

21-Day New You Program:

Emergence from the Pandemic Healthier Than Before

The new mission of our team of wellness experts at *Asheville Medical Massage* and *High Performance Aging* is to help you to emerge from the pandemic healthier than before it started. We want to help you become a “New, Stronger You.” So we’ve spent the last six weeks creating a brand-new program that’s designed as a *specific response* to the ways in which the “Covid-19 Lifestyle” may be weakening your health and well-being.

This program is designed to help you in one or more of the following ways:

- ✓ Strengthen your immune system
- ✓ Boost your brain health
- ✓ Reduce anxiety and uplift your mood
- ✓ Strengthen your body and improve your joint health
- ✓ Increase your energy
- ✓ Build and deepen your connection with others while we’re under social distancing guidelines

How it works

Start Date: Open enrollment from April 29-May 9

End Date: May 30

We will support you in identifying at least ONE effective, sustainable, healthy behavior in one or more of these four *Core Domains of Health*:

1. Brain Health
2. Body/Exercise
3. Heart/Spirit
4. Energy/Rejuvenation

What You’ll Do

1. Take our Brain Health and Personal Wellness assessments (less than 15 minutes)
2. With our help, choose one or more health domains and one supportive action/behavior
3. Record your progress each day for 21 days and assign one point for each day that you did
4. Qualify for Rewards and Prizes based on the total number of points you earned

Receive Special Access to As Much Coaching Support as You Need

Use our group coaching support calls Monday-Friday to help you create upfront and refine it along the way. Also enjoy special presentations on the four *Core Domains of Health*.

Rewards and Prizes

You'll be eligible for various rewards and prizes throughout the program that range in value from \$95-250. These include gift certificates for medical massage, fitness training sessions, and 1-on-1 health coaching sessions.

Price and Value

We are offering “Pay What You Can Afford” options to make this accessible to everyone. The actual retail price is \$199. Pricing tiers range from \$1-\$199. At each higher tier you receive an additional bonus added to your purchase, such as a free month of online fitness training or a massage gift certificate.

What's the actual value? When you add up the number of coaching sessions available to you, plus all of the additional support, during the pre-Covid-19 days it would have cost about \$1,719 for a program like this if we were offering it in-house. So this is an incredible and unbelievable deal.

SPECIAL BONUS: One Month FREE of *HPA Fitness Online*

If you purchase at the \$99 tier or above, you'll receive one free month of *High Performance Aging (HPA) Fitness Online*. This includes up to two live classes most weekdays and recordings of training sessions you can watch anytime. Classes offered include:

- ★ Renewed Strength
- ★ Posture & Flexibility for Joint Health
- ★ Balance & Fall Prevention

For More Information:

<https://www.medicalmassageasheville.com/21-day-new-you-challenge>

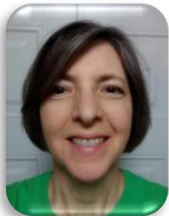
To Purchase:

<https://advanced-pain-relief-therapy-inc.square.site/s/shop>

Meet the 21-Day “New You” *HPA* Wellness Team



Zach Comer- Functional Aging Specialist, Co-Author of *High Performance Aging: The Over 50 Exercise Guide to Less Pain, More Energy and A Body You Can Rely On for Life*, creator of the *High Performance Aging Fitness Program*, Certified Brain Health Fitness Trainer 15 years as a Pain Relief & Mobility Therapist and Owner of *Asheville Medical Massage*



Marni Jennejahn- 24 years combined as a Personal Trainer, Group Fitness Instructor and Health Coach, Award-Winning Director of Wellness at Osprey Village Senior Living Community, certified in Yoga, Pilates and Tai Chi.



Whitney Madden- Owner of *BrainWise*, which educates acupuncturists and healthcare practitioners on how to integrate ancient wisdom and cutting-edge scientific discoveries; Certified Brain Health Coach (Amen Clinics), 20 years as an Acupuncturist.



Charlie Wright- former Director of Wellness at Warren Wilson College, over 40 years of experience as a pain relief therapist across multiple healthcare traditions, including Osteopathy, Applied Kinesiology, Chiropractic, Traditional Chinese Medicine, and Structural Bodywork... aka “The Pain Detective”.



Jeffrey Rich- Medical Massage Practitioner, Author, Speaker, and Educator in the healing arts with over 20 years and 3,200+ hours of study and experience, was lead teacher at two massage schools, designed the master curriculum for one massage school, and has led dozens of workshops in the healing arts.