

You Set Your Goal

We Help You Achieve It

Core Hydration

Core Nutrition

Core Exercise

Core Hygiene

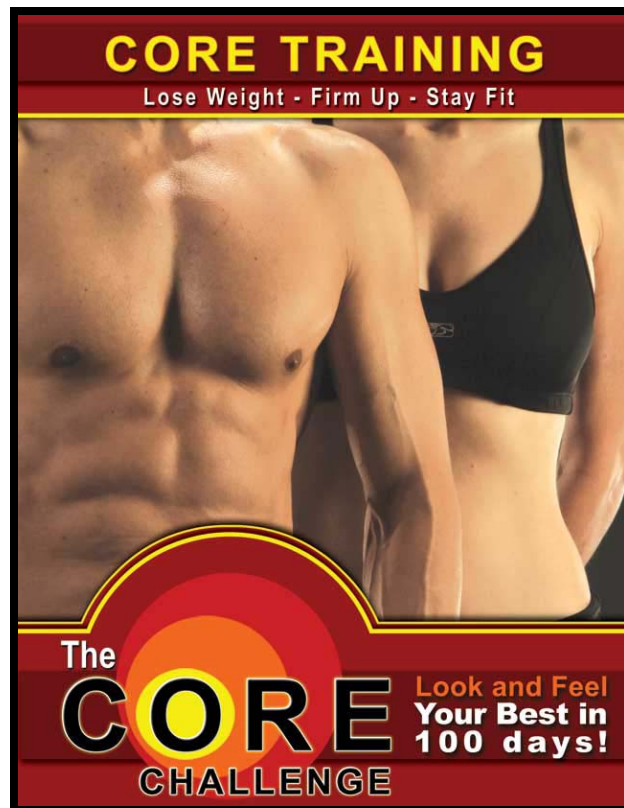
Core Energy

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 the ocean with mountains in the distance.

The Core Challenge

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

”Success is out there for you.
Don't wait for it to come to you,
go out and find it.”



IMPORTANT

This is a short version of *The Core Challenge Manual*.
Full version of this manual is available at:

www.mastermoves.com/core.html



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.

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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

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

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 Pharmacy¹ and OK Initiatives Inc.² 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

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

² 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

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

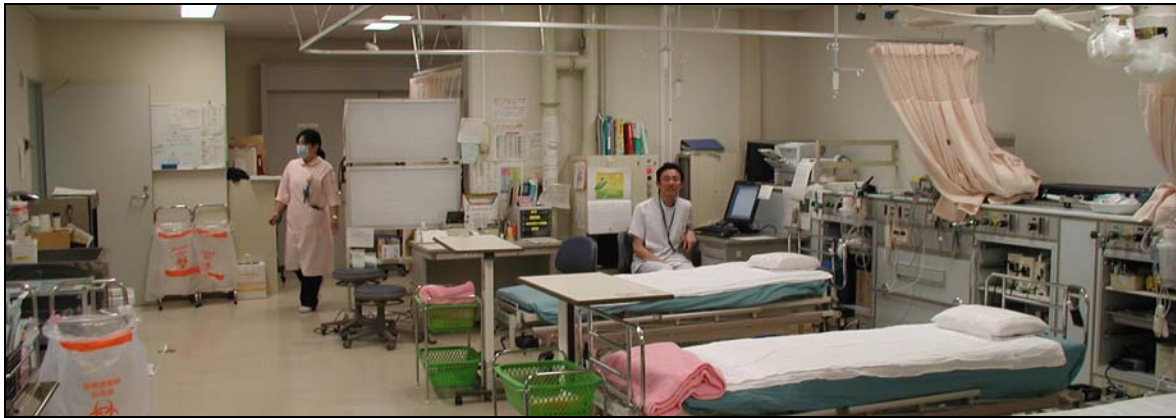
In 1998, I had a very happy and prosperous life and I was in excellent physical condition. However, my world changed dramatically when I had a nearly fatal mountain biking accident. Going down hill at high speed, my bike suddenly stopped when it hit a large trunk. I landed on my head. Although I wore 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.

