



New Rewards Program!



Starting in February, Freedom Health will be doing even more to reward your hard work. As of February 1st, any client who uses a minimum of 10 sessions, will be awarded a complimentary session, and any client who uses 15 sessions in one month will be awarded 2 complimentary sessions (\$130.00 value). This program is designed to help those clients get more out of their packages, and to help those who also have family members working off of the same package.

Our referral program will also be changing. Clients will still receive two work outs for the first time their referral buys a minimum 10 session introductory package, but at the completion of the year, the

client that has brought in the most referrals, will also receive their referrals matched in complimentary work outs up to a maximum of ten sessions. So, if you brought in three new clients who bought introductory packages, you will have received 2 compli-

mentary sessions for each new client. At the end of the year, if you brought in the most clients, you will receive an additional 6 sessions to match your current complimentary sessions!

At Freedom, we understand it's our opportunity to earn your business. Hence we are in the process of rewarding our clients for your patronage. We understand that every time you visit Freedom, it's our chance to earn your business. The greatest compliment for us is your referrals, and for that we can't say thank you enough as we continue to strive to earn it.



Josie Heteyi recovers from "Train Your Trainer" while receiving encouragement from fellow trainer Peter Ogilvie and client Maria Riley.

Welcome to Freedom!

Let Fitness Be Your Freedom

Nutrition Seminar February 17th

Freedom would like to welcome nutritionist Asia Peters, to the fold. Asia is a top nutritionist, who can help you meet and understand your nutrition goals. A graduate of UBC's Nutrition program, Asia is a registered dietician and nutritionist (RDN) with a BSC (diet), who also been experi-

enced in personal training. Asia works for Eating for Energy, where you may have seen her boss Diana Steele on Global TV's Noon News Hour.

Just as Freedom feels that each person is an individual and thus deserves to be treated as one, Asia also be-

lieves that each client is unique in their needs. You shouldn't settle for less, because it's about living life to the fullest. **Asia will be presenting a seminar on nutrition for Freedom on February 17th.** If you turn to page 3, you will see the first of Asia's nutritional advice col-

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Special points of interest:

- Don't forget, you'll receive two complimentary sessions if you bring us a new client and they sign up for a minimum 10 session intro pack.
- Winners of "Client of the Month" receive a complimentary work out for their effort.
- If you use ten sessions in one month, you receive one complimentary session, and if you use 15 sessions you get 2 complimentary sessions.

Freedom With Your Food

Greetings Freedom Health Studio members,

Have you ever wondered if your diet is appropriate in helping you to meet your fitness and weight goals? Have you always wanted to learn more about proper nutrition for fitness, health and energy?



Well, you now have the opportunity to speak with a Registered Dietitian about your nutritional goals.

My name is Asia Peters and I work for a private nutrition consulting company called Eating for Energy. We are teaming up with Freedom Health Studios to offer their members a well rounded approach to health. Nutrition and fitness **both** need to be addressed in order for you to maximize your results.

Eating for Energy is a company dedicated to educating people around food and nutrition. We offer a practical approach to enhance health



and maximize energy levels through the establishment of consistent eating



and lifestyle habits. Eating for Energy is not about giving things up or settling for less - it's about achieving the nutritional and lifestyle balance to live life to its fullest!

We realize that everyone has different

Eating for Energy is not about giving things up or settling for less - it's about achieving the nutritional and lifestyle balance to live life to its fullest!

goals and habits. We will work with you on an individual basis, taking into account your activity level, schedule and present eating patterns. I look forward to working with you. Please call 604.739.3290 to book your ap-

pointment - ask for Asia.

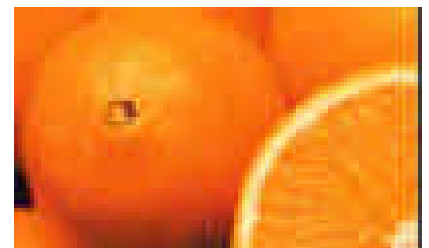
I would like to leave you with a few questions to ponder....

- Did you eat breakfast within 1 hour of waking today?
- How much water have you had today?
- How much caffeine have you had today?
- Do you have a fruit or vegetable every time you have a meal?
- Do you go longer than 3-4 hours without eating during your day?
- Are you getting enough calcium in your diet?

