

JULY 2010

## The Neurology of Nutrition

*All Progress Starts by Telling the Truth – Dan Sullivan*

This quote opens the 9S: Sustenance and Spirit certification notebook. And, since the 9S course last July, there has been a lot of truth-telling going on amongst the Z-Health trainers in attendance as well as their clients.

This past week, Dr. Cobb mentioned how cool it is to see the radical changes that many of the 9S Sustenance & Spirit participants and their clients have gone through since attending the course a year ago. We have seen incredible changes in body composition, strength, recovery capabilities, and weight loss all following the 5-day course. And, with another course coming in September, we expect 2011 to be an even more successful year for the Z-Health community.

While it is impossible to track the results of the thousands of individuals involved with Z-Health, we thought we would share some of our success stories, as well as some ideas on how you can achieve similar results.

## WEIGHT LOSS

Trainers and clients who were seeking weight loss averaged a loss of 30 pounds, and KEPT THAT WEIGHT OFF. Anyone who has dieted knows that the losing part isn't nearly as difficult as keeping it off.

**Pro Tip:** Make sure that the nutritional changes you make to lose the weight carry over to maintenance. If a diet habit isn't sustainable, you should consider replacing it with one that is.

## MEASUREMENT CHANGES

6" reductions in waist size were not uncommon. Several clients dropped one or two pants and shirt sizes.

**Pro Tip:** Having to buy a new wardrobe, while pricey, is a lot less expensive than the cost of diabetes or heart disease. Look at it as an opportunity to get rid of those pleated pants!

## FOOD ALLERGIES & SENSITIVITIES

Eating foods that are wrong for you leads to inflammation

## IN THIS ISSUE

1. [The Neurology of Nutrition](#)
2. [Announcing the Newest Z-Health Master Trainers](#)
3. [Earn Continuing Education Credits](#)
4. [Newsletter Archive](#)
5. [Become a Facebook Fan](#)
6. [Learn More on YouTube](#)

## EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

### Essentials of Elite Performance

**Minneapolis, MN**  
July 16-18

**Seattle, WA**  
August 20-22

**El Segundo, CA**  
November 12-14

**Orlando, FL**  
December 10-12

### R-Phase

**Boston, MA**  
June 11-13 & July 16-18

**Copenhagen, Denmark**  
July 26-31

**San Francisco, CA**  
July 30 - August 1 & September 10-12

**Minneapolis, MN**  
August 27-29 & October 8-10

### I-Phase

**Phoenix, AZ**  
August 5-8

**Boston, MA**  
September 16-19

and digestive issues, that will make you feel lousy, prevent weight loss, hinder your training, and just generally slow you down (and make you less smart). Through testing, several people found out they had gluten intolerance, needed to limit their sugar intake, or modify their protein/carb/fat ratios.

**Pro Tip:** A simple 2-week elimination diet can tell you pretty quickly if you are intolerant to a food or not. The Coca Pulse test (while not conclusive) is a free, easy, at-home procedure that can provide you a great starting point in deciding on which foods to eliminate first in your diet.

## IMPROVED TRAINING & RECOVERY

Once you start eating the right foods for you, your body has to work less hard to digest and process your food, leaving more energy for training and recovery. So, your work capacity goes up – it's just that simple. Clients have gone from being virtually home-bound to hiking miles a day multiple days in a row. More active clients reported dramatically improved recovery times for similar workloads and faster strength and endurance gains.

**Pro Tip:** While there is a lot of new information out there about nutrient timing (what to eat, when), until you have all of the other variables dialed in, this is something you don't need to bother with. Instead, just focus on finding the right foods for you and your body WILL repay you.

## PAIN RELIEF

Improper nutrition causes pain in a lot more people than you would typically guess. Our most dramatic example is a woman who had been feeling great and steadily losing weight. She went off her supplements, and proceeded to become depressed, regained 10 pounds, developed chronic pain, and became largely homebound. At the urging of her trainer, she restarted her supplements and within 10 days her mood improved, her pain went away, her energy levels SHOT back up, and she restarted her stalled weight loss.