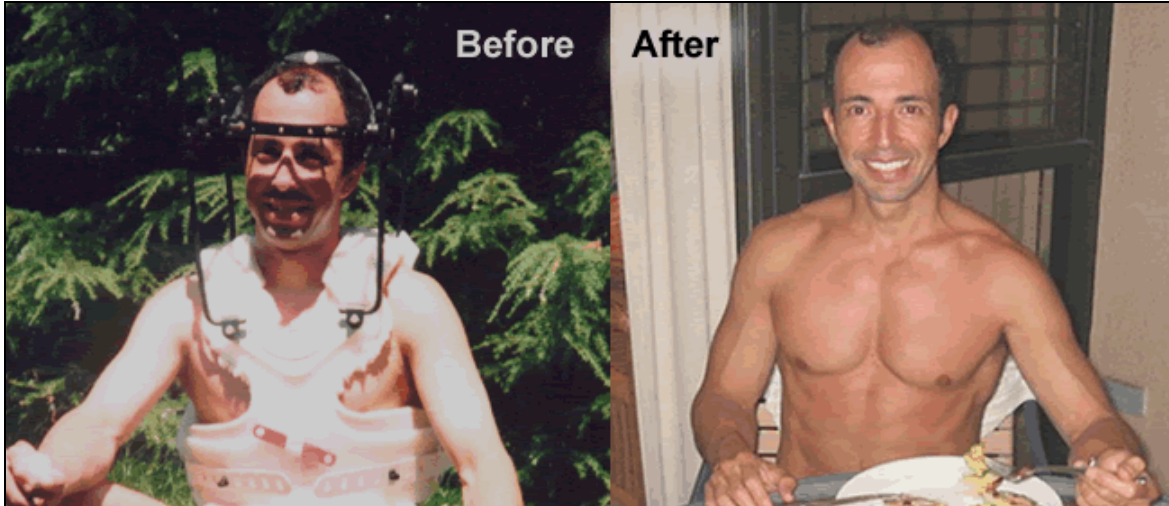
The next morning, I was taken into the operation room where a halo brace was attached with screws to my head. The doctor told me to relax and not to ask questions. Ironically, I had no questions about my condition. I had only one question, what is the greatest invention of all time?

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

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.

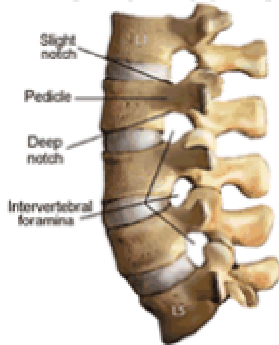
A fully nourished body, with all systems on line and exchanging energy freely with the Universe at every level is a consequence of your healthy self-image – your Core Energy. One of the greatest surprises you’ll experience during *The Core Challenge* is when you discover that there are no limitations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

Core Exercise:

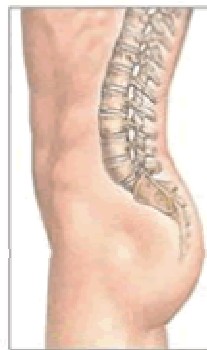
The energy of your body will not be free-flowing if your physical body does not provide the foundation to channel your energy. When movement originates from your core muscles, pressure changes occur in the core muscles that assist the circulation of blood and lymphatic fluids throughout the body. At 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.³



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

³ 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.⁴

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.

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

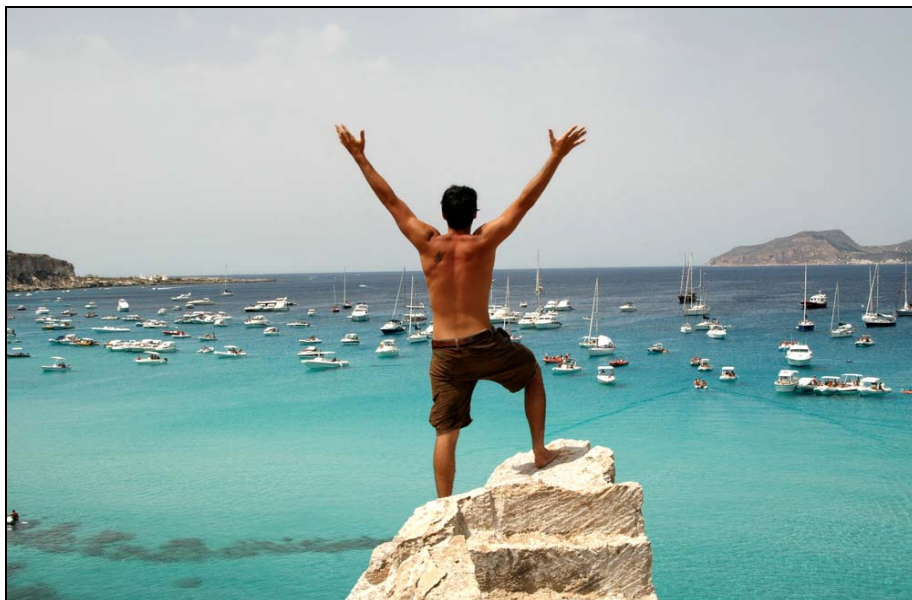
Chapter Three

Goal Setting

WHAT DO YOU WANT OUT OF LIFE?

Everyone wants to be healthy, happy, wealthy and many of 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 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*⁵ 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

⁵ *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

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 most like 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 you 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 to 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 your age or physical activity, it's crucial to develop strong core muscles because they comes 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.

