



Preview Guide

Creating Wellness In Your Life

How the Creating Wellness™ System can help you to feel better, look younger and be healthier...
Guaranteed.

- ✓ **Be Fit**
A FITNESS PROGRAM – designed for your needs and goals, and that fits into your busy schedule.
- ✓ **Eat Right**
NUTRITIONAL DIRECTION – with menu planning and eating-out guidance.
- ✓ **Think Well**
WELLNESS COACHING – to assist you in reaching your wellness goals.

 **ALWAYS CHIROPRACTIC & WELLNESS**

 A Creating Wellness Center

Isn't it time, for you... Be Fit. Eat Right. Think Well.



Creating Wellness In Your Life...

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Let's Get Started.

Section 1:

Benefits of a Wellness Lifestyle



You Deserve to Hear the Truth About "Health Care"... and What YOU Can Do to Protect YOU and THOSE YOU CARE ABOUT.

Dear Friend,

First, thank you for choosing Always Chiropractic & Wellness. I trust that you value and respect our recommendations, and that you honestly believe in your heart that we always have your best interest in mind.

That written, I want to be truthful. I've never written a letter quite like this before. And I'm not sure I will again.

But I feel so strongly that you deserve to live the life of your dreams - a life beyond pain, stress, sickness - and, even more importantly, that you can actually have it without some "magic" pill, crazy restrictive diet, or other-world philosophy, that I'm spending a few minutes writing out my thoughts.

But, before I go into specifics, let me ask you...

Are You...

- 1. Sick and tired of being, well, "tired", and longing to slow the aging process and feel even a bit younger?
2. Wanting just a little more energy and "get-up-and-go" in your step?
3. Hoping for a more positive, caring and compassionate frame of mind, free of fear, skepticism and judgment?
4. Ready to finally make you - and you alone - your top priority?
5. Just longing to excel in all areas of your life (primary relationship, career, family, social, fitness, financial, etc.), not just a few?

If "Yes"... Please Keep Reading.

Truthfully, I find that the current world of healthcare focuses not on health, but on masking symptoms and waiting until we're sick to offer advice.

Today, there is no "health" in "health care". And there's little, if any, advice on restoring and promoting health.

That's why, this year, Always Chiropractic & Wellness has a single focus:

Aggressively promoting a wellness lifestyle to help you to dramatically improve your health, vitality and quality of life.

So we're on the same page, please understand that there's no doctor, pill, exercise or eating program that can change your life long-term on its own. Any provider or retailer claiming otherwise is, at best, over-estimating their personal ability. You and you alone have the ability to make decisions that address your health and wellness.

"Those who don't have time for a healthy lifestyle, will sooner or later have to find time for illness."

The good news:

Creating a healthy lifestyle just got a whole lot easier.

Introducing the Creating Wellness™ Lifestyle Program

Always Chiropractic & Wellness is one of only three chiropractic centers in the Greater Seattle Area - one of less than 200 nationwide - that has been granted a license for the exclusive Creating Wellness™ Program.

Creating Wellness™ is just that... a program built to create a life of wellness for you and your loved ones.

Let's face it... we all face stress. In fact, it seems like there are more and more stressors dumped on us each day, each month, each year.

Well, Creating Wellness™ is designed to help you combat and eliminate the 3 primary stresses we face:

- Physical Stress (what you do to your body) results from major injuries, minor repetitive traumas, a sedentary lifestyle, and, most commonly, psychological and/or biochemical stress that isn't dealt with correctly. Creating Wellness™ combats these stressors with effective strategies for movement and exercise.
Biochemical Stress (what you put into your body) ranges from classic food/nutrition imbalances to

pollutants such as drugs, smoking, alcohol, food additives, and environments.

Creating Wellness™ eliminates these stressors through proper meal planning and whole food supplements.

- **Psychological Stress** (your mind-body connection) includes internal anxieties caused by fear, anger, guilt, negativity, or worry, as well as external overloads stemming from money, career or relationship issues. **Creating Wellness™** reduces these mental stressors through a mind/body wellness approach delivered through in-person coaching, weekly audio programs, informational handouts, web journaling and monthly newsletters.

Section 2:

Reasons You Might Not Explore Wellness Right Now

Now, You May Be Saying Things to Yourself Like...

- ✓ **“I’m Healthy Enough Already – I Feel Fine”**
“Overall, I think I’m in pretty good health. I don’t smoke, drink too much or eat super unhealthy. Plus, I have pretty good energy. And, I take vitamins and supplements that seem like good quality, get enough sleep and find time to regularly relax. So, overall, I think I’m fine. I don’t need to do anything else.”
- ✓ **“Personalized Programs Cost Too Much Money”**
“Custom programs seem to cost a lot of money. I mean, for exercise I can just join 24 Hour Fitness for \$30 per month or walk around Green Lake in a pair of walking shoes. For diet, I can just buy organic foods from PCC. And for a sound mind? I can read one of the many books I already have about how to be the “best me”. While I’m sure the program is good, I just don’t want to and/or can’t spend the money right now.”
- ✓ **“I Don’t Have Enough Time”**
“I don’t have any extra time to commit to a regimented fitness and lifestyle program. I’m so



busy between my work, home and social life, that I don’t know how I’ll fit the program in. Time management is one of my challenges... I’m just too busy! So, while the program sounds good, how can I do it?”

