

Richly Rewarding Living

Your Monthly Newsletter For Maximizing Life's R.O.I.™

"The more you put into it, the more you get out of it"

For Clients and Friends of Personally Fit

FAQ's On Alcohol and Your Health

With all weightloss and fitness programs, I recommend steering clear of alcoholic beverages, because they add on extra calories and the effects essentially counter-out your efforts.

So while I don't advocate alcohol, I know it's part of life. Many of us enjoy a nice glass of wine with dinner, a cocktail at after-work 'happy hours', or a beer during barbeques. But many of us don't actually know what alcohol does to our body and mind. And when it comes to your health, it's best to know the facts.

Why do we get dehydrated from alcohol?

The body starts breaking down alcohol as soon as you take your first sip, in order to safely excrete it. To properly dispose of it, your liver needs water to dilute the toxins, so it pulls water reserves from other parts of the body. But since alcohol is a diuretic (it stimulates urination), water leaves your body at a higher rate, so your liver must obtain water from other organs, including your brain, which essentially leaves you high and dry.

What effect does alcohol have on the liver?

Your liver is your body's detox center, and it works full-time to rid your body of the poisons you ingest. Alcohol is one of the liver's biggest foes, constantly attacking its cells. If you drink moderately, your liver has enough time to repair itself. However, persistently high alcohol levels in the blood will cause your liver cells to die, forming scar tissue. This is called cirrhosis, and it can be lethal.

How long does alcohol remain in the body?

There's no single answer for all people since the rate of alcohol metabolism varies and you also have to factor in the rate of absorption. On average, healthy people eliminate alcohol at a rate of 0.5 ounces per hour. This can change according to how much you had to eat before, your body mass, etc.

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BIG NEWS IN A SMALL BOX

- ◆ Congratulations to Ryan Rector - Personally Fit's 2009 Trainer of the Year
- ◆ Personally Fit named 2009 Best Personal Trainers in Longview by the U.S. Commerce Association
- ◆ Give a Squat for the East Texas Heart Association is going on all month. Clients can bring a friend in to train with them for only \$10 (which goes to the ETHA) and they will compete in a squat competition. At the end of the month, whoever has done the most squats out of all of Personally Fit's clients will win FREE training sessions!
- ◆ The IMPACT program starts on February 1st. IMPACT is a 3 day a week program that will take your fitness levels to new heights. Visit www.ImpactLongview.com to find out more.

What's The Deal With The Title?

When I was trying to come up with a name for this newsletter, lots of stuff went through my head onto this page. But nothing grabbed me until I hit on the title/subtitle you see now. Because I think it sort of encompasses what I view as my role in your life: *helping you really get the most bang for your buck. Helping you grab this bull by the horns and take it for a good, long, fun and rewarding ride.* My hope is that, just like any friend, I can positively impact your life, and not just through exercise and nutrition, but also with stimulating and entertaining information. I'm certainly far from perfect, and have my moments of doubt and frustration like everyone, but I look at it as a privilege and an honor to have the opportunity to make my life, and to help make the lives of those around me, as good as they can be - as rewarding as they can be. But ultimately, *it all comes down to what we put into it, right?* The more we put into life, the more we get out of it. Return On Investment (ROI). The more we exercise, eat right, love, laugh, strive to accomplish goals, have fun *and really LIVE...* the better we feel, the better we are! It is the immutable law of life: you get out of it what you put into it. So that's why I chose this title.

Why does alcohol lower inhibitions?

Alcohol acts as a sedative on the central nervous system, which explains the impaired speech, vision, coordination, and concentration. But the part of the brain it affects the most is the part responsible for behavior and emotion. Your sense of judgment is weakened, and suddenly speaking your mind doesn't seem so bad. You feel braver since your socially conditioned safety stops or filters are circumvented.

Can we develop a higher tolerance to alcohol?

Prolonged alcohol use does increase your tolerance levels. The body becomes more efficient at metabolizing the alcohol—the process is up to 72% faster in alcoholics—so it takes more booze to achieve the same drunken state. But beyond that, your organs simply become less sensitive to alcohol, so you don't feel it as much. Be careful! This is a precursor to permanent tissue damage.

Why do we sometimes get sick when drinking?

At one point after drinking, you probably have had an upset stomach or thrown up. A byproduct of alcohol breakdown by the liver is acetaldehyde, a toxic substance. It is, in fact, this molecule that cause impairment, not the ethanol in your drink. In high concentrations, acetaldehyde attacks the liver, the brain, and the lining of the stomach. This is what causes the familiar upset stomach and heartburn. If it's too much for the body to handle, it forces the stuff out. Acetaldehyde poisoning is compounded when different alcohols are mixed.