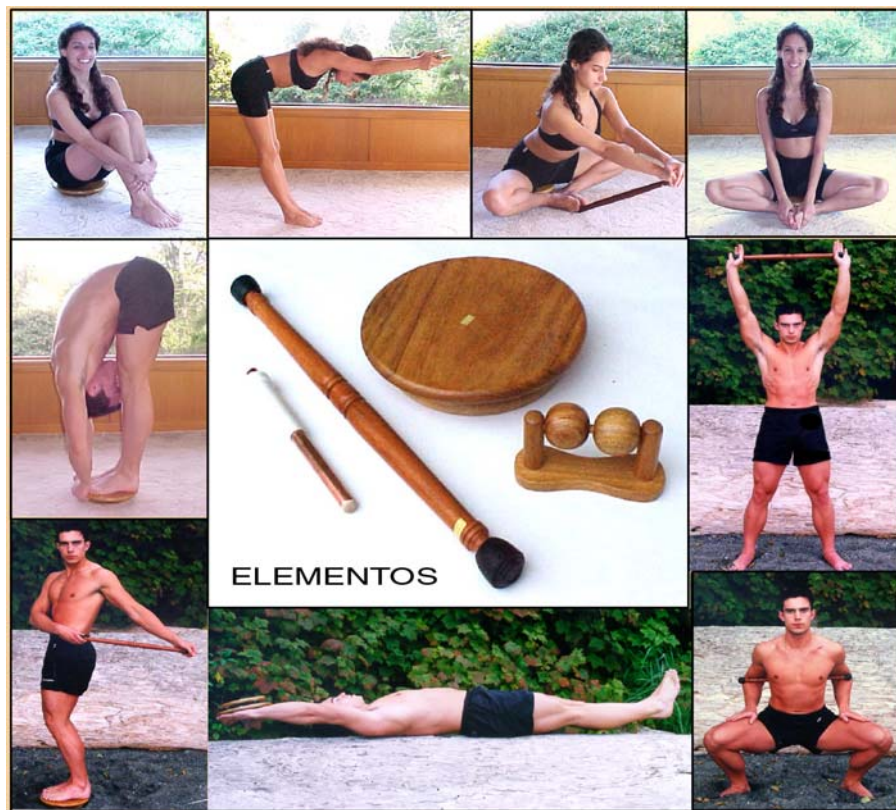


Reflection: Similar to dancing or skating, core training includes all body movement that works the abdominal muscles often ignored by other exercise programs. These muscles, in particular, have a starring postural role and are crucial in the stabilization of the lumbar spine because it hugs your innards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

THE PRACTICE OF CORE TRAINING

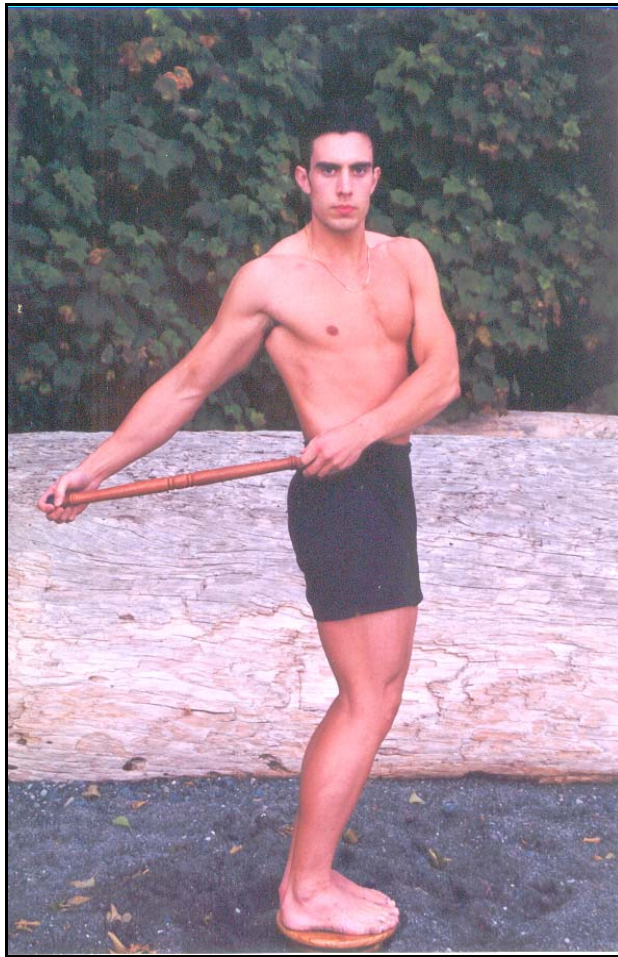
Anyone can practice *Core Training* from senior citizens to children. People of any age or body type can begin with the *Mastermoves Body Conditioning* program and gradually practice more advanced *Mastermoves* programs such as *Body Toning*, *Body Endurance* and *Body Strength*.

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.

Core Training



Your NEW BODY is waiting for you!

"Just go out there and do what you've got to do".
- Martina Navratilova



Exercising your Body

Whatever your age or state of health, in the next 100 days you'll witness some of the most positive changes to your body.

Mastermoves offers 7 fitness programs for a variety of fitness needs. You can practice each program individually or together as a holistic fitness system. In this section, you will learn the **Mastermoves Body Conditioning Program** and the **Master Disk Routine**.

The **Mastermoves Body Conditioning Program** has been designed to re-align and recondition your body to develop the foundation for more advanced Mastermoves fitness routines. The **Master Disk Routine** is a short version of the Body Conditioning program.

The Mastermoves Body Conditioning program

Any new exercise program should be started gradually so that you can condition your body to the new movements. The purpose of the Mastermoves Body Conditioning Program is to re-align and recondition your body in order to develop the foundation for flexibility, coordination, strength, endurance and speed. Body Conditioning is the first and most important step towards your lifetime optimal fitness. You should train with this program for two to three weeks before starting any other Mastermoves fitness programs.