- ✓ **“I’m Using a Different Program”**
“I’m already using a different exercise – or nutrition – or coaching – program. I’ve been following it for a while and seem to be getting pretty good results. So while this program sounds great, I just don’t need it right now. I don’t see how I’ll benefit. I can’t possibly miss what I’ve never experienced, right?”
- ✓ **“It Won’t Work For Me – I’ve Tried Other Programs and Nothing Seems to Work”**
“I so want to believe that I can change. But it just seems like no matter what I’ve done, it just doesn’t work. I’ve tried countless other diet and exercise programs: The Zone, South Beach, Atkins, Weight Watchers and Nutri-Systems for eating. I’ve tried weightlifting, aerobics, rowing, yoga, Beachbody and other infomercial products. I’ve tried personal counseling, self-help courses, seminars and books. And none of these seem to stick. I think I’m just different; and this program probably won’t work, either.”

Truth is,
**MANY OTHER PEOPLE
Have FELT EXACTLY THE SAME WAY.**

**So, Rather Than Try to
Convince You With Big, Bold Claims...**

Section 3:

Creating Wellness™ Success Stories

**Here are Some Real Life
Creating Wellness™ Success Stories
From People Just Like You.**



**Seattle Woman and ACW Patient Says,
“The Creating Wellness Program enabled me to
grab hold of my life and get it moving in the right direction.”**

**“I am currently 30 pounds lighter than when I began the program,
I no longer take any antidepressants, and I raised my Wellness Quotient significantly.”**

The Creating Wellness Program enabled me to grab hold of my life and get it moving in the right direction.

Focusing on not just one area of my life - BUT ALL OF THEM SIMULTANEOUSLY - was most definitely the key to my success.

I had been through various weight loss programs, participated in individual psychotherapy, used antidepressants, and attempted many other ways to improve my life, but none of them ever seemed to really make a difference.

With Creating Wellness, I was given the opportunity to participate in a program which would help me to improve all aspects of my life, not just one thing at a time.

Filling out the survey at the beginning of the program and seeing my Wellness Quotient so low really motivated me to take this fabulous opportunity to take a look at myself and move toward the life I've always wanted to have.

The eating and exercise program was simple and motivating.

The exercise DVD's are fabulous! I lost 15 pounds in my 15 weeks, and continue to eat well and exercise daily.

The coaching sessions were definitely the key to my success; having the support of the outstanding staff at Always Chiropractic & Wellness made it seem like I had gained a new family. Everyone was very positive and open, and they were all a huge help in helping me to raise my Wellness Quotient. The audio CD's were great to reinforce concepts and practices I worked on with my coach.

I am currently 30 pounds lighter than when I began the program, I no longer take any antidepressants, and I raised my Wellness Quotient significantly. I will continue to work the Creating Wellness Program in my life, and highly recommend it to anyone who would like to make any type of improvement in themselves and their future.

- Mali, Seattle, 2009



“I’ve Gained More Than What I’ve Lost... and I Couldn’t Be Happier!”

Thank you Dr. Stacy, Stephanie, Dr. Bryan, Carly, Stephanie and Linda

Sounds like a strange, unusual and unexpected statement for someone who is a client at Wills Chiropractic: A *Creating Wellness™* Center. Not really...and I'll explain why.

For the past ten years I have suffered from severe weight gain. I averaged a gain of five to seven pounds every year. Besides carrying excess weight, I retained a lot of water not only in my extremities but also around my mid-drift. I felt like I was retaining the Great Lakes! I also began to suffer from depression, emotional instability, and a loss of self-worth. I had shortness of breath and my energy level declined steadily every year. I sought help from different medical specialists and their diagnosis revolved around the fluctuation of my hormone levels. I was placed on a regiment of different hormone pills. The specialists said that, if they could find the right medical solution it would take time and that I needed to be patient and understanding. However, AFTER TEN YEARS, I was running out of patience, understanding and hope. Until...

With the encouragement of my parents, they suggested I visit Wills Chiropractic. So on April 2, 2007 I made an appointment for a Wellness Assessment and on April 3rd, I met a wonderful person who would change my life forever, her name...Dr. Stacy Wills.

Dr. Stacy reviewed my assessment results with me and explained how my subluxations were interfering with the normal functioning of my nervous system; thus my health and overall wellness was being compromised. It wasn't until I talked to Dr. Stacy that I was aware that my health issues, those physical and emotional, were due to the misalignment of my spine. *What I needed was a regimen of spine adjustments not a regimen of pill adjustments.*

Needless to say, I couldn't wait to get adjusted!! Dr. Stacy placed me on an adjustment schedule. Within a few weeks the swelling of my ankles, feet, and hands was reduced. My energy level rose and my shortness of breath lessened. As I continued with my adjustments, my family noticed how different I had become. I laughed more and most of all...I began smiling! I never knew I could feel so well and that others would

notice the difference in me too. I thought after a few more adjustments that would be it and my health status would level off...not so. This was only the beginning!

On May 2, 2007, I met another wonderful person who would change my life too. Stephanie Howard, my Wellness Coach. My first meeting with Stephanie was awesome! Her enthusiasm was contagious. We discussed the *Creating Wellness™* System and how this system could assist me in achieving wellness in my physical, bio-chemical, and psychological aspects of my life. The more Stephanie talked the more I became excited about the Wellness System and how this system could change my life today and also for a lifetime. I decided to commit to the system and Stephanie completed a comprehensive Wellness Assessment.

