighting of the huge ballroom were so real in his mind that for a moment, those 5 minutes were like 2 hours of real time. Simon Mantra managed to transport himself into his future reality.





Later in the evening, standing in front of large audience, Simon calmly took a deep breath and while exhaling, he said, "Please, stay silent and don't try to do this without professional assistance." The audience was quite puzzled while Simon walked towards a large fish tank and without hesitation, he removed his coat. Then he took a box of salt, removed the lid and added plenty of salt to the water in the fish tank. Finally, he took a deep breath and submerged his head in the fish tank.

A large chronometer beside the fish tank, made us all aware of the time. Five minutes elapsed and Simon's head was still under water, which made the audience very worried. Suddenly the ballroom became very noisy from the comments and expressions of the crowd. By now eight minutes had gone by and the audience was shocked, "woo"... "outstanding"... "impossible"... "incredible", were the words from the audience.

Then, precisely, when the chronometer reached 10 minutes, Simon's head gently emerged from the fish tank. At that moment, the person supervising the exercise, immediately extended a white towel to Simon. Using the towel to dry his head, Simon grabbed the golden picture frame beside the fish tank and read the words "Give me a place to stand and rest my lever on, and I can move the Earth." Then, Simon said: "now that you have seen the ordinary become extraordinary, let me tell you why you should consider taking cold showers every day". The whole audience was speechless and eager to hear Simon's revelation.

Simon knew he had his audience attention and he continued: "It's certainly not a recent phenomenon. In ancient Greece, the great mathematician Archimedes got his best ideas enjoying a soak in the tub. Most recently, Einstein said, "Why do I always get my best ideas in the shower?" Looking at the fish tank he said, "Anyone who has ever taken a shower has had an idea. The difference is that people like Einstein, Newton, Picasso, Da Vinci, Edison and Archimedes get out of the shower, dry off and act on their ideas and are the people who can get to greatness."

"The way to greatness depends on your ability to challenge yourself to stay away from your comfort zone," Simon said. "By taking a cold shower, you are demonstrating to the universe that you are capable of doing whatever it takes to achieve greatness. Taking a cold shower or a freezing bathtub is the first step to move away from your comfort zone."

"The way to greatness depends on how you can see the challenges you want to overcome as already victories. If you want prosperity in your life, you must prepare yourself for the challenges and sacrifices that are required to achieve success in life. The 3 minutes cold shower is the best training for building the character, discipline and commitment to greatness – physically, mentally and spiritually," concluded Simon.



## **IMPORTANT FACTS ABOUT WATER**

- Lack of water is the number one trigger of daytime fatigue.
- 75% of Americans are chronically dehydrated.
- In 37% of Americans, the thirst mechanism is so weak that it is often mistaken for hunger.
- Even mild dehydration will slow down one's metabolism as much as 3%.
- One glass of water shuts down midnight hunger pangs for almost 100% of the dieters studied in a University of Washington study.
- Preliminary research indicates that 8-10 glasses of water a day could significantly ease back and joint pain for up to 80% of sufferers.
- A mere 2% drop in body water can trigger fuzzy short-term memory loss, trouble with basic math, and difficulty focusing on the computer screen or on a printed page.
- Drinking 5 glasses of water daily decreases the risk of colon cancer by 45%, plus it can slash the risk of breast cancer by 79%, and one is 50% less likely to develop bladder cancer.<sup>8</sup>

## **VITAL WATER FUNCTIONS IN THE BODY**

Water makes up approximately 60% of your body, and is the medium through which all of your body's functions occur. Adequate daily water intake is essential for proper brain function, proper transmission of nerve impulses, healthy digestion and metabolism, adequate transport of oxygen to cells and tissues via the bloodstream, regulation of temperature and more.

In the extraordinary book "Many Cries For Water" F. Batmanghelidj, M.D. explains why your body needs water every day. Here is a summary:

- Without water nothing lives.
- Shortage of water kills cells of the body.
- Water is the main source of energy; it is "The Cash Flow" of the body.
- Water generates electrical and magnetic energy.
- Water greatly increases the efficiency of the immune system.
- Water is the main solvent for all foods, vitamins and minerals.
- Water is used in the breakdown of food into smaller particles and their eventual metabolism.

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<sup>8</sup> Various sources from the internet.



- Water energizes food particles which are then able to supply the body with energy during digestion.
- Water increases the rate of absorption of essential substances in food.
- Water is used for the transport of all substances inside the body.
- Water increases the efficiency of the red blood cells in collecting oxygen in the lungs.

Most people do not think they are dehydrated until they experience obvious thirst signals, such as dry mouth. According to Dr. Batmanghelidj, a dry mouth is the last outward sign of dehydration. Other, less obvious signs include fatigue, breathing difficulties, sinus congestion and constipation. Drinking adequate water throughout the day is a simple way to both prevent and reverse such problems. Tea, coffee and other caffeine-containing beverages are dehydrating agents. They might temporarily act as a “pick-me-up,” but eventually establish depression.<sup>9</sup>

## **IMPORTANCE OF WATER AND SALT**

- Water is your body's principal chemical component comprising approximately 60% of your body weight. Every system in your body depends on water. Water flushes toxins out of vital organs and carries nutrients to your cells.
- Without both water and salt, there would be no way for life to exist. Salt is a vital substance for the survival of all living creatures, particularly humans. Although many people don't realize it, even a subtle increase or decrease of the salt or water content in any environment can wreak havoc with the physiological functions of living organisms.
- Water and salt regulate the water content of the body. A fine balance between water and salt must be maintained at all times for you to keep on living. Water itself helps to regulate the water content of the interior of the cell by working its way into the cells it reaches. Water is required by the body's cells to cleanse and extract the toxic waste of cell metabolisms.
- Salt forces some water to stay outside the cells. Salt balances the amount of water that is held outside the cells. Each cell uses two sources of water, one source is held inside the cell, and the other source is held outside of the cell. A fine balance

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<sup>9</sup> F. Batmanghelidj, M.D., *Many Cries for Water*



must be maintained between the volumes of these sources at all times for you to keep on living – this is achieved by natural salt (unrefined salt).

## **WHAT IS TABLE SALT?**

Sodium that is naturally in food is not as harmful to the body when taken in great amounts as other salts. Table salt on the other hand, is not good for you. This is because, when salt is dried up by heat from a fire, instead of being dried naturally by the sun, it becomes chemically altered. Your body tries to use up the salt's nutrients, but because there's too much chemically altered salt, the table salt simply builds up and stays in your organs. The build up obviously becomes a health hazard, and contributes to Hypertension and the diseases listed below.

Hypertension (high blood pressure), can cause tissue damage for up to 20 years without showing any symptoms. Some of the life threatening complications due to hypertension that may occur are: heart attack, stroke, arteriosclerosis (hardening of the arteries), serious kidney damage or kidney failure, bleeding in the eyes (impaired sight or blindness), enlarged heart, congestive heart failure, and other serious problems.

## **WHAT IS SALT?**

Salt, or sodium chloride, is a chemical compound with the formula NaCl. For every gram of salt, almost 40 per cent is sodium (Na) and over 60 per cent is chlorine (Cl). Salt has low toxicity and is completely non-flammable. Salt occurs naturally in sea-water. A deposit is left when an area of sea-water becomes enclosed, and the sun causes the water to evaporate. Over many millions of years, other sediments have been deposited above the salt, leaving the beds of rock salt, or halite below the surface.

Salt is essential for life and for good health of the human body. It helps maintain the fluid in your blood cells and transmit electrical impulses between your brain, nerves and muscles. Your body needs salt to survive, but too much or too little salt can kill you. It is important to have the right amount of salt in your body at all times.

## **VITAL SALT FUNCTIONS IN THE BODY**

Salt is essential for our health. Not only does it perform important functions within our bodies, it also plays a key role in keeping our food safe to eat. You may have heard through the media about the relationship between salt and blood pressure. Scientific research shows that lower sodium diets have a miniscule long term effect on the blood pressure of healthy individuals. Some functions of salt in the body are:



- Salt is vital to the extraction of excess acidity from cells in the body, particularly the brain cells.
- Salt is vital for balancing the sugar levels in the blood – a needed element in diabetics.
- Salt is vital for the generation of hydroelectric energy in all the cells in the body.
- Salt is vital to the nerve cells' communication and information processing, including brain cells from the moment of conception to death.
- Salt is vital for the absorption of food particles through the intestinal track.
- Salt is vital for clearance of the lungs of mucus plugs and sticky phlegm, particularly for asthmatic and those suffering from cystic fibrosis.
- Salt is vital for clearing up congestion for the sinuses.
- Salt is a strong natural antihistamine.
- Salt is essential for the prevention of muscle cramps.
- Salt is vital to prevent excess saliva production to the point that saliva flows out of the mouth during sleep.
- Salt is absolutely vital to strong bones. Osteoporosis, in a major way, is the result of salt and water shortage in the body.<sup>10</sup>

Salt is so important, that the human tongue has a sensor to taste it. According to The National Research Council of National Acadamey of Science in Washington D.C., a safe amount of sodium intake is about 500 milligrams a day. Other groups say that up to 2,000 milligrams a day is healthy.

In fact, for certain groups of people, such as pregnant women, senior citizens and those with an energetic lifestyle, cutting back on salt may actually be harmful. Insufficient work has been done to evaluate the risks. But many Americans take in more than 6,000 milligrams a day. This high intake can affect your blood pressure, which can lead to a heart attack or stroke.

## **WATER, HYDRATION AND HEALTH**

Next to oxygen, water is the most vital substance for survival and good health. Water is an absolute requirement for all active life. It is the most important nutrient throughout the living world. In particular, we cannot live without it for more than about 100 hours, whereas other nutrients may be neglected for weeks or months. Although commonly it is treated rather trivially, no other nutrient is more essential or needed in as great amounts.

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<sup>10</sup> F. Batmancheldij, M.D., Many Cries for Water.



According to Dr. Batmanghelidj, there are two different sets of sensations which reflect local or general thirst. They consist of general perceptive “feelings,” and the more drastic “emergency indicators” of local, regional or general dehydration.

The perceptive general thirst feelings include some conditions that are labeled as “psychological” disorders. They include feeling tired, flushed, irritable, anxious, dejected and depressed. Also, these conditions include craving for manufactured beverages such as coffee, tea, sodas and alcoholic drinks.

Before dehydration hurts you irreversibly, your body can show its urgent need for water in any of the newly understood drastic ways such as asthma, allergies, chronic arthritic joints, high blood pressure, stress, chronic fatigue and depression.

The major disease conditions that humans have to cope with are produced by prolonged water shortage in the body. Diabetes, angina, strokes, vertigo, deafness, glaucoma, cataract and multiple sclerosis, the presently recognized major disease problems of mankind can be prevented with the daily practice of hydration.

## **ARE YOU DRINKING ENOUGH WATER?**

The water content of our bodies varies and is variable between individuals, generally dropping throughout our lives from above about 90% of total weight of a fetus to 74% as an infant, to 60% as a child, to 59% for a male teenager and 56% for a female teenager to 59% for an adult male and 50% for an adult female, to 56% for a male over the age of 50 years and 47% for a female over the age of 50.

The recommended daily amounts of water are about 3.0 L for men and 2.2 L for women (rising to 2.3 L if pregnant or 3.1 L if lactating). These levels of water intake seem to reduce the occurrences of kidney stones, gall stones and some cancers and may be otherwise beneficial. Generally, low levels of water intake do not seem to show any health benefits.

Men require more water than women due to their higher (on average) fat-free mass and energy expenditure. Infants and young children have need for more water in proportion to their body weight as they cannot concentrate their urine as efficiently as adults and their surface area relative to their weight is more extensive, giving rise to greater water loss from the skin. The elderly should take care to ensure adequate hydration, as ageing diminishes the sensation of thirst as well as the ability to concentrate the urine.

The amount of water ingested is determined by social, practical and psychological factors as well as by physiological indicators of dehydration. Water output is regulated by hormonal action and the production of urine by the kidneys, which usually can adapt to the body’s hydration status. The actual amount of liquid water (from drinks) that an individual



needs depends on their age, gender, physical activity, physiological condition or illness and the temperature and humidity of their physical environment. A healthy individual may adapt to slightly lower or somewhat higher water intake without harm by varying their urine output. What is Core Hydration?

Many people believe that all liquids can adequately hydrate the body. In fact, nothing can replace water for proper hydration of the body and core training. Drinks such as soda pop, milk, processed juices, coffee or alcohol dehydrate the body.

Water should be drunk in small amounts often throughout the day to ensure that we are never thirsty. It is particularly important to hydrate last thing at night to prepare for the significant loss of water during sleep and to hydrate first thing in the morning as this is a time when the blood is most viscous and strokes are particularly prevalent. We should also drink before, during, and after exercise to maintain our level of hydration.

## **CORE HYDRATION STEPS :**

Determine how much water you need. You've probably heard the "8 by 8" rule--drink eight 8-ounce glasses of water per day. However, the amount of water a person needs varies depending on his or her weight and activity level. A better way to determine your specific recommended water intake is to divide your weight (in pounds) by two. The resulting number is the number of ounces of water you need each day. For example, if you weigh 150 lbs., strive to drink 75 ounces of water daily. Persons using the metric system should divide their weight in kilograms by 30 - so somebody weighing 70 kg is going to need 2.3 litres per day.

Be aware of your daily intake of water. Practice Core Hydration using a water bottle with a straw built in. It makes drinking water more enjoyable! **See Appendix O.**

Carry water with you everywhere you go in a bottle or other container. Before long, you'll find yourself reaching for it without a second thought.

Get a water purification system. Purified water tastes very good and may help make drinking water more appealing to you. **See Appendix V.**

Add Finlandia Mangosteen juice or limes to your water, it makes it taste better and adds natural antioxidants for protecting your body from free radicals. **See Appendix R.**

Add a pinch of rock salt to your water, it makes the water a better nutrient for your body. Salt helps regulate the water levels of your body. **See Appendix C.**

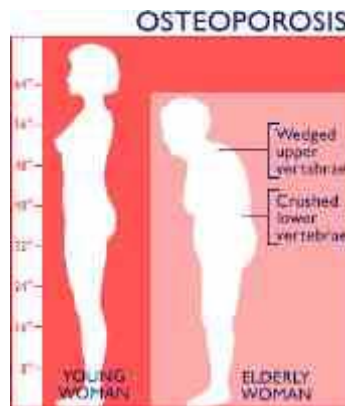


## **CORE HYDRATION TIPS:**

- If you choose to drink tap water, please be aware of the pollutants and additional chemicals that exist in many tap water sources. Some studies have linked the long-term accumulation of these chemicals in your body to chronic health problems. A simple water filtration system or boiling of the water will help reduce these risks. A natural water filter system work well. **See Appendix V**
- Instead of that Coke, try a glass of water. It may not be as tasty, but it's a lot better for you than drinking almost ten teaspoons (50 ml) of white sugar.
- A report in 'The Lancet', a British medical journal, stated that a team of Harvard researchers presented the first evidence linking soda pop consumption to childhood obesity. They found that 12-year-olds who drank soda pop regularly were more likely to be overweight than those who didn't. For each additional daily serving of sugar-sweetened soda pop consumed during the nearly 2-year study, the risk of obesity increased 1.6 times.
- Soda pop and tooth decay - Tooth decay is one detrimental health effect of soda pop which even the soft drink industry admits to. In a carefully worded statement, the National Soft Drink Association claims that "there is no scientific evidence that consumption of sugars in soft drinks per se has any negative effect other than dental caries."
- Soda pop and bone weakening the active ingredient in most soda pop is phosphoric acid. The pH of most soda pop is 2.8, which is very acidic. You want your diet to ALKALIZE your body, and ingesting a highly acidic drink like soda pop does the opposite and is very detrimental to your health. Phosphoric acid also leaches calcium from bones and is a major contributor to the rising increase in osteoporosis. Drinking a full glass of water first thing in the morning helps wake the body up. So kick-start your day with water!
- Water helps you look good! By flushing out toxins and impurities, water can make your skin clearer, smoother and younger looking.
- Drinking water helps you control hunger. Drink a large glass of cold water 20 minutes before meals. The cold causes your stomach to shrink somewhat, which will make you feel full more rapidly.
- Gradually increase your intake of water. Follow the suggestions from Drinking The Core Way. **See Appendix T1.**



- Vow to drink only water for 100 days (no alcohol, coffee, tea or artificial drinks). Once your body becomes accustomed to it, it will be hard not to drink enough water. Also, by the end of *The Core Challenge* water starts to taste delicious!
- Consider adding to your water the hydration drink SISU. **See Appendix D.**



Why aging your body prematurely?

### **CORE HYDRATION WARNINGS :**

- Increasing your water intake may cause you to have to get up in the middle of the night to go to the bathroom. Initially, to avoid this, you may want to stop drinking water a few hours before bedtime--or make sure you visit the toilet before bed!
- While adequate water is essential to health, it is possible to drink too much water or any other beverage, and there has been considerable scientific debate surrounding how much water a person really needs per day.
- Drinking excessive amounts of water can cause serious health problems for some people.
- People with some heart conditions, high blood pressure or swelling of the lower legs (edema) need to avoid excess water. If you have a history of kidney problems, especially if you have had a transplant, consult your doctor before increasing your fluid intake.
- You shouldn't drink too much water while eating as it waters down your stomach acid and can cause digestion problems.
- If you live in a place with a lot of heat (e.g., the desert), you will have to drink extra water.

- DO NOT drink too much water, water intoxication can be fatal. This condition represents a particular risk to runners, people suffering from over exertion, or people suffering from heat stress.

In general, to remain healthy we need to take in enough water to replace the amount we lose daily through excretion, perspiration, and other bodily functions, but that amount can vary widely from person to person, based upon a variety of factors such as age, physical condition, activity level, and climate. The "8-10 glasses of water per day" is a rule of thumb, not an absolute minimum, and not all of our water intake need come in the form of drinking water.



**Reflection:** Water from various sources contains dissolved gases, minerals, organic and inorganic substances. Over half of your body is made up of water. It's in every cell and every tissue. Biological processes like circulation, digestion, absorption and excretion depend on water. It forms the foundation of the blood and lymph fluids, maintains hearty muscles and young-looking skin, lubricates joints and organs and regulates body temperature. You can't function without it.

## Chapter Six

# Core Hygiene

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### HEALTH IS IN YOUR HANDS

**Grand Hotel, Montreal, Canada<sup>11</sup>  
4:45 P.M. July, 1994**

Ophthalmologist and surgeon Beverly Dubois<sup>12</sup> managed to put on a great presentation again. “Over the course of an average lifetime, a person will shed about forty pounds of skin, creating in many cases, serious eye infections.” Dubois explained to more than five hundred people, including many students and medical doctors. This evening, Dr. Dubois’ presentation was on Core Hygiene, her favorite topic and the reason for me regaining perfect vision & eyesight.

