



# *Jump Start*

## Core Training Program



**Look Good And Feel Great!**  
**Easy Steps to Success**

# Welcome to Master Moves

Congratulations! You now own the most holistic and simple portable fitness system, ready to use anytime and anywhere. All it takes is a few minutes per day to develop a lean, healthy, and beautiful body. This booklet is an overview of the Master Moves system, more details you will find in the manual “My Success Guide” included with your Core Training system.

Master Moves is an integrated fitness approach that recognizes exercise alone is meaningless if it is not balanced with other Core Principles: body hydration, nutrition, hygiene and energy.

Before starting the exercises, we suggest you follow the 28-day Master Moves Juice Detoxification program. We also offer a Core Nutrition program with simple, tasty and healthy recipes. The exercise routines take only 10 to 15 minutes, resulting in improved core strength, high calorie burning, better posture, improved coordination, and a leaner and more flexible body. Hydration, hygiene, and energy boosting are also part of the mix.

We focus on the core or “trunk” of your body because this is where the foundation of fitness sits. Internally, your spine, nervous system, and vital organs such as the liver, kidneys, stomach and intestines exist in the core. Externally, the muscular tissue holding your body together, such as your obliques, abdominals and lower back muscles, exist primarily in the core.

With Master Moves, you train your core’s invisible internal components and visible external components. Not only do you strengthen and tone muscles, you also stimulate your internal organs, improve immune functions, and activate the circulation of blood and body fluids.

Our bodies are naturally designed to be fit. However, sedentary lifestyles, strenuous activities or aggressive and damaging exercise routines have pulled people away from their natural state of fitness. Our gentle, organic approach is designed to condition your body to return to its natural state of optimal fitness which, once achieved, requires only maintenance. We are confident you will enjoy your Master Moves fitness experience.



## Thousands Have Already Succeeded



I'm a professional in the Golf Training Industry (former President of BNI of B.C.) with advanced studies in professional speaking, coaching and leadership. The Core challenge was life changing for me. I committed to the program and got great measurable results that proved to me that Master Moves works and is easy to fit into my busy schedule. Most importantly, as a result of the challenge I now have the "habit" engrained in my daily routine!

I invite you to try Master Moves and discover the great benefits from core training. You will learn how you can tone up, lose those few extra pounds, cleanse your body and feel totally energized.

Darrell Ross,  
Parmasters Golf Training Centers, Inc.

# Core Principle #1

## Core Hydration



More than 60% of your body and more than 80% of your brain is water so keeping yourself well-hydrated is a critical component of your fitness. Yet, an estimated 75% of North Americans are chronically dehydrated.

When a plum is picked from a tree and left un nourished and exposed to the sun or wind, it shrivels, dries, and becomes a prune. A similar transformation happens to humans if we do not maintain the water levels that our bodies need. When we dehydrate, proteins and enzymes in our bodies wither and individual cell functions slow until the body eventually gives up.

Many disease conditions may arise from prolonged dehydration; for instance, arthritis, asthma, allergies, chronic fatigue, depression, anxiety, high blood pressure, diabetes, heart disease, strokes, vertigo, glaucoma, cataract and multiple sclerosis.

Some of the primary reasons that your body needs water include the following:

- Water is your main source of energy. Without water, nothing lives.
- Water flushes toxins out of your vital organs and carries nutrients to your cells.
- Water cleanses your skin, making it clearer, smoother and more youthful.
- Water enhances your immune system.
- Water restores normal sleep rhythms.
- Water provides electrical energy for your brain.
- Water energizes food which improves digestion and increases the body's rate of nutrient absorption.
- Water assists with natural weight loss.

A common, but mistaken belief is that all liquids provide adequate hydration. In reality, *nothing* can replace water. Coffee, tea, soda, alcohol and juices do not hydrate your body. Caffeine attacks the reserve of energy in your brain cells. Alcohol and soda pop actually dehydrate you, preventing water supplies to your brain. Even milk is not the same as water. Milk is a food and must be treated as food. In the end, your body needs water and only water to keep itself hydrated.