Dr. Stacy and Stephanie placed me on an individual and customized Wellness System. The system they designed for me included nutritional supplements, weekly adjustments by Dr. Stacy and personal coaching with Stephanie. I also received an exercise / cardio workout program along with the “sound advice” audio CD's and journal pages. All of these elements assisted me in improving the three dimensions of my wellness!!

Since April I've lost six pounds, four inches around my waist, two inches on my hips, and lowered my body fat by one percentage. I've also lost the fluid in my extremities and yes, I am no longer retaining the Great Lakes! Believe me, I couldn't be happier about what I have lost; however my joy comes from what I have gained. Which brings me back to my title.

I have gained more energy, strength, and endurance. I have gained a more positive attitude and outlook on life. I have also gained more self-confidence, and self-esteem.

So, as you can see, through the care, compassion, guidance, and support given to me by Dr. Stacy and Stephanie along with the welcoming, warm, caring and professional environment provided by the staff at Wills Chiropractic I have gained more than I have lost and... I couldn't be happier!!!

Thank you so much, Suzanne



48 Year Old Man Addicted to Junk Food and Yo-Yo Weight Loss and Weight Gain...

Now Runs 4 Miles in Under 27 Minutes; Is Stronger, Leaner and More Positive; and Most Importantly, Is Now a Hero to His Wife and Children

I used to lose 30-40 pounds in 8-weeks, then put it back on in 10 months - a repeating 1-year cycle. This cycle ended during a 1-hour Hope Family Wellness & Chiropractic workshop in August 2006 during which my headset about wellness was re-wired.

The presenter - Dr. Kan - gave an informal, spontaneous, energetic, heartfelt & non-threatening workshop which harmonized with my personal need. "Think Well - Move Well - Eat Well" became lodged as an indelible part of my worldview, thus marking the birth of my *Creating Wellness™* lifestyle.

Creating Wellness™ was the best thing to do for me.

After all, here I was, in the cultural norm of looking toward a future filled with disease, pain, prescription drugs, lethargy and discouragement.

How difficult could the decision be to instead make a free-will "about face"? What regrets were possible in turning to look in the direction in which I can express an ever-increasing degree of vitality in each of life's dimensions?

The answer was especially obvious when I considered that a program was available which tailors:

- weekly development insights
- personalized nutritional supplements
- individualized meal planning
- a unique exercise system
- planning and journaling materials
- weekly coaching
- comprehensive wellness and progress screening
- plus documented progress results.

If I were to compare programs, I would simply ask if other programs inspire the wellness "about-face" that I mentioned above.

I'm happy to report a powerful early return on my initial *Creating Wellness™* investment:

At age 48 I now have:

1. Prime physical strength, lean muscle mass & stature at my target body weight
2. My taste buds have come alive for good nourishing foods consumed on a well executed schedule throughout the day
3. Am leading my family by example
4. My ability to articulate and be in the moment has improved on the job
5. The improvement to my social life, self esteem and confidence has been characterized by people
6. insisting that I'm an actor, needing to know which movie they saw me in
7. I took up running mid-program and now have a 4 mile personal record of 26:44 (6:41 per mile)
8. *Creating Wellness™* has improved my attitude, but I'll have to let my wife and children be the judge

World Class. This sums up my opinion of the *Creating Wellness™* System, which is a fruit of my experience with the ease of implementing *Creating Wellness™* into my own life, its user-friendliness, the relevance and quality of the *Creating Wellness™* materials, and the level of coaching support. World Class.

My past life, coming into the program, was disorganized, was eating junk, was not exercising, and was not thinking healthy thoughts. As a graduate of the *Creating Wellness™* Program, and the ability to continue on, has demonstrated successful and permanent lifestyle changes, which is something I previously had never thought were possible for me.

I hereby give my permission to Hope Family Wellness & Chiropractic to use my testimonials to promote the expansion of true health and wellness through the *Creating Wellness™* Program in my community. It is my understanding that my testimonial will be used to inspire others to reach and benefit from a higher level of health and wellness as I did.

Jim Courtney, June 1, 2007

“New Jersey Woman Comes Back to Life?”

Every day I thought to myself one more day until the end. I had little will to live and if it weren't for my family I probably wouldn't be here today to tell my story. You won't believe what I've done to get where I am today but here is my story.....

When I was younger I was active, energetic, and slim. I had a sense for adventure and felt as if I could take on the world. I never worried about what I put in my body because I was only concerned with appearance. It was always easy to maintain or get back to my desired weight for any occasion.

I quickly developed poor habits which naturally followed into my adult years. This false sense of health left me ill equipped in my late 30's when it finally caught up to me. To best describe my experience I will tell you that at age 38 I looked 28, and by 48, I looked and felt about 88! Wait, it gets worse...

On top of hormonal shifts, I began gaining 7lbs per year for approximately 7 years. I finally leveled out at about 50 pounds over my normal weight and I can tell you, it was mostly fat. I had the neck and shoulders of a line-backer, the stomach of a hump back whale, and the thighs of a rhinoceros...get the picture?! But wait, there's more...

My energy-level dropped to almost nothing and I was on a psychological roller coaster which would top the scariest ride at Great Adventure!