Dubois started her presentation saying: “In the nineteenth century alone, millions of infant deaths were reported throughout Europe and America. The most common cause of death was infant diarrhea, which was caused by mothers who went to the bathroom, didn’t wash their hands, and then passed on intestinal bacteria to their children. It wasn’t until two scientists in the late nineteenth century, Robert Koch (1843–1910) from Germany and Louis Pasteur (1822–1895) from France, discovered that bacteria was the cause of disease that the health crises began to improve.”

As always, Dr. Dubois was wearing a red suit, her favorite color. She was as beautiful as the first day we met at her clinic. Her hair was perfectly done and she wore black shoes matching her slim back briefcase. She was in her late forties; however, she had the energy and body of an athletic teenager. Wearing a short skirt she displayed one of the most beautiful pair of legs I have ever seen – perfectly sculpted and firm. Her body was perfect, her eyes were fresh and penetrating and her skin clear and fresh. She taught me

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<sup>11</sup> Grand Hotel’s real name is not mentioned for privacy reasons.

<sup>12</sup> Dr. Dubois’ real name is not mentioned for privacy reasons.



everything I needed to know about Core Hygiene – the foundation for a healthy and vibrant relationship.

When Dr. Dubois found out about my family name she was elated. “Do you realize who Robert Koch was? Thanks to his discoveries, doctors and nurses began washing their hands before examining patients or performing surgery, and vaccines were developed that fought bacteria and saved the lives of millions of people... You must honor your name by becoming an example of personal hygiene,” she remarked.

Few months ago, during my first visit to her clinic, I was impressed by the cleanliness and hygiene within her clinic environment. I took the initiative to ask Dr. Dubois what exactly pushes them to maintain such a high standard of cleanliness. Dr. Dubois said that cleanliness is a culture at the clinic and it's a regulation that every employee looks clean and smart. Dr. Dubois added that the clinic motto was "cleanliness is wellness."

“So, what can I do for you?” Dr. Dubois asked me. “My eyes are always irritated and achy.” I replied to her. “I have occasional headaches, blurred or double vision and difficulty in focusing after working for long on computers.” Then, staring at my eyes she asked me “How long have you been working with computers?” “About 10 years as a programmer but my eyes have been red since I was a child. Do you think I need glasses?” I asked her. “Maybe, but first let's work on your Core Hygiene.” Then she asked me the following questions:

- Do you keep hands clean by washing them often?
- Do you brush your teeth immediately after each meal?
- Do you wash your hair at least twice a week?
- Do you shower twice a day?
- Do you wash your hands before eating?
- Do you blink your eyes constantly?
- Do you drink 10 glasses of water per day?

I responded “no” to all her questions. Then she examined my eyes for a few minutes and then, smiling at me, she said “your problem is lack of core hygiene. You have eye styes, because you don't wash your hands well,” she explained.

“Like the heart, stomach, and brain, your skin is an organ. In fact, it's the largest organ in your body, but it's still easy to take skin for granted. Unless there's a problem, you may not think about your skin very much. The hygiene of you skin has to do with the styes in your eyes,” Dr. Dubois concluded.

That was the first time I heard about ‘styes’. Styes are bacterial infections that lead to the obstruction of oil producing glands around the eyelashes or eyelids. Styes are seen as



small bumps on the eyelids. Styes are usually harmless and will go away after several days on their own as your body fights the infection. There are some cases where surgical draining of the styne or the application of antibiotic drops may be required.

“To prevent a styne of the eye, you must practice Core Hygiene - wash your hands before touching the eyes and keep blinking your eyes all the time,” Dr. Dubois concluded. After three months of practicing Core Hygiene my eyes were perfect; my vision improved dramatically and gradually I regained perfect vision.

For more than 30 years, I had spent a lot of money on medicines and doctors trying to prevent the redness of my eyes. Finally, for the first time in my life, I had healthy eyes and I was able to concentrate better at work. Ironically I hadn't known that the solution was always in my own two hands!

## **HYGIENE THROUGH HISTORY**

Though it may be hard to believe, bathing was not always considered a good practice. In fact, Saint Francis of Assisi, a Christian monk who was sainted by Pope Gregory IX in 1228, told people that they would best show their love for God by not bathing. People throughout Europe believed him and refused to bathe for any reason. In fact, Queen Isabella of Spain proudly declared that she had only bathed twice in her entire life.

It wasn't just Europeans in the Middle Ages (c. 450–1500) who refused to bathe. Early American colonists in Virginia and Pennsylvania restricted bathing as a way to outlaw any type of nudity. These laws were very strict about how often one could bathe. One law stated that anyone who bathed more than once a month would be sent to prison.

Because of these poor hygiene habits, many people died of disease. It wasn't until two scientists in the late nineteenth century, Robert Koch (1843–1910) from Germany and Louis Pasteur (1822–1895) from France, discovered that bacteria was the cause of disease that the health crises began to improve.

For instance, a pimple is created when the wall of the hair follicle bursts, releasing sebum and dead cells into the skin and creating a bacterial infection. Pimples are actually infections and can produce red bumps that are sometimes filled with pus. If a hair follicle bursts deep under the skin, a more serious infection, called cystic acne, will occur.

The history of hygiene has taught us that the best way to keep the body clean and free of infection is to wash on a daily basis. This means taking a shower or a bath and using soap and hot water to wash away the bacteria that builds up over the course of the day. This also means washing one's hands several times a day. Since the hands touch many foreign objects as well as many familiar objects (like one's nose, mouth, and eyes),



washing hands, especially after going to the bathroom, will prevent harmful bacteria from damaging one's health.

## **THE PRACTICE OF CORE HYGIENE**

Hygiene is more than just being clean. It is defined as the many practices that help people be and stay healthy. Practicing good personal hygiene is smart for two reasons. First, it helps prevent people from catching and spreading illness and disease. Second, it helps people feel good about themselves and their bodies. In most modern societies, cleanliness is an important issue, poor hygiene is seen as unacceptable and unhealthy.

Good personal hygiene is one of the most effective ways to protect ourselves and others from many illnesses, such as gastroenteritis. What you do about personal hygiene is very much dependent on the culture in which you live. Your 'culture' does not only mean in which town or country you live, but also the group that you spend most of your time with.

Ideas about 'hygiene' were initially thought of to stop the spread of infection, but now we also use the word hygiene to mean that our body is nice to be around (for example hair looks clean and we smell OK).

Personal Hygiene needs to be part of everybody's daily habits, so that we can help prevent illnesses from spreading. In some places it is easier to practice good hygiene (if for example you have clean water on tap), and for some jobs you need to be very careful about hygiene. Regardless your 'culture' or country you live in, there are some fundamentals for personal hygiene that must be considered.

## **MORE THAN JUST BEING CLEAN**

Good hygiene includes thoroughly and regularly washing one's body (especially hands), washing one's hair, brushing and flossing teeth, and caring for gums. These grooming habits will reduce the threat of bacteria that constantly reside on the body. While a certain amount of bacteria are harmless, and even beneficial, to the body, a build-up of bacteria can harm a person's health.

As children grow older, their bodies go through a number of changes. While good hygiene is important for everyone at any age, it can require greater care at the onset of puberty. When puberty arrives (usually between the ages of eight and sixteen), it means the body is becoming sexually mature. Hormones, certain chemicals made by one's body, produce both physical and emotional changes. It is the physical changes that require greater attention when it comes to hygiene. For a young girl or boy, this means taking more time and care cleaning one's body, especially the sexual organs, dealing with

acne, bad breath, and a stronger body odor, as well as doing more to prevent cavities and gum disease.

Millions of people get sick each year from eating foods that were contaminated by the person who prepared the food. The single most important thing to prevent food borne illnesses is hand washing. Wash your hands frequently, especially after using the toilet, changing a diaper, petting an animal and before handling food or eating food. Good personal hygiene is one of the most effective ways to protect ourselves and others from many illnesses, such as gastroenteritis.



**Reflection:** “Teach children to be careful about washing their hands. “Nine-tenths of our sickness can be prevented by right thinking plus right hygiene - nine-tenths of it!” -- Henry Miller (American Author and Writer, 1891-1980)

## **CORE HYGIENE STEPS:**

### **1. Washing Your Hands**

How much do you use your hands in a day? Most of the infections we contract, especially colds and gastro illnesses, we catch when our hands get germs on them, and we then put our hands to our mouth. Some we catch when other people's dirty hands touch the food that we eat. It is important to keep hands as clean as possible, particularly if you are around food. You must wash your hands:

- after using the toilet,
- before making or eating food,
- after handling dogs or other animals
- if you have been around someone who is coughing or has a cold.

Use clean water and soap (or alternative **See Appendix B2**) over your hands and wrists. You may need a brush to get under nails if they are dirty as well. Use something clean to dry your hands, such as paper towel or a hot air dryer. Stop for one minute and think what you have done with your hands today, and how often have you washed them *well*?

## 2. Washing Your Body

Washing and using deodorants gets rid of many smelly chemicals for a while but they build up again every day.

Body smells are partly due to:

- Things that the body is trying to get rid of (such as garlic and alcohol)
- Chemicals that the body makes such as the pheromones or 'sexual' chemicals that attract or repel others.
- The actions of bacteria on the skin. Some of these bacteria make chemicals which smell unpleasant. **See Appendix B1**
- The presence of bacteria on the skin which 'feed' on dead skin cells and fluids such as sweat.



**Reflection:** The word *hygiene* derives from the name of the ancient Greek goddess of healthful living, *Hygeia*.





### **3. Washing Your Clothes**

Clothes (especially socks and underwear) can be smelly and unpleasant to others after they have been worn for one day. Making sure that underwear and socks are changed each day is usually the thing to do in places where it is easy to wash clothes. In some places this may not be possible. Other people do make judgments about some people based on what they look like and what they smell like. Make sure that the 'message' you give is the one that you want to give.

Being aware of odors is the first step. Cigarette smoke, whether you are a smoker or are around people who smoke, can cling to your clothes with an unpleasant smell. Shoes often get very smelly, and putting them outside to dry completely (killing the bacteria in them which make the smell) can make you easier to live with.

### **4. Handling and Storing Food**

Safe steps in food handling, cooking, and storage of food are essential to prevent illness. You can't see, smell, or taste harmful bacteria that may cause illness. In every step of food preparation, follow these guidelines to keep food safe:

- 1) Clean — Wash hands and surfaces often.
- 2) Separate — Don't cross-contaminate.
- 3) Cook — Cook to proper temperatures.
- 4) Chill — Refrigerate promptly.

#### **Storage**

- Always refrigerate perishable food within 2 hours (1 hour when the temperature is above 90 °F).
- Perishable food such as meat and poultry should be wrapped securely to maintain quality and to prevent meat juices from getting onto other food.
- To maintain quality when freezing meat and poultry in its original package, wrap the package again with foil or plastic wrap that is recommended for the freezer.
- In general, high-acid canned food such as tomatoes, grapefruit, and pineapple can be stored on the shelf for 12 to 18 months. Low-acid canned food such as meat, poultry, fish, and most vegetables will keep 2 to 5 years
- Discard cans that are dented, leaking, bulging, or rusted.

### **Food Preparation**

- Always wash hands with warm water and soap for 20 seconds before and after handling food.
- Don't cross-contaminate. Keep raw meat, poultry, fish, and their juices away from other food. After cutting raw meats, wash cutting board, utensils, and countertops with hot, soapy water.
- Cutting boards, utensils, and countertops can be sanitized by using a solution of 1 tablespoon of unscented, liquid chlorine bleach in 1 gallon of water.
- Marinate meat and poultry in a covered dish in the refrigerator.
- Use the quality cooking system. Avoid micro waves, aluminum pots and Teflon products. It's crucial to have a good cooking system to preserve the nutrients and fibers from your meals. **See Appendix J.**



**Reflection:** By planning meals then sticking to the plan, you're not only guaranteed to achieve your goal, you eliminate the uncertainty about meals and the need for on-the-fly judgments about what, when, and how much to eat that are a prime contributor to weight gain in people living stressful, chaotic lives.

## Chapter Seven

# Core Nutrition

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### AN ARMY TRAVELS ON ITS STOMACH

**Naval Academy, Lima Peru**  
**11:34 A.M. April, 1979**

“Definitely, I’m not interested”, I responded to Claude Fletcher a 3<sup>rd</sup> year cadet in the naval academy of Peru. “I have joined the navy to become an officer, not a cook” I added. Without losing his temper and showing his beautiful smile, Fletcher, responded, “You are lucky to be assigned to supervise the kitchen. Preparing and serving 3 meals a day to a starving regiment of hundreds of cadets is a very challenging task, especially if you have a limited budget.” Upset at what I had just been told, my reply was, “Let me think about it”



**Reflection:** "To lengthen thy Life, lessen thy meals." -- *Benjamin Franklin*

I was 17 years old, beginning my second year as a cadet of the naval academy, and I was very fortunate to have a mentor like Fletcher. He was an outstanding leader and the best mentor I ever had. He was kind and eloquent in the way he spoke. He was very handsome and his body posture was perfect and always congruent with his commanding voice.

Standing tall, wearing his summer white uniform, he smiled and said “I’m not suggesting you supervise the kitchen because I do not like you but because I think it will be the most important experience you can ever have in your life. So, if you don’t want to take it as a wise suggestion, take it as a direct order. Do you understand?”

“Understood Sir” I responded. “Listen very carefully, on top of your daily routine of becoming a naval officer, you will learn to run a highly efficient kitchen. You will be responsible for maintaining high productivity, teamwork and applying the science of health and nutrition. I’m sure that one day you will realize how important and beneficial this experience is for you...Dismissed, go back to classes”, he responded while kindly smiling at me.

Thirty years later, as I’m writing this manual, I’m very grateful to my dear friend and mentor Claude Fletcher. Fletcher helped me to understand Napoleon Bonaparte’s famous maxim “an army marches on its stomach.” Clearly military personnel need to eat well to perform well. But what Napoleon was really getting at with this maxim was the importance of the supply line. Logistics - getting food, clothes, and spare parts to the front - is often what makes or breaks a conflict.



**Reflection:** “Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity.” -- John F. Kennedy

My training in the naval kitchen taught me that how you buy your food, how you clean it, how you store it, how you cook it, how you eat it, how you assimilate it and how you eliminate it, has an enormous influence in your success in life. For instance, an Olympic athlete cannot compete and win without proper nutrition. A scientist can not think, create or discover the wonders of the universe without proper nutrition. A worker, a dancer, a doctor, a lawyer, a priest, a mother, cannot be productive without proper nutrition.



## **DO YOU REALLY WANT TO BE HEALTHY?**

Ask yourself this question: Do you really want to be fit? Write down what you would do if you were healthier than you are now. How would you like to look? How much energy would you like? What dreams or goals could you achieve?

This is the most important step if you want to be healthy and successful in life. It will give you the motivation for practicing Core Nutrition everyday for the next 100 days and beyond. What you eat, and how much, is the foundation to bulletproof health. Eating high quality food, rich in nutrients, yet lower in calories, create the optimal setting for achieving lasting health, greater life spans and less disease.

Your health right now is a mirror image of what you have been eating. Even if someone is thin, if they have been eating junk it will show up as bad skin, lifeless and brittle hair, indigestion, or feeling sick and tired. If you want to lose weight or put the rose in your cheeks you need a change in food lifestyle.

## **NUTRITIONAL SUPPLEMENTS**

Taking vitamins, minerals and other nutritional supplements to prevent and treat any disease condition is an example of core nutrition. Cutting down on saturated fat and eating more fruits, vegetable and whole grain to maintain and improve health is another example. In both cases, you are modifying the concentration of the active agents present in supplements and food that have profound effects on health.

That is what Core Nutrition is all about – nutritional supplements and natural food, for fitness and optimal health. Our current healthcare system is not healthcare at all. It is disease care. Healthcare is showing people how to improve their health, even if they have a disease. Canadians spend about \$15 billion a year filling more than 300 million prescriptions, and Americans spent an astounding 220 billion on 3.35 billion prescriptions. However, nutritional supplement sales are about 2 percent of drug sales.

You can have a lean, fit and healthy body, you can get rid of excess fat, have clear skin, have more vitality, live longer without illness by practicing Core Nutrition. Unfortunately, most of us take our bodies for granted until something goes wrong.

Core Nutrition is the guide to natural health, and when combined with nutritional fitness and exercise you will infuse your life with energy and enable you to look and feel the best you can be. It is important that you know that what you eat, how you eat, and how much you eat influences your ability to build your body, especially your core muscles. Every minute of your life, your body replaces more than 200 million dead cells. If you eat junk food, then you are making your body replace dead cells using dead food. You cannot build core muscle with junk food.



There are many fads and fallacies regarding diets. The bottom line is this; you will not lose fat if you cut calories dramatically, and you will only lose body fat (and keep it off) if you burn calories through regular exercise!

## **DIETS DON'T WORK!!**

Losing weight means you need to burn more calories than you take in, so if you have more fat than you want you must have eaten foods that put on those pounds and didn't exercise to keep it from showing up. Don't try fad diets or diet miracles or chemicals, diet pills, and secret discoveries. You will lose weight and keep it off, build your health and clean your body of toxins if you follow the principles for Core Nutrition.

Instead of starving your body to shed fat, a more effective method is to increase the amount of energy you expend. Muscle cells are fuel hungry machines. Consequently any exercise that increases the size of muscle cells and makes them work more often will increase metabolism for optimal fat loss.

You can lose weight by improving your eating style and diet, cutting out high fat foods like snacks and desserts, and eating and drinking more fruits and vegetables. Core Nutrition helps you lose cravings, flush your system out, and build your body to a higher state of health. You don't have to cut down on portions if you don't want to; Core Nutrition lets you eat as much as you want because it has all the right components that Mother Nature created to make you fit and healthy.

It really is that simple. The part that everyone finds so challenging is figuring out the balance between calorie consumption and calorie expenditure; what do you eat, when do you eat it and what kind of exercise will optimize fat loss? In the Mastermoves manual you will find a natural detoxification program and how to eat healthy and delicious meals with a budget of \$35 per week. Then the only hurdle is actually doing the work – step by step as explained in this chapter.