Time Requirement: approximately 15 minutes each day.

TIPS:

- Practice the Body Conditioning Exercises every day twice a day.
- Perform the exercises in the sequence shown.
- Practice the Body Conditioning Exercises for at least 2 weeks before practicing any other Mastermoves program.
- Focus on developing good technique and form.



Follow the instructional video or play relaxing music while you exercise. This will relax your brain and allow your body to better assimilate the moves.



Benefits:

- Unlocks tight muscles and joints
- Prepares body for more advanced exercises
- Improves posture
- Alleviates sore muscles
- Preserves mobility as you age
- Improves range of body motion

EXERCISE 1: WRIST WARM-UP

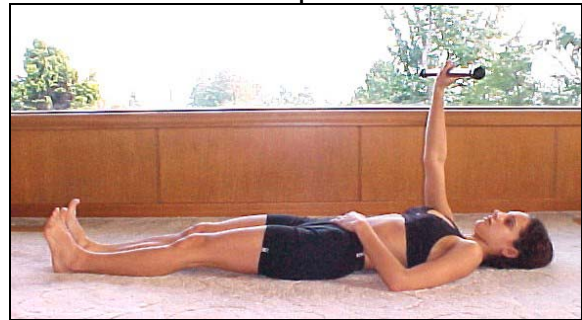
- Improves your wrist flexibility by lubricating the wrist joint and encouraging a full range of motion.
- Conditions your body to breathe and move synchronously.

Steps:

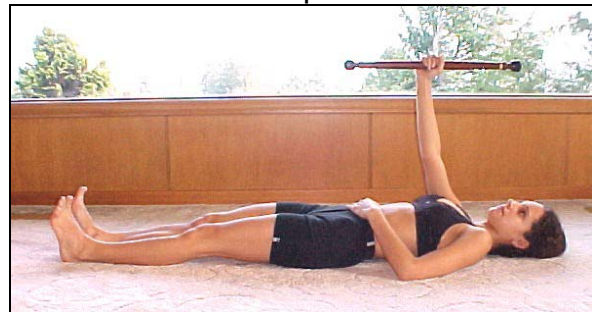
1. Lie on the floor, hold the Rod at its center above you, and rest your other hand on your stomach.
2. Rotate the Rod back and forth from left to right in a 360-degree range of motion as quickly as possible.

- Perform 1 set of 20 repetitions for each arm.

Step 1



Step 2

**Important:**

- Keep your neck relaxed and your lower back flat against the floor.
- Keep your extended arm straight and perpendicular to the floor.
- Keep the Rod parallel to the floor.
- Breathe through your mouth, inhaling as you rotate the Rod towards the center of your body and exhaling as you rotate it back.

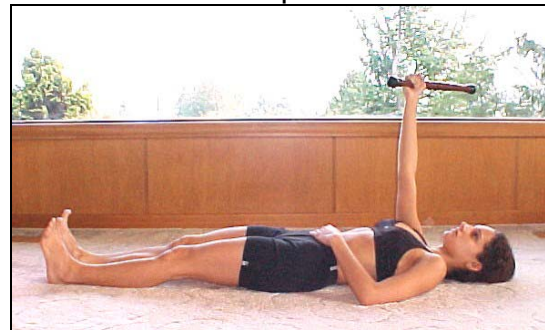
EXERCISE 2: **INTERNAL WRIST ACCELERATION**

- Improves your wrist flexibility by lubricating the wrist joint and encouraging a full range of motion.
- Strengthens your wrist and forearm muscles.
- Improves muscle acceleration.

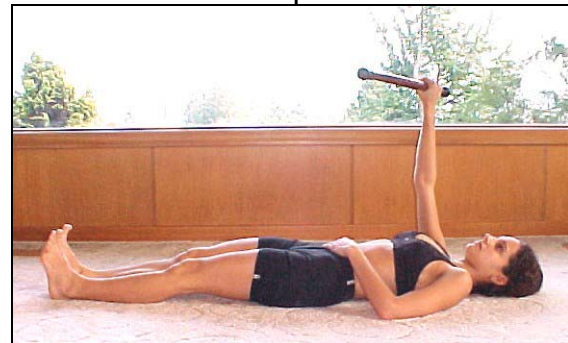
Steps:

1. Lie on the floor, hold the Rod at one end above you, and rest your other hand on your stomach.
 2. Keeping your arm straight, hold the Rod outward to the side. Continuing to keep your arm straight, rotate the Rod inward over your chest as quickly as possible as if you are banging a drum. Repeat the back and forth rotation.
- Perform 1 set of 20 repetitions for each arm.

Step 1



Step 2



Important:

- Keep your neck relaxed and your lower back flat against the floor.
- Keep your extended arm straight and perpendicular to the floor.
- Keep the Rod parallel to the floor.
- Breathe through your mouth, inhaling as you rotate the Rod inward over your chest and exhaling as you rotate the Rod outward to the side.