I became extremely fatigued and sadly needed daily naps in order to get through a day. I found myself craving junk food and since I was already hopelessly overweight, I ate everything I could get my hands on. My closet became filled with dowdy, oversized clothing and I gave up on ever feeling or looking feminine or attractive again. I lost my zest and enthusiasm and slowly withdrew into my own little world.

Then it all changed.....

January of 2004 our Clinic became a *Creating Wellness™* Center! We teamed up with a national organization called *Creating Wellness™* Alliance and began to change lives, especially mine, with *The Creating Wellness™* System.

At first I suspected my experience would be ineffective and disappointing. What could this system offer me that I hadn't already tried? After all, I was intelligent and knew what I needed to do was starve myself

while exercising all day long, and then get over the fact that I was getting older and at the stage where I would slowly deteriorate till I died.

My beliefs left me paralyzed, isolated and without hope, and the memory of many failed attempts at dieting, joining a gym or sticking to an exercise regime had me convinced that this program would leave me defeated as well.

What happened next blew me away....

“In just 8 short months on the system, I went from size 18 to 8...

Compared to the 7 years it took to get where I was when I started!”

I turned 50 this year and everyone says I look like I'm in my 30's! Most importantly, for the first time in almost a decade, I am excited and happy about who I am and living a vibrant life!

Everyone who's known me during the past 10 years is commenting on the profound changes they see in my appearance, my energy, and my attitude. I was actually called feisty by someone I just met while rooting at my son's baseball game! This is really fun!

Unlike anything else out there, this system addresses the three stress dimensions critical to health, the physical (be fit), biochemical (eat right), and psychological (think well).

This experience has been so beneficial and life changing for me that I felt I needed to share it with the world so that everyone can experience the difference that *Creating Wellness™* makes!

Maya Daniels, Berkeley Heights, NJ





When Florida Man's Doctor Forgets That He Prescribed Heart Medication...

Patient Tries Creating Wellness™ as a Last Resort and...

Loses 26 Pounds, Avoids Cadaver Surgery For Heal Pain and Walks 3 Miles Around a Mountain in Jamaica Without Discomfort!!!

June 3, 2007

Corey Cameron D.C., CRA, DACBN
2151 E. Commercial Blvd. Suite 202
Fort Lauderdale, FL 33308

To Whom It May Concern:

It is not often that I feel strongly enough about something to write a letter of praise or displeasure, however the circumstances surrounding my situation has compelled me to share my experience.

Two years ago I was diagnosed with severe hypertension; my blood pressure was 232/128. Having lost my father and father in law to strokes it was of great concern to me.

I first sought advice of my cardiologist who sent me to a specialist who ran a battery of test only to come to no conclusion of cause.

I was then prescribed several drugs to reduce my blood pressure. Several months passed with no results. My cardiologist continued treating me by doubling, tripling, and then quadrupling my medication over a period of one year.

On my last visit to his office he stated that due to the prolonged period of high blood pressure I now have damaged the valves to my heart and then stated he was perplexed as to why I had not had a stroke or massive coronary.

This was not what I expected to hear. With my condition getting worse, I decided it was time to seek medical treatment elsewhere.

On the advice on friends I went to a doctor who spent 30 minutes with me and diagnosed me to have an adrenal cortical tumor that was producing excessive al-

dosterone causing the high blood pressure. The good news, she could with laparoscopic surgery remove the tumor.

The doctor then referred me to a kidney specialist who prescribed me a battery of pre-surgery testing, consisting of a MRI, an ultrasound, lab work, and a sleep study. All test results proved to be inconsistent with her diagnosis, I again decided it was time to seek medical treatment elsewhere.

A General Practice Medical Doctor who had been practicing medicine for 30 some years I thought would surely be able to unravel the mystery of my high blood pressure.

On my first visit he stated that the medication I was taking was all wrong and promptly prescribed 6 different new medications. With no significant change in my blood pressure I now experienced extreme fatigue, muscle aches, dizziness, water retention, and sleeplessness.

I relayed this to my new doctor and he assured me that I would only continue for a couple of months and all would be well. After four months I determined the heart medicine was the cause of the most problematic drug reaction, the swelling and the water retention.

I asked the doctor to either alter the dosage or change the medicine. The doctor's response was:

"Why are you taking a heart medication?"

I responded with, "You prescribed it!" When he had to refer to my file to verify this, I once again decided it was time to seek medical treatment elsewhere.

Where to go now? I did extensive online research read medical periodicals, and consulted with several medical laypersons. One evening over dinner my sister



in law who is in the medical insurance field, told me of this wonderful she had only recently began seeing, stating the positive results she had experienced. The next day she called me to inform me that she had made an appointment for me and pleaded with me to at least go in for a chiropractic evaluation.

A chiropractic evaluation? I was not pleased, what could a chiropractic doctor do for my blood pressure? Then, I thought with all the stress I had been through maybe an adjustment would be just what I needed to give me some relaxation, so I decided to go.

As I entered the office I was pleased by the warm and friendly environment. The staff was unlike the usual stuffy no nonsense people you incur in most medical offices. After some brief paperwork I was directed to the doctor's office without the usual long wait.

Dr. Cameron inquired of my reason for the visit; I stated I honestly didn't know why I was there as my problem was high blood pressure and not one of a chiropractic nature.

Dr. Cameron went on to explain alternative medicine, contact reflex analysis, vitamins, supplements, essential oils, and proper exercises and how she utilizes this to create wellness without the harmful side effects of surgery and prescriptive drugs.

