



## Lifestyle Letter

### Wellness News

#### **CW Corporate Challenge Winner**

Not only do our Creating Wellness Centers promote, communicate, educate, coach and provide wellness services...they live it everyday! Each year our Creating Wellness Centers participate around the globe in their very own Corporate Wellness Challenge. Creating Wellness Teams from all over the world challenge each other in living a wellness lifestyle, with the winning team earning bragging rights for the year (although, all those participating are winners!)

This year **Leaf Chiropractic: A Creating Wellness Center**, from Delaware, OH, is the 2009 CW Corporate Wellness Challenge Winner. Dr. Leaf and his team raised their overall Wellness Quotient a collective 13.9 points – from a starting WQ of 110.9 to a high WQ of 124.8. Congratulations to Leaf Chiropractic: A Creating Wellness Center, as well as to all those CW teams around the world for “Walking the Wellness Walk”.



#### **Is your wellness program improving your health?**

Everywhere we look, people are talking about wellness. They are discussing what it is, how it helps us, where we can go to get it. Despite the buzz, our population continues to remain one of the least healthy in the world in terms of how we take care of ourselves. We eat wrong, we don't exercise enough and we are way too stressed out. Sure, you may argue that now there is a global wellness revolution occurring that will fix all that and times are changing for the better. But are times really changing for the better in terms of your personal health? If so, where are the results to prove it? This is one of the most pointed questions we need to be asking ourselves today as the obesity rate in our nation continues to skyrocket, hitting new highs every six months. More importantly for you as an individual, what results are you getting from your own personal wellness program? Or, do you even have a personal wellness program? If you are like most Americans your impression of wellness is something between a deep relaxing message at the local spa, the ab cruncher you saw on TV, or a fancy weight loss program run by a persuasive nationally syndicated multilevel marketing company. Today's Americans are suffering in all three dimensions of their lives; the physical - how they move and stay fit, the biochemical - what they eat, drink and put in or on their bodies, and the psychological - how much stress they have and how they handle it in their daily lives. As a society we place great expectations on performance both at work and at home, as an employee, manager or boss and as a parent, spouse or significant other. We also create extra stress by self-imposing expectations on ourselves that may no longer be valid today compared to where we were in life a decade ago. As a result, the bottom line for our nation as a group is that we don't eat right, we don't sleep well because of too much stress, and we

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don't get out and exercise enough to maintain a healthy body weight. All this sets up a vicious cycle of further inactivity and increased apathy leading down a slippery slope to further weight gain, more lost sleep and increased lack of productivity in all aspects of our lives. However, it is not all gloom and doom. Best of all, the answers are simple ones...and attainable...if you're willing to get started.

By far the biggest factor influencing one's ability to stay well is accountability; whether it is accountability to oneself or having to answer to someone else. Without some significant level of accountability it becomes near impossible to stay well in all three dimensions of life. Nearly everyone wants to be well, and most want to eat well, exercise and look good, but without accountability it is far easier to commiserate about health and weight problems with friends and loved ones who are also likely unwell. In addition, many people prefer to just suffer in silence at home or in the workplace, which results in a much lower level of productivity contributing to our nation's alarming rate of presenteeism (you may be present, but you're actually functioning like you're absent).

### **Creating a Wellness Solution**

So how do I get on a wellness track? Quite simply, you need the proper tools to get well and a mechanism to remain accountable for your health and wellbeing over time. The combination of these two in a standardized approach to wellness has been proven to help thousands of people reclaim their lives, get and remain well, all while losing weight, looking better and feeling much less stressed. Such a reliable system for creating wellness in America has been developed by a company based in Mahwah, NJ named Creating Wellness Alliance (CWA). This system, appropriately named Creating Wellness, at its core, takes into account the three dimensions of life and focuses on maximizing a person's health and vitality through a model of personal accountability. The Creating Wellness system was also designed to be among the most affordable wellness programs in the nation, making it accessible to virtually everyone. A research study recently conducted at Emory University's Rollins School of Public Health clearly

demonstrated that an effective standardized wellness program reduces several factors contributing to risks related to cardiovascular disease, diabetes, metabolic syndrome and cancer. This same study revealed that the Creating Wellness protocol led to a significant improvement in overall health outcomes.

There is clearly a heightened awareness today about the importance of wellness for everyone. Unfortunately, a strong working definition of wellness and the importance of a standardized, affordable wellness protocol has been obscured by a flood of products and services claiming to provide wellness, but which do not necessarily provide a clear health benefit. These products and services most often leave their clients with nothing more than a transient "feel good" Jacuzzi-like experience that is not at all long lasting or proven to improve one's health or well being. Many people have also experienced the "yo-yo" effect of weight loss. An experience of losing weight quickly through poor eating habits with no proper exercise discipline, only to bounce right back up or higher in many cases. Those successfully completing the Creating Wellness protocol demonstrated measurable improvement in multiple parameters such as body weight, BMI, and blood pressure. These parameters are clearly related to reduction in risk for cardiovascular disease, diabetes, metabolic syndrome and cancer. This type of commitment to wellness along with an affordable and reliable protocol adaptable to all participants should be the basis for any informed decision in choosing a personal wellness program and helping you reclaim your life. Talk to one of the certified Creating Wellness professionals about the wellness benefits they can offer.

G. Russell Reiss, MD, is the medical director of Creating Wellness Alliance. He is a Cardiothoracic Surgeon who has dedicated his career to surgical research, pioneering the nascent field of Cell Therapy and Regenerative Medicine for cardiovascular disease. Dr. Reiss believes that prescription drugs, interventional procedures, and newer novel therapies, although often necessary, should only be viewed as adjuncts to one's own personal wellness program.

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