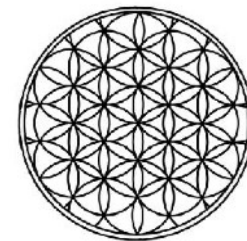




OPTIMAL SELF



NEWSLETTER

Challenges:

Freedom Challenge- give up something for 30 consecutive days. (ie sweets, bread, nicotine, alcohol, Netflix and digital media streaming). If you miss a day, start over. You can also include a 10 minute flash meditation or Jungle 30 in this challenge.

Level 1: Jungle 30- 30 push-ups/30 air squats/30 sit-ups

Level 2: Jungle Split- this is similar to Jungle 30 except you're adding forward and reverse lunges and doing 20 reps instead of 30:

✦ 20 forward lunges/20 push-ups/20 air squats/20 sit-ups/20 reverse lunges

Level 3: Pyramid of Ascension-

Pull-ups/Dips/Bridge lifts

Sets of 5/6/7/8/9/10/9/8/7/6/5

Optimal Self Team Deals:

- ✦ **Happy Birthday Deal:** No Enrollment Fee (\$40 value) for new Members joining between January 3rd and February 2nd (February 2nd is our Optimal Self Birthday Bash)!
- ✦ **Personal Training with Joel Witmer:** 3 Sessions for \$99.00 (normally \$40 per hour long session).
- ✦ **60 for \$60.00:** 60 minute massage with Eric Hilton for \$60.00
- ✦ **New Transformation Membership:** New members receive a free 60 minute Fitness and Lifestyle Consultation with Eric Hilton (a \$60.00 value). During this consultation, Eric will help to map a plan to achieve your goals!

Guardian of the Year: Kenneth Martin

Kenneth Martin has been with us since the beginning of time. Over the years he has gained his place with his heavy lifting and being a part of the community. Over this past year, Kenneth Martin has been such a big help to Optimal Self and many people. Kenneth is very reliable, loyal and considerate. Whenever a friend needs a hand, Kenneth gives his whole, massive self including his heart. He has been participating in community service and working towards impacting the growth of a better community in Portland. Kenneth sets the example at Optimal Self to be a GREAT Guardian.

Thank you, Kenneth! We are looking forward