To say I was a bit leery was an understatement, but an array of specialist had produced no notable improvement in my health, so I decided to give it a try.

In three short months Dr. Cameron's holistic approach without surgery and without prescribing a vast array of medication accomplished what no other medical specialist could do in 2 ½ years.

My blood pressure not only dropped to a safe and acceptable range, but more important was now under control. I was able to reduce my medication from six pills with all their troublesome side effects to a few healthy vitamins and supplements.

With my blood pressure now under control I now face the last of my health problems, being overweight and a nagging foot injury that had plagued me for more than 30 years.

To assist in losing weight, Dr. Cameron introduced me to the *Creating Wellness™ Program* combined with the Isagenix weight loss program. Not only did I lose weight (26lbs.), I regained strength and vitality that

gave me the ability to do things that I had not been able to do in years.

Sherry, my mentor, coached me through the *Creating Wellness™ Program* and was a constant inspiration to achieve goals that otherwise would have been difficult to say the least. To anyone serious about losing weight and becoming healthy, I strongly endorse both programs.

Now on to the last medical problem... My podiatric physician had scheduled surgery to replace the cartilage between the joints on my large toes on both feet.

Donor cartilage from a cadaver would be inserted and I would face 3-4 weeks recovery for each surgery. I mentioned this to Sherry as I would be missing several weeks of my i.

Sherry asked if Dr. Cameron was aware of the pending surgery and if I had considered orthotic inserts? After a brief examination I was sized for orthotics. I have worn them now for 6 months. *I no longer need the surgery to alleviate the pain.*

Prior to wearing the orthotics I couldn't walk 1 block without experiencing pain. On a recent trip to Jamaica I walked 3 miles up a mountain and back again without the slightest discomfort. Once again Dr. Cameron came through, no surgery, no down time, and no cadaver parts.

I realize this is a rather long testimonial, but 1 or 2 paragraphs could not do justice to the difference Dr. Cameron has made in my life. Thanks to Dr. Cameron's dedication to holistic healthcare, I am now well on the road to a healthier lifestyle. I am ever so thankful that when I stood in the crossroads of a myriad of medical problems Dr. Cameron was there to guide me down the path to a lifestyle of wellness.

Dr. Cameron, thank you for giving me my life back!!!

Sincerely,

Robert Banner, Coconut Creek, FL



Section 4:
**Top 5 Features
 Of Creating Wellness™**

.....

**Now, Here's Exactly How the
 Creating Wellness™ Lifestyle Program
 is Different From
 Any Other Program Available...**

**And Why it Can Help You to
 "Be Fit", "Think Right" and "Eat Well".**

1. **Wellness Quotient: Objective Measurement of Health Using 52 Inputs**
 Your Wellness Quotient is a number value that indicates where your level of wellness falls on the Wellness Continuum.
 - Combining proprietary scientific technology with a comprehensive lifestyle questionnaire, we measure and record such factors as nervous system function, body composition, stress response - and over 50 other factors that are critical indicators of your overall wellness.
 - More comprehensive than an annual physical with your medical doctor, this evaluation allows us to focus on the specific needs that must be met in order for you to increase your wellness in all 3 dimensions.
2. **Targets 3 Critical Dimensions: Physical, Biochemical, Psychological**
Creating Wellness™ is a proven, break-through program that helps people deal with the 3 critical dimensions of lifestyle stress: Physical, Biochemical, and Psychological.
 - **Physical stress:** *Creating Wellness™* combats physical stress with effective strategies for movement and exercise.
 - **Biochemical stress:** *Creating Wellness™* combats biochemical stress with strategies for diet and supplements.
 - **Psychological stress:** *Creating Wellness™* combats psychological stress by combining a personalized plan for mind/body wellness delivered through the weekly Sound Advice audio program, health flyers, web journaling and weekly personal coaching.

3. **Personal Coaching: 15 Weeks of In-Person Coaching**
 CW doesn't leave you on an island; forcing you to figure out healthy and wellness-focused lifestyle on your own.
 - You're going to meet each week for 15 weeks with your personal wellness coach. You'll be supported, encouraged, and most importantly, held accountable for following the program.
 - This program is VERY SIMPLE to understand. But it does require some hard work on your part. So, if you're ready to roll up your sleeves, get dirty, and start getting to work on building a better you, we'll help you all along the way.
 - **So... here's our challenge you: Will you be as committed to improving your health and wellness as we we'll be?**
4. **Ongoing Reinforcement: Monthly Newsletter, Member Only Events, Audio Downloads**
 Once you complete your 15 weeks of personal coaching, you'll continue to reinforce and build on the terrific new habits you've built.
 - You'll receive the monthly CW eNewsletter full of strategies and examples to help you to Be Fit, Eat Right, Think Well.
 - Plus, you'll be invited to special "Members Only" events where you can socialize with other members like you.
5. **Your Habits Don't End When Program Ends: Creates a Totally New Lifestyle**
 This program can change your life. **Most importantly, it teach you how to life the best life possible on your own.**
 - **If you follow the program as outlined** - you attend your coaching sessions, complete your action steps, listen to your coaching lessons, etc. – **you will create positive habits that can improve your life, forever.**
 - **If you want to continue in a one-on-one program, you can.** The program is progressive with different levels for fitness. So, if you want to continue your weekly coaching and fitness program with us, a new 15-week program can be setup.



