



## Healthy for Life First: Hy-Vee Triathlon

When one of our customers came to us with a heartfelt concern for three little girls and their mother who lost their dad last year at the Hy-Vee Triathlon a new era at Healthy for Life was born. For the first time in the ten year history of our company we would sponsor a booth at a major sporting event, sponsor a relay team for the event and raise money for a family still reeling from the loss of their dad, Jim Goodman who died at the Triathlon just last year.

Our aspirations at Healthy for Life are to be part of the incredible ongoing dialogue about healthcare in this country. Nutrition Made Simple is becoming our mantra, but in the context of our belief (We are not alone) much of the illness and lack of health in our country is due to misinformation about nutrition, followed by the unhealthy eating habits and lifestyle which accompany that misinformation. The dialogue is growing larger.

The Hy-Vee Triathlon represented a challenge to us in that we had never before addressed the “athletic community”. They are so fit, and many equate fitness with health. There were 25,000 who attended the event. We were able to pass out water on the hot days, and speak to over 500 people about Healthy for Life and their health. Five of our own customers manned the booth at the event and it was a wonderful site to see. Bottom-line: The 3,000 athletes and 25,000 attendees all have the same nutritional needs! Misinformation concerning carbohydrate consumption, lack of information about essential fatty in our diets, and minerals gives us such a platform to help people.

Along with Kimberly Baeth (A Healthy for Life customer and owner of Golden Openings) we were able to raise over \$7,000 for the Jim Goodman family. The look of joy and tears on the faces of Lisa Goodman (Jim Goodman’s wife) and her children made the weekend so meaningful to all of us. Thank you for your support of our company in our first ten years because it is your support which allowed us to participate in such a wonderful opportunity to care for people.

On a final note, our relay team finished 51<sup>st</sup> out of 267 other teams. For our first such event it was an incredible success. We look forward to many other opportunities in the future.

## PREVENTATIVE HEALTH SCIENCES ADDS VALUE TO HEALTHY FOR LIFE CUSTOMERS

When we entered into an affiliate relationship with Preventative Health Sciences (Featured in last month’s newsletter) we did so to provide added value, care and health solutions for our customers. In return, PHS receives the most effective parent omega oils, minerals and herbal cleanser on the planet. Some of you have already taken advantage of the added value of PHS. They are a preventive medicine clinic providing education on being and staying healthy, whole foods and meal planning help and behavioral/lifestyle change help.

Jacob Velie, CEO of PHS came to us and wanted to offer all of our customers a greatly reduced price on access to SNAP Fitness Centers around the Des Moines Metro area. For just \$19.95 a month you will have personal access to their 6 conveniently located fitness centers in Ankeny, Urbandale, Grimes, Northeast Des Moines, South Des Moines and East Des Moines. They offer small, personal, compact state of the art fitness centers open 24/7. There are no contracts and no hassles.

Joined with the science of whole foods consumption and our incredible supplements this opportunity is one more solution tool for our customers to stay Healthy for Life. Please contact Frank [frank@phsglobal.com](mailto:frank@phsglobal.com) or call him at 515-577-8603 to sign up. Please mention promotion code: HFL Customer

## Carbohydrates?

Carbohydrates are foods that are converted to glucose (sugar) in the body. Grain, pasta, rice, beans, bread, cereal, table sugar, juice and fruit are all examples of carbohydrates. Basically anything that is not meat, eggs or cheese is a carbohydrate. There are two types of carbohydrates, simple and complex. The main difference between the two is that complex carbs convert to glucose at a slightly slower rate.