"Tell me what you eat, and I will tell you what you are."  
-- Anthelme Brillat-Savarin (1755 - 1826), *The Physiology of Taste*, 1825



## **CORE NUTRITION STEPS:**

Core Nutrition is the most natural approach to stay fit for life. Follow these steps:

1. **Eat six small meals a day** - To keep your metabolism and energy level optimized you should have regular small meals. Do not skip meals as this can raise your appetite and deplete your energy level. Large meals make you feel tired. Try instead eating 6 small meals over the course of your day. This will keep your body fueled for the whole day without dumping a large amount of food into your stomach, which your body might have a hard time digesting. To avoid cravings use the Finlandia's Nerves/Cravings Extract. **See Appendix L**
2. **Give yourself a cheat day** - Cheating doesn't mean pigging out all day on all the wrong foods once a week, it means enjoying a food you really love once a week. Have a couple slices of greasy pizza on Sundays, or a big slice of double chocolate cake on Saturdays. This cheat day will help you stick to the change in diet, and in some ways it's actually good for your spirit. **See Appendix S.**
3. **Snack on healthful foods** - Fresh fruits, dry fruit, raw vegetables, nuts, seeds and yogurt are ideal snacks for every day. **See Appendix W-1.**
4. **Don't fear fatty foods** - Contrary to popular belief, eating cholesterol doesn't necessarily raise the amount of cholesterol in your body. If you give your body the right nutrients, it will flush excess cholesterol from your body. Good fats will help lower the bad cholesterol in your body by raising the good cholesterol. **See Appendix B3, F and P.**
5. **Eat a variety of wholesome food** - This is the best way to ensure you get the optimum amount of vitamins, minerals and phytochemicals you need to support a healthy and fit life. Read the Mastermoves manual "Your New Body is Here!"
6. **Eat carbs that are slowly digested by the body** - Whole grain flour, hearty vegetables, oats, and unprocessed grains like brown rice are great sources of carbs. These kinds of food not only contain complex carbs that are slowly digested by the body, but are usually higher in vitamins and other nutrients that are beneficial to the body and they are higher in fiber which keeps your digestive system running smoothly. You need to eat foods high in carbs as they are your body's main source of energy.
7. **Don't skip breakfast** - Research shows that people who skip breakfast are usually fatter than those who eat a well balanced breakfast. Although you might not feel hungry first thing in the morning, if you skip breakfast you will feel extra hungry come lunch time, making you more prone to overeating for your afternoon meal. In addition, skipping breakfast makes your body think that you are starving.



8. **Make eating fun** - Avoiding simple carbs and fatty foods doesn't need to be boring. Have fun not only with the food, but with the meal. Eating with family and friends makes the meal more satisfying than eating in front of the TV or in the car on the way home from work.
9. **Eat slower** - When we eat slowly, the process of chewing and mixing foods in our mouth with saliva is the first step in digestion. The more we chew our foods, the less work is needed to digest them. It reduces the burden on our digestive system, improves absorption and speeds up the passing of foods through our digestive tract. People who are constantly experiencing bloating, stomach pain or heartburn after eating, are eating too fast which is causing indigestion.
10. **Buy non-fat or reduced fat foods** - This is done not to avoid getting fat, because eating fat will not make you fat. And it's not about eating less Calories. It's about control. Control over what kinds of fats you put in your body. For instance, olive oil has many health benefits, so buy non-fat or reduced fat salad dressing and add a table spoon of olive oil to the jar. Remember, you do need to eat a moderate amount of fat each day.
11. **Avoid alcohol** - Consumption and abuse of alcohol has been a major public health problem from time immemorial. Alcohol made out of fermented grain, fruit juice and honey slows the function of the central nervous system (the brain and spinal cord), which controls virtually all body functions. It blocks some of the messages trying to get to the brain. This alters your perceptions, your emotions, and even your movements, vision, and hearing. Alcohol use causes vitamin deficiency, damage to the frontal lobes of the brain, an overall reduction in brain size, and increase in the size of the ventricles. The digestive system of an alcoholic is unable to absorb vitamin B1 (thiamine) and a deficiency of thiamine can cause various problems affecting the brain.
12. **Avoid Caffeine** - Caffeine is bad for the body since caffeine stimulates your body to producing insulin in the same way that carbs do. Caffeine as normally consumed can reduce cerebral flow by as much as 30%. That means less oxygen to the brain and reduced memory and cognition. Caffeine is an addictive drug that contributes to a long list of diseases, such as anxiety, insomnia, panic attacks, cardiovascular disease, diabetes, eye and vision problems, gastrointestinal disease and miscarriage.
13. **Eat organic fresh fruit and vegetables when possible.** Organic food isn't made with the use of a lot of harmful chemicals, or other harmful processes. Not only is organic food good for you, but it is sustainable and good for the environment too! Other foods can be extremely harmful to the environment.





14. **Practice “Your Core Meal Plan.”** Scientists at Georgia State University advise active people to eat frequently (about every three hours) to accelerate metabolism and maintain steady energy levels throughout the day. We have provided you with a sample seven day meal plan for you to look at. **See Appendix T.**
15. **Practice “Drinking The Core Way.”** We've all learned that fluid replacement is critical to replace fluids lost during your daily activities, but drinking pure water exclusively isn't the safest choice for those who participate in very strenuous or long-duration exercise. When significant amounts of fluid are lost through high-intensity exercise, replacement with water alone can lead to a chemical imbalance in the body and deficiencies in electrolytes, which are nutrients critical for organ functioning. The electrolytes in our body include sodium, potassium, chloride, calcium and phosphate, but sodium is the substance of most concern when replacing fluids lost through exercising. **See Appendix T1.**
16. **Practice “Body Detoxification.”** Juice detoxification involves replacing, every other day, one of your meals with fresh fruits and vegetables such as carrot, spinach, celery, cabbage, apple, pineapple and cranberry. Duration of juice detoxification is typically 28 days. **See Appendix I & W.**
17. Take a well-balanced multivitamin/mineral formula. As you reduce your caloric intake, you may also be reducing your nutrients intake. A high-quality and natural multivitamin formula will help fill any dietary gaps. **See Appendix H & Q.**

#### **CORE NUTRITION TIPS:**

- One apple a day keeps the doctor away. Apples are a rich source of soluble fibers, they lower cholesterol and stabilize blood sugar and blood pressure.
- One banana a day keeps high blood pressure away. Banana protects you against arteriosclerosis. Bananas are one of our best sources of potassium, an essential mineral for maintaining normal blood pressure and heart function. Bananas also help to promote bone health.
- One beet a day keeps the fat away. Beets are food for your liver and kidneys. Beets capture fats floating on the blood stream and bundle them up for elimination as waste.
- Broccoli every day keeps cancer away. Broccoli is loaded with minerals, vitamins and photochemicals, all shown to have either protective qualities against cancer, or enzyme producing qualities that destroy cancer cells. Broccoli is also a preventive against prostatitis, IC (Interstitial Cystitis) and urinary tract infection.
- Few berries a day keeps the fat away. Berries are rich in pectin, fibers which limit the amount of fat your cells can absorb.



- Dark bread every day keeps the appetite away. Dark, rich, high-fiber bread such as whole wheat, mixed grain, and oatmeal grain, contain very low calories, is rich in complex carbohydrates, and is excellent source for energy and proteins.
- Cabbage once a week keeps toxins away. Cabbage, highly rich in fiber, is the super fat-flushing food. Cabbage is rich in sulphur and iodine, which cleanse the mucous membrane in the digestive track. Toxins in the mucous membrane lead to bloating and pot bellies.
- Two carrots a day. Carrots keep your eyes in good shape. You can improve and preserve your eyesight naturally through good diet and a disciplined eye exercise. Carrots also contain a powerful antioxidant effective in fighting against some forms of cancer, especially lung cancer. In addition, current research suggests that carrots may protect against stroke and heart disease. Carrots are a very good source of dietary fiber, vitamin C, vitamin K, folate and manganese, and a good source of vitamin B6, ascorbic acid, iron, potassium and copper.
- One stalk of celery a day keeps high blood pressure away. Celery is rich in calcium, magnesium and iron, all of which flush fat and illness from the body.
- One cucumber a week keeps waste away. Cucumbers are rich in fibers, sulphur and silicon, all of which stimulate the kidneys to eliminate bodily waste, especially uric acid.
- Garlic every day keeps viruses away. Garlic fires up your metabolism and helps reduce fat cells.
- Two grapefruits a week keeps cholesterol away. Grapefruits are rich in pectin, vitamin C and potassium, all of which help with the elimination of cholesterol.
- One onion a week keeps your metabolism in shape. Onions have minerals and oils that help speed up the metabolism and spur the breakdown of fat deposits.
- One potato every other day keeps strokes away. Potatoes are great source of fiber and potassium, they also lower cholesterol and protect against heart disease and strokes.
- Five radishes a week keep fat away. Radishes are high in magnesium, iron and vitamins, which all helps break down fat deposits.
- Rice every day is the foundation for weight loss. Brown rice is a high-carbohydrate food with 85% of the energy from carbohydrate, 7% from fat, and 8% from protein. Rice can cure kidney ailments and high blood pressure.
- Soup everyday keeps illness away. Irwin Ziment, M.D., pulmonary specialist and professor at the UCLA School for Medicine, says chicken soup contains drug-like



agents similar to those in modern cold medicines. For example, an amino acid released from chicken during cooking chemically resembles the drug acetylcysteine, prescribed for bronchitis and other respiratory problems.

- Beans every day keep junk food away. The benefits of using beans on a daily basis have recently been promoted because studies show beans help to reduce cholesterol while providing excellent nutrition. When combined with nuts, seeds or grains, they form a complete high-fiber vegetable protein diet. Most beans contain only 2-3% fat. Beans are the perfect food for a fat-restricted diet. Beans contain no cholesterol, and they can help lower your cholesterol level because they are one of the richest sources of fiber! You may never have to count calories again. Most beans contain at least 20% protein and are high in complex carbohydrates which provide long-lasting energy. In addition, beans provide essential B Vitamins and Iron. Adding beans to your daily meals insures total nutrition, and with the wide selection of beans available you should be able to find the right flavor for you.
- Spinach every day keeps cholesterol away. Spinach is rich in iron, betacarotene and vitamins C and E. Spinach supplies most of the nutrients we need to stay healthy. Spinach has the ability to lower cholesterol, rev up the metabolism and burn away fat.
- Tofu every day keeps your bones in place. Tofu contains impressive amounts of calcium and iron, almost no sodium and not a bit of saturated fat.

## **WARNINGS**

- Crash diets don't work. When you deprive yourself, sure, you lose weight at first, but you're hungry all the time and can't keep up the discipline. Then you binge and blow your diet, and before you know it, you've gained back every pound and then some.
- Scent is one of the key ways we cue our bodies that food is near. Once the trigger goes off, it can induce the insulin secretion that makes us think we're hungry.
- You should always consult your doctor before making drastic changes to your diet and your lifestyle.
- Through routine, we condition our bodies to expect breakfast, lunch and dinner at the same time each day. Part of the reason you're hungry at noon is because that's the time you've eaten for the last 100 days.
- Don't count calories.
- Don't weigh yourself constantly.
- Don't starve yourself.

- Eat fresh fruit and vegetables.
- Excess body fat is hard on your body. It's hard on your heart because it needs to work extra hard to push blood through your larger body. Your body builds extra veins that run through the extra body fat and has to work harder to push blood through those veins.
- Excess body weight is also hard on your muscles and joints. Carrying around extra weight puts more pressure on your knees, hips, and back. While this might not have a huge effect in your youth, you will feel it as you get older.
- Any drastic change in your diet can cause constipation, so make sure you eat a lot of dark green leafy vegetables, or take a fiber supplement. The constipation will go away after a week or two, but you should consult your doctor if it continues.
- Make sure there isn't a lot of unhealthy food in your house that can tempt you. Give or throw away the foods you shouldn't eat.
- Don't think that just because it is organic, you can eat as much as you want. Much of the time, the organic option has just as many calories as the normal option. So even if it is organic, make sure you eat in moderation.



**Reflection:** Good nutrition is one of the keys to good health. This means making sure you regularly eat foods that have a lot of vitamins and minerals in them, as well as foods that are not high in fat.



## Chapter Eight

# Core Exercise

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### LEADERSHIP BEGINS WITH THE EXTRA MILE

**Naval Academy, Lima Peru  
8:00 A.M. June 1979**

Lieutenant Goldratt<sup>13</sup> started his lecture on Naval Leadership by saying “You must take the first step to win any race. The first step will take some effort and maybe some pain. But after that, all you have to do is to open the door to freedom and success.” Goldratt was my favorite instructor in the naval academy. He then explained, “Basically, we have two personalities in one head, the emotional and the logical, the hero and villain. Studies have shown that the left cerebral hemisphere is responsible for our logical and verbal activities, while the right hemisphere manages the imaginative and emotional side of our personality. The left brain focuses on details and by contrast, the right brain concentrates on the broad, background picture,” Goldratt paused while fixing one of the golden buttons of his white uniform and then he continued, “Understanding how the brain pays attention to the details is crucial for developing one of the most important skills of leadership – the art of persuasion.”

“What is leadership?” Goldratt asked the class and immediately a cadet responded, “Leadership is the effort of parents to raise their children according to social, cultural, moral and personal standards.” Then another cadet added, “*Leadership is the ability to influence the behavior of an individual or group and persuade them to follow a particular course of action.*” Goldratt was intrigued by the answer, “What about advertising and sexual seduction?” Goldratt added with a smile on his face, “Are these examples of leadership?”

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<sup>13</sup> Lieutenant Goldratt’s real name is not mentioned for privacy reasons.



*“Leadership is the art of influencing and directing people in such a way that will win their obedience, confidence, respect and loyal cooperation in achieving common objectives,”* Goldratt stated. Suddenly, the door of the class opened and we saw a commander walking in, while Goldratt ordered “Attention!”

All the cadets in the class stood up and keeping a military posture, we waited for the commander’s order. Commander Baron<sup>14</sup> was the Director of Studies in the naval academy, he was considered by cadets to be a tough officer and we all feared his presence. “Sit down”, Baron ordered the class, “I’m here as an observer. Lieutenant Goldratt, carry on with your lecture.” Looking at Baron, Goldratt responded “Yes Sir!” and then Goldratt continued: “most people think that leadership implies that the person has given up some basic political, social, or religious beliefs and attitudes, and has been made to accept contrasting ideas. To my experience, that’s not leadership, that’s brainwashing.” There was tension in the class created by the presence of Baron who was standing at the back of the class. No cadet in the class dared to move more than taking notes, however Goldratt was relaxed and sharp as usual.

Commander Baron requested permission to address a few words to the class. Twenty five years in the navy had made Baron an outstanding leader and well known for his devotion to physical training. As a marine, he used to say: “the harder the body trains the stronger and more beautiful it becomes”. I had later the pleasure to run a marathon where he was running with another 50 marines. His body was a perfect machine – lean and beautifully sculpted. His voice was commanding and his face always concentrated.

Lieutenant Goldratt responded, “Sir, it’s an honor”. Baron stood in front of the class and started, by saying: “Thank you lieutenant. Class, you are very lucky to have an outstanding officer lecturing you about leadership. Staring at the class, Baron said, “Leadership is shown in many ways. Leadership is shown when you finish a report that has taken the very best from you, and then you go back to it a little later to polish and improve it even more. Leadership is shown by a team that delivers on their value promised to their boss and then digs even deeper to make it better. Leadership is shown when at the end of an exhausting day, a student spends extra time to learn and prepare for exams. Leadership is shown by anyone who fights the urge to stay home on a cold day and has the courage to exercise the body for at least 15 minutes: not because exercising the body on a cold day is fun, but because it’s wise and as a leader, you are setting an example for people to follow.”

Leadership is the art of getting someone else to do something you want done because he wants to do it.  
-- Dwight Eisenhower

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<sup>14</sup> Commander Baron’s real name is not mentioned for privacy reasons



## HOW TO STAY FIT FOR LIFE

Exercise should become a regular part of your life. By taking part in The Core Challenge you will learn core exercises that will help you build a healthy lifestyle. You will see the ongoing beneficial effects by the way your body looks and feels and you will know that you have lowered the risk of cardiovascular illness. Your self-image will improve and your energy levels will increase, while stress will be reduced.

Treat yourself to a basic core exercise regimen that will be your foundation for fitness. Begin by choosing an exercise that you enjoy so that you will do it and stick to it. You don't have to join a gym or lift weights, and you won't get big muscles but you will get lean, strong and flexible muscles. A core exercise program such as Mastermoves or pilates will stimulate your blood circulation, tone up your organs, control your weight, flatten your stomach and shape your body. When you don't exercise, waste matter collects in different parts of the body. Daily exercise will aid in elimination of waste.

Even if you are not overweight, you may have to tone and tighten a bit in your thighs or stomach. You can get to your optimal body in 100 days if you start right now with some easy to do core exercises. **See Appendix X.** When exercise originates from the core, pressure changes occur in your body that assist the circulation of blood and lymphatic fluids throughout the body. At the same time, the spinal column is re-aligned. Your internal organs are massaged and are placed back into the ideal position within the abdominal cavity.

To successfully train your core muscles, they should be trained with resistance and challenged in a variety of ways which include relaxation, balance, flexibility and the integration of circular movements (spinal rotation). Mastermoves core training takes some of the best exercises from dancing, Pilates, yoga, martial arts, gymnastics and massage. **See Appendix X.**

Core Training is very effective to help you lose weight. It is very difficult to lose weight through exercise alone. When coupled with a sensible meal plan, exercise can be a very good tool to help us lose weight and keep it off. Core Training includes a meal plan that helps to increase your metabolic rate so you burn calories faster. **See Appendix T.**

Studies show that for a few hours following exercise, we continue to burn calories at a faster rate. Exercise helps to prevent the body from moving towards the starvation or hibernation response. Many people who go on a low-calorie diet cause their metabolism to be lowered and their body starts to conserve energy. Exercise will resist the body's attempt to move into this condition.



**Reflection:** Core training benefits every part of the body, including the mind. Core training causes the body to produce endorphins, chemicals that lead a person to feel peaceful and happy. It can also help with mental health issues such as mild depression and self-esteem.

## **CORE EXERCISE STEPS:**

Core Training is one of the most natural and logical approaches to building a healthy and fit body from your core muscles – the foundation for a good body posture. Follow these steps:

1. Select an exercise regimen that is appropriate for you. Choose activities that you like, exercise at convenient times of the day, and have a variety of exercises to choose from to avoid getting bored.
2. Familiarize yourself with the benefits and potential risks of the exercises you are considering. Ideally you should consider core training before doing any form of exercise as this will prevent risk of injuring your back. **See Appendix X.**
3. Once you have developed your core muscles, try to spend most of your time on aerobic exercises. Remember that aerobic exercises are best for weight loss and weight maintenance.





4. Once you have developed your core muscles, include a strength training exercise, as well. Building muscle mass is important - especially since dieting can cause loss of muscle mass. Muscles burn more calories than fat over the long term, so consider strength training to be an investment in long-term fitness maintenance. **See Appendix X.**
5. Work up to exercising at least 10 to 15 minutes per day. Depending on your level of fitness, you may want to work up to this gradually. Lesser amounts of exercise are adequate if your goal is longevity or a healthy body and mind. If your goal is to lose weight, you need to work towards exercising most days.
6. **If your goal is to develop lean core muscles** avoid eating extra snacks or treats and telling yourself "it's ok, I exercised earlier". It is much easier to eat 200 calories than to burn it off with exercise. A small snack could negate the workout.
7. Continue to challenge yourself. If your exercise routine is feeling too easy, then it is time to shake it up a bit. Try increasing the intensity, duration or try some new exercises. The Body Toning program is the ideal routine. **See Appendix X.**
8. Include more natural activity in your daily life: walk a little extra, don't take the short cuts and find excuses to move. For example, park further from the door or take the stairs. Don't count this towards your total exercise time, but consider it little bonus fat blasts.
9. Remember to exercise gently at the beginning. Mastermoves Body Conditioning is ideal to start your core training. After 3 weeks or more, depending on your physical condition, you can continue with a more advanced training such as Body Toning. Talk to your doctor if you have any reason to be concerned about exercising.