Section 5:

How *Creating Wellness™* Works

The 5 Steps of the *Creating Wellness™* System

Creating Wellness™ offers a never before achieved multi-dimensional assessment of the positive and negative stresses of your daily life. Our personal coaching program is a cornerstone of the *Creating Wellness™* System - it is the mission of your coach to make sure you get results.

⇒ Step 1 - Your *Creating Wellness™* Assessment

Your journey begins with your *Creating Wellness™* Assessment. Using state-of-the-art, scientific technology and a comprehensive lifestyle questionnaire, our assessment evaluates your wellness in each of the 3 dimensions. The *Creating Wellness™* Assessment measures and records such factors as nervous system function, body composition, stress response - and over 50 other factors that are crucial indicators of your over-all wellness. This evaluation allows us to focus on the specific needs that must be met in order for you to increase your wellness in all 3 dimensions.

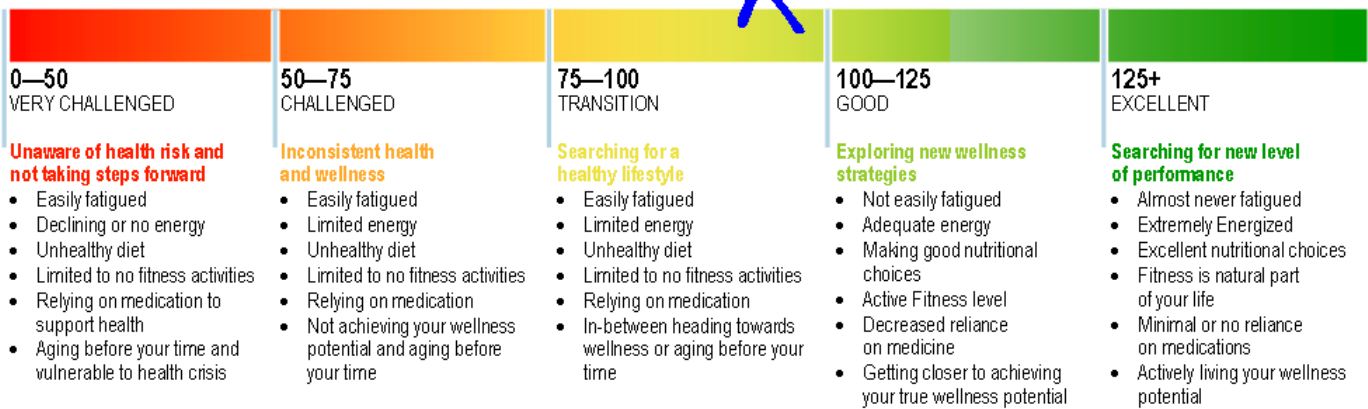
⇒ Step 2 - Your Wellness Quotient

Our powerful computer software uses your assessment to calculate your **Wellness Quotient**. Your Wellness Quotient is a snapshot of your overall state of wellness— think of it as your Wellness IQ. It is the sum total of your present Physical, Bio-Chemical and Psychological well-being; it's the foundation from which you will begin to create wellness in your life.

⇒ Step 3 - Your Customized Wellness Program

Here is where it gets exciting! Based on the results of your assessment, we create a 3- dimensional program customized

So... what's your Wellness Quotient?



to your unique needs. Our software makes this possible by turning the data we've collected into a personal action plan for wellness, your customized *Creating Wellness™* System!

⇒ Step 4 - Your Coaching Sessions

We understand that making major lifestyle changes can be difficult—and sometimes a little scary. That is why you will work with a certified Wellness Coach for encouragement, advice and motivation. Your personal coach will help you face challenges, overcome obstacles—and share in your victories!

During these wellness sessions, your coach will create your “Sound Advice” audio magazine, giving you the tools and support you need to get the most out of the *Creating Wellness™* System. It is the mission of your coach to make sure you get results!

⇒ Step 5 - Continuing Reassessment

You're reassessed periodically to make sure you are achieving measurable progress. Continuous re-assessments allow us to make adjustments in the program to ensure it is always addressing your most current needs.

The *Creating Wellness™* System changes as you change—adapting dynamically as you move through the program. It is exciting and encouraging to see your Wellness Quotient increase during the course of the program!



Section 6:

Breakdown of the *Creating Wellness™* System

Here's Everything Included with *Creating Wellness™*

Physical Dimension (Be Fit): How you use your body

- **3-Phase Exercise Program** – built to continually challenge you as your strength, endurance and fitness increase. As you progress from the beginner to intermediate to advanced phases, your program will be adjusted through new exercises, thicker exercise bands and/or compound routines, ensuring that you're always challenged and growing.
- **Custom Workout Routine (\$195 value)** – tailored to your personal level of fitness as determined by your wellness assessment. The program consists of strength building and cardiovascular exercises all done with a fitness ball and exercise bands included with the system. Your program takes only 20 minutes a day in the privacy of your own.
- **Gym Quality Fitness Ball (\$35 value)** – manufactured to commercial standards providing years of training life.
- **High-Strength Exercise Bands (\$300 value)** – designed for free-weight type resistance with a lifetime guarantee
- **Durable Athletic Duffel Bag (\$30 value)** – designed to make your *Creating Wellness™* mobile for workouts on-the-go

Bio-Chemical Dimension (Eat Right): What you put into your body

- ***Creating Wellness™* Meal Planner (\$95 value)** – customized to your specific caloric range determined by your goals and the results of your Personal Wellness Assessment. For ease of use, your meal planner has been organized into the four essential food groups, with predetermined portion sizes listed for each food.
- **Nutritional Symptoms Survey (\$45 value)** – designed to discover any nutritional deficiencies present and how best to fix them through diet and supplementation.
- **Standard Process Whole Foods Nutritional Supplements (provided separately, as needed)** – highest quality whole food supplements available in the U.S; available only through professional healthcare providers.