EXERCISE 3: **EXTERNAL WRIST ACCELERATION**

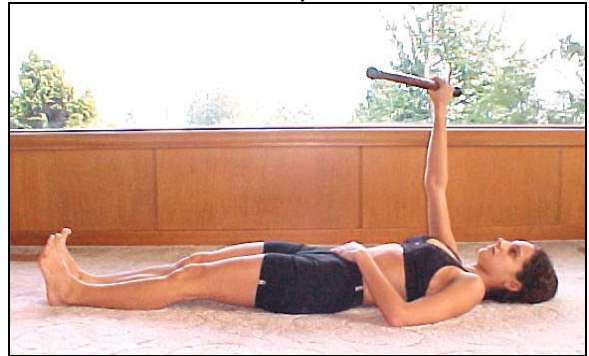
- Improves your wrist flexibility by lubricating the wrist joint and encouraging a full range of motion.
- Strengthens your wrist and forearm muscles.
- Improves muscle acceleration.

Steps:

1. Lie on the floor, hold the Rod at one end and rotate it inward above your chest. Rest your other hand on your stomach.
2. Keeping your Rod arm straight, rotate the Rod outward toward the side as quickly as possible as if you are banging a drum. Repeat the back and forth rotation.

- Perform 1 set of 20 repetitions for each arm.

Step 1



Step 2



Important:

- Keep your neck relaxed and your lower back body flat against the floor.
- Keep your extended arm straight and perpendicular to the floor.
- Keep the Rod parallel to the floor.
- Breathe through your mouth, inhaling as you rotate the Rod outward to the side, and exhaling as you rotate the Rod inward over your chest.

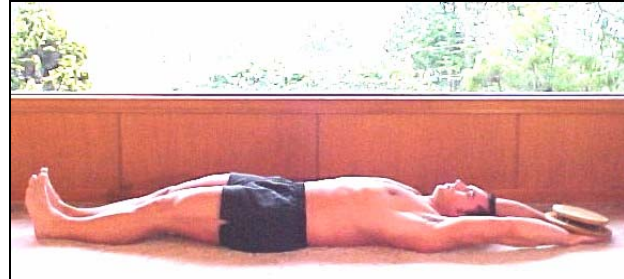
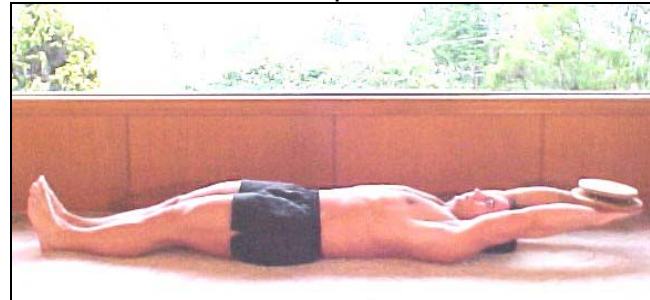
EXERCISE 4: *SHOULDER STRENGTHENING*

- Strengthens and aligns your shoulders.
- Prepares your body for the shoulder & abdominal exercises.

Steps:

1. Lie on the floor with the Disk resting on the palms of your hands behind your head. Keep your body straight and flat.
2. Raise the Disk four inches above the floor. Keeping your arms and body straight, raise and lower the disk up and down in a one inch range using quick, short movements.

- Perform 1 set of 20 repetitions.

Step 1**Step 2****Important:**

- Keep your neck relaxed and your lower back flat against the floor.
- Keep your abdominal muscles contracted by pushing your back into the floor.
- Keep your arms straight and the Disk parallel to the floor.
- Take quick, short breaths through your mouth, inhaling as you lower the Disk and exhaling as you raise it.

EXERCISE 5: SINGLE LEG STRETCH

Increases your leg flexibility and stimulates knee joint lubrication.

Steps:

1. Lie on the floor holding the Rod with both hands against the back of your thigh. Bend your knee so that your calf is parallel to the floor. Keep your other leg straight against the floor.
 2. Slowly extend your leg up as straight as possible. Hold for 3 seconds and then slowly lower your leg back to the initial position.
- Perform 1 set of 10 repetitions for each leg.

Step 1**Step 2****Important:**

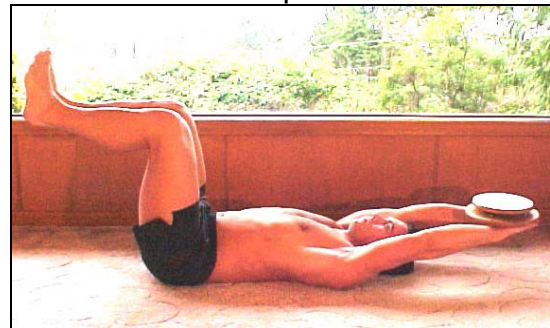
- Keep your neck relaxed and your lower back flat against the floor.
- Do not push the Rod against your leg – use it only as a guide to move you through the motion.
- Inhale through your nose as you raise your leg and exhale through your mouth as your lower it.

EXERCISE 6: EASY SHOULDER & ABDOMINAL STRENGTHENING

- Strengthens your abdominal and shoulder muscles.

Step 1**Steps**

1. Lie on the floor with the Disk resting on the palms of your hands behind your head. Raise your legs and bend your knees, keeping your calves parallel to the floor.
2. Raise the Disk four inches above the floor. Keeping your arms and body straight, raise and lower the disk up and down in a one inch range using quick, short movements.