### **CORE EXERCISE TIPS:**

- Eating healthy will give you some health benefits, but you won't achieve the full benefits possible unless you exercise. Exercising doesn't have to be hard, and you don't even have to break a sweat. Just doing a short 15 minute exercise routine a day will greatly improve your health.
- Try to exercise at the same time each day so that you make it a routine that will fit naturally into your lifestyle.
- If you are feeling lazy and are tempted to skip the exercise, try negotiating with yourself. Perhaps exercise for just 10 minutes. Once you start, you may want to continue and do the full routine.

- If you are a people person, join a gym or exercise club, exercise with friends, or find an exercise buddy. If you are independent and like doing things on your own, consider getting a home exercise system like Mastermoves or participate in activities like running. If you are a competitive person, consider working up to races or other competitive sporting events.
- If you feel that you are too overweight to workout or are embarrassed to exercise in public, please give yourself a break! You can practice Mastermoves from the comfort of your home.
- During your exercise routine, noticing how hard you are breathing is a good guideline for measuring your endurance and cardiovascular level. You should be able to talk, but a bit too breathless to sing.

## **WARNINGS**

- It is normal to have muscle soreness or stiffness when you begin a new exercise routine. You may alleviate it by warming up with some light walking and then gently stretching. Do not exercise again until the soreness is just about gone.
- If you experience more than normal muscle soreness, please consult a doctor.
- Stop exercising if you feel faint or ill.



**Reflection:** Physical exercise can improve both your mental and physical health. The benefits of aerobic exercise include improved cardiovascular endurance, muscle strength and flexibility. Exercise pumps more blood through your veins. This increases the size of your arteries, prevents fat from clogging your arteries and helps prevent blood clots.



## Chapter Nine

# Core Energy

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### THE MAKE UP OF THE UNIVERSE

**Engineering school, Lima Peru  
4:00 P.M. May, 1983**

Engineer, mathematician and professor of Advanced Physics, Oscar Bay<sup>15</sup> was giving, as usual, another one of his inspiring lectures when a student asked, “How many atoms make up the Universe?” Bay smiled like a kid in front of his first bicycle and then continued, “That’s a really good question. It is actually extremely complicated and lots of astronomers and even mathematicians spend their entire careers trying to answer it. I can only tell you that the number of atoms in the Universe is a relatively finite number.”

Everybody in the class looked at each other totally confused by Bay’s remarks. Immediately, another student asked, “Professor Bay, are you saying that the number of atoms that make up the Universe does not change?” This time, Bay rubbed his black beard with his two hands and smiling from ear to ear, he responded, “Correct, the count of the atoms of the Universe does not change by any appreciable amount.”

I couldn’t believe what I was hearing, so I asked Bay: “Professor Bay, if I hear you correctly, you are saying that if 1000 atoms make up the the Universe, there will always be 1000 atoms in the Universe now or 500 years in the future, correct?” Without hesitation, Bay responded, “According to the Law of Conservation of Energy, energy cannot be made or destroyed, it can only be converted from one form to another, that is, transformed. Let’s assume that 1000 atoms made up the Universe 500 years ago, that number remains the same now, rregardless of the fact that the human population has increased by billions of people. At the quantum level, the entire Universe is made of vibrating energy constantly tranforming from one frequency to another. Let me be

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<sup>15</sup> Professor Bay’s real name is not mentioned for privacy reasons.



specific: your bodies, your thoughts, your feelings, your emotions, your house, everything in the Universe is energy vibrating at a different frequency.”

I had never seen professor Bay smiling so much. Some of us were wondering if he was pulling our legs. Suddenly he became serious and made the remark “According to Albert Einstein, the standard interpretation of particle physics and relativity equations like  $E=MC^2$  is that matter and energy are forms of the same thing and under certain circumstances they can be made to interchange.” Melissa, one of the top students of our class raised her hand and asked “Professor Bay please give us an example.” Bay eloquently explained, “Matter and energy can be made to interchange in nuclear reactions that take place in nuclear bombs and at the center of the Sun”. Melissa immediately responded to Bay’s example by saying “ So, it is probably more accurate to say that the total energy of the Universe is constant and will never change.” Once again Bay was back to his classical smile from ear to ear, “My dear student, you are quite right.”

“The understandings of the Universal Laws start in the kitchen. You don’t need a microscope or a telescope. The process of cooking a meal is a perfect example about how energy and mass are transformed into a tasty meal that we use as a source of energy for sustaining life.” Bay as usual used a very practical example that erased the expression of confusion from our faces.

There are no extra pieces in the universe. Everyone is here because he or she has a place to fill, and every piece must fit itself into the big jigsaw puzzle.” -- Deepak Chopra

## WHAT IS CORE ENERGY?

At the core of all matter lies energy, and the human body is no different. The energy body is a template for the physical body. Core Energy is the balance of your physical, emotional and mental energies. For instance, **emotional energy** resonates with life and spiritual experiences, personal and professional relationships, and belief systems, which becomes literally encoded in your spirit and cell tissue.

**Physical energy** is the fundamental source of fuel in life. If you don't have enough physical energy, you won't have adequate emotional and mental energy. That's why it's imperative to eat right, get enough rest, and exercise regularly. Making that commitment will give your body and mind the best kind of energy.

**Mental Energy** is the ability to concentrate, to be productive at home or work, or to stay motivated to take daily challenges as an opportunity to learn and feel productive in today's

hectic non-stop society. A little bit of stress can actually be good. It can propel you to meet a deadline or prepare for a presentation. However, over time and if not handled well, stress can negatively affect your mental health.

We experience stress when we have financial, physical or emotional pressures from time to time. Pressure is what is happening to us, but stress is how we react to those pressures. To maintain a good level of mental energy, we have to know how to manage stress. This doesn't mean eliminating the pressures, but to manage our emotional reactions to them.



**Reflection:** "Your mind will answer most questions if you learn to relax and wait for the answer." -- William S. Burroughs

**Emotional Energy** is about feeling self-confident, young, appreciated, and deeply connected to the fun and hope of life. Emotional Energy is the result of the balance of your mental and physical energy. Emotional Energy is the happiness of your heart.

Lack of emotional energy is a big issue these days. Most people live under a lot of pressure, to earn more money, to be skinny, to exercise and to look young. They put out a lot and often don't get a lot back. Most people feel overwhelmed by relationships and job responsibilities because their emotional energy is low. As a result, their relationships are the first to suffer, because we take them for granted. It's not just in our relationships. Many of us are running on empty -- and for good reason. We're working harder and for longer hours, too. We have a lot of fears to cope with, everything from lack of money to terrorism.

**Spiritual Energy** is not a religious or metaphysical type of energy but the energy we get when we have purpose in life. Regardless of your spiritual beliefs, purpose is a necessary ingredient to live successfully. Purpose fuels your spiritual energy, which is the most important and most powerful form of energy. Purpose is a key to success and happiness.



Purpose is the meaning of life. Purpose is the key that will unlock all your possibilities and potentialities. Having a clear purpose will help you perform as if your very life depends on it. The heart of the matter is this: You are spending the ONLY life you have to live. The question is what is your purpose?

Are you conscious of your purpose? Are you truly inspired every single day? If not, you need bigger, bolder and clearer goals in life. Having clear goals is the first step to achieving a strong sense of purpose and greater spiritual energy.

## **SCIENCE VERSUS PRACTICE**

*The Core Challenge* is not a science but a practice. However, it's important to understand the science behind this practice. Today, quantum physics tells us that every atom of the human body is more than 99.99 % empty space, with subatomic particles moving at lightning speed through this space. The particles include atomic constituents such as electrons, protons, and neutrons made up of quarks. These subatomic particles that move at lightning speed through the empty space of your body are actually bundles of vibrating energy. The vibrations aren't random and meaningless, they carry information and intelligence.

Geneticists locate the intelligence primarily inside our **DNA. Deoxyribonucleic acid**, or DNA is a molecule in our bodies that contains the genetic instructions used in the development of all living organisms. The main role of DNA is the long-term storage of information. DNA is often compared to a set of blueprints, since DNA contains the instructions needed to construct other components of the cells, such as proteins and RNA molecules.

**Ribonucleic acid (RNA)** serves as the template for translation of genes into proteins. The DNA segments that carry this genetic information are called genes, which impart bits of intelligence to thousands of enzymes which then use their specific bits of intelligence to make proteins. Every time you eat, your body works hard to process the nutrients you've eaten. The nutrients you've taken in become the building blocks and fuel needed by your body. Your body gets the energy it needs from food through a process called metabolism.

**Metabolism** is a collection of chemical reactions that take place in the body's cells to convert the fuel in the food we eat into the energy needed to power everything we do, from moving to thinking to growing. Specific proteins in the body control the chemical reactions of metabolism, and each chemical reaction is coordinated with other body functions. Metabolism is usually divided into two categories. Catabolic reactions yield energy, an example being the breakdown of food in cellular respiration. Anabolic reactions, on the other hand, use this energy to construct components of cells such as proteins and nucleic acids.



The metabolism of your body is highly complex and efficient in determining which substances it will find nutritious and which it will find poisonous. All the cells of your body contain completely unique forms of intelligence. For instance, your brain cells produce electrical intelligence, your heart cells produce rhythmic intelligence, your muscle cells produce dynamic intelligence and your liver cells produce chemical intelligence.

The flow of this intelligence keeps your body alive and healthy. The flow of this intelligence can be compromised when you are sick. For instance, the specific intelligence of your immune system, integrated in your organs, tissues, cells, and in generated cell products such as antibodies differentiates self from non- self and neutralizes potentially pathogenic organisms or substances that affect our body and mental energy. When you are sick, your mental energy is low.

**Mental Energy** is the ability to perform intellectual or creative tasks. Numerous scientific studies have been done on exercise and sleep and their influences on mental sharpness, but we know very little about the effect of eating on mental energy. We do know that your mental energy determines the intensity of your feelings and the motivation to accomplish your goals. For instance, sleep deprivation can alter your levels of thyroid and stress hormones, potentially affecting everything from your memory to your immune system, heart, and metabolism. Lack of sleep can send your blood sugar levels skyrocketing, contribute to weight gain, lead to depression, put you at risk for diabetes, and cause brain damage.

The lack of mental energy to concentrate, to be productive at home or work, or to stay motivated to see a task through is a common complaint in today's hectic, non-stop society. Many consumers seek to "boost" their mental energy with the foods and beverages they choose to consume. But the science underlying the concept of energy is complex and poorly understood by most people. How is mental energy defined? Do scientists, health professionals, and consumers talk about mental energy in the same way? Once defined, how is it measured?

Consumers already have ideas about what mental energy is: mental clarity, physical performance, and a combination of emotional feelings. They view it not as calories, as scientists do. Energy drinks are compared to carbonated beverages because neither offers much in terms of nutrients to the body. Like coffee or soda, the effects of an energy drink wear off within a couple of hours and the craving for another one increases.

In 2005, the energy drink category accounted for \$1.79 billion in sales in North America. However, energy drinks are not the optimal drinks to enhance your mental energy. As you will read in the next chapters, you will discover that the food that can make the brain function better is the same food that can make the entire body healthier.



## HOW TO MANAGE ENERGY LEVELS

According to neurobiologist Candace Pert, emotionally-charged thoughts and experiences cause the body to manufacture different neuropeptides, chemicals triggered by emotions. Researchers at the Institute of HeartMath (Boulder, Colorado) found that heartfelt emotions (even emotions associated with memories) raise DHEA<sup>16</sup> and IgA<sup>17</sup> levels while negative emotions lower both. However we use our life energy, whether we use it to promote bitterness and fear or joy and love, manifests in our biology.

Now that you are aware of what zaps and charges you, let's take it a step further and discuss specific strategies you can use to manage your physical and mental energy.

**First**, you must know that the energy of your body will be balanced and free-flowing when you learn to manage your emotional, mental, physical and spiritual needs.

**Second**, everything that exists is energy. The entire universe is intelligent energy including the thoughts in our minds, the cells in our bodies, plants, animals, weather, money, planets and galaxies. We live in an infinite ocean of living intelligent energy and moreover - because we are components of it, we are intelligent energy. Quantum physicists speak of it as quantum reality; spiritual traditions speak of it as spiritual reality (God, Tao, etc). What you need to keep in mind is that our thinking affects what we call "physical reality". The activity of our mind is thought. We are always acting because we are always thinking. At all times we are using energy to either drawing things to us or we are pushing them away from us. In the ordinary individual this process goes on without his ever knowing it consciously, but ignorance of how the universe works (intelligent energy) will excuse no one from its effects.

**Third**, your self-image reflects the energy that you want to attract into your life. What goes around comes around. Positive thoughts, words and actions will attract positive outcomes. Core Energy is a healthy self-image based on the integration of physical, mental and spiritual energy.

**Four**, your energy follows your thoughts. The moment you think a thought, you are exerting an influence because energy follows thought. The extent of your influence will depend upon the energy invested in the thought you think, and any other relevant thought.

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<sup>16</sup> **Dehydroepiandrosterone:** DHEA. A steroid hormone made by the adrenal glands that acts on the body much like testosterone and is converted into testosterone and estrogen.

<sup>17</sup> **IgA:** Immunoglobulin A, a major class of immunoglobulins found in serum and external body secretions such as saliva, tears, and sweat as well as in the gastrointestinal, respiratory, and genitourinary tracts.





Everything is interconnected - and that is why you already are influencing everything - from your own mental, emotional and physical wellbeing to someone else's - regardless of whether that someone else is physically present or not. Basically, the Universe in which we live is mind-like in nature.

**Five**, you are responsible for your thoughts, feelings and actions. The consciousness of core energy has different names, including Ki, Chi, Chakras or Spirit. Proper training and stimulation of core muscles creates a dominant source of energy (core energy) which acts like the force of gravity. Core energy is a process that starts in the mind and is reflected in the way we use energy in our daily activities such as eating, working, studying or playing sports.

## **HOW TO MANAGE YOUR ENVIRONMENTAL ENERGY**

Global environmental issues such as climate change, biodiversity loss, and stratospheric ozone depletion are related to the way we produce and consume cheap energy. A transformation of the world's energy systems are underway and the current infrastructure is not likely to last more than a few decades into the new century.

The costs of cheap energy includes acid rain, air pollution, adverse water quality, the build-up of long-lived radioactive wastes, enduring energy-based economic inequalities, and growing security threats. These 'hidden' costs are becoming unacceptably high, leading many to question the traditional 'grow and build' strategies involving fossil and nuclear fuels. Instead, energy conservation, improved energy efficiency, and a shift to renewable energy development are alternatives that represent the most promising way of obtaining sustainable energy.

**Renewable Energy** is energy derived from resources that are regenerative or that for all practical purposes cannot be depleted. Mankind's traditional use of wind, water, and solar energy is widespread in developed and developing countries; but the mass production of electricity using renewable energy sources has become more commonplace recently, reflecting the major threats of climate change, the exhaustion of fossil fuels, and the environmental, social and political risks of fossil fuels. In fact, many countries promote renewable energies through tax incentives and subsidies.

**Conservation of energy** aims to reach a balance between environmental protection and economic development in a sustainable manner. It involves ensuring the continuing supply of resources for future generations, the promotion of values that encourage consumption standards that are within the bounds of the ecologically possible and to

which all can reasonably aspire, and it demands the conservation and enhancement of the natural resource base.



**Reflection:** "The Law of conservation of energy tells us we can't get something for nothing, but we refuse to believe it." -- **Isaac Asimov**

*The Core Challenge* is active in the field of sustainable energy. In any given household, a savings of upwards of 50% of the electric bill can be realized with very little effort if you follow the steps outline in this chapter. We are not suggesting that you turn all the heat off, do away with modern appliances and go back to candles! There are a lot of simple things that can be done with minimal effort.

## **GROWING INSTEAD OF THROWING**

Home composting is a way for you to speed up the natural process of decomposition and return organic materials to the soil. Yard trimmings and food scraps make up nearly 1/6 of what the average household throws into the garbage.



Why throw this stuff away when it can be put to good use in your yard and garden?

By composting, you can convert organic wastes — yard trimmings, leaves and many kinds of kitchen scraps — into a dark, crumbly mixture that can be used to improve the soil and reduce your use of fertilizer and water.

## **CORE ENERGY STEPS:**

Core Energy is a natural balance of your physical, emotional, spiritual and mental energy for your daily demands of intellectual or physical activities. Please follow these steps:

### **1. Get enough sleep.**

- Sleep deprivation is the most common cause of low energy and fatigue. Most adults need 8 hours of sleep every night. If you are sleeping in late on weekends, it's a sign that you don't get enough sleep during the week.
- If you have to wake up early in the morning, go to sleep earlier in the evening. Going to bed even 30 minutes earlier can make a huge difference in your energy levels during the day!

### **2. Reduce clutter.**

- Not being able to find anything among out-of-control piles of papers is stressful. Clothes that you never wear, papers that are falling everywhere and useless items that you feel reluctant to throw out can invade your space and take over your life.
- Clutter causes stress and saps away energy. Dump all unnecessary stuff at a second hand store and you'll be able to breathe easier and have more energy.

### **3. Drink more water.**

- Being dehydrated makes you feel tired and irritable. If you are not thirsty, that does not mean that you have drunk enough water. By the time you feel thirsty it's too late - you are already dehydrated.
- Most people need at least 8 cups of water per day. The easiest way to know that you are drinking enough is to buy one of those "8 glass" water-bottles that they sell in most drugstores.



**4. Take a walk.**

- Sitting in the chair all day can make you feel stiff and tired, and then you'd feel too lazy to get up, creating a vicious cycle of inactivity.
- Make it a habit to take a walk every day, and your energy levels will increase.

**5. Break a routine.**

- Having the same old routine every day steals your energy.
- Do something new on a regular basis.

**6. See a friend.**

- Isolation is a recipe for bad mood and low energy. Even when you don't feel like dealing with anyone, spending time with a person whose company you enjoy will energize you.

**7. Lose weight.**

- Carrying excess weight puts additional strain on the body. Even an extra 10 lbs are hard to carry. Try lifting a 10 lb sack of potatoes! Now imagine it being permanently attached to you - day and night.
- If you are overweight, your body has to work hard to constantly carry around the extra pounds. Try a natural herbal for eliminating excess fat, and you'll feel lighter and more energetic. **See Appendix I.**

**8. Express yourself.**

- Emotions that are unexpressed store themselves in your body. This causes fatigue because the physical body then spends a great deal of energy holding onto those emotions
- Join a dance studio. Learn to dance on your own.