Psychological Dimension (Think Well): Your mind-body connection

- **15-Week of Lifestyle Coaching Sessions (\$750 value)** – ensuring that you “stay on track” and are held accountable for reaching your goals through structured coaching that guides, course-corrects and reinforces your new habits.
- **Sound Advice Audio Program (\$125 value)** – our breakthrough audio program delivers strategies and powerful motivation in all 3 dimensions of wellness, based on your individual needs and goals.
- ***Creating Wellness™* eNewsletter** – our monthly 1-page newsletter reinforces and inspires in minutes.



expect **MIRACLES**

Your *Creating Wellness* Assessment measures you in all three dimensions of wellness:
PHYSICAL BIO-CHEMICAL PSYCHOLOGICAL

Feel great with customized strength and cardio training

The Physical Dimension Components include:

- CREATING WELLNESS WORKOUT PROGRAM
- WORKOUT BALL
- WORKOUT BANDS

Enjoy the benefits of proper nutrition

The Bio-Chemical Dimension Components include:

- CREATING WELLNESS MEAL PLANNER
- NUTRITIONAL SUPPLEMENTS

Experience life to the fullest with powerful lifestyle advice and motivation

The Psychological Dimension Components include:

- SOUND ADVICE: YOUR WEEKLY AUDIO MAGAZINE
- JOURNAL PAGES AND WEEKLY CHECKLIST





Section 7:
Your Investment



Creating Wellness™... It's Priceless

Creating Wellness™ components priced separately:
\$1,305.00

- Custom Workout Routine (\$195 value)
- Gym Quality Fitness Ball (\$35 value)
- High-Strength Exercise Bands (\$30 value)
- Durable Athletic Duffel Bag (\$30 value)
- Creating Wellness™ Meal Planner (\$95 value)
- Nutritional Symptoms Survey (\$45 value)
- Standard Process Whole Foods Supplements
- 15-Weeks of Coaching Sessions (\$750 value)
- Sound Advice Audio Program (\$125 value)
- *Creating Wellness™* eNewsletter

Your improved health, wellness and state of mind:
Priceless.

You've likely seen the "Priceless" campaign used by MasterCard the past few years. It's ingenious.

Well, we like to use it when people ask, "How much does Creating Wellness™ cost?"

When answering, we say...

- *First, we don't believe it "costs" anything. Instead, we believe it's the best "investment" you can make in yourself. With a healthy mind and body, you can excel in all areas of your life.*
- *Second, we ask: "If you could have a sound mind and body – and reach the state we all hope for – namely, the state of constant peace of mind – what would that be worth?"*

Following are the *Creating Wellness™* Plans

Creating Wellness™ Plans

As a chiropractic patient at Always Chiropractic & Wellness, the Creating Wellness™ Programs are available to you at a reduced fee. This is our way of helping you improve your health and vitality and to say thanks for your dedication to your health and wellness.

Core Program

regularly \$850; with your chiropractic care: \$650

- Weekly Coaching Sessions for 15 weeks
- 15 Weeks of Sound Advice personalized Audio Magazine
- 15 Weeks of Personalized Informational Handouts
- Creating Wellness Re Assessments at Week 5, Week 10 and Week 15

Core Program + Physical Dimension

regularly \$1150; with your chiropractic care: \$850

- Core Program
- Fit Ball
- Exercise Bands
- Personalized DVDs: 3 Cardio, 3 Strength Building

Core Program + Biochemical Dimension

regularly \$1150; with your chiropractic care: \$850

- Core Program
- 15 Weeks of Whole Food Supplements
- Customized Meal Planning.
- Available as Brand New "My Wellness Space" on line service or, in original paper format.

Creating Wellness Lifestyle Program

normally \$1500; with your chiropractic care \$1000

- Core Program
- Physical Dimension
- Biochemical Dimension

To begin your *Creating Wellness™* Journey, your **Personalized Creating Wellness Kit** is ordered and will arrive within 5-7 business days.

To order your Customized Creating Wellness Kit, payment may be made in full prior to ordering, or divided into 2 equal payments: the initial payment prior to ordering the kit and the second payment at week 5.



Section 8:

Reasons You Should Explore
A Wellness Lifestyle Now

.....

I wrote you earlier that I wasn't going to make BIG, BOLD positive claims... and instead, gave you several long-form, very detailed testimonials.

Well, you now have all the facts. You have enough information to make a decision.

So now I can respond to all of these "reasons" candidly... without worrying about influencing your decision.

1. **"I'm Healthy Enough Already – I Feel Fine"**
Compared to what? How do you know if you're in the best mental and physical shape possible if you've never followed a structured a program that addresses all 3 areas of your life simultaneously. Why not complete your Personal Wellness Assessment for peace of mind? If all's good, there's no further obligation.

You already believe that, "The best medicine is preventative medicine, right?" I mean, you go to an M.D. for a yearly physical, right? And a dentist every six months for a cleaning and check up, correct? Why? To remain healthy and detect any small problems before they become big problems. Your Wellness Assessment is more insurance.