To ensure proper hydration:

- **Sip water through a straw.** Keeping your mouth moist by sipping small amounts of water during the day helps stimulate saliva flow. Saliva neutralizes acid and clears sugars from the mouth. If you're not producing enough saliva, then you're at a higher risk for poor digestion and tooth decay.
- **Drink water before meals.** The optimum time is thirty minutes before eating, which prepares the digestive tract and helps control hunger.
- **Drink 4 to 6 ounces of water first thing in the morning.** You need to correct the dehydration produced during sleep.

- **Drink at least 8 to 16 ounces of water** one to two hours before activity. Ideally, drink the last 8 ounces about twenty minutes before exercise.
- **During exercise, sip 4 to 6 ounces of water every 15 minutes.** Upon completion, enjoy another 8 to 16 ounces.
- **Drink water with mineral salt.** Trace minerals help to remove toxins from your body.
- **Avoid drinks such as soda pop, processed juices, coffee or alcohol.** These liquids are toxic and dehydrate the body.



**For more information visit:**

**[www.mastermoves.com/hydration.html](http://www.mastermoves.com/hydration.html)**

# Core Principle #2

## Core Nutrition



Changing eating habits does not mean you have to follow a restrictive diet and count calories. What it means is you have to avoid junk food and plan your eating intelligently, based on essential nutrients your body needs.

Each minute of your life, your body replaces more than 200 million dead cells. If the cells are not replaced, your body will degenerate and die. Nutrients are the primary source for cellular replacement. If you eat junk food, then you replace dead cells with weak and dysfunctional ones because your body lacks the proper nutrients to build strong replacement cells. If you eat healthy food, then your dead cells are more likely to be replaced with strong, healthy ones. With Master Moves Core Nutrition, you will learn which foods promote healthy cellular regeneration.

'Real food' from plants nourished by the sun and soil are the natural source of essential minerals, vitamins, enzymes, fibers and proteins that your body needs. Your body naturally recognizes, invites, and utilizes natural foods. However, with unhealthy eating habits, most people have lost their natural taste for real food and have, instead, conditioned their bodies to crave processed foods loaded with dangerous substances such as refined sugar, sodium, chemicals, and hydrogenated oils. With Master Moves juices and recipes, you will slowly re-condition your taste buds and body to accept natural foods and reject processed foods.

Here are some tips to follow, details of which are found in the Master Moves manuals:

- **Drink the Master Juice daily for breakfast.** The Master Juice detoxifies and fuels your body.
- **Practice portion control and never skip meals or avoid eating.** It is best to have 5-6 small meals or snacks, every 3-4 hours.
- **Eat green vegetables and fruits.** Vegetables are low in calories and loaded with vitamins and antioxidants. Fruits are a great source of fiber.
- **Eat lean proteins at every meal.** Proteins help to build and maintain healthy muscles.
- **Eat whole grains.** Whole grains fuel and energize your body.
- **Watch out for fat.** Choose low fat or fat free foods when possible.
- **Avoid alcohol.** Alcohol has high calorie content and is a toxin that damages body tissues and organs.
- **Avoid soda pop, coffee, caffeinated drinks, and artificial juices.** They are highly toxic.

**For more information visit:**

**[www.mastermoves.com/nutrition.html](http://www.mastermoves.com/nutrition.html)**



# Core Principle #3

## Core Exercise



Nearly every movement of your body involves the use of your core muscles: abdominals, obliques and lower back muscles. Your core muscles are the source of all strength and power, and are also the main muscular connection between your upper and lower body. If your core muscles are weak, injury and bad posture are likely to occur.

Traditional core training involves sit-ups or “crunches” which target only superficial muscles, so they are incomplete and ineffective. Moreover, the linear and crunched movement of a sit-up causes stress to your internal organs and strains your lower back, leading to a damaged, unhealthy, and cramped core.

With Master Moves core exercises, you train in natural circular motions or in level positions that simultaneously lengthen and strengthen your deep core muscles.

Our core exercises also focus on your *internal* core. Sedentary lifestyles and slouching weaken and displace your internal organs. When you exercise with Master Moves, pressure changes occur in the core muscles that assist the heart and extremity muscles to circulate blood and lymphatic fluids throughout the body. Simultaneously, the spinal column is realigned and your core internal organs are massaged and placed back in their ideal positions.



