

The Dynamic Wellness Challenge™

Challenge your employees to make healthier choices (and have fun doing it!)

- Increase productivity and morale
- Help reduce health care costs

If you **don't** have a wellness program...

the *Dynamic Wellness Challenge* is an easy, turn-key introductory program to jump-start your employees onto the road to better health habits.

If you **do** have a wellness program...

the *Dynamic Wellness Challenge* is a fun, interactive complement to your existing wellness initiatives.

What is the *Dynamic Wellness Challenge*?

The *DW Challenge* is an 8, 10 or 12-week, easy-to-implement e-mail and Internet-based wellness program that educates and motivates individuals to make better diet, exercise and stress reducing choices – gradually and painlessly! (The *Challenge* is also available in print or on CD-Rom for delivery to non-Internet users.)

The program is **simple** and **fun**, yet comprehensive and effective. Each week your employees will receive a friendly e-mail or printed message that will teach them about a HEALTHY FOOD or a HEALTHY ACTIVITY and challenge them to try something that may be new to them. The program also incorporates supplemental resources in print and video format. Topics will include recipes, cooking demos, clarification of nutritional labels, stress reduction techniques, exercise tips with specific workouts, and the latest information on disease prevention. It also provides opportunities for competition and REWARD POINT incentives.

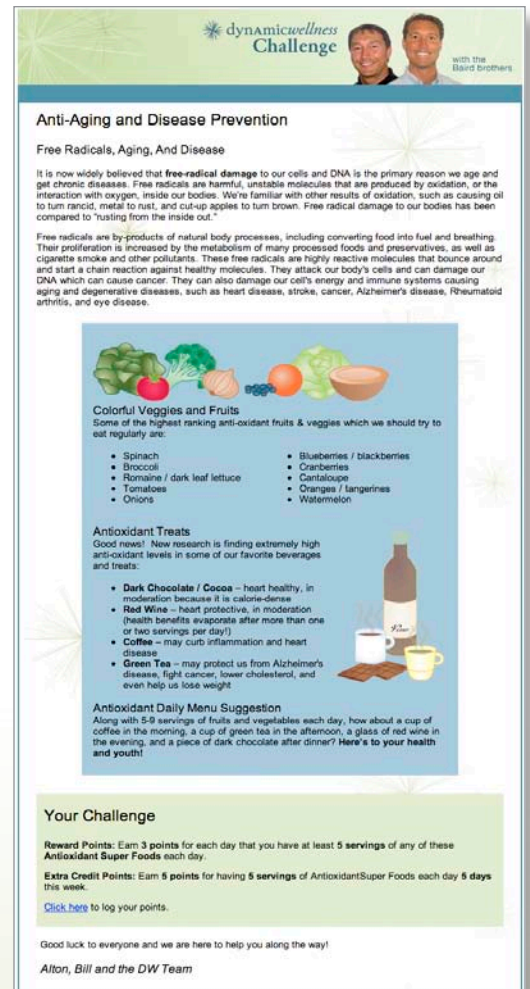
The *DW Challenge* is Good Business!

- Cost effective
- Proven to work
- Appropriate for any size employer
- Simple to implement – no additional resources needed
- Deliverable through e-mail or in printed format
- Designed to help reduce or prevent lifestyle-related health risks
- An opportunity for building employee morale and friendly competition

Why the *Challenge* Works

The *Dynamic Wellness Challenge* recognizes that behavior changes occur when people learn to think differently. This requires new knowledge and practice. We ensure greater success in changing health habits by teaching both the benefits and the consequences of our choices and explaining the “why” behind recommended behaviors.

An incentive structure based on “Reward Points” then encourages trial and continued practice of each new behavior as old habits are replaced. Dynamic Wellness and the employer design the incentive structure for the *Challenge*.



dynamicwellness Challenge with the Bland brothers

Anti-Aging and Disease Prevention

Free Radicals, Aging, And Disease

It is now widely believed that free-radical damage to our cells and DNA is the primary reason we age and get chronic diseases. Free radicals are harmful, unstable molecules that are produced by oxidation, or the interaction with oxygen, inside our bodies. We're familiar with other results of oxidation, such as causing oil to turn rancid, metal to rust, and cut-up apples to turn brown. Free radical damage to our bodies has been compared to "rusting from the inside out."

Free radicals are by-products of natural body processes, including converting food into fuel and breathing. Their proliferation is increased by the metabolism of many processed foods and preservatives, as well as cigarette smoke and other pollutants. These free radicals are highly reactive molecules that bounce around and start a chain reaction against healthy molecules. They attack our body's cells and can damage our DNA which can cause cancer. They can also damage our cell's energy and immune systems causing aging and degenerative diseases, such as heart disease, stroke, cancer, Alzheimer's disease, Rheumatoid arthritis, and eye disease.

