

HEALTHLINES

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Chad's Corner

Information, information, information! We are bombarded daily with tons of it, especially related to our health and fitness. Just think for a minute how often you read, watch on television or hear on the radio something about our nations obesity epidemic, the Atkins revolution, diabetes, cancer, heart disease, an exercise gadget must have and on and on! How can we find time to sift through all of what I call "junk information"? What is truly pertinent in our lives really depends on each persons need, desires and wants. In this edition of Healthlines, I will address how you can better determine what is in your best interest.

Body Symmetry is pleased to now offer a Money Back Guarantee! If, for any reason, you are dissatisfied with your training session, just tell your trainer and *we will not charge you for that session*. If you have prepaid for a session, we will write you a check refunding your money. *Under no circumstances and at the very least, do we ever want you to feel you didn't receive fair value for the fee we charge for our services!* It is our intention to give you exceptional value and if you don't feel we have accomplished this, we want to make things right. We will make things right by giving you your money back and secondly, ask you to specifically tell us how we can make your training session an experience you value.

I recently attended a week-long Golf Biomechanics course in Dallas. The course was taught by Paul Chek, a corrective high-performance exercise kinesiologist, based out of San Diego. The course was excellent and gave me a tremendous amount of new insight into muscle balance testing. Mr. Chek was so impressive; I decided Betsy Link will benefit by attending some of his upcoming seminars and certifications. She is scheduled to attend his Exercise Coach Certification in San Diego this summer.

Finally, I would like to welcome the newest edition to the Body Symmetry staff, Adam Freehill. Adam has his M.S. in Education with a specialization in Exercise Physiology from Northern Illinois University and his B.S. in Kinesiology from the University of Illinois. Adam will be working part-time at Body Symmetry while maintaining his full-time position as an Exercise Physiologist at St. John's Hospital.

Yours in Health, Chad Marschik

Health and Fitness Information Overload *by Chad Marschik, C.S.C.S*
Much like America's ever expanding waistline, the health and fitness information glut

has grown exponentially over the last several years. Not an hour goes by when we aren't bombarded with some sort of media hype promoting yet another product guaranteed to enhance our health and fitness. Whether you are driving down Main Street America and see a fast-food sign that reads "Low Carbs with Arby's" or happen to be channel surfing on television and run across multiple infomercials touting the latest abdominal fat buster gadget, there is simply an overabundance of information.

The other day I was listening to a nationally syndicated health/fitness radio program and the physician host was discussing how there are some people in this country who believe a glass of bacon grease is healthier to drink than a glass of orange juice. Think about that for a minute!!!!!! How ludicrous does that sound? Unfortunately, the power of marketing to the masses is incredibly effective. Certain individuals believe what they are told and fail to use their brains. I will not pretend for one minute that I haven't been duped into buying or believing something that has been rammed down my throat.

Despite my shortcomings, I have learned a thing or two over the last 15 years in this business that has helped me figure out what might be beneficial. I have come up with three questions you may choose to consider the next time you are confronted with a decision pertaining to your health and fitness. The questions are as follows:

- 1) *Is the product or service heavily marketed?* Most heavily marketed products or services are after one thing: MONEY! How often do you encounter an advertisement each day for Coca-Cola, McDonalds, a low-carb product or the Fit Club? Now, when is the last time you heard an advertisement for a carrot, apple, cage-free eggs or a Swiss Ball?
- 2) *Is the product or service designed to save me time?* Convenience is nice, but at what price? Cell phones are convenient, but make it virtually impossible to escape from office calls. E-mail is great too, if you don't mind deleting the hundreds of spam messages. What about "6-Minute Abs"? Come on, do you really think you will have abs that look like the guy who made the info-mercial with only 6 minutes of exercise a day? Get real, Einstein!
- 3) *Does the product or service sound too good to be true?* These days it seems as if marketers make everything sound too good to be true. I have yet to encounter too many life changing products or services I couldn't do without. How often have you purchased a product or service and determined a short time later, "Gosh, did I really need to buy that?" Call me a minimalist, maybe even sometimes a hypocrite, but it seems to me in our consumer driven society to have the next "latest and greatest" is a futile effort to find more happiness. With more "stuff", our quality of life is often no better.

The deceased ecologist Garrett Hardin said, "The maximum is not the optimum." Like the over abundance of food in the United States, where enough becomes way too much. Your health, family, friends, spirituality and other life passions will give you the peace and solace you seek. So the next time you are faced with another buying decision, just remember what really counts!