**9. Do creative business.**

- Join a working group for practice presentation skill to business people. Toastmasters is the ideal organization.
- Develop business skill and opportunities. Learn to how to do business on the internet. Visit [www.mastermoves.com/business.htm](http://www.mastermoves.com/business.htm)
- Learn about the fitness and wellness business. Download this plan [www.mastermoves.com/MM-Compensation.pdf](http://www.mastermoves.com/MM-Compensation.pdf)

## CORE ENERGY TIPS:

Since we're all in agreement that a good night's sleep is one of the best things you can do for your core energy, pick three of these tips to follow each night until you get the night's sleep you so desperately crave.

1. **Take a combination supplement with 600 mg calcium and 300 mg magnesium before bed.** Not only will you be providing your bones with a healthy dose of minerals, but magnesium is a natural sedative. Additionally, calcium helps regulate muscle movements. Too little of either can lead to leg cramps, and even a slight deficiency of magnesium can leave you lying there with a racing mind.
2. **Eat a handful of walnuts before bed.** Walnuts are a good source of tryptophan, a sleep-enhancing amino acid.
3. **Munch a banana before bed.** It's a great natural source of melatonin, the sleep hormone, as well as tryptophan. The time-honored tradition, of course, is warm milk, **which is** also a good source of tryptophan.
4. **Drink water before bed, not fruit juice.** One study found it took participants an extra 20 to 30 minutes to fall asleep after drinking a cup of fruit juice, most likely because of the high sugar content in juice.

The key to keeping a healthy mental energy is to *manage* stress. Here are some tips on how to do that:

- Use humor in your life. Develop a positive attitude. Ask yourself, "What can I learn from this task or challenge?"
- Keep it simple. Delegate responsibility at work and at home. Don't worry if you aren't productive every moment of the day.
- Set limits. Say "no" when you have no interest in activities that are not in alignment with your goals or purpose in life.
- Write it out. Keep a journal. Sometimes simply getting your feelings on paper can help you let go of things that are bothering you.
- Keep in touch with family and friends. Ask for help when you need it.
- Relax for relief. Stress is part of life, so it can't be eliminated, but you can minimize its effect by relaxing and massaging your body. **See Appendix Y.**
- Take a break. Whether for an afternoon or a weekend, get away from your routine.



- Plan ahead. Having a schedule can provide peace of mind. Remember though, life is unpredictable so be willing to adjust to the unexpected.
- Schedule time to be alone.
- Learn to massage your body. **See Appendix Y.**
- Remember that regular exercise, good nutrition, and proper sleep will help keep you healthy and prepared to handle life's ups and downs.
- Go to bed early and wake up early.
- Eat six small meals daily. **See Appendix T.**
- Eat a healthy breakfast every day. **See Appendix T.**
- Drink 8 to 10 glasses of water daily. **See Appendix T1.**
- Take breaks every ninety minutes during work.
- Schedule physical activity daily. **See Appendix X.**
- Eat a balanced, healthy diet. **See Appendix T.**

Here are some ways to get a quick restoration of your energy:

- Get some rest. If you increase your physical energy, you won't have to rely as much on emotional energy to do all the work.
- Keep a journal and write down all the little things that make you happy.
- Play sports with friends and family once a week.
- Learn and practice Vision Boards. **See Appendix U.**
- Massage your body every day. **See Appendix Y.**
- Listen to classical music.
- Practice relaxation and massaging techniques. **See Appendix Y.**
- Enjoy reading comfortably. **See Appendix U1.**



## Chapter Ten

# You Always Have A Choice

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### THE AMAZING BRAIN

**Petroleum Compound Hospital, Talara, Peru  
1:34 A.M. July, 1989**

Medical doctor, surgeon and psychologist, Victor James<sup>18</sup> was assigned to assist my recovery from another near death accident that I had while practicing free-diving at the private club of one of the biggest petroleum companies operating in Peru.

In 1988, late in the afternoon, while training with a friend for free-diving at a large swimming pool in North Peru, my brain suddenly started to boil and my legs became numb. I was in my full free-diving gear; wetsuit, snorkel, weights and fins. The purpose of this training was to improve our underwater endurance.

Industrial engineer and top free-diver, Jorge Pez<sup>19</sup>, was supervising my training at the edge of the pool. However, he became involved in a conversation with a friend and after few minutes, he felt that something bad happened to me. At that moment he shouted my name "Oswaldo...where is Oswaldo?" From the nearby restaurant, the waiter observing the training responded, "Your friend is at the bottom of the pool...he looks drowned". It took several minutes before Jorge managed to rescue me from the bottom of the diving pool. My body was very heavy because of the water that went into my lungs and the weights that I had attached to my diving belt.

Later in the emergency room the doctor told me how lucky I was to be alive, however, he also told me that due to prolonged time without oxygen, I might have some brain damage.

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<sup>18</sup> Dr. James's real name is not mentioned for privacy reasons.

<sup>19</sup> Pez's real name is not mentioned for privacy reasons.



Due to the presence of water in my lungs I had to stay in the hospital in intense care, under 24 hour surveillance. At all times I had a doctor sitting beside my bed. They all talked to me, trying to keep me awake. During my first night in the hospital I was fortunate to talk to Dr. James for more than 7 hours. He was a fascinating person, very athletic and outstanding speaker.

According to Dr. James, studies and research have concluded that the average individual uses only a small portion of his or her real brain potential (perhaps as little as 10%). I was amazed to hear from Dr. James that most people live, whether physically, intellectually, or moral, in a very restricted circle of their potential being. They make use of a very small portion of their possible consciousness, much like a person who, out of their whole body organism, gets into the habit of using and moving only his or her little finger.

Then, something astonishing happened, Dr. James said “for thousands of years people have tried to understand the brain. Whether viewed as a biological organ, an incredible machine, a powerful computer, or like a radiator to cool the blood as the ancient Greeks thought it was, the human brain is surely “the greatest invention of all time.” I couldn’t believe what I was hearing. For a moment, my mind went back to the days of physics, eloquently taught by Professor Bay. I was able to vividly imagine his face - there he was, rubbing his black beard with his two hands and smiling from ear to ear, asking “What is the greatest invention of all time?”

The answer was always evident in Professor Bay’s lectures. He was aware of his amazing brain and he used it very well to memorize the contents of books and explain with simplicity some of the most difficult concepts of science. However, in my days of being a student, I didn’t have the maturity nor the appreciation for the human body and its amazing brain. Most of us live our lives oblivious of the incredible power of our minds and the amazing physiology of our bodies. Most of us don’t care much about our bodies until something terrible happens to us that forces us to pay attention and appreciate how fortunate we are to experience life as human beings.

## **THE RAT RACE**

We are in a race with ourselves. It is in part a race that takes place in our brain. The problem is that our environment is changing faster and faster. As humans, we have not changed biologically in the past twenty thousand or so years, but the changes we have made in our lifestyles and environment are radical and dangerous. We have constructed a very unhealthy new world for ourselves – crowded cities, polluted rivers, highly automated machines, stressful working environments, junk food and poisonous soda drinks.



The challenges we face are different from those of any other species; our ability to create always leaps ahead of our ability to adapt, and we are forever locked into a cycle of adapting to unprecedented situations.

According to Dr. James, the number of changes that we experience is far, far greater than what we were “designed” for. The result is that we too often break in the middle, as we move into new and unexpected situations in life. Dr. James said, “too much stress can cause heart disease. People who have heart attacks and cancer often appear healthy, but they have an exaggerated biological reaction to the stresses of their lives.”

The striking rise of heart disease in our modern life is not entirely the result of changes in our workplaces and stress from work, long hours commuting and family responsibilities. These factors account for only half the occurrences of heart disease and cancer. Typically heart disease is related to unhealthy diets, lack of exercise, high cholesterol, alcohol abuse and heavy smoking.

Cells that become cancerous constantly circulate in the body, but in healthy people they are routinely eliminated by the immune system. These “mutant” cells can only take root when some factor, either genetic or environmental, has suppressed the functioning of the immune system.



**Reflection:** Stress is the "wear and tear" our bodies experience as we adjust to our continually changing environment; it has physical and emotional effects on us and can create positive or negative feelings.



## **THE CHALLENGE**

How many times in your life do you get the opportunity to challenge your family and friends to achieve optimal fitness? How many times do you get the opportunity to collaborate on a project with some of the greatest minds in health and fitness? How many times can you offer information and tools to the world that may change people's life for the better? There can never be enough times in anyone's life to have these opportunities – which is exactly why you should take *The Core Challenge*.

We are all humans and therefore subject to the reality that we are only as strong as our core muscles are able to sustain a good body posture. As human beings, we are completely vulnerable to our environment, not to mention our dietary and life-style choices.

It only takes a small change, day by day, to improve your health and fitness. Instead of telling yourself you can't, tell yourself you can. *The Core Challenge* is a program that encourages you to make fitness part of your everyday life. No matter what is our activity and fitness level, *The Core Challenge* can help motivate you to achieve an extraordinary result in 100 days. Become who you were born to be!

## **IMPLEMENTING THE CORE CHALLENGE**

The implementation phase of *The Core Challenge* is a critical step in building a healthy and highly productive lifestyle. Awareness of the positive benefits of this program is essential for your successful completion of the challenge, and is the first and most important step. Our fitness trainers and health professionals will work closely with you to implement an ideal fitness and nutritional plan that takes your goals and needs into account.

The following are standard procedures for a successful implementation of your fitness plan:

- Awareness Building
- Health/Fitness Building
- Environmental Support
- Financial Rewards
- Success Tips



## **AWARENESS BUILDING**

As part of creating your fitness plan, we will assist you with articles, charts and orientation sessions. OK Initiatives, Inc. and Finlandia Pharmacy provide all program support materials and activities including:

- Free consultation on health and fitness solutions
- Orientation sessions
- Reading material
- Internet support
- Core Training classes and dance lessons

You will also receive weekly fitness e-newsletters and will always have access to our Member Services website at [www.mastermoves.com](http://www.mastermoves.com).

## **HEALTH/FITNESS BUILDING**

The following steps are essential for a taking *The Core Challenge*:

1. **Orientation Session:** The purpose of an orientation session is to:
  - a. Explain the direct benefits of implementing *The Core Challenge*.
  - b. Outline all key aspects of *The Core Challenge* including: leadership, planning, fitness training and process management.
  - c. Introduce the 100 day *Core Challenge* rules and regulations

Typically, orientations are lunch-and-learn workshops for groups of 10-30 employees in central locations and are conducted by a fitness trainer or a health professional. Orientation Sessions are also available on the internet.

2. **Initial Assessment:** Conducted by a fitness trainer counselor, the purpose of this initial assessment is to determine the following conditions:
  - a. Physical conditions
  - b. Mental conditions & Stress management
  - c. Time management
  - d. Ability to embrace change



- e. Leadership for promoting health and fitness at the workplace
- f. Level of discipline and commitment

**3. 100 Day Challenge:** The 100 Day Challenge involves:

- a. 100 days of tracking daily fitness activities.
- b. 100 days of challenging others to take the challenge
- c. Before and after pictures.
- d. 300-word essay about why and how the participant can help his family and colleagues achieve better health and fitness.

**4. Fitness Certification:** A Certificate of Fitness Competence is awarded to all successful participants. Employees qualify for a certificate as soon as they have successfully completed the **100 Day Challenge**.

**5. Final Assessment:** Conducted by a fitness trainer, the purpose of this final assessment is to determine changes in the following areas:

- a. Physical condition
- b. Mental condition and Stress management
- c. Time management
- d. Ability to embrace change
- e. Leadership for promoting health and fitness at the workplace
- f. Level of discipline and commitment

## **ENVIRONMENTAL SUPPORT**

Enthusiastic commitment and involvement of your family, friends and employer is imperative to creating a healthy environment to support your fitness goals.

In addition to supporting employees to take the 100 Day Challenge, employers should consider a comprehensive support process for developing and sustaining a healthy workplace. The following are important conditions for environmental fitness support:

1. **Time Flexibility:** Obtain time flexibility in the workplace and at home for you to take the 100 Day Challenge.

2. **Employee Performance:** Based on the fitness report from the 100 Day Challenge, employers should consider the health and fitness results as part of the annual employee performance review.
3. **Reward Program:** Completing *The Core Challenge* is a transformational experience physically, mentally, socially and financially.

"I have the simplest tastes. I am always satisfied with the best."  
- Oscar Wilde

## FINANCIAL REWARDS

Our "financial wellness" philosophy ensures that each participant has a financial reward for challenging others to take *The Core Challenge*. So we mean that:

- Participants are rewarded for each person they enrolled in *The Core Challenge*.
- Participants are rewarded for promoting our products.
- Participants can win \$10,000 by completing and winning *The Core Challenge*.

Visit [www.mastermoves.com](http://www.mastermoves.com) for more details.





## SUCCESS TIPS

- 1. Don't Dream It, Do It—Be Committed!**  
Joining the Challenge is just the first, small step toward the new you. Now you must make the *decision to do it*, not just dream about doing it. The real difference between a dream and a decision is simple: commitment.
- 2. Stick with the basics—it's not rocket science!**  
Read the Mastermoves Training Manual, cover-to-cover, and then follow the program exactly. These training and nutrition principles have been time-tested with astounding results.
- 3. Set specific, realistic, attainable goals.**  
Gauging progress is much easier when you know exactly what you are trying to accomplish. Set goals that are specific, realistic and attainable. It may help to identify long and short-term goals. The long-term goal would be exactly what you want to accomplish by the end of the 100 days.
- 4. Share your decision with others.**  
Tell everyone you know that you have joined the Core Challenge. Tell them your goals and your start and finish dates. There's nothing like a little healthy peer-pressure to help you stay focused and motivated!
- 5. Keep records and refer to them often.**  
Download and print off the Daily Progress Reports. These are excellent tools that will help you to track all 100 days of your weight training, cardio and nutritional programs.
- 6. Eliminate obstacles.**  
Pre-plan your way around known obstacles to increase your chances of success. Learn to say "no" (respectfully) more often to those who drain your time each day. Eliminate the need/desire to consume fast foods by cooking volumes of food such as chicken breast and rice and storing them in containers.
- 7. Use your resources—we're here to help you!**  
Don't hesitate to contact Finlandia Pharmacy or Mastermoves (OK Initiatives, Inc.) We have the experience and the information you need to follow the program, plus inspiring success stories, motivational tips and recipes. You are welcome to come to our orientation workshops and training classes at any of our locations.

## **YOU CANNOT FAIL WITH A PLAN**

Wanting success isn't enough to win The Core Challenge. You have to ask yourself, "What am I going to do to win The Core Challenge?"

Your problem is how to bridge the gap which exists between where you are now and the goal you intend to reach in the next 100 days.

You cannot fail with a definite step by step plan, because each step carries you along to the next step, like a track. All you need is to follow the step outlined in this manual, and the courage to press on to your destination.

You cannot get lost on a straight road. Your preparation is absolutely essential. To win The Core Challenge, you must increase your knowledge about health and fitness and develop your skills to achieve your goal. Most importantly, you must have the self discipline to do what it takes to complete the 100 day challenge.



**Reflection:** "Winners never quit, and quitters never win." -- Vince Lombardi

# Appendices





## Core Challenge Services

## Appendix A

*The Core Challenge* is a program that will encourage you to make “being active” part of your everyday life. No matter what your activity and fitness level, *The Core Challenge* can help to improve your health, fitness, relationships and financial conditions.

<p><b>1-</b></p>		<p>Register on-line at <a href="http://www.mastermoves.com/core.html">www.mastermoves.com/core.html</a> Core Challenge Registration.</p>
<p><b>2-</b></p>		<p>Request the <b>Challenge Entry Kit</b> at Finlandia Pharmacy, by mail or at your Core Training Class.</p>
<p><b>3-</b></p>		<p>Watch DVD or attend your FREE <b>Orientation Workshop</b></p> <ul style="list-style-type: none"> <li>- Overview of the challenge</li> <li>- Goal Setting</li> <li>- How to win the challenge</li> <li>- How to track your success.</li> </ul>
<p><b>4-</b></p>		<p>Attend your FREE <b>Core Training Class</b> or Watch the Core Training DVD.</p> <ul style="list-style-type: none"> <li>- Body Conditioning</li> <li>- Body Toning</li> <li>- Dancing.</li> </ul>
<p><b>5-</b></p>		<p>For health assistance visit <a href="http://www.finlandiapharmacy.com">www.finlandiapharmacy.com</a> For fitness assistance visit <a href="http://www.mastermoves.com">www.mastermoves.com</a></p>
<p><b>6-</b></p>		<p>Register to our Private Member Site for on-line health and fitness resources, and internet marketing manuals. Visit <a href="http://www.mastermoves.com">www.mastermoves.com</a></p>



# Finlandia Pharmacy

## Appendix B

Finlandia Pharmacy started over 30 years ago dedicated to reducing unnecessary drug use in retirement lodges and private hospitals in the community. This concept has expanded to a large community pharmacy providing natural health options to Vancouver for better health without use of drugs.

Finlandia is a trusted dependable name in proactive health care dedicated to supporting health and well-being, with caring and exceptional customer service.

*The Finlandia concept bridges conventional western medicine and leading edge complementary medicine and with highly trained professional staff, Finlandia provides individualized customer care, assessment and customized programs in many disciplines.*

Through research and development, Finlandia offers the highest quality product lines, therapies and up to date information to empower customers to make healthy educated choices.

The main concern for most people is **how is my health doing** from year to year, with wear and tear and age. Modern medicine waits until something in the body is broken, hurting or expressing symptoms of malfunction till it pays attention. We take our automobiles in for regular tune ups and check ups to prevent potential engine breakdown or brake failure. Why do we not do the same for our bodies? Modern medicine only looks at the body after it is starting to physically break down.

Finlandia Health Centre has several modern advanced tools and trained educated staff to assess problems at the earliest stages and recommend natural solutions to prevent future need for the miracles of modern medicine. The Pharmacy offers such services as:

- Full Prescription services with Bio identical Hormone counseling specialty (individualized Rx for Hormone replacement)
- Breast Thermogram testing (alternate to Mammogram)
- Osteoporosis Bone scan testing
- Clinical Herbal dispensary (with clinical herbalist consultations available)
- Infra Red Sauna with Ion Exchange detoxification program
- Cosmetic Aesthetician and Natural cosmetics
- Rebia testing for treatment of Emotional Conflicts
- Specialty compounded prescription and herbal and nutritional supplements (we can make almost any dosage or administration forms for children, infants and elderly) such as creams, troches, suckers, powders, and capsules
- Anti-ageing, Nutritional and preventive care counseling
- Nutritional supplements for ADD and learning difficulties
- Extensive selection of Homeopathic products and Homeopathic counseling
- Specialized Books and public lectures on health related subjects
- Web site offering 3000 items for sale through mail
- Professional nutritional products and naturopathic counseling
- Delivery service for prescriptions and supplements

## Appendix B1

### Finlandia's Antiseptic Foot Powder Profile

Our Foot Powder is used to heal and prevent athlete's foot, to keep the feet dry and odour and germ free. This 100% natural product is a solution for any person who suffers from sweating, smelly, tired feet.

Use daily on dry feet especially between the toes. Regular use can help prevent problems such as tinea from developing. Sprinkle into shoes or socks for continued protection against sweaty feet.