**Step 2****Important:**

- Keep your neck relaxed and your upper body flat against the floor.
- Keep your abdominal muscles contracted by pushing your back into the floor.
- Keep your arms straight and the Disk parallel to the floor.
- Take quick, short breaths through your mouth, inhaling as you lower the Disk and exhaling as you raise it.

EXERCISE 7: **DOUBLE LEG STRETCH**

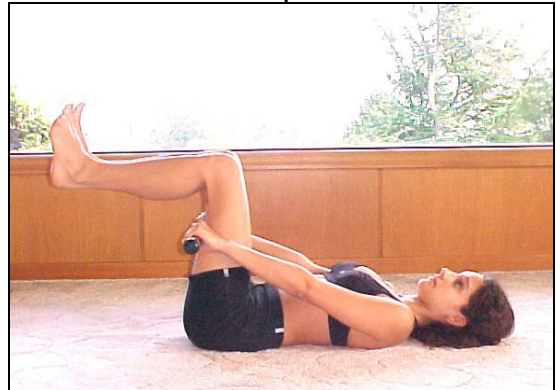
- Increases your leg flexibility.
- Stimulates knee joint lubrication.

Steps:

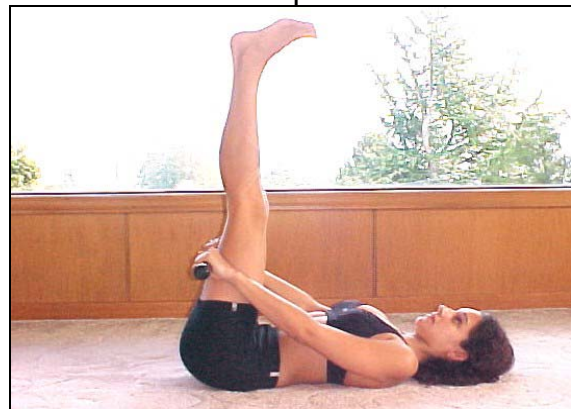
1. Lie on the floor holding the Rod with both hands against the back of your thighs. Bend your knees so that your calves are parallel to the floor.
2. Slowly extend your legs up as straight as possible. Hold for 3 seconds and then slowly lower your legs back to their initial position.

- Perform 1 set of 15 repetitions.

Step 1



Step 2



Important:

- Keep your neck relaxed and your upper body flat against the floor.
- Do not push the Rod against your legs – use it only as a guide to move you through the motion.
- Inhale through your nose as you raise your legs and exhale through your mouth as you lower them.

EXERCISE 8: **BASIC DISK ROTATION**

- Strengthens and tones your back and abdominal muscles.

Steps:

1. Place the Disk 25cm (10 inches) in front of a doorway. Place your hands on the doorframe for balance. Stand on the Disk while continuing to use the doorframe for balance.
2. Keeping your upper body steady, rotate your hips 90 degrees to the right.
3. Then rotate to the left in the same manner.



Step 1

Step 2

- Perform 50 repetitions. Practice this exercise twice in the morning and once in the afternoon.

Important:

- The Disk exercises are not suitable for everyone. To reduce risk of injury, consult your physician before practicing this exercise.
- Keep your hands at the level of your chest and your feet centered and together.
- Keep your upper body and head still.
- Breathe through your mouth, inhaling as you rotate to the side, and exhaling as your feet reach the 90-degree angle.



Master Disk Routine

The Mastermoves Disk Routine is a short version of the Mastermoves Body Conditioning Program which focuses more on developing and sustaining your core-muscles (abdominal and back muscles).

With the Master Disk Routine, you have no excuses for not exercising daily and keeping in good shape. No matter how busy you are, the Master Disk Routine is a very short and effective set of exercises to help you maintain a good level of fitness in minimal periods of time.

Time Requirement: approximately 10 minutes.

TIPS:

- Practice the Basic Disk Rotation slowly.
- Perform the exercises in the sequence shown.
- Practice the Master Disk Routine at least twice a day.
- Focus on developing good technique and form.

Follow the instructions carefully and play relaxing music.



Dance your body: build your core muscles.

"A person too busy to exercise daily is like a mother too busy to take care of her children." -- Oswaldo Koch

EXERCISE 1: BASIC DISK ROTATION

- Strengthens and tones your back and abdominal muscles.

Steps:

1. Place the Disk 25cm (10 inches) in front of a doorway. Place your hands on the doorframe for balance. Stand on the Disk while continuing to use the doorframe for balance.
2. Keeping your upper body steady, rotate your hips 90 degrees to the right.
3. Then rotate to the left in the same manner.



Step 1

Step 2

- Perform 100 repetitions. Practice this exercise three times in the morning and three times in the afternoon.

Important:

- The Disk exercises are not suitable for everyone. To reduce risk of injury, consult your physician before practicing this exercise.
- Keep your hands at the level of your chest and your feet centered and together.
- Keep your upper body and head still.
- Breathe through your mouth, inhaling as you rotate to the side, and exhaling as your feet reach the 90-degree angle.