Colorful Veggies and Fruits

Some of the highest ranking anti-oxidant fruits & veggies which we should try to eat regularly are:

- Spinach
- Broccoli
- Romaine / dark leaf lettuce
- Tomatoes
- Onions
- Blueberries / blackberries
- Cranberries
- Cantaloupe
- Oranges / tangerines
- Watermelon

Antioxidant Treats

Good news! New research is finding extremely high anti-oxidant levels in some of our favorite beverages and treats:

- **Dark Chocolate / Cocoa** – heart healthy, in moderation because it is calorie-dense
- **Red Wine** – heart protective, in moderation (health benefits evaporate after more than one or two servings per day!)
- **Coffee** – may curb inflammation and heart disease
- **Green Tea** – may protect us from Alzheimer's disease, fight cancer, lower cholesterol, and even help us lose weight

Antioxidant Daily Menu Suggestion

Along with 5-9 servings of fruits and vegetables each day, how about a cup of coffee in the morning, a cup of green tea in the afternoon, a glass of red wine in the evening, and a piece of dark chocolate after dinner? Here's to your health and youth!

Your Challenge

Reward Points: Earn 3 points for each day that you have at least 5 servings of any of these Antioxidant Super Foods each day.

Extra Credit Points: Earn 5 points for having 5 servings of Antioxidant Super Foods each day 5 days this week.

[Click here](#) to log your points.

Good luck to everyone and we are here to help you along the way!

Alton, Bill and the DW Team

“Better health habits may be a mere mouse click away.” A study evaluated an e-mail-based employee wellness program with over 2,000 participants and found it to be a “powerful tool to help people adopt and stick with better health habits.”

(American Journal of Health Promotion: Vol. 19, No. 6, pp. 422-429.)

Challenge Features

HEALTHY FOOD topics include:

- The Truth About Carbohydrates
- Healthy Fats
- Protein Power
- Super Foods and Antioxidants
- Finding Hidden Sugar
- Dietary Fiber
- Cholesterol-lowering Foods

The e-mail may also include printable or video presentations on food preparation, integration of healthy foods, weight loss tips, and other related links.

HEALTHY ACTIVITIES topics include:


- Beginning and Advanced Strength Training
- Making Cardiovascular Exercise More Effective
- Simple Stress Reduction Techniques
- Feel-good Office Stretches
- Advanced Abs Strengthening

The e-mail may include links to clinical studies, illustrations, instructions for exercises, & additional pertinent information.

A PERSONALIZED CHALLENGE WEBSITE allows users to:

- View Weekly *Challenge* Summary
- Track Daily Points
- View Progress
- View Messages from the Team
- Participate in Message Boards
- View "Ask the Experts" Videos

OPTIONAL ON-SITE KICK-OFFS: Dynamic Wellness has the unique ability to kick off programs or spice them up with "buzz"-inducing on-site presentations delivered to a client's main office. These presentations can also be sent electronically to offices nationally via webinars or other electronic means. This "personal touch" drives participation levels significantly.



"I really like this!! Everyone should be able to find something to do to gain some points!" "These are some of the most thoughtful, intelligent suggestions that I have seen. I am familiar with a lot of the literature but this is the first time that I have seen these put together in one place."

Life-Changing Results!

Dynamic Wellness recently completed the *DW Challenge* with a large division of McDonald's Corporation and achieved an exceptionally high participation rate of 62%. Key results include:

- 96% of the participants reported acquiring new and useful knowledge that they plan to continue utilizing.
- 82% reported integrating at least three new *Challenge* behaviors into their lifestyle.
- About 60% reported getting more exercise and eating more fruits, vegetables, and healthy fats than before the *Challenge*.



"The Dynamic Wellness Challenge has made a huge difference for me...I learned something new from each Challenge email...I love the program and ideas."
"Dynamic Wellness is offering a fresh approach to teaching about health and fitness making learning fun and involving."

About Dynamic Wellness

Dynamic Wellness is a pioneering provider of exceptionally high-quality and unique wellness programs. We offer cutting-edge and topical knowledge on nutrition, fitness, stress management, and disease prevention. Our comprehensive content is delivered with the same fresh, motivational approach to wellness education as introduced by the company's founder, Alton Baird, seven years ago. DW's dynamic teaching methods impart new ways to think about health and wellness that motivate behavior change. Alton and the DW team help make wellness make sense. Individuals are inspired to embrace healthier lifestyle choices and achieve improved well-being, on their own terms. And now, through technology and the Internet, Dynamic Wellness, with their innovative programs, is able to reach employee groups and audiences of all sizes, regardless of geographic location.

Alton Baird
President, Founder



Dynamic Wellness' content and delivery has been enthusiastically received by employees of multiple Fortune 500 companies including McDonald's Corporation, Allstate, Deloitte Consulting, Foote Cone & Belding, Siemens Medical Solutions, Discover Card, International Truck and Engine Corporation, and the Illinois Department of Commerce.