The **Core Training** routines include:

1. **Body Conditioning** – A gentle exercise routine that slowly conditions your body for more advanced routines.
2. **Body Toning** – The ideal exercise routine for toning your muscles and improving your core endurance, balance and flexibility.

The **Core Workout** routines include:

1. **Body Blast (Beginner Level)** –A great workout routine that boosts your energy, trims your lower body and shrinks your waist with easy to follow exercises.
2. **Body Endurance (Intermediate Level)** – An evening workout routine to build body endurance.
3. **Calorie Blast (Advanced Level)** – A powerful, 15-minute workout routine designed to tone your entire body.

For more information visit:

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

# Core Principle #4

## Core Hygiene



Your body is a complex machine and, like any machine, it needs regular maintenance, including hygiene, to keep it working. Hygiene is not just about keeping your external body, such as your skin clean; it is also about keeping your internal body clean.

In the same way that an engine will clog and burn if its oil is not routinely flushed, your body will die if the colon is blocked and waste cannot be eliminated regularly.

Here are some simple tips for practicing Core Hygiene:

- **Drink the Master Moves Juice Daily for Breakfast** - The Master Moves Juice detoxifies your body and cleanses your digestive track, improves skin appearance and most importantly, enhances digestion and waste elimination from your body.
- **Practice Body Detoxification every other day** - The 28-day Master Moves Detoxifying Juice Program is an excellent way to cleanse your body. The enzymes and nutrients provided in the Master Moves juice will help clean out your liver, kidney, stomach and intestines
- **Protect your toothbrush** - Every time a toilet is flushed, tiny fecal particles and bacteria spray 20 feet in the air. Keep your toothbrush out of the line of fire by storing it in a drawer, cabinet or another enclosed place.
- **Soak Your Hands & Feet in Epsom Salt Water** – Regular soaking in water with Epsom salts is a relaxing process that helps eliminate fungus and dead skin.
- **Wash Your Hands** - Most infections we contract, especially colds and gastro illnesses, come from germs on our hands.
- **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.

**For more information visit:**

**[www.mastermoves.com/hygiene.html](http://www.mastermoves.com/hygiene.html)**

# Core Principle #5

## Core Energy



The following laws and principles apply to energy:

- Everything that exists is energy.
- Any form of energy can be transformed into another form.
- Energy enables muscles to move and carry out physical activity.
- Energy promotes tissue growth and repair.
- Your attitude reflects the energy you want to attract in your life.
- Your energy follows your thoughts. Positive thoughts, words, and actions attract positive outcomes.

The primary depletion of energy is free radical build-up. When you eat or drink poorly, over-exert yourself (including too much exercise), or stress your body, the water in your body reacts with oxygen and produces **hydrogen peroxide**, a toxic molecule called a **free radical**. The

bombardment of your cells by free radicals diminishes your physical energy and degenerates your body, molecule by molecule.

The main energy-boosting nutrients are contained in three different food groups – carbohydrates, proteins and fats. Carbohydrates provide energy for your body. Proteins repair and maintain muscles and tissues. Fats supply your body with a concentrated source of energy to maintain healthy skin and regulate body temperature.

Core energy also involves the mind. Within you there is a network of nerves and sensory organs that interpret the outside physical world into mental, physical, emotional and spiritual energy. Practicing mind relaxation and positive thinking is a powerful way to create and maintain your optimal energy level. For instance, something as simple as a daily 20-minute break can restore your body energy and mental concentration. Most people use their breaks to experience the instant buzz of a chocolate bar or cup of coffee. You may instantly feel re-energized, but those feelings are artificial and short-lived because once the initial 'lift' has waned, energy levels plummet. It is better to spend your breaks relaxing and quieting your mind.