Cheers,

Asia Peters, RDN

Eating for Energy



Freedom Nutrition Seminar February 17th, 7pm

Freedom will be holding its first ever Nutrition seminar February 17th, at 7pm. This seminar is free for all members, and Freedom would like to encourage you to bring a friend or family member. We will be holding the event at the Hollyburn Country Club.

We look forward to seeing you there!

TRAIN YOUR TRAINER GREAT SUCCESS...no trainers killed

On December 11th, Freedom held its inaugural "Train Your Trainer Wine and Cheese". This was a chance for the clients to get even for once with the people who have asked for "one more" one too many times. It was for a good cause as all funds collected would be donated to the Province Empty Stocking Fund. As December 11th crept closer, you could sense the trainers were beginning to get nervous. After all the training sessions we had put the clients through, and all the times we had lost count, we wondered "had any of them actually been paying attention?"

7pm had finally arrived and with the exception of Josie, (who couldn't wait to get her third work out in that day), would the trainers would finally meet their match?



Peter is put through the dice by Lotte.

The answer...YES! And we did it with a smile on our face. Lotte Davis showed us just how much attention she had been paying as she pulled out a list (yes, a list), and asked for Mr. Ogilvie to start. And incase Peter had any doubts about Lotte's intentions, she had a billy club for extra emphasis. Peter survived his 15 minutes, while Lotte's only complaint was that we did not have enough step ups!

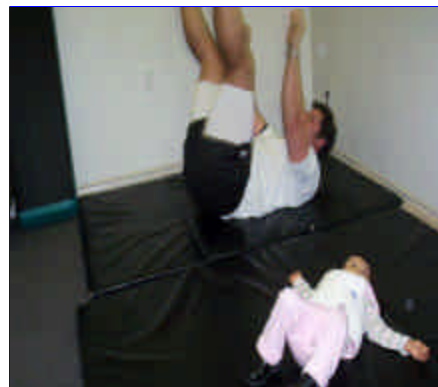


David puts his trust in Karli's boxing skills and aim!

More clients would show up through the evening to put the trainers through the paces, and while there seemed to be a theme for some clients (David Pol did a lot of fire hydrants), and even though Karli Gump was still considered a "new" trainer, she was not left unscathed. However, a great time was had , and over \$500 was raised.

Soreness was kept to a minimum the follow-

ing day, and no ego's were hurt, although David Pol did manage to "hurt" the treadmill by overloading a fuse...



With a little help from the Fatina , David is able to get his V-Sits done properly.

Freedom would also like to thank all the clients who have a slow watch as the Twoonie Tardiness Toll was able to raise \$100 for the Provinces Empty Stocking Fund.

Freedom would like to thank all of our clients for their very generous donations, and we look forward to doing it again next year!

Let Fitness Be Your Freedom

INJURY of the MONTH...**BLOOD PRESSURE?**

Although not quite truly defined as an injury, high blood pressure will affect an astonishing 90% of people who live past the age of 55. Pressure is what propels blood through your body, as controlled by your heart. High blood pressure leads to thin walled arteries causing them to burst, otherwise known as a stroke. HBP can also cause plaque to build up in the brains arteries, eventually cutting off blood flow...next up, kidney failure or heart attack. High blood pressure is a blood pressure reading of 140/90 mmHg or higher, and currently about one in every four American adults has high blood pressure. Once high blood pressure develops, it usually lasts a lifetime. High blood pressure is called "the silent killer" because it usually has no symptoms. The good news is that it can be treated and controlled without pills.

So what causes it? Number 1 and 1a...smoking and being overweight. For each

pound of fat, you body needs to create miles of new arteries, which means that your heart has to work that much harder to push blood through. Smoking causes an elevated heart rate and a constriction of blood vessels, a recipe that causes HBP.

