



Z-Health Newsletter - April 2008

Your monthly insight to Life in Motion

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Calendar of Events

Our current schedule is below. Check our [website](#) for updates.

Conferences & Workshops

- Santa Clara, CA: Apr 23-27 - Body, Mind, Spirit Conference (<http://www.bodymindexpo.com/>)

R-Phase (Level 1)

- Denver, CO: Feb 29-Mar 2 & Apr 18-20
- Minneapolis, MN: Mar 28-30 & May 30-Jun 1
- Fremont, CA: Jul 25-27 & Sept 19-21
- Edinburgh, Scotland: Sept 1-6

I-Phase (Level 2)

- San Diego, CA: Jun 5-8
- Durham, NC: Jul 10-13
- Chicago, IL: Aug 7-10

Ask Dr. Cobb

If you have a question you'd like Dr. Cobb to answer in a future column, send it to askdrcoobb@zhealth.net.

Q: *Dr. Cobb, thanks for the newsletter. I have really been enjoying it and look forward to the articles and columns each month. I also have a question for you. Most of my exposure to the system at this point revolves around pain relief and rehab work for my shoulder. However, several friends of mine keep talking about the athletic training aspects of Z. Can you explain how you go from the little circles of R-Phase to athletic training?*

A: Thanks very much for the question. I am answering this one this month because I am asked this all the time! Many people think of Z-Health as primarily a mobility system for pain relief, rehab and general health, but nothing could be further from the truth. The fact is that Z-Health was primarily designed for athletic performance enhancement and we believe that EVERYONE should be trained accordingly. We believe in this so strongly that our company motto is, "Everyone is an athlete."

Most people don't yet know this, however, because of how Z is structured. You see, in the beginning stages of development, we had numerous opportunities to produce and sell our athletic training programs. In fact, our marketing contacts assured us that this was the best way to go. However, we had a serious ethical problem with this as the athletic training model and program that we follow is very demanding. So demanding, in fact, that without the preparatory work of R-Phase and I-Phase, injuries were a likely possibility. This was completely unacceptable to us! So, we started with the basics – R-Phase and I-Phase.

As simple as this seems, many people want to jump right to the "good stuff". However, we always explain to our athletes that you must first get healthy to really learn to train optimally. We even emphasize this in the name of our company – Z-Health Performance Solutions – health comes before performance!

As for the progression that we follow, let me lay it out this way:

You begin your Z-Health training with R-Phase. R-Phase, practiced correctly, begins the process of developing high level athletic skill by helping you restore mobility and increased body control and awareness at all speeds of movement, in all ranges of motion, in each joint area. This is what we call the Movement Alphabet, and a complete alphabet is one primary characteristic of elite athletes.

Next comes I-Phase which takes the Movement Alphabet and turns it into Movement Fluency. In other words, I-Phase makes you coordinate the movements of R-Phase with athletic body positioning. This allows you to develop even more refined strength, control and awareness in every potential range of motion. As you work through the I-Phase series, you find yourself practicing the actual movements used in virtually every sport as a part of the sequence. So, in essence, you get more bang for your buck in your training time as you develop mobility and athletic skills sets at the same time.

Once you have developed a base of Movement Fluency, you are ready to move on to S-Phase. This portion of the Z-Health system has not yet been released to the general public, but we are going to remedy that soon! S-Phase teaches the actual technical building blocks of sports movements with the same detail and clarity that R-Phase and I-Phase teach the building blocks of healthy motion. Many of our advanced trainers call S-Phase, the R-Phase of sports. In other words, it is a teaching series dedicated to learning the basics of how to move with the speed, power and technical precision of an elite athlete. S-Phase covers the vital components of linear speed, lateral speed, power generation and athletic vision that are necessary to perform at elite levels.

Ultimately, the answer to your question is that the "small circles" of R-Phase are the basics of all movement, and

- Minneapolis, MN: Aug 21-24
- Denver, CO: Oct 9-12

9S Certification

- Phoenix, AZ: Jun 26-29

T-Phase (Level 4)

- Phoenix, AZ: May 15-18

every athletic skill is nothing more than a complex combination of these same movements. As a result, by starting at R-Phase, you can systematically, intelligently and purposefully develop the skills that "natural athletes" develop intuitively. In other words, the "small circles" of Z are the first step in the process of becoming a great "natural athlete" and reaching your genetic potential.