Here are some simple tips for raising your Core Energy:

- **Sleep.** We need sleep as much as we need food to fuel our bodies. To enhance your sleep, eat at least 3 hours before going to bed, sleep with the window slightly open and make sure your mattress is firm and supportive.
- **Take an Energy Shower.** There is nothing like an early morning energy shower to kick-start your body into action. When you are about to finish your warm shower, turn the temperature to cold for about three minutes.
- **Routine body detoxification.** The enzymes and nutrients the Master Moves juice provides will clean out your liver, kidney, stomach and intestines; this, in turn, makes your bowel movements more frequent, helping to flush out toxic waste.
- **Exercise to Energize.** Gentle Master Moves core exercises will optimize your energy levels. Moderation is key; over-exercising is just as bad as under-exercising.
- **Enjoy Deep Breathing.** Five minutes of deep, steady breathing helps restore energy flow.
- **Practice Vision Boards.** The benefits of visioning and defining images in your future stimulate the flow of creativity, imagination and positive energy in your mind.

- **Massage your body every day.** Massaging prevents stress and keeps energy flowing.
- **Take supplements if necessary.** A daily dose of Aloe Vera raises energy levels. Vitamins and minerals are essential for energy production.



For more information visit:

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

## Thousands Have Already Succeeded



I am a mother of four and also work part time. For years I struggled with self-esteem issues even when I never struggled with my weight. I was always actually on the slimmer side. Then after four children I really did struggle. I weighed 210 pounds the day my last son was born. I tried so many different exercise programs and worked so hard with very little results. It was frustrating and I struggled even more with self esteem.

My chiropractor, told me that I should look into core strengthening and that my chronic back pain and need for alignments so often were possibly a result of my abdominal surgery. So I searched and found MASTER MOVES. Well I was surprised and amazed. It was fun, the easiest and most rewarding time of my life. In just 7 weeks I lost 11.5 pounds and 10 1/4 inches all over and gained a new appreciation for myself and my family.

Cindy Morris  
Chilliwack, BC, Canada



# Getting Started

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## Before you Begin with Master Moves:



1. Watch the dvd “**Introduction to Mastermoves**”. You will learn from the dvd that it only takes **15 minutes twice per day** to develop a lean, healthy, and beautiful body.
2. Read your training manual “**My Master Moves Success Guide**”. This important guide for Core Training will help you to develop important fitness habits including body detoxification, planning, tracking your daily activities, and preparing simple, fun, and healthy meals and juices.
3. Watch the dvds **Body Conditioning** and **Body Blast** which includes Core Training exercises and workouts for beginners.
4. Join our **Core Training Club**. Go to [www.mastermoves.com](http://www.mastermoves.com)
  - Click on Login (upper right hand side)
  - Enter your Login:
  - Enter your Password:
5. For more information, register for our FREE weekly Newsletter.

[www.masterquotes.org](http://www.masterquotes.org)

# 5 Master Moves Training Steps

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To start your Master Moves Core Training, follow these 5 steps:

## **Step 1 –28-Day Detoxification Juice Program**

The Master Moves juice detoxification program is an excellent way to cleanse your body and restore your energy before delving into the exercises. The enzymes and nutrients that natural juices provide will clean out your liver, kidney, stomach and intestines which, in turn, will make your bowel movements more frequent and help flush out toxic waste. Follow this program as explained in your manual.

## **Step 2 – Body Conditioning & Body Toning Programs**

Practice exercise routines as described in the training dvds. These programs teach you how to condition and train your body in preparation for more advanced exercise routines.



## **Step 3 – Body Blast Program**

**Body Blast** introduces core exercises for beginners. Practice **Body Blast** for 1 to 3 months, depending on your physical condition.

## **Step 4 – Body Endurance Program**

Once you master the **Body Blast** program, switch every other day to the intermediate **Body Endurance** program. Ideally, this routine should be done every other day in the evenings before dinner. We recommend every other day because your muscles need the time in between to recover.

## **Step 5 – Calorie Blast Program**

The **Calorie Blast** program is an advanced level of core training. Once you reach this stage, you can combine all of the Master Moves programs in whatever order you choose.

# Taking The Core Challenge

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## **You set your goal... We'll help you reach it!**

The purpose of **The Core Challenge** is to help you adopt simple practices to keep your organs healthy, your muscles toned, your mind healthy and your intuition sharp.

The Core Challenge is a series of physical and mental fitness activities challenging individuals to achieve a personal goal by maximizing their performance in tests of discipline, strength and endurance.

More than a typical fitness challenge, the Core Challenge guides you, day by day, step by step, through 100 days of personal transformation and goal seeking. We provide you with a tracking logbook, coaching, inspiration videos and wellness support.