Ingredient	Therapeutic Action
Green clay	Anti-septic, improves circulation ,healing
Myrrh essential oil	Fungicide, heals cracked and chapped skin
Tea tree essential oil	Anti-infectious Anti-bacterial, fungal, viral Immuno-stimulant
Cypress essential oil	For excessive sweating of the feet deodorant
Lavender essential oil	Analgesic, (relieves pain) Bactericidal Insect repellent Antiseptic Antibiotic Anti-inflammatory Fungicidal

#### Benefits:

- Absorbs unwanted foot perspiration while helping in the prevention of athlete's foot
- To help treat and prevent fungal infections such as tinea
- Free from potentially hazardous contaminants
- Prevents excess moisture
- Deodorises - Kills odour causing bacteria.



## **Antiseptic Hand Gel Profile**

## **Appendix B2**

Finlandia antiseptic hand gel is a convenient way to prevent bacterial cross-contamination. This fast-acting waterless gel leaves no sticky or tacky residue on the skin.

The Finlandia Antiseptic Hand Gel is mildly scented and contains conditioners designed to minimize skin irritation and drying. Our hand gel is a 100% natural sanitizer for all situations where disinfection is desired.

Due to the natural antiseptic nature of our Hand Gel, this product does not contribute to the production of the “super resistant bugs” that are causing multiple health issues. And using the Hand Gel actually boosts your immune system.

### **Ingredients Include:**

A natural water based gel and a proprietary blend of several pure essential oils including Tea Tree.

### **Benetifs**

- Complete absorption
- Stimulates white corpuscles to defend the body against infections
- Anti-bacterial
- Anti-fungal
- Anti-viral
- Immuno-stimulant
- Protects against infections and spread of infections
- Analgesic, (relieves pain).



## Udo's Oil Blend Liquid / Capsules Appendix B3

### The truth about fat

Most people think that avoiding all fat is the path to true health, but in reality there are two substances that can only be found in fat that are just as necessary to our survival as proteins, carbohydrates, vitamins and minerals. Of the many kinds of fats, only the ones called Omega 3 and 6 have been designated as essential fatty acids (EFAs) by scientists, because every living cell in the body needs these fats, but the body can't make them on its own. A direct food source is always required.

The key to health from fats lies in ingesting the essential ones in the proper ratio. This isn't usually achieved as it has been shown that the average diet is far too high in omega 6 and dangerously low in omega 3. Another concern we face when choosing a source of EFAs is that the majority of oils found on grocery store shelves have been damaged by heat, light and oxygen and modern processing practices. These oils may no longer provide healthful EFAs and may even be harmful.

### Udo's 3•6•9 Oil Blend

#### – made with health in mind

Udo's 3•6•9 Oil Blend is a special blend of carefully chosen, natural, unrefined, EFA-rich oils that has a pleasant, nutty, buttery taste. It contains oils from fresh, certified organic flax, sesame, sunflower and evening primrose seeds as well as oils from rice and oat germ, providing 'minor' ingredients with major health benefits. This oil blend has added GMO-free soy lecithin, which improves oil digestion and provides the building materials for healthy cell membranes. Udo's 3•6•9 Oil Blend also contains medium chain triglycerides, which are easy to digest and assimilate and can be used directly by our cells as a source of energy without increasing fat deposits.



Ingested in adequate amounts and in the optimal ratio, such as is found in Udo's 3•6•9 Oil Blend, EFAs have been shown to improve energy, stamina, performance, sleeping patterns, concentration, mood, and skin appearance. They have also reduced recovery time, and improved joint mobility and flexibility.

#### Scientifically proven health benefits:

Essential fatty acids play crucial roles in the complex workings of the human body. Every cell, tissue, gland and organ is dependent upon the presence of EFAs. They are the main structural component of every cell membrane, are necessary for cell growth and division, and regulate vital cell activity through their conversion into hormone-like 'eicosanoids' and through their effects on genes as well as cell-to-cell signaling mechanisms. A balanced intake is absolutely essential for healthy cellular function.

## Rock Salt: Finlandia Ancient Sea Salt

## Appendix C

Natural rock salt from the Upper Permian period was created 280 million years ago (era Paleozoic, Perm, section Upper Permian) when the original oceans of our earth had dried out. Original rock salt can't be compared with common salt. Common salts are industrially refined and the end result is sodium chloride (NaCl).

Rock or crystallized salt from Poland	Common salt or table salt
Contains 85 chemical elements and they are the same as in the construction of our earth and the same as those we find in our body. Every single element has a certain electromagnetic field with characteristic frequencies and the interaction of the elements in only a few rock salts is usable in our organism.	A large amount of chemical substances are added (e.g. aluminum hydroxide, manganese carbonate, potassium carbonate) in order to have a better trickling and a better procedure, but which are not always good for our health or can irritate the regulation mechanism of our body,
This rock or crystallized salt from Poland is carefully mined, is not modified and is an excellent food which has a positive influence on biophysical stability and health.	Common salt is practically a by-product of our industrial process. It is proven that because of the extraction of very important elements and minerals through refinement, the salt creates the so-called "civilization diseases".
The body fluids in our blood and cells contain these salts in almost the same ratio as found in sea water. We can only live without damaging our health if the balance of tension of salt and water is constant. The straight mixture of minerals and trace elements in cellular form makes the ingestion in our body possible.	Through the refinement of common salt 83 of the 85 elements are filtered. The addition of iodine has been refused from the medical profession and likely leads to diseases and allergies in different forms.
Original rock salts do not deposit in the human body like pure sodium chloride, but they are easily washed out. Through the natural structure of the original rock salt, our body can regulate the excretory process itself.	NaCl is often connected with animal protein and causes damage in joints and muscles, high blood pressure, allergies and metabolic disturbances, as well as the drainage of the cells. For these reasons no refined salt should be used, as it has lost its bionic structure.

### Analysis of Finlandia Ancient Sea SALT

Ingredient			Amount (%)
NaCl	sodium	05,00	99,2 %
Ca	calcium	0,271	1,00 %
Mg	magnesium	0,03	0,15 %
SO4	sulfate	0,75	1,50 %
K	potassium	0,00	1,054 %
Zn	zinc	1,2	4,10 ppm
Fe	iron	51,0	142,0 ppm
Co	cobalt	1,0	2,7 ppm
Ni	nickel	1,95	4,32 ppm
Cu	copper	0,09	0,34 ppm

## Appendix D

# Hydrade™

### Scientific Background

North Americans are chronically dehydrated, but the problem is most acute in active individuals and athletes. Water loss also means loss of nutrients, including electrolytes, vitamins, and minerals, which can affect athletic performance and overall health. Most sports drinks restore water, sugar and salt but not nutrients.



### **Hydrade™ Increase Endurance, Decrease Pain!**

Each serving (2 full scoops) contains:

**Electrolytes** - Important electrolytes include potassium, sodium, chloride, and magnesium.

**Carbohydrates** - Our bodies convert carbohydrates to glycogen - is needed to fuel energy.

**Vitamins C and E** - Strenuous physical activity depletes antioxidants, increasing oxidative stress. Hydrade® contains the antioxidant Vitamins C and E. The Vitamin C in Hydrade® is Ester-C®, which is highly important to repair the body and easy to digest.

**B Vitamins** Exercise depletes B vitamins, which perform many functions, such as supporting carbohydrate, protein, and fat metabolism. As well, 100 mg of thiamine daily may alleviate or prevent exercise-induced fatigue. Hydrade® contains thiamine (B1), riboflavin (B2), niacin (B3), pantothenic acid (B5), pyridoxine (B6), cyanocobalamin (B12), and folic acid.

**Trace Minerals** -Trace minerals help convert carbohydrates, fat, and protein into energy. Chromium supports balanced blood glucose, which helps control weight and energy.

**Important:** As part of Core Hydration, consider having one serving once a day, ideally during the afternoon. Use the *Core Hydration Bottle* for a full serving.

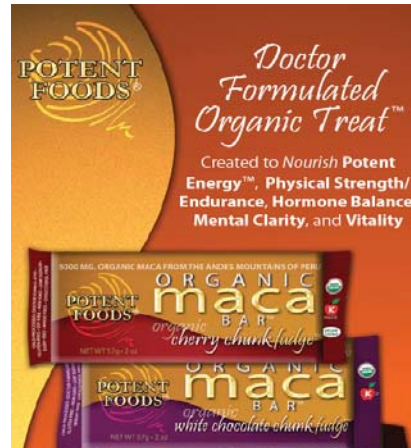
# Organic Maca Bar™

## Appendix E

### Background

Organic Maca, a turnip-like root, is a truly POTENT FOOD™. Although scientific research on the health benefits of Organic Maca is in its infancy, the Ancient Incans of Peru, and their descendants have been consuming Organic Maca for thousands of years.

Organic Maca has been a major staple of the Incan diet, and is prepared in many delicious ways for the benefit of the entire family (from children to great-grandparents).



The health benefits\* attributed to Organic Maca traditionally include:

- Mental Clarity
- Increased Energy and Stamina
- Physical Strength/Endurance (great support for athletes)
- Quicker Recovery after Exercise
- Nourishment and Balances of the Glandular System (Hormone Balancer)
- Enhanced Libido in Men and Women
- Super-Nutrition for the Pituitary (the body's Master Gland)
- Fertility Enhancement
- Menopause Support (hot flashes, night sweats, mood changes, etc.)
- Greater Ease in PMS
- Boosts ability to Handle and Recover from Stress (Adaptogen)
- Immune Support for Growing Children
- Increased Sense of Well-Being

#### Formulation:

- Organic Certified
- Kosher (Parve) Certified
- Vegan Certified
- Gluten-free
- Wheat-free
- Dairy-free
- Soy-free
- Peanut-free
- Corn-free
- Yeast-free
- Cold-processed
- Glycemicly Balanced
- Organic Raw Agave Nectar
- Organic Brown Rice Protein
- Omega-3 rich Flax
- Cholesterol-free
- No Trans-fat
- Only Healthy, Naturally Occurring Oils
- Finest Organic Dutch Cocoa
- All Ingredients Expertly Blended



## Appendix F

# OMEGA-3 FISH OILS

### Background

Fish oil quality standards do not exist in the United States. To ensure ongoing quality, Nordic Naturals adheres to and exceeds the stringent Norwegian Medicinal Standard (NMS) and the European Pharmacopoeia Standard (EPS) for all products. These standards guarantee quality products by setting maximum allowances on peroxides, heavy metals, dioxins, furans, and PCBs.



Omega-3 and Omega-6 fatty acids constitute the two families of EFAs. EFAs are considered "essential" because they are needed throughout the human life cycle, cannot be manufactured in the human body, and therefore they must be obtained through our diet on a daily basis for optimal health and wellness. The body must receive a constant and balanced supply of EFAs to ensure proper prostaglandin production. Prostaglandins are beneficial hormone-like compounds that affect virtually every system in the body. They regulate pain and swelling, help maintain proper blood pressure and cholesterol levels, and promote fluidity in nerve transmission.

### *What are early signs of EFA deficiency?*

- Fatigue
- Dry skin, eczema, or hair loss
- Mood swings or depression
- Poor memory
- Heart problems
- Poor circulation
- Immune weakness
- Reproductive problems (men and women)

## Appendix G

# Sambu Elderberry Deep Cleanse

### Background

The Sambu kit is a smart way to cleanse the skin, colon, lungs, kidneys, liver and sinuses of toxins and waste that have accumulated over time. One pleasant side effect of the Sambu cleanse is the accompanying weight loss. The Basic Plan combines efficient, healthy meals with the components in the kit. You won't mind consuming the delicious tasting elderberry drink throughout the day. Repeat this cleanse each season of the year to assist the internal organs in optimum function.



The nourishing Sambu elder concentrate provides the energy to feel great while the system rejuvenates. The Sambu Kit promotes detoxification through the liver, kidneys, colon and skin and in addition to the immune-supporting efficacy of elder, this plant helps to detoxify and revitalize the body. In this regard, elder has the following therapeutic property:

**Diuretic:** greatly enhance the kidney activity, flushing out toxins and waste.

**Expectorant:** promotes the discharge of mucous and phlegm from the respiratory passages.

**Diaphoretic:** promote perspiration, which helps the body to release toxins.

**Purifier:** elderberries help purify the blood and kidneys.

### Benefits:

- Designed for a lengthened cleanse of the sinuses, skin, colon, lungs, kidneys and liver.
- Used to release a toxic load from the body.
- Helpful for anyone wanting to lose the excess weight of toxins and metabolic wastes.
- Beneficial for mucous congestion, sluggish digestion or allergies.
- Great for those unaccustomed to fasting but who still wish to cleanse

### Qualities:

- A whole body cleanse that can be adjusted to suit individual comfort levels.
- Contains a delicious tasting, satisfying elderberry drink.
- Cleanses the sinuses, skin, colon, lungs, kidneys and liver.
- Contains everything required for a complete cleanse with nothing extra to purchase.
- Convenient, flexible and easy to follow

## Appendix H

# SierraSil – Performace Mineral

### **Background**

Joint Formula is comprised of SierraSil, a unique, fast-acting, and powerful mineral complex that promotes joint mobility, flexibility, and active lifestyles.\*

Recommended use: As a dietary supplement, take 3 capsules once daily with water, at least half hour before a meal on an empty stomach.

The iron in SierraSil® is naturally occurring and has been shown to be safe for human consumption. Studies show that only 3.3 mg or 18% Daily Value is bioaccessible.



### **Benefits:**

For back, knee and joint health. All the benefits of SierraSil Joint Formula plus added support from Vincaria, the herb Cat's Claw, (Vincaria is a registered trademark of Rainforest Nutritionals, Inc.) to help control the worst inflammation. Great for back aches and pain!

SierraSil's distinct mineral compound is shown to support joint mobility, flexibility and inflammation. Its a unique, fast-acting, and powerful mineral complex that promotes joint mobility, flexibility, and active lifestyles.

### **Qualities:**

SierraSil, a powerful, fast-acting, uniquely balanced blend of 65 naturally occurring macro and trace minerals, is only found in the high Sierra Mountains.

SierraSil is comprised of numerous naturally-occurring silicate minerals including calcium, magnesium, iron, manganese, copper, zinc, selenium, chromium, molybdenum, and phosphorus. Both formulas offer joint pain relief and reduced inflammation. SierraSil can provide noticeable results in just days!

# Herbal D-Tox

## Appendix I

### Background

Internal cleansing is considered to be the cornerstone of good health by many natural health care practitioners.

Pollutants from the environment - found in the air, water and foods that we eat - as well as wastes produced from normal bodily processes, can tend to accumulate within the body and lead to a state of congestion. To help maintain a healthy balance of assimilation and elimination, the Wild Rose Herbal D-Tox Program is uniquely designed to enhance all aspects of metabolism.



Herbal D-Tox is a convenient, simple detoxification program. The meal plan is designed to support and enhance the herbal formulas and is easy to use.

### Benefits:

- Gently promotes bile production by the liver, supporting digestion and enhancing the elimination of toxins.
- Is useful for decreasing cholesterol buildup in the gallbladder while dissolving gallstones.
- Is also excellent for detoxifying the liver and strengthening liver function.
- Adds support to the spleen which in turn leads to greater blood cleansing and increased support to liver functioning.
- Improve muscle tone and increase flexibility of the intestinal wall. It is specifically formulated to be non-addictive.
- Cleanse the bloodstream, muscle and lymphatic system tissue of toxic waste material and metabolic by-products.
- Used successfully in heavy metal toxicity, lymphatic toxicity and mucus congestions.
- Acts as an excellent blood and lymphatic tissue detoxifier as well as a bile flow stimulant.
- Release toxins through the urinary system while acting as a urinary disinfectant.

To help maintain a healthy balance of assimilation and elimination, the Wild Rose Herbal D-Tox Program is uniquely designed to cleanse your body and enhance metabolism naturally in a safe and gentle way. Herbal detoxing has never been made easier, you can still have delicious, nutritious food while you cleanse.

## Appendix J

# Saladmaster cooking system

### Background

When it comes to your family's health, you want the very best. The Saladmaster Solutions Health System promotes healthier lifestyles in the kitchen. The Solutions Health System cooks food without adding excess water or oil and using low heat. Water drains foods of essential nutrients and oil adds unwanted fat. With low heat, water free cooking your foods will retain more of their natural vitamins, minerals, texture and flavor.



Click on the gift to learn about great new Dinner Hosting incentives.



Our customers tell us once they switched to Saladmaster, their appetites decreased because their vitamin and mineral intake increased. Their bodies were simply telling them they were satisfied with less food.

### Solutions Features

We select only the finest materials for our products. The XP<sup>7</sup> 316L Surgical Stainless Steel that we use is of a much higher grade and sheen than the stainless steels used by other cookware companies. In fact, 316L is widely known and respected in the medical field for its high performance and durability, and is used to make the world's finest health equipment.

Saladmaster is changing lives and making dreams come true by providing the absolute best quality products and career opportunity. Saladmaster is bringing the enjoyment back into cooking. The Saladmaster cooking system provides a lifetime of benefits in: health, time, energy, money, quality products, and the Spirit Of Success opportunity.

## Finlandia's Weight Loss Tea Profile Appendix K

If you supply the body with the nutrients that foster thyroid balancing, blood sugar stabilizing, fat dissolving, liver support, adrenal support and nutrition then the body will:

- stop hoarding fats (which also contain toxins) as protection against nutrient deficiencies and cell starvation
- stop producing cravings to fulfill its requirements
- feel satisfied and balance appetite signals
- have enough biochemical and natural information, nutrition and energy to basically “clean out the garage”, balance itself and the metabolism and “lighten up”.

Ingredient	Therapeutic Actions
Bladderwrack (kelp) ( <i>Fucus vesiculosus</i> )	Nutritive, thyroid balancer, adaptogen
Boldo ( <i>Peumus boldus</i> )	Anti-obesity, supports thyroid, liver tonic and protector, diuretic, anti-inflammatory
Burdock Root ( <i>Arctium lappa</i> )	Helps lower blood sugar, liver tonic and cleanser, blood tonic, laxative, reduces cholesterol
Chickweed ( <i>Stellaria media</i> )	Contains saponins which help melt unproductive fat from cells, nutritive, laxative, repairs membranes and digestive linings
Cleavers ( <i>Galium aparine</i> )	Anti-obesity, adaptogen, lymphatic alterative and detoxifier
Dandelion Leaf ( <i>Taraxacum officinalis</i> )	Diuretic, nutritive, bitter tonic, pancreatic regulator, hypoglycemic
Fennel ( <i>Foeniculum vulgare</i> )	Anti-obesity, digestive, flavour, carminative
Ginger ( <i>Zingiber officinalis</i> )	Circulatory stimulant, carminative, ensures nutrition absorption through the stomach, promotes secretion of gastric juices
Mallow Flowers ( <i>Malva sylvestris</i> )	Laxative, immune enhancer
Nettle ( <i>Urtica dioica</i> )	Nutritive, hypoglycemic, blood tonic, splenic, adrenal support
Turkey Rhubarb ( <i>Rheum officinalis</i> )	Stomach tonic, laxative, astringent bitter, clears toxemia from over consumption of animal protein

### Glossary

#### **Adaptogen**

**aka Alterative:** Re-establishes healthy nutritive processes, blood cleansers that detoxify and promote renewal of healthy tissue

**Bitters:** Stimulate proper assimilation of nutrients and healthy digestive organ functioning

**Diuretic:** Herbal diuretics help the body shed unnecessary fluids without draining the body of potassium and minerals

**Nutritive:** Supplies extra vitamins and minerals that are particularly bio-available to the body, providing nutrition and energy gain.