Thanks again for the question. Have a great month!

Keep Moving,

Dr. Cobb

Sara Cheatham: Pain is Individual & Dependent

Sara is a Level 3 trainer and RKC Team Lead, living and working in Las Vegas, NV (Nellis AFB). She recently posted some great insights into pain, Z-Health, and neurology on her blog, <http://saracheathamsblog.blogspot.com/>. We thank Sara for allowing us to reprint her post and for taking the time to answer a few questions about her training.

Sara, thanks again for your time. From looking at your web site it looks like you do mostly group classes. Do you also do privates? What does that mix look like?

It's funny that you would assume that I do mostly groups classes because I actually do more one-on-ones and prefer them to classes. Classes are fun, but it wrecks me when people don't move precisely and with intention in their training, two things that are difficult to control in a group setting. I only offer five classes a week. I regularly have three to eight one-on-one sessions Tuesday through Friday; out-of-towners and military PT are sprinkled in my schedule, too.

Do you just teach kettlebells and Z-Health?

People come to me for kettlebell training, but I have always been into joint mobility. I never liked "stretching," and unfortunately that is the expectation of the beginning of a training session (especially in the military population). So joint mobility was a way around that. I used to do Pavel's Super Joints as a session opener, but now I do NWU-1 at different sport speeds and follow it up with a few things from Pavel's UNLOCK!. I often get, "and that's just the warm-up!?" after all the joint mobility work! We always end with template work from NWU 1 & 2 as well.

How do you incorporate Z in to your group classes?

Joint mobility doesn't stop at warm-up and cool-down in my sessions. If I can tell that someone is compensating during a kettlebell exercise, I'll have the whole class stop in their tracks and do Z joint mobility. Often everyone needs that drill at that time, anyway. Thankfully my clients have gotten over the idea that you have to reach a given rep number before resting. I don't really give them a set number to reach anyway. We stop and do a position or specific Z move when the elements of efficiency start to breakdown. Everyone knows all of their specific rehab positions, so I'll give them a movement and have them manipulate their CNS to their individual need. It's pretty cool to have a class of people doing the same thing but tailored to their individual need. The format for classes and one-on-one sessions are similar. I stop and do Z a lot more in one-on-ones, but that doesn't mean that I don't stop classes a lot for Z-time. Since S-phase, I would say I do equal kettlebell and Z-Health drills.

What is your favorite part about being a coach/trainer?

That's easy, changing minds and lives. Sometimes people are open to the paradigm shift. Those people are the most fun to work with. I have to say, outside of the few huge PT groups I lead, all of my clients are easy and fun to work with. It's inspiring as a coach, as a person really, to have other people put their faith, lives, and bodies in your hands -- wholeheartedly. It is mind-blowing and beyond words of total gratification.

Sara, thank you so much. Below is her blog post.

Pain is Individual & Dependent

Since learning and training with Z-Health, I view everything differently. This trickles down to how I treat and react to a client's pain. It is tough trying to shift the thinking of a people that have been brainwashed that cortisone injections, immobility of a damaged area, and surgery are always the answer, that they are not. In fact, these resolutions should never be jumped into head first at the wave of your physician's pen.

If we educated ourselves about basic human anatomy and functioning, we can start to understand why and how surgery can be avoided in most cases. I had the pleasure of training with a friend of a friend last Friday. As I was going through my assessment of her movement, I believe her words were, "You know all of this and you're not even a doctor." That's the paradigm shift we as a culture need to make! You have the tools and power yourself, individually, to change your own body and even its structure over time. We think that we have to pay a "professional" thousands and thousands of dollars to fix us. What can a guy that sees you for five or ten minutes in a pre-op know about how you move and live everyday? It is that individual movement and neural interpretation that is causing your pain.

You are at fault for your own pain. So logically, you are responsible for resolving your own pain. On top of someone changing your body (through surgery) to what they deem appropriate, you have additional tissue damage, scarring, and further neural shut-down to the "injured" area. Again, logically this makes no sense. So why do we continue to feed the cycle?

Instant gratification. As a culture we want change instantaneously and will pay nearly any amount to get it...so long as we don't have to do any real work. Therein lies rub and the answer. No one knows you better than you. No one has the power change you more than you. You live with yourself day in and day out. No indiscriminate doctor has the power to change you like you have the power to change you.