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.

1-		Register on-line at www.mastermoves.com/core.html Core Challenge Registration.
2-		Request the Challenge Entry Kit at Finlandia Pharmacy, by mail or at your Core Training Class.
3-		Watch DVD or attend your FREE Orientation Workshop - Overview of the challenge - Goal Setting - How to win the challenge - How to track your success.
4-		Attend your FREE Core Training Class or Watch the Core Training DVD. - Body Conditioning - Body Toning - Dancing.
5-		For health assistance visit www.finlandiapharmacy.com For fitness assistance visit www.mastermoves.com
6-		Register to our Private Member Site for on-line health and fitness resources, and internet marketing manuals. Visit www.mastermoves.com



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 with out 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 ageing. Modern medicine waits till 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 counselling 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 counselling
- Nutritional supplements for ADD and learning difficulties
- Extensive selection of Homeopathic products and Homeopathic counselling
- 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

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 or Call 604 307-8992



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



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
Master Juice	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: www.mastermoves.com (Login to Private Members Site)
Nutrition bar	Appendix E
Core Lunch	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: www.mastermoves.com (Login to Private Members Site)
Energy Balls	Internet: www.mastermoves.com (Login to Private Members Site)
Core Dinner	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: www.mastermoves.com (Login to Private Members Site)
Energy Meal	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.
Free Day	One day of the week you can eat anything you want. Typically, this is the day for having parties with friends, family or business.
Cravings Control	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
Master Juice	Manual: Your New Body Is Here (Part of your Mastermoves Core Training system) Internet: www.mastermoves.com (Login to Private Members Site)
SiSU Hydrate	Appendix D. Add one measure to your Core Hydration Bottle.
Rock Salt Drink	Appendix C. Add a pinch of salt to your Core Hydration Bottle.
Mangosteen	Appendix R. Add one measure to your Core Hydration Bottle.
Weight Loss Tea	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: www.mastermoves.com (Login to Private Members Site)
Free Day	Make sure you drink plenty of water

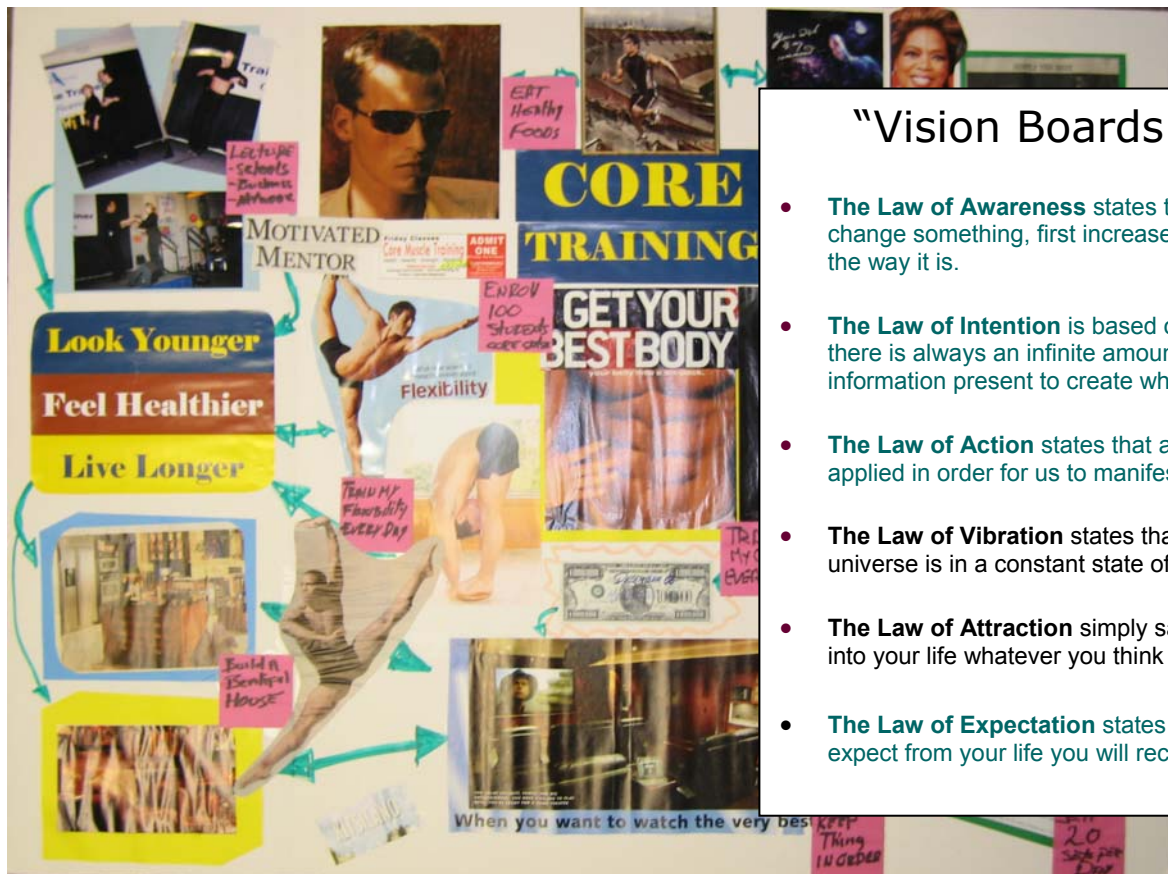
Order at www.mastermoves.com/products.html or Call 604 307-8992

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 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 Boards 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.