## Nerves/Cravings Extract Formulation Profile

## Appendix L

### The therapy and philosophy behind Finlandia's Nerves/Cravings Extract Formulation

If you supply the body with adrenal support and nutrition, blood sugar stability, nervous system tonification and emotional balancing nutrients; then the body will decrease or eliminate cravings to bring about those states. The body then will:

- feel emotionally supported and reduce the tendency to anxiety
- have a steady and calm nervous system, better able to handle stress
- feel more confident physically and emotionally and thus not in a state of deprivation and/or underlying anxiety which tends to produce unhealthy cravings
- have a stronger adrenal system providing abundant energy which will decrease the need to use external stimulants

Ingredient	Therapeutic Actions
Blue Vervain ( <i>Verbena officinalis</i> )	For fatigue, nervous exhaustion from prolonged physical exertion, nerve tonic, relieves tension and stress
Borage ( <i>Borago officinalis</i> )	Adrenal gland restorative, "cheers the heart", reduces emotional and mental stress
California Poppy ( <i>Eschscholzia californica</i> )	For anxiety, depression, as a nerve relaxant, pain reliever, insomnia
Damiana ( <i>Turnera diffusa</i> )	Stimulating tonic to central nervous system, anti-depressant, anti-anxiety, for physical and emotional vitality and energy
Linden ( <i>Tilia europa</i> )	Anti-spasmodic, improves protein digestibility, immune enhancer, improves heart and arterial function
Lobelia ( <i>Lobelia inflata</i> )	Bronchial dilator, anti-asthmatic, contains lobeline and other phytochemicals that mimic stimulating addictive substances (food or otherwise) such that the body feels it has had a craving satisfied but instead of harming the body, the body's nerve/adrenal systems are supported.
Milky Oat Seed ( <i>Avena sativa</i> )	Nerve restorative, brain tonic, cardiac tonic, improves athletic performance and stamina, use for withdrawal of drug addictions like tobacco, alcohol or others, for headaches, tension, irritability, nutritive
Skullcap ( <i>Scutellaria lateriflora</i> )	Supporting and relaxing nervine for mental exhaustion, nervous stress following shock such as withdrawal of addictive substance/behaviors ,to re-gain vital powers, brain vasodilators
St. John's Wort ( <i>Hypericum perforatum</i> )	For anxiety, stress depression, physical/emotional shock, anti-inflammatory
Bach Flower Remedies (for mental and emotional health)	Larch for self confidence, Aspen and Mimulus for deep fear states, Olive to carry on through releasing cravings/behaviours

# Greens + Extra Energy

## Appendix M

### Background

Do you often feel tired or unable to get through your day without relying on coffee, colas or 'energy' drinks? While many of these sources may give you energy, they often cause feelings of 'highs and lows', leaving you more tired than before – not to mention they often contain added sugar and artificial ingredients.



### Research-Proven to provide:

- Increased energy and improved overall wellbeing
- Highest Oxygen Radical Absorption Capacity (ORAC) soluble antioxidants
- Bone support through the production of osteoblasts
- Antioxidant power of 6 servings of organic fruits and vegetables
- Highest Potential Renal Acid Load (PRAL) - a measure of alkalinity
- Energy-enhancing ingredients. No added sugar or salt
- 100% standardized herbal extracts that guarantee the delivery of consistent results.

### The Formula:

- ▶ The amino acids, taurine, tyrosine and glycine, to protect your central nervous system while enhancing energy and boosting mood.
- ▶ Kola nut for 80mg of naturally occurring caffeine per serving. Kola nut is a 'tonic' to the nervous system and does not have any of the downsides of other caffeine sources. (Yarborough CC, *Therapeutics of Kola*, JAMA, 1999; Nov. 24 282 (20:1898))
- ▶ Rhodiola, suma, astragalus and gota kola, to minimize damaging effects of stress on your immune system and energy levels.
- ▶ A full serving of the research-proven greens+: The only green food supplement scientifically proven to sustain long-term energy and enhance antioxidant status through superior absorption.



## MACA Spirit

## Appendix N

**Maca (*Lepidium meyenii*)** is a hearty root vegetable grown in the high Andes of Bolivia and Peru. Cultivated since pre-Incan times, it is prized by indigenous peoples for its nutritional and medicinal properties along with its power as an aphrodisiac, energy enhancer and hormonal balancer

### **Nutritional Profile:**

A dietary staple for the indigenous peoples of the Andes, Maca (*L. meyenii*) is rich in nutrients, containing 31 different minerals, amino acids, antioxidants, alkaloids and sterols. Maca is an "adaptogen", a substance which brings the body to a heightened state of resistance to disease. Studies suggest that it has a balancing effect on the hypothalamus, which in turn balances other endocrine glands in the body.

### **Clinical Research:**

Maca (*L. meyenii*) root has flourished for thousands of years in the high Andes at altitudes up to 14,000 feet, in extreme climatic conditions where few other plants can survive a single season. Scientists suggest that Maca's remarkable endurance may help to explain its energizing and adaptogenic properties. Peruvian and Chinese researchers have conducted clinical tests on both humans and animals, verifying Maca's capacity to strengthen the libido and increase sperm count.

### **Benefits of Maca**

- Increases libido and improves sexual function
- Promotes hormonal balance for men and women
- Relieves symptoms of menopause
- Increases resistance to disease and strengthens immunity
- Increases energy, endurance, and stamina
- Reduces stress and improves sleep quality.



# Core Hydration Bottle

## Appendix O

Americans spend more than \$10,000 a minute for something that is readily available for free: water. Why do we shell out from 240 to over 10,000 times more per gallon for bottled water than we do for tap water? Perhaps we've given in to the marketing and advertising hype that bottled water comes from pristine springs and lakes. Or maybe because of the taste or the perception that bottled water is better regulated, safer or purer than tap water. You can benefit from "Living Water" by using a natural filtration (Appendix V) and practicing Core Hydration (Appendix T1).



### "Core Hydration Bottle"

This special water bottle encourages the natural way to hydrate your body. Adding Mother Nature minerals and vitamins to your water will make your water alive and energized. The three most important benefits of "Core Hydration" are:

- 1) Natural assimilation of nutrients - Creating suction from your mouth helps to mix the nutrients of the water with your saliva.
- 2) Natural hydration - Drinking water throughout the day with the straw eliminates unnecessary craving for food or snacks.
- 3) Natural water retention - Carries nutrients and oxygen to all cells in the body. Regulates body temperature and body energy in a natural way.

The cap is leakproof and the straw retracts when not in use, to keep the drinking surface clean.

The Flip-Top Water Bottle fits easily in a backpack or briefcase, for school, work or trips.

Order at [www.mastermoves.com/products.html](http://www.mastermoves.com/products.html) or Call 604 307-8992



## Finlandia Cooking Oil

## Appendix P

**The most healthy Coconut Oil made of organic coconuts.**

Virgin Coconut Oil is a food, and is one of the best cooking oils you can use. It has been a staple cooking oil for thousands of years in tropical climates. As a cooking oil, its chemical structure is kept in tact and therefore is resistant to mutations of fatty acid chains even when used in higher cooking temperatures, unlike most vegetable oils.

Research shows that the medium chain fatty acids found in coconut oil boosts the body's metabolism, raises body temperatures, and helps provide greater energy which can lead to weight loss. "Virgin Coconut oil" is rich in lauric acid, a nutrient that supports the body's immune system. Lauric acid is also found in human mother's milk. Dr. Mary Enig suggests the average adult should include about 3.5 tablespoons of coconut oil per day in their diet.

Coconuts are used fresh (within 24 hours of harvest) from small family farms on Mt. Banahaw and other rural places in Quezon Province, the coconut capital of the Philippines. The volcanic soil of Mt. Banahaw makes these organic coconuts some of the most nutritionally rich coconuts in the world! Testing done in independent laboratories reveals a 50% - 57% content of lauric acid, and higher levels of phenolic antioxidants than most other coconut oils. No chemical or high-heat treatment is used, and this oil contains *no trans fatty acids*

One of the primary benefits of virgin coconut oil is that it is easily digested and does not stay in the body for long periods of time. Here are more benefits:

- [Prevents heart disease, high blood pressure](#), arteriosclerosis and strokes
- [Prevents diabetes](#)
- [Protects against osteoporosis](#)
- [Promotes loss of excess weight](#)
- Kills viruses that cause mononucleosis, influenza, hepatitis C, measles, herpes.
- Reduces symptoms associated with pancreatitis
- [Relieves symptoms associated with](#) ulcerative colitis and stomach ulcers
- [Protects the body from breast, colon and other cancers](#)
- [Prevents premature aging and degenerative disease](#)
- Reduces epileptic seizures
- Protects against kidney disease and bladder infections
- [Prevents liver disease](#)
- [Prevents wrinkles, sagging skin and age spots](#)

## Food State Vitamins & Minerals

## Appendix Q

The Food State nutrients are a breakthrough in nutrition, they most closely resemble our food, because they are concentrated or grown in nature like foods. They are the form the body can most easily use and recognize, digest, and absorb. This results in a more effective distribution of nutrients which allows the body time to utilize the nutrients and thus less is wasted by excretion.

### Advantages to Food State Nutrients:

- Easily absorbed
- Mega doses not needed
- No need to be taken with Food
- Suitable for Vegetarians
- Slow excretions means frequent doses are not needed, more energy available
- Clinically Superior to all other vitamins
- Lower toxicity
- Better bio availability
- Clinically tested in hospitals



### Each tablet provides on average:

Beta carotene	2.4 mg
Vitamin D	2.5 µg
Vitamin E	5.0 mg
Vitamin C	30.0 mg
Thiamin (Vitamin B1)	0.7 mg
Riboflavin (Vitamin B2)	0.8 mg
Niacin (as Niacinamide)	9.0 mg
Vitamin B6	1.0 mg
Folic Acid	100.0 µg
Vitamin B12	0.5 µg
Biotin	0.075mg
Pantothenic acid	3.0 mg
Vitamin K	20.0 µg
Iron	2.5 mg
Zinc	2.5 mg
Iodine	75.0 µg
Copper	0.25 mg
Manganese	0.25 mg
Selenium	50.0 µg
Chromium (G.T.F)	25.0 µg
Boron	0.5 mg
Molybdenum	5.0 µg
Inositol	2.5 mg
Choline	2.5 mg
Para-amino-benzoic acid	2.5 mg

# Finlandia Mangosteen

## Appendix R

Mangosteens are an exotic fruit, originating in South East Asia. The taste is sweet and a little tangy, some say a mix between pear and strawberry, others say more a mix of lychee and grape. All agree the taste is amazing — truly unique and delicious.

Finlandia 100% Mangosteen Juice, made only from fresh mangosteens improves immune systems and has anti-viral, anti-bacterial, and anti-fungal properties. Refreshing and exquisite, Finlandia 100% Mangosteen is the closest thing to fresh mangosteens. Great chilled or on the rocks. Perfect for sorbets, sweet desserts and mixed drinks.

**Important:** Research shows that mangosteen possess potent antioxidant properties that may help maintain intestinal health, strengthen the immune system, neutralize free radicals, help support cartilage and joint function, and promote a healthy seasonal respiratory system.

**History:** For centuries, the varied cultures and societies of Southeast Asia have revered the mangosteen. Although the mangosteen has been touted for its splendid flavor, it has also been suggested that use of the whole mangosteen fruit can promote good health. In fact, the whole mangosteen fruit—especially the xanthone-packed rind—has also been utilized in folk medicine to treat a variety of health conditions. As early as 600 AD, scribes in Southeast Asia recorded the use of the mangosteen as a general remedy and healing agent.





# FREE DAY

# Appendix S

**Frequent, limited, high-quality meals:** Six meals a day, consisting of a portion of protein, a portion of vegetables and a portion of carbohydrates, and since you'll be building muscle and burning fat, about a gallon of water daily to support these metabolic processes.

DAY						
1	Breakfast	Snack	Lunch	Snack	Dinner	Snack
2						
3						
4						
5						
6						
7	FREE DAY	FREE DAY	FREE DAY	FREE DAY	FREE DAY	FREE DAY

## Rules to manage your FREE DAY:

- Choose any day of the week. Ideally Sundays.
- Enjoy breakfast as you want.
- Drink 4 Core Hydration bottles of water. **See Appendix O.**
- Enjoy lunch and dinner as you want.
- Enjoy resting or exercising as you want.
- Enjoy 3 healthy snacks. **See Appendix E**

More information about health meal plans at [www.mastermoves.com](http://www.mastermoves.com)



## Your CORE MEAL PLAN

## Appendix T

Here's the Core Training Meal Plan for each day of the week, including free days.

DAY	7:00am	10:00am	1:00pm	4:00pm	7:00pm	9:00pm
1	Master Juice	Nutrition bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
2	Master Juice	Nutrition bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
3	Master Juice	Nutrition bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
4	Master Juice	Nutrition bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
5	Master Juice	Nutrition Bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
6	Master Juice	Nutrition bar	Core Lunch	Energy Balls	Core Dinner	Energy Meal
7	FREE DAY	FREE DAY	FREE DAY	FREE DAY	FREE DAY	FREE DAY

What	Where
<b>Master Juice</b>	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>Nutrition bar</b>	Appendix E
<b>Core Lunch</b>	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>Energy Balls</b>	Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>Core Dinner</b>	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>Energy Meal</b>	Greens (Appendix M.) + Maca Spirit (Appendix N) + Omega-3 Fish Oils (Appendix F) Mix Greens with half glass of water and drink it with Maca and Fish Oils pills.
<b>Free Day</b>	One day of the week you can eat anything you want. Typically, this is the day for having parties with friends, family or business.
<b>Cravings Control</b>	To avoid cravings and reduce anxiety, place under you tongue 10 drops of the Finlandia Nerve/Craving Extract. See Appendix L



# DRINKING THE CORE WAY

# Appendix T1

To make it easy, we've planned your daily drinking on Core Training. Having a plan like this made it so much easier for you to drink the right fluid, every few hours.

DAY	7:00am	10:00am	1:00pm	4:00pm	6:00pm
1	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
2	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
3	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
4	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
5	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
6	Master Juice	SiSU Hydrate	Rock Salt Drink	Mangosteen	Weight Loss Tea
7	FREE DAY	FREE DAY	FREE DAY	FREE DAY	FREE DAY

DRINK	SOURCE
<b>Master Juice</b>	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>SiSU Hydrate</b>	Appendix D. Add one measure to your Core Hydration Bottle.
<b>Rock Salt Drink</b>	Appendix C. Add a pinch of salt to your Core Hydration Bottle.
<b>Mangosteen</b>	Appendix R. Add one measure to your Core Hydration Bottle.
<b>Weight Loss Tea</b>	Appendix K. Add the Finlandia's Weight Loss Tea Profile
28 Day Detoxification	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: <a href="http://www.mastermoves.com">www.mastermoves.com</a> (Login to Private Members Site)
<b>Free Day</b>	Make sure you drink plenty of water

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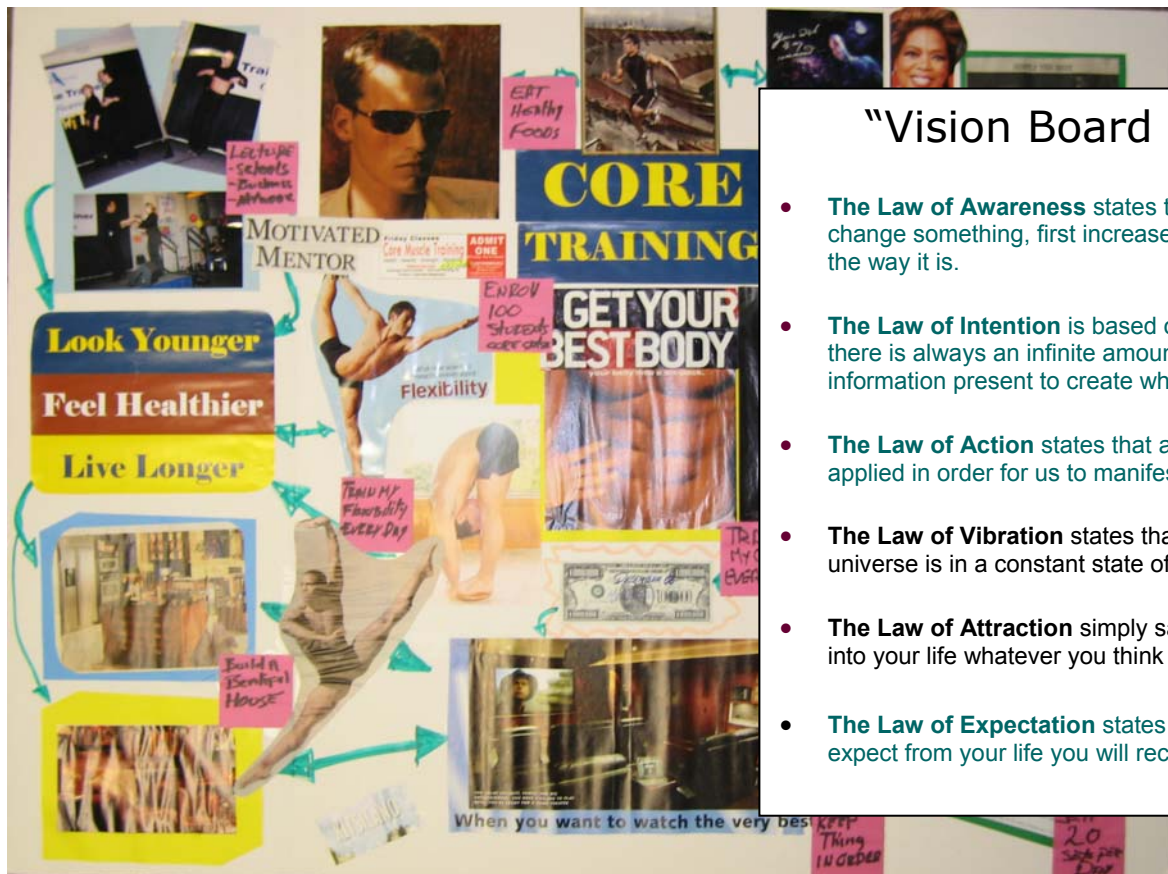


# Vision Boards

## Appendix U

Success on any major scale requires a clear vision and consistent action. Your life to a large extent is the result of your dominant thoughts. Nothing will happen by itself. It will all come your way once you have a clear vision and consistent thinking and action based on your vision.