Take the time to educate yourself and individually apply what you've learned. You will avoid unnecessary hours spent driving to and from the clinic, at doctor's appointments, in surgery, and in Physical Therapy. "Education is not filling a bucket, but lighting a fire." William Butler Yeats

Pain is...individual and dependent upon a person's genetics, experiences, emotional status, stress levels, and environmental factors." Katie Bigelow

Sara and her husband are relocating to Fayetteville, NC in May. While she is bummed about leaving behind everything she has accomplished at Nellis, is very much looking forward to implementing what she has learned when she gets to Fayetteville. <http://saracheathamsblog.blogspot.com/>

SALE! 10% off Neural Warm Up 1

If you took advantage of our February R-Phase sale, it's now time to advance to Neural Warm Up Level 1. NWU1 distills our encyclopedic 35 minute R-Phase series into a **sleek and streamlined 10 minute program!**

Would you invest 10 minutes to be:

- Faster
- Stronger
- Mobile
- Balanced
- Focused
- Agile
- Injury Resistant
- Flexible

Give us **10 minutes a day for the next 10 days** and you'll be on your way to a healthier, stronger, and more coordinated body than you've ever imagined. Plus, you'll enjoy the feeling you get from these workouts so much, you'll do them because you want to – not because you have to!

The Z-Health Neural Warm-Up™ DVD/Manual package presents the most advanced, cutting-edge, biomechanical training you can do for your body. And, we have designed it so you can do it yourself - anywhere, anytime and for any activity! **No other 10 minutes can more completely and effectively prepare your entire body for ANYTHING YOU DO!**

Two easy ways to order:

1. Use [this link](#), or order online at zhealth.net and enter promo code APR10NWU1 at checkout.
2. Call **888.394.4198** to order. Be sure to mention promo code APR10NWU1 to guarantee your 10% off.

If you are you ready to look, move and feel your best - you're only ten minutes away. [Order now!](#)

One discount per order, offer expires April 30, 2008.

REGISTRATION DEADLINE! Scotland R-Phase

While we are looking forward to doing our first overseas Z-Health certification, we need YOU to make it happen. Many of you have contacted us and told us how excited you are about the certification and can't wait until September, but currently we do not have enough people registered with deposit paid to warrant the trip.

REGISTRATION DEADLINE: MAY 1, 2008

Minimum Deposit: \$695

If you have been considering certification, we urge you to make the deposit TODAY. We offer a 100% risk-free guarantee, if you are dissatisfied in any way with your certification, we'll refund your tuition no questions asked.

Tuition for this 6-day Certification Training event is just \$2195. If you pay in full at least 30 days before certification, there is a \$200 discount, bringing the training to \$1995. Or, if you would prefer to spread your payments out, it's possible to make the \$695 deposit and pay the balance in 5 monthly installments. Contact Kathy at Kathy@zhealth.net to learn more & get your registration taken care of today.

To read about the 27 powerful concepts and benefits of the R-Phase certification, follow [this link](#).

We GUARANTEE this will be the most unique and valuable professional training you've ever attended with more skills, drills and learning opportunities than you've ever experienced in 6 days. It's intense, it's powerful and it's guaranteed.

Updated! Certification Calendar

Our certification calendar has once again expanded as we added I-Phase certifications during 2008 in Minneapolis, MN and Denver, CO. We've also settled on Phoenix as the location for our first-ever 9S certification!

NEW! I-Phase. Minneapolis, MN. Aug 21-24

NEW! I-Phase. Denver, CO. Oct 9-12

UPDATED! 9S - Strength & Suppleness. Phoenix, AZ. Jun 26-29

For additional dates, contact the Z-Health office at 1.888.394.4198 or info@zhealth.net.

Trainer Workshops

Los Gatos, CA. Saturday, April 26, 10a-1p. Shelli Stein, R, I, S (Levels 1-3)

Moving for Life. Moving your body is an important part of weight loss and health. But, without proper body mechanics, you may get injured and discouraged and discontinue physical activities. In this class you will learn body mechanics that will help eliminate and prevent physical injuries. Whether you are a seasoned athlete or just starting to move your body, this class will help you lose weight, feel better, and move your body for life! For more information and to sign up, contact Shelli at shelli@joyinmovement.com.

If you are a Z-Health certified trainer with upcoming events you'd like in this newsletter, let us know at support@zhealth.net.

<http://www.zhealth.net>

[Affiliate](#)

[Calendar](#)

[Certification](#)

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