**Pro Tip:** As you may have read in our past newsletters, pain is nothing more than an action signal that something is wrong – it is your body's way of getting attention. So, if you are suffering from chronic pain, don't disregard diet as a potential source. Check the Food Allergies and Sensitivities section above for tips on how you can start sorting it out.

Proper sustenance impacts a lot more than your waistline. What we eat and how much we move regulates our mood, energy, appearance, and likelihood of developing chronic disease.

So, your homework for this month is to review the Pro Tips above with your diet in mind, and pick just one simple change you can make.

If you are an I-Phase certified trainer or above, and would like these results for yourself or your clients, call the office to sign up for the course.

If you have any questions about anything in the article, give us a call at 888-394-4198 or email us at

---

**Copenhagen, Denmark**  
October 28-31

---

**San Francisco, CA**  
December 9-12

---

### S-Phase

**Phoenix, AZ**  
October 14-17

---

### T-Phase

**Phoenix, AZ**  
November 4-7

---

### 9S Certification Series

**9S: Sustenance & Spirit**  
**Phoenix, AZ**  
September 24-26

---

**9S: Speed**  
**Phoenix, AZ**  
December 2-5

---

[info@zhealth.net](mailto:info@zhealth.net) and we can give you a hand.

[back to top](#)

---

## Announcing the Newest Z-Health Master Trainers

I wanted to take a quick moment to let you all know that Freddys Garcia and Shamsul Emrich have completed all of the tasks and testing required to be recognized as having full Z-Health Master Trainer status.

As a part of the Z-Health Master Trainer Program, anyone who did not achieve the minimum score to pass at the live training event in January was given a very demanding set of tasks, study, and testing that would be required to attain the designation.

Freddys and Shamsul both worked diligently to complete their training: re-attending multiple certifications, additional certification material study, and intense rapid fire testing. I personally put each of them through additional hours of one-on-one rapid fire testing where the additional study and hard work were very evident.

Please join me in congratulating both Freddys and Shamsul on achieving the designation of Z-Health Master Practitioner!

*Keep Moving, Dr. Cobb*

[back to top](#)

---

## Earn Continuing Education Credits

### DO YOU NEED CREDITS WITH?

- ACE
- ACSM
- AFAA
- BoC (Athletic Trainers Certifying Board)
- ISSA
- NASM
- NCSF
- NFPT
- NSCA

**Essentials of Elite Performance** has been certified for continuing education credits with all of the above agencies, in many cases for up to two years worth of credits!

Imagine a single course that teaches injury rehab and pain relief, sensory integration training, AND athletic transitions, linear speed, and lateral speed.

Add to that 6 different self-assessments so you know immediately whether what you did benefitted your performance or not – and you now have a powerful system in your hands.

**Because we know you expect more from yourself and your clients**, we are teaching this program around the

country so you have every opportunity. Be sure to watch the calendar over the upcoming weeks for our 2011 dates. We'll be adding new cities so we can bring this revolutionary program to more people!

- Minneapolis, MN. July 16-18.
- Seattle, WA. August 20-22.
- El Segundo. November 12-14.
- Orlando, FL. December 10-12.

You can learn more about the course [online](#), call us at 1-888-394-4198, or email [info@zhealth.net](mailto:info@zhealth.net), and we'll be happy to help you decide if Essentials is right for you.

**P.S.** If you are a current Z-Health trainer, you qualify for significant course discount. Be sure to call the office to learn what discount applies to you and to get registered.

[back to top](#)

---

## Newsletter Archive

**Did you miss an issue of the Newsletter?** Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

**Are you receiving our Training Tips?** These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

[back to top](#)

---

## Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

[back to top](#)

---

## Learn More on YouTube

**Interested in the science and theory behind Z-Health?**

**Want some athletic performance tips and tricks?**

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

[back to top](#)

---