What can you do? It is actually very simple to lower your blood pressure. **1)** Cut back on salt, and increase potassium—i.e. bananas, V8 etc. You'll also be surprised to know those low fat cold cuts are probably doing more damage than good. A single slice of ham contains 240mg of sodium, canned soup contains enough sodium for your entire days worth, and have you ever wondered why you are more thirsty after drinking a can of soda? That's because there is enough salt in one can to last you the entire week. Look for low-sodium meats, and leave that pickle on the side (833mg of sodium). **2)** Now, when it comes to fat/oil, it can get tricky. How-

ever, the #1 thing you should be looking for is POLYUNSATURATED. Most oils contain some polyunsaturated oils, but sesame oil is #1 at 43%. **3)** OK folks, here is the best part...One

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drink of alcohol actually decreases BP. It doesn't even matter what type of alcohol. Isn't that great! However, if you drink too much, you will elevate your BP. Talk about too much of a good thing. **4)** Most of all, get moving and exercise! Exercise, and any

form of it (walking, tennis, golf with out a cart, weightlifting) is the proven number one "cure" for HBP. Exercise leads to less body fat and a stronger heart. Don't wait until you need to take a pill, the best remedy is for you to get moving, and the side effects are proven to be healthy for you!

Let Fitness Be Your Freedom

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Let Fitness Be Your Freedom

Our website is coming...stay tuned!

Welcome to Freedom... Freedom Health Studio is owned by David Pol, who played with the BC Lions, Toronto Argonauts, and Calgary Stampeders. After helping lead the UBC Thunderbirds to the national championship Vanier Cup in 1997, David was drafted by the BC Lions. In 2001, David was part of the Grey Cup winning Calgary Stampeders. With a degree in Psychology from UBC, and an intense background in athletic training, David brings a wide understanding of motivation, training and how they combine to get the most out of each person.

Freedom to Change... This understanding has helped mold the idea that at Freedom, each individual is unique, and thus deserves to be treated as unique. Our trainers provide a variety of services to help you meet your goal, whether that is to be more active, or just motivated and inspired. Our trainers are Josie Hetyei, Peter Ogilvie, Mark Nohra, and Karli Gump. Josie is currently Canada's top female sports climber. Peter is a two-time Canadian Olympian and Canadian record holder who also runs one of Canada's top up and coming track and field clubs. Mark is our part time trainer, as his full time job is playing running back for the BC Lions, and Karli is our latest addition who is currently training for her first triathlon.

Freedom to do what you want... a true work out involves more than just training in a gym. It means involving you in the process of designing a program that is suitable to your needs. Any goal you have is a goal that we will work together to achieve. Most importantly, it means getting the most out of what you want. We will challenge you without adopting a drill sergeant approach, and we will get the results that you want and desire. Fitness and health is about redefining what you can accomplish, and being able to do it as much as you want. That is Freedom.

UPDATES, INFO and RECOGNITION

- ◆ Freedom would like to congratulate Debra Heffel for winning Client of the month in November and Lydia Chen and Dorian Morris for sharing the Client of the Month for December. Debra wowed the Freedom staff with even more commitment. Her determination and discipline have helped her reach new fitness levels, and she now looks forward to taking on Josie each and every time she works out. Special thanks should be sent to Debra's sister, Cheryl, (*who has yet to win the Freedom Client of the Month, Debra will have you know*), who after each work out phones Debra to alert her to our latest work out strategies!



- ◆ Lydia and Dorian have been some of our most consistent clients since joining Freedom over a year ago. Their im-

provement has more to do than just being a measurement of strength and endurance. For Lydia and Dorian, they are our clients of the month for their

choice of fitness and health as a way of life. Whether they are winning ballroom dancing competitions or enjoying a good

tennis match, you can expect to see them show up and be ready to do their best every time!

- ◆ The work out that made Josie sore is still going and going... **Bootcamp** is still on at 6:15 pm Wednesdays and 12:00 pm Saturdays. By appointment only. \$12 per individual, or bring a new client and get 2-for-1! Open to non-members also.

- ◆ We would also like to remind our clients that we value your time in our studio. That is why we check messages every night at 9:30 pm. We want to see you in the gym using your sessions, not losing them. If you call by 9:30 pm, we will get your message, and if you would like to receive confirmation that we have received your message, please let it be known by leaving your name, number and a message asking for us to call you. We feel that this is a very fair way to allow our clients to get the most out of their packages and sessions. *Cheers!*

Let Fitness Be Your Freedom