Choose the thoughts and actions that will lead you to vision. Nobody can do it for you. Only you can make it happen when your vision is clear. You're the only one with the power to live your vision. The day you make a **Vision Board** for yourself; the day you have a clear vision; the day you stop making any excuses about manifesting your vision, that's the day you start on the road to success.



### "Vision Board Laws"

- **The Law of Awareness** states that if you want to change something, first increase your awareness of the way it is.
- **The Law of Intention** is based on the fact that there is always an infinite amount of energy and information present to create what ever you desire.
- **The Law of Action** states that action must be applied in order for us to manifest things on earth.
- **The Law of Vibration** states that everything in the universe is in a constant state of vibration.
- **The Law of Attraction** simply says that you attract into your life whatever you think about.
- **The Law of Expectation** states that what you expect from your life you will receive.

Order at [www.mastermoves.com/products.html](http://www.mastermoves.com/products.html) or Call 604 307-8992

# Postura Bookrest

## Appendix U1

### Why Do You Need A Book Holder?

We often neglect our body postures while reading. We become so engrossed in what we are reading that we forget how our body is positioned. Now anyone can enjoy reading hands-free with perfect posture while sitting or reclining. The Postura Bookholder improves Reading for:

- Professionals
- College Students
- The Physically Disabled
- Physical Rehabilitation Patients
- Everyone!

### Why is Posture Important?

Our bodies were not designed to sit all day. The modern sedentary lifestyle consisting of little exercise and long periods of sitting puts an unnatural strain on the spine and nervous system. An effective way to reduce this strain is to constantly correct the bad postures. POSTURA helps you to do this.



Order at [www.mastermoves.com/products.html](http://www.mastermoves.com/products.html) or Call 604 307-8992

## Natural Water Technology Appendix V

Like electricity or gravity, there is power in water if you learn how to use it. Using an ingenious gravity flow system, natural water can provide you with "Living Water" - the cleanest alkaline water you can ever drink. It's a portable waterworks - producing natural water without electricity or plumbing.

Natural water features several stages of filtration. Water flows through a carbon medium, ion exchange resin and zeolite. Ceramics are in the filter, to impart "the water of life." Final stage filtration consists of a bed of mineral stones, like the stones that provide natural filtering and minerals in streams and rivers. Natural Water Technology completes the process, as the water passes through a charged field surrounding the natural water treatment.



### "Natural Water" Benefits

- Efficiently transports nutrients to the body's cells.
- Efficiently eliminates toxins and bodily waste by transporting it out of the cells.
- Reverses polarity (negative/positive) of the toxic substances, such as heavy metals, pesticides and nitrates, thereby eliminating their harmful effect on the human body.
- Brings renewed energy to the human body and the bloodstream.
- Eliminates and prevents bacteria.
- Eliminates the taste and smell of chlorine and other odors in tap water.

Order at [www.mastermoves.com/products.html](http://www.mastermoves.com/products.html) or Call 604 307-8992



# Body Detoxification

## Appendix W

Body detoxification is the process of cleansing your body of waste and toxins. All cells in your body depend on proper nourishment and cleansing, without which they cannot function. If you eat poorly, toxins will accumulate in your body from things like junk food, preservatives, steroids, hormones, additives, waxes, dyes, coffee, sodas, and coloring. Junk food is a major source of body toxins.

The 28-day Mastermoves Detoxifying Juice Program is an excellent way to cleanse your body. The enzymes and nutrients that the Mastermoves juices provide will clean out your liver, kidney, stomach and intestines; this will, in turn, make your bowel movements more frequent, helping you to flush out toxic waste.

Drinking the Mastermoves fruit and vegetable juices also increases your fluids intake, helping to flush your digestive system and regularize bowel movements. Ideally, you should have at least one to two bowel movements per day and at regular intervals. Otherwise, toxins will accumulate in your intestines, contaminate your blood stream and pollute your entire body.

Some of the benefits of the **28-Day Mastermoves Detoxifying Juice Program** are as follows:

- Helps to eliminate toxins
- Reduces fat from your skin and arteries
- Improves your digestion system
- Improves your immune system
- Regularizes bowel movements
- Repairs and renews damaged cells
- Energizes your body.

Follow the **28-Day Mastermoves Detoxifying Juice Program** at least twice a year.

More information at [www.mastermoves.com](http://www.mastermoves.com) or Call 604 307-8992



# Body Nutrition

## Appendix W-1

### ENERGY BALLS

"Natural." "Nutritious." "Wholesome ingredients." "Packed with protein." You've seen the claims. Today's market is booming with various protein bars, energy bars and meal replacement bars. The question is, how substantial are their health claims? Are these bars full of nutritional value, or are they really just dressed-up candy bars?

Try this nutritious "energy balls" instead...

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#### **Ingredients:**

- 1 cup organic peanut butter
- 1 cup honey
- 1/2 cup Peruvian Maca (optional)
- 4 cups of any combination of the following ingredients:
  - Granola
  - Oatmeal
  - Raisins-Sunflower seeds
  - Dried cranberries
  - Flax seed (ground or whole)
  - Oat bran
  - Wheat germ

#### **Steps:**

1. Mix peanut butter, honey and Peruvian Maca.
2. Add 4 cups of any of the additional ingredients. My favorite combo for taste and health factor is oatmeal, cranberries, flax seed, and peanuts.
3. To make the perfect balls, play around with the honey (if it's too dry) and oatmeal, bran, etc (too moist) until the balls hold their shape and aren't too gooey. Ideally, let the mix sit for few minutes before doing the balls.
4. Now, roll the balls to about 1cm and then refrigerate (or freeze) ... enjoy!

More information at [www.mastermoves.com/newsletter.html](http://www.mastermoves.com/newsletter.html)



# Mastermoves Core Training Appendix X

There are sound and valid anatomical reasons for doing core strengthening, which are easy to see, once you understand the relationship between the stomach muscles and the spine. A strong, stable core can make any sport, like tennis, running, swimming, golf and skating, easier. For example, because your spine acts as a powerful base for your legs, you will be able to put more power behind each movement of body with less effort. If your core is strong, your lower AB muscles will be drawn in towards the spine and help you sit up straight. In essence, core training is an intelligent training structure, because it strengthens weak muscles and corrects imbalances from the inside out.

## **IMPORTANT FACTS**

"Back injuries account for nearly 20% of all injuries and illnesses in the workplace in North America."

- The National Institute for Occupational Safety and Health

"Chronic back pain is said to account for more than \$2.5 billion lost to the British economy each year"

- The British Medical Journal

"Cardiovascular Disease (CVD) continues to be one of the leading causes of death and morbidity among adult."

- Canadian Association of Cardiac Rehabilitation

"Excess weight and lack of basic abdominal strength put extra stress on the lower back; back injuries are still the second leading cause of work absenteeism."

- The National Institute for Occupational Safety and Health

## **MUSCLE MECHANICS**

The primary back muscles are known as the erector spinal and run from your hip to your neck on either side of your spine, branching off to attach at your ribs and spine; these extend the spine. The quads, hip flexors, hip rotators, hamstrings and gluteus are primary core stabilizers.

Core training includes Body Conditioning for beginner level and Body toning for intermediate level. The exercise routines work the abdominal muscles and lower back muscles, which are often ignored by other exercise programs. These muscles, in particular, have a starring postural role and are crucial in the stabilization of the lumber



spine because it hugs your innards like a snug, muscular corset. Recommended by sport scientists, physiotherapists and osteopaths, core training is the most important training that quickly improves the alignment and balance of your body.

## **BUILDING YOUR CORE MUSCLES**

Core training uses the same principles as building the Empire State Building. Strong and fully functioning core muscles act as the foundation of the body. With this strong and stable foundation all other elements of health and fitness such as relaxation, flexibility, strength, endurance and speed can be achieved. In order to build a strong core, you must follow the fundamentals of fitness: core hydration, core hygiene, core nutrition, core training and core energy.

Your success in any area of your life is always connected with a solid foundation. If you want improvements in other areas of your life, start by focusing on building your core muscles and letting that foundation create and sustain the energy for success in business, relationships, education, sports - any area of your life!

## **WHAT ARE THE CORE MUSCLES?**

Core muscles are the transverse abdominis (3rd, 4th, and 5th muscles, posterior torso), the Perineil muscle floor (lower torso), and the Gluteal muscle complex (minimus, medius and maximus, anterior torso). Core muscles act in unison as a girdle for the torso. They are also the primary stabilizers of the spine. This combination of muscles provides stability and support of your spine in every activity. Whether you are walking, running, jumping, or sitting at a desk, your core muscles are the foundation for all movement, power and strength in your body.

## **WHY CORE TRAINING?**

Any object is only as strong as its weakest link. Likewise, your body is only as strong as its core. The focus of good core training is the recognition, activation and strengthening of all core muscles. The goal in core training is to ensure the stabilization of the spine and, subsequently, the entire skeletal structure. Common symptoms of poor core functioning are lack of energy and back pain.



## **BENEFITS OF DAILY CORE TRAINING**

Core training helps **individuals** to attain improved physical and mental health for high productivity and creativity. With daily core training, you build natural beauty, flexibility and strength from the inside out. Core training improves your body shape, posture and coordination and enhances concentration, mental creativity and team work - ideal for tennis, golf and dancing. Core training also provides other important benefits:

- Protection of the Nervous System - Core musculature acts as a protective shield for your spinal cord and column. The transverse abdominis acts as a massager of the guts and aids the pumping of blood back to the heart.
- Enhancement of Circulation - **When movement originates from the core, pressure changes occur within the pelvis.** The pressure change enhances the circulation of blood and lymphatic fluid.
- Elimination of Toxins – Core training helps to maintain normal bowel movement - the fluids from your internal organs are mobilized and stimulated to eliminate toxins more effectively.
- Improvement of Whole Body Stability - Core muscles stabilize the spine and pelvis. A strong core foundation affects your carriage and allows your head, shoulders, arms and legs to move in proper range of motion. Core muscles transfer power from the lower to the upper body and vice versa.
- Realignment of Posture- A healthy core keeps your spinal cord in proper alignment which, in turn, improves and enhances posture.
- Improvement of Concentration – A healthy core relaxes your body and enhances energy flow, both of which improve creativity and mental concentration.
- Enhances Self-esteem - Your core muscles are the foundation for developing a lean, healthy, strong and attractive body. When you feel good about your body, **self-confidence and self-esteem is improved.**

More information at [www.mastermoves.com](http://www.mastermoves.com) or Call 604 307-8992



# Body Relaxation

## Appendix Y

Learn the relaxation and breathing techniques from yoga and chi kung!

Massage muscles all over your body - shoulders, back, hips, legs and soles of your feet - with this easy to use massager - instructions, video and audio included.



**Tone your Abs, Legs and Arms!**

Just roll the massager over your body to relieve tension.

Get a friend to roll the two wheels of this massager slowly down your spine from your shoulders to your hips, to relieve back pain and relax your body.



Release tension, relieve headaches and refresh your mind.

Stimulate specific sole points with this specialized wooden massager. Also wonderful for use on shoulders and neck!

More information at [www.mastermoves.com](http://www.mastermoves.com) or Call 604 307-8992



# The Green Practice

## Appendix Z

The Green Practice is a good reference to develop a comprehensive waste reduction and energy conservation program. You can adopt the "Reduce, Reuse, Recycling" theme by increasing and promoting recycling, reducing materials entering the waste stream, promoting and achieving increased and preferential use of materials with recycled content, and emphasizing and increasing the purchase and use of environmentally preferable products.

### **Bad Facts about our planet Earth**

- More than *1,000,000,000 (one billion)* trees are used to make disposable diapers every year.
- In one minute, *50 acres* of rainforest are destroyed.
- There are about *500 million* automobiles on the planet, burning an average of 2 gallons of fuel a day. Each gallon releases *20 pounds* of carbon dioxide in the air.
- About *80%* of our trash goes to landfills, *10%* is incinerated, and *10%* is recycled.
- Recycle Your Motor Oil -- In North America we use about a billion gallons of motor oil each year, and about 350 million of it ends up in the environment. About 2.1 million tons of oil are deposited in our rivers and streams every year.

### **Things we can do to help:**

1. Eat with moderation - Grow herbs indoors or out - Buy locally produced goods.
2. Don't buy water bottles - Stop Junk Mail - Make a compost pile for biodegradable garbage such as scraps from fruit and vegetables (remember no meat!). When it turns to compost-use it in a garden.
3. Turn off lights - Turn off other electric things, like TVs, stereos, and radios when not in use - Use rechargeable batteries.
4. Use paper instead of plastic.
5. Don't buy products that may have been made at the expense of the rainforest.

More information at [www.mastermoves.com/green.html](http://www.mastermoves.com/green.html) or Call 604 307-8992



## The Final Word

In the quest for personal balance, we will often neglect our own well-being to give more to our family, jobs or friends. And yet everyone needs a good strategy to maintain proper emotional and physical balance. Today, more than ever, people need a healthy way to deal with the uncertainty, anxiety, stress and confusion. It has been scientifically proven that regular exercise along with healthy eating, elevates energy levels, reduce stress and keep the mind creative.

When we compared the ancient remedies against modern pharmaceutical protocols and standards, we found the prescriptions in the ancient documents not only compared with pharmaceutical preparations of today but that many of the remedies are more natural and effective than modern prescriptions.

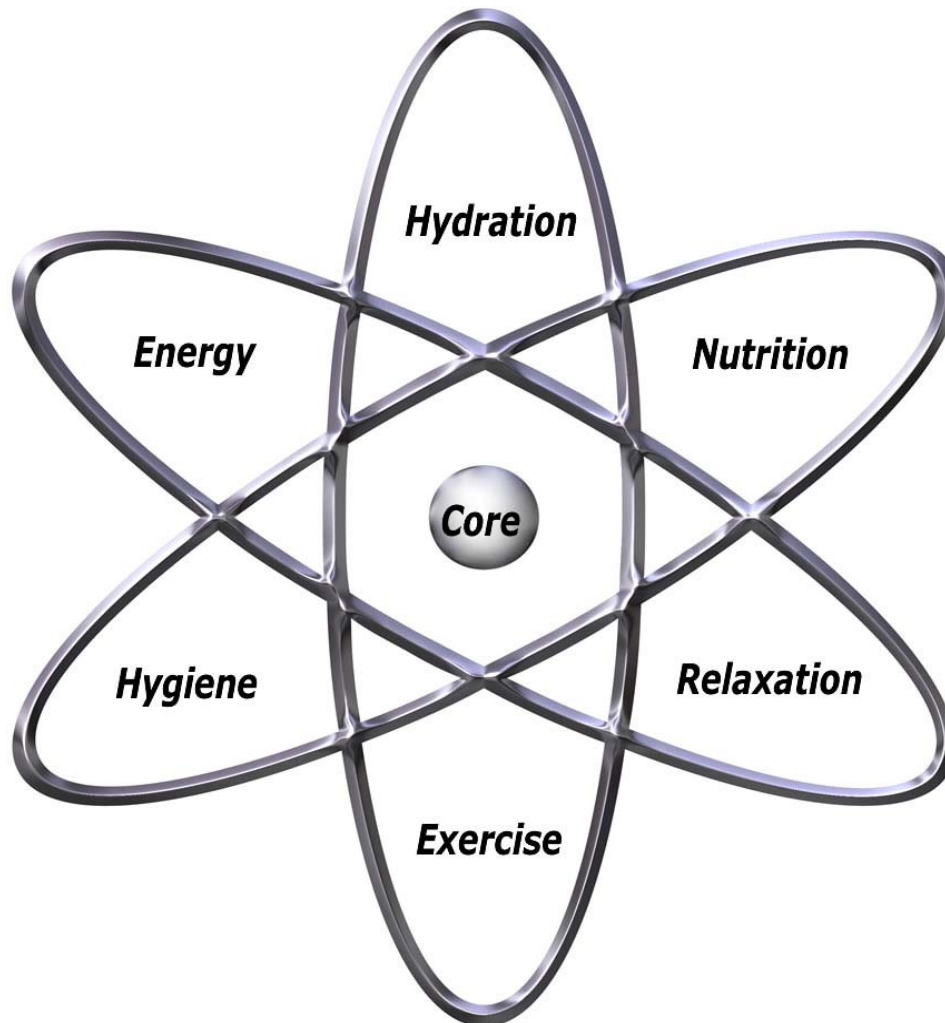
By building a better body, you'll have greater self-esteem, more confidence and better attitude. So if you want to improve in any areas of your life, start by taking *The Core Challenge* and focus on building a better body towards the achievement of your goals.

Live in rooms full of light  
Avoid heavy food  
Be moderate in the drinking of wine  
Take massages, baths, exercise, and gymnastics  
Fight insomnia with gentle rocking or the sound of running water  
Change surroundings and take long journeys  
Strictly avoid frightening ideas  
Indulge in cheerful conversation and amusements  
Listen to music.  
-- Cornelius Celsus

**Aulus Cornelius Celsus** (25 BC—50) was a Roman encyclopedist and possibly, although probably not, a physician. He probably lived in Gallia Narbonensis. His work, the *De Medicina*, is the only surviving section of a much larger encyclopedia, and is a primary source on diet, pharmacy and surgery and related fields.

**IF YOU HAVE THE COURAGE TO BEGIN,  
YOU HAVE THE COURAGE TO SUCCEED.**

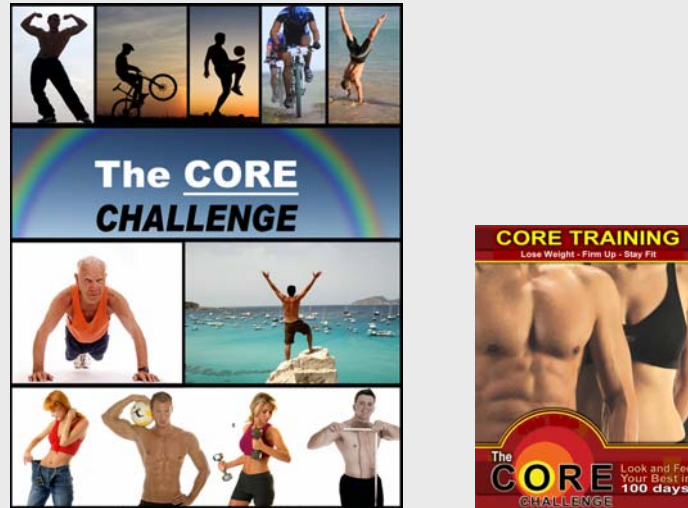
The Core Challenge Motto



# ***The Core Challenge***

[www.mastermoves.com](http://www.mastermoves.com)

## ***Challenge Entry Kit***



- Tracking Manual
- Core Training DVD
- Intuitive Power CD
- Orientation Workshop
- Core Training Support
- One Year Support via Internet

Register at [www.mastermoves.com/core.html](http://www.mastermoves.com/core.html)