We have been taught that carbohydrates are an essential nutrient for energy and maintaining good health. Here is one of those mind benders we have often told you about. We actually do not need any dietary carbohydrates. Though it is true we can get energy from carbs, they are not the best, most efficient source of energy. We get a quick burst of energy from carbs but soon the energy is gone and is replaced by a low or tired feeling. Energy from protein and natural fat provides a steady, consistent energy that does not have highs and lows. The quick high comes from the carbs being converted to sugar (glucose) during digestion. This happens very quickly giving us a quick energy boost, but then along comes insulin. Insulin is a hormone often referred to as a fat storage hormone. The body, to maintain constant blood sugar levels uses it. When our sugar levels go up, insulin is produced and a chemical reaction converts the sugar in the blood into less harmful substances, which ultimately get stored as fat. This rapid reduction of the sugar in the blood creates a low, or fatigued feeling. Since carbs are digested very quickly they do not sustain your hunger for very long. This usually leads to eating more carbs and repeating the cycle. If you are someone who eats and craves more food all day long and is regularly fatigued, now you know why this is happening.

Overloading on carbs can damage our bodies. The following problems are associated with carb. overload:

- Fat production and weight gain
- High blood sugar levels / insulin levels
- Stimulates production of cholesterol
- Increases blood pressure
- Raises triglycerides
- Affects hormone balance

- Leads to insulin resistance
- Insulin resistance increases your risk for diabetes.
- Heartburn / acid reflux
- Headaches
- Many of these factors increase the risk of heart disease.

By cutting down on carbs you will put less stress on the your pancreas, which will not produce as much insulin reducing the risk of diabetes and heart disease.

## **SEMINARS IN THE FALL**

In asking for feedback from our customers as we move forward into our second decade we heard the need for more education on topics of health, nutrition, and preventive medicine. We are in the process of developing a fall seminar series. In addition to having Brian Peskin back we are going to tap into the expertise of those we have relationships with to provide our customers and the general public with topics such as, “The Science of Weight Loss”, “The Science of Preventive Medicine”, Whole Foods, Organic Foods, Supplements, and Meal Planning”, “Changing Harmful Lifestyles”, “The Science of Sports Nutrition”, ‘Spirituality and Health”, to name just a few interesting topics people have asked for.

Stay tuned to our newsletters and WHO Radio for details.

## **Special Thanks to Hy-Vee**

We would like to give a special thanks to the management and employees of Hy-Vee who supported our efforts in amazing ways. When they heard we were going to raise money for three little girls whose dad had died in the Triathlon they immediately called and waived our entry fee. They placed our story and logo on their national website, they offered us water for distribution at cost and they made a huge deal of the presentation at the awards ceremony. I cried as I saw those little girls offered a huge check toward their future. Their mom, grandma and friends were deeply touched. Cindy Sulzman, director of the event was incredibly gracious and helpful to us.

## **Special Thanks to Kimberly Baeth, Steve Dorff, Barb Standish, Lori Michel, Lauren McCoy, & Meghan McCoy. . . . and last but not least Brian Shattuck.**

We could not have pulled off our first foray into such a public event without the tireless efforts of our customers. Kimberly Baeth had a cause. We supplied an idea and together we made a difference in the lives of a mother, three children and the world. Kimberly is the owner of Golden Openings whom we co-sponsored this effort with. In addition to that she anchored our relay team running a 6.2 mile race in the heat during the weekend of her ah, \_\_\_\_year high school reunion.

Steve Dorff of Roosevelt High School swam the lead event for us. He did an amazing job upon returning from his orientation week at the University of Indiana (All of Iowa forgives you Steve).

Barb Standish is a full-time single mom, full-time employee at the College of Dentistry at the University of Iowa, marathoner, cyclist and all-around incredibly kind, loving person. She manned the booth, talked to

countless people about Healthy for Life and provided much needed help to some folks who were dehydrated right from our booth.

Lori Michel is a career counselor at AIB, athlete, and incredible woman who gave of her time to support Healthy for Life. Lori is a magnet for people who believes in our supplements and our aspirations as a business,

Lauren and Meghan McCoy (Whom I have a slight bias toward) brought their substantial marketing and sales skills to our booth and were invaluable in their efforts to promote Healthy for Life.

Brian Shattuck is the owner of Healthy for Life. Many of you know Brian because he has been here since the beginning. His engineering mind, commitment to excellence and detail, and commitment to making a difference in the world form the basis and foundation of our business. Brian's expansion of the business into the world and a larger role in the healthcare dialogue made this all possible.

Thanks for your business and support!

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