Can we die from drinking alcohol?

Yes, and in more ways than one. Conservative U.S. government estimates put the annual toll of alcohol-related deaths at over 75,000 in 2001. We're talking about a variety of conditions, including liver and heart disease caused by alcoholism, suicide, drunk driving, and overconsumption. A blood alcohol level above 0.45 grams/100milliliters of blood can kill you either from brain malfunction or respiratory arrest. Not only that, but alcohol consumption can also take years off your life span.

Now that you know some of the effects that alcohol has on your body, use this information for your own benefit.

Tips for a Sticking To Your New Year's Resolutions!

Before you sit down to write your New Year's Resolutions—be sure to write them down, this will help you set them in your mind as a fixed, firm purpose—here's a quick and easy formula to use.

Did You Know?

We offer a variety of fitness and nutritional services here at Personally Fit, including:

- ◆ **Rapid Results Nutrition**
- ◆ **Adventure Boot Camp for Women**
- ◆ **Sport Specific Training**
- ◆ **Couples and Trio Personal Training**
- ◆ **IMPACT Classes**
- ◆ **Trasform Your Life Program**

For a complete listing of services visit our web site: www.LongviewPersonalTrainer.com
Or just give us a call and we'll mail you an info-pak!
(903)663-0246

- ◆ **Specific** - A specific goal has a much greater chance of being accomplish than a general goal. To set a specific goal you must answer the six "W" questions—who, what, when, where, which & why.
- ◆ **Measurable** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track and reach your target dates. To determine if your goal is measurable, ask questions such as...How much? How many? How will I know when it is accomplished?
- ◆ **Attainable** - You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.
- ◆ **Realistic** - To be realistic, a goal must represent an objective toward which you are both willing and able to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress.
- ◆ **Timely** - A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? T can also stand for Tangible—A goal is tangible when you can experience it with one of your sense. When it's tangible you have a better chance of making it specific and measurable and thus attainable.

REFERRAL REWARDS!!!

I'd much rather pay you with free personal training sessions or lavish gifts than pay for advertising. Just refer us a friend, co-worker or family member who becomes a client and you WIN! **And the more you refer...the more you win.** There's no limit to my gratitude! Just tell the person you refer to use your name when they call or come in, and **we'll roll out the red carpet for them.** Seriously, we have a red carpet and we're not afraid to use it ☺.

CLIENT OF THE MONTH

This month's client of the month is...

Nicole Bodenheimer

Congratulations!

Every month we choose one client who has done something exceptional and reward him or her with a

FREE Training Session

Watch for YOUR name here in a coming month!



Nicole consistently participates in both boot camp and personal training in an effort to maintain good health. Within the past year, she has successfully completed 3 half-marathons.

Way to go Nicole!

And don't forget, if you have any questions or concerns about your health, we're just an email or phone call away.

We're here to help, and don't enjoy anything more than participating in your **lifelong good health**. If you have a question about fitness, weight loss, health trends, or a supplement/nutritional product you would like checked out, email or call with your question and I'll do my best to address it in an upcoming issue (or with you personally).

I'd love to hear from you.

chris@personallyfitbychrishill.com (903)663-0246



DO YOU KNOW THESE PEOPLE?
Welcome New Clients!

Here are the new clients that became members of our fitness family this last month! We'd like to welcome you publicly, and wish you all the best!

Katie Snell - (Referred by **Julia Barron!** Thanks!)
Diedra Camp - (Referred by **Julia Powers!** Thanks!)

We would also like to welcome **Marla Bearden,**
Sommer McBee and **Dr. Samir Germanwala.**

We build our business based on positive referrals from people just like you. ***We couldn't do it without you!***

Tantalizing Trivia:

New Year's By The Numbers

101 Years - *The Times Square Ball has dropped. The party started in Times Square in 1904, but the ball didn't arrive until 1907. The first ball was crafted from wood and iron, and adorned with 100 25-watt light bulbs.*

32,256 - *Phillips Luxeon Rebel LEDs in the Times Square Ball for 2010. The ball is a 12 foot geodesic sphere and weighs in at an impressive 11,875 pounds.*

238.6 Million - *Pounds of consumer fireworks sold in 2007.*

75% - *Percentage of people that will break their resolutions.*

300 Million - *Text messages sent the day before New Year's.*

221 Years - *Age of "Auld Lang Syne"*

Local Business of the Month

Every month I share one of my local favorites!