2. **"Personalized Programs Cost Too Much Money"**
FIRST, compared to what? What's a sound mind and body worth? What's living the life of your dreams worth? SECOND, since when has an investment in your health and wellness ever been foolish?

Frankly, I believe the program only "costs" you IF YOU DO NOT SIGN UP. Seriously, if you won't invest in yourself first – just like paying yourself first – you may need to rethink your priorities. Your health is your biggest asset; invest in it!

3. **"I Don't Have Enough Time"**
This one's simple: "If you won't make time for your health and wellness, how will you truly excel in all other areas of your life?" Perhaps you feel so rushed and busy because your life – or specific parts of it – are out of balance. Isn't it time for you to get centered and balanced again, and to have the peace of mind these bring?

4. **"I'm Using a Different Program"**
This is probably the best and most logical "reason". Quite possibly, you're already following a program that works for you. If so, stick with it!

However, no other program is based upon the Wellness Assessment and the resulting Wellness Quotient. So, for peace of mind and to get even better results from your current nutrition and exercise program, you should complete your Wellness Assessment. It's good insurance.

5. **"It Won't Work For Me – I've Tried Other Programs and Nothing Seems to Work"**
I was going to bite my "tongue" on this one... but I won't. This is a COP OUT!

FIRST, you haven't tried this program, so you have no basis for thinking this. SECOND, you're selling yourself short. What you're basically saying is that you couldn't make the other programs work. THIRD, that's why we include personal coaching. It's not so your coach can become your new best friend. Instead, it's to hold you accountable for achieving your goals; accountable for getting the most out of your investment: your life. IF YOU'LL PUT AS MUCH EFFORT INTO YOUR HEALTH AND WELLNESS AS YOUR Creating Wellness™ COACH DOES, it's impossible for you to fail.

Creating Wellness™ is the only customized program that addresses physical health, nutritional health and emotional health, at the same time.

We're vested, motivated and committed to your health. Are you?



Section 9:

Do This Next

At the beginning of this letter,
I asked if you were...

1. Sick and tired of being, well, “**tired**”, and longing to **slow the aging process** and feel even a bit younger?
2. Wanting just a little **more energy** and “**get-up-and-go**” in your step?
3. Hoping for a more **positive, caring** and **compassionate** frame of mind, free of fear, skepticism and judgment?
4. Ready to **finally make you** – and you alone – **your top priority**?
5. Just longing to **excel in all areas of your life** (relationship, career, family, social, financial, etc.), not just a few?

If You Answered “Yes” to Any of These,
Then I Strongly Encourage You to Do One or All of These TODAY.
It Very Likely Could Be the Single Best Decision You Make in This Year.

1. **SIGN UP** to attend a *Creating Wellness*TM “**Preview Evening**” to See It In Action
2. **MEET WITH** one of our Wellness Coaches to decide if *Creating Wellness*TM is right for you
3. **SCHEDULE** your *Personal Wellness Assessment*

Earlier, I wrote that we always have your best interest in mind. That’s why, even though it’s against my nature to try and promote or “sell” our services, I’m giving you this information. **You need it. You deserve it.**

And although I’m not a professional marketer, I am a consumer. I know when something I read or hear rings true.

The *Creating Wellness*TM program “rang” true when I first learned about it a little more than a year ago. And it kept ringing true all the way through the 4 months leading to my decision to license it.

This program has **changed the lives of hundreds of people just like you.** And it can dramatically change your life, too. You owe it to yourself and those you care about to learn more.

To living the life of your dreams,

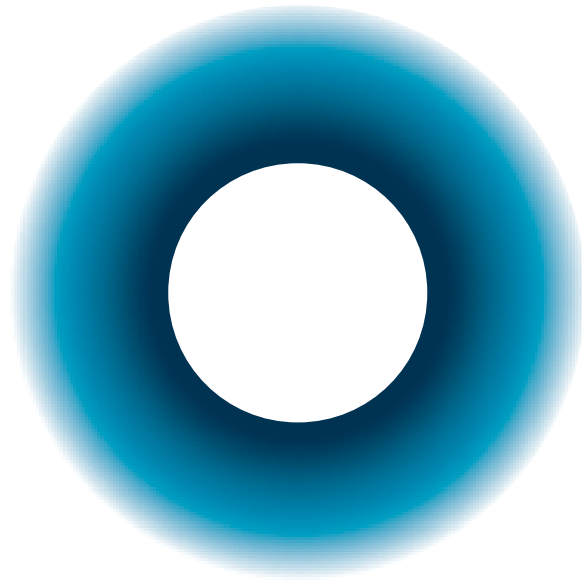
Katherine Ellison, D.C.

When are you going to FINALLY make YOU your TOP PRIORITY?

When is a HEALTHY and CONFIDENT MIND that INSPIRES YOU to change your life and ACHIEVE YOUR DREAMS going to become a PRIORITY?

When is a FIT and ENERGETIC BODY that’s overflowing with ENERGY and LETS YOU LIVE LIFE TO THE FULLEST going to become a PRIORITY?

Schedule your Personal Wellness Assessment today. You deserve it.



*Healing this generation and the next
through wellness care,
one person at a time.*



**ALWAYS CHIROPRACTIC
& WELLNESS**



A Creating Wellness Center

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