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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 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 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 or Call 604 307-8992



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 exercised routines work the abdominal muscles and lower back muscles, which 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 Perineal 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 fo 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 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 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 of 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 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

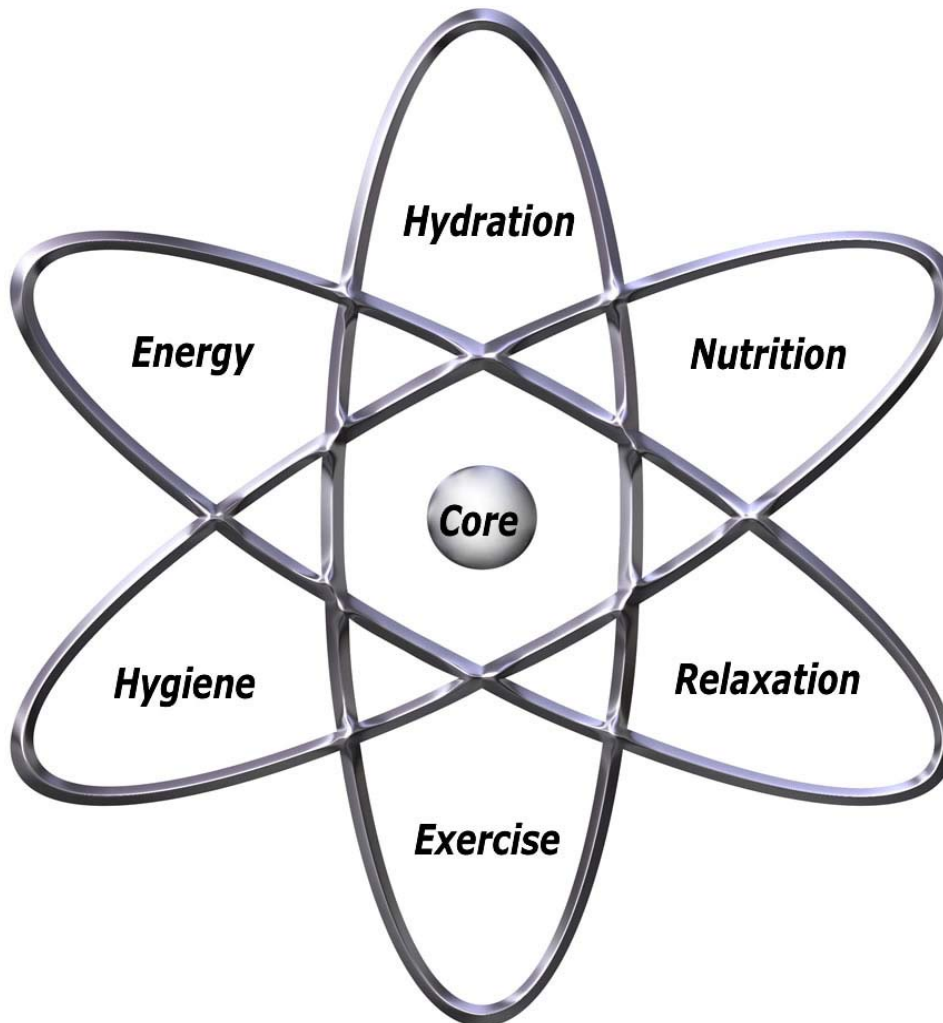
By building a better body, you'll have greater self-esteem, more confidence and better attitude. So if you want to improve in any areas of your life, start by taking *The Core Challenge* and focus on building a better body towards the achievement of your goals.

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.**

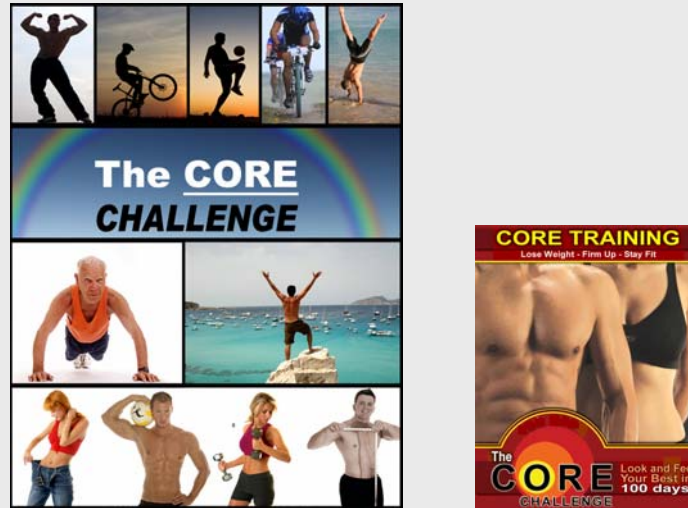
The Core Challenge Motto



The Core Challenge

www.mastermoves.com

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