**IMPORTANT:** In order to succeed with the Core Challenge, within 100 days, you will have to set and achieve a clear goal, demonstrating a significant transformation of your core muscles.

**The Core Challenge** contains week-by-week schedules you can adapt to suit your own lifestyle. Whether you want to quit smoking, lose weight, or improve self-confidence, the Core Challenge will provide you with the information, the structure, and the support to achieve your personal goals.



For more information visit:

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

## Thousands Have Already Succeeded



Being a Wife, Mother and running my own business I found working with the Master Moves System, fun, easy and most of all portable, oh and did I say FUN, it actually feels like your dancing and I have never got bored or felt like it was not challenging enough to feel like an amazing work out.

I felt the work out with-in a couple of minutes, and I loved the idea I could do this in my own home and did not have to go to the gym everyday and do that strenuous work out. With only having to exercises 15 min in the morning and 15 min in the evening, it went fast and in just 7 weeks of training I lost 11" total and 2 dress sizes...So yes I do know this works and I'm looking forward to almost reaching my goal within the next month.

Now, I am more focused to actually doing the exercises and my two year old dances along side of me while mommy is exercising and he is getting some exercise as well.

Deborah Gillam  
Surrey, BC, Canada

# Final Note

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Today, more than ever, people need a healthy, simple, and practical way to improve their health. In the quest for personal balance, people paradoxically neglect their own well-being in order to give more to their families, jobs or friends. It's now time make yourself a priority.

I have a deep desire to share my experiences and personal work in health and fitness to help you get lean, healthy and happy forever. I am confident the integrated approach of Master Moves, which involves hydration, nutrition, exercise, hygiene, and energy boosting, will facilitate your fitness quest. Once you restore your optimal fitness state, you'll find yourself fitter, more confident and highly productive about everything you do.

Please, Let us know how it goes and share your experience.



**Oswaldo Koch**, Fitness Trainer, MBA, P. Eng.  
*Creator of Master Moves*

## From Fractured Neck to 6-Pack Abs

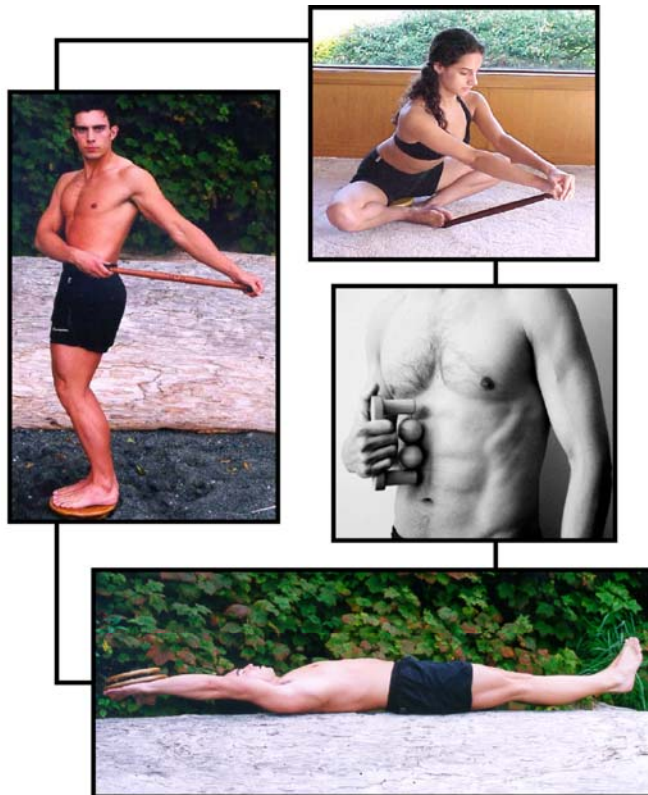
**Strong, lean and  
healthy from the core!**  
Oswaldo Koch



# Finally... You Can Look and Feel Better!

## *Tone and Cleanse*

your body of TOXINS Today!



**Your NEW BODY is Here!!**  
**[www.mastermoves.com](http://www.mastermoves.com)**

For more information please contact us at:

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