Jason's Deli is our business of the month for January. Jason's provides healthy options for every meal. In fact trans fats, high fructose corn syrup, and MSG aren't in any items on the menu. Jason's Deli was chosen as one of the "Top 10 Healthiest Restaurants" in the country. So if you are trying to stay healthy this new year, Jason's Deli has a menu to help you with that.



At Jason's Deli, we're all about healthy food. We've even been named "One of the 10 Best Restaurants in America!" in the July 2009 issue of Parents Magazine. You won't find high fructose corn syrup, trans fats or MSG in any of our food - just healthy, fresh and even organic foods. From sandwiches to salads, Jason's Deli offers healthy food that everyone can feel good about. And it's not only healthy food - it's delicious food.

SPECIAL HEALTH BULLETIN:

Need a Meal-On-The-Go? Choose A Healthier Fast-Food This Year

THE CHALLENGE

You go on a diet to lose jiggly fat, but with many diets you'll also end up losing lean muscle. And that can set you up for future weight regain, because muscle is what burns calories. It's key to your metabolism. Fat, on the other hand, is just—fat. Many diets also leave you feeling deprived, hungry, and finding time to prepare a healthy, nutritious meal can often be a real chore. When you're rushed, you often make poor choices, reaching for fast food or take-out options that are high in calories and fats and low in nutrition. How can you have a nutritious meal that's easy to prepare, tastes great, and will help you reach your weight loss goal?

THE SOLUTION: CINCH SHAKE MIX

All the Benefits of a Meal

Cinch™ shakes are a quick and healthy answer to “What’s for breakfast?” or “What’s for lunch?” Cinch shakes are a great tasting, nutritious way to help retain that all important muscle and keep you feeling full and satisfied while you lose weight. Our proprietary formula is Powered by Leucine™, the amino acid that signals the body to preserve muscle during weight loss. In other words, the leucine in Cinch shakes helps you keep muscle so you lose fat.

Each time you drink a Cinch shake, you get 24 grams of protein** . And that's important. Why? Because protein is used to build muscle, and muscle is what keeps your metabolism up and burns calories. Protein-rich foods also hold off hunger, which can help reduce between-meal snacking. And let's not forget about that muscle-sparing leucine and essential nutrients your body needs. Look for many great tasting shake recipes on www.CinchClub.com.

Benefits

- ◆ Provides the benefits of a meal, but tastes like dessert
- ◆ Powered by Leucine™ to preserve muscle while you lose weight
- ◆ 24 grams of non-GMO soy protein per serving** to help you feel satisfied and full
- ◆ High in fiber, with 6 grams per serving
- ◆ Low glycemic to retain normal blood sugar levels and sustain energy
- ◆ Delivers 35% or more of the Daily Value for 21 essential vitamins and minerals

For less than \$3.20 per meal, it's a no brainer!

Four Great-Tasting Flavor Options:



Creamy Vanilla, Chocolate, Café Latte, and Strawberry

**** 15 Servings Only \$40.80 MN ****

Members save 10% off the SRP.

Call (903)663-0246 or email chris@personallyfitbychrishill.com to order now!

“Kick Off The New Year Right”

Dear Clients and Friends,

Boy, I'm glad the holidays are over! Don't get me wrong I like the holidays, but since the holiday décor, holiday music, holiday themed catalogs, holiday sales, etc., began back in October it feels like the holidays last *forever*. By the time January rolls around I'm holidayed out and ready to get things back to normal!



New Year's is a great time for reflection, renewal, and hope for the year ahead—And New Year's Resolutions! Did you know that about 40-45% of American adults make one or more resolutions each year, and 90% of those include resolutions to lose weight, exercise more, and be more healthy in general. Unfortunately, thirty percent of all resolutions are broken within the first week!

We here at Personally Fit are ready to help you kick off the New Year right! This month's issue, we've given you some tips and helpful ideas to help you stick to your New Year's resolutions to help you achieve your health and fitness goals.

To A Happy, Healthy, and Prosperous 2010,

Chris Hill

P.S. Certainly let us know what you think, by emailing us at chris@personallyfitbychrishill.com

Referral Rewards: Win free sessions or lavish gifts for your referrals. Be sure to print your name as “Referred By” We'll “roll out the red carpet” for your referrals and treat them like royalty!



Can You Put A
Price On Looking
& Feeling Great?

Personally Fit by Chris Hill
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Can You Put A
Price On Looking
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Bring-A-Friend

Gift a friend of yours with this Certificate good for **2 free personal training sessions** or **one free week of Adventure Boot Camp**. Or bring your friend with you (please call ahead to let us know) for a couple free buddy workouts!
We'll roll out the red carpet and treat your friend like royalty!

Referred By: _____ Friend's Name: _____

Gift Certificate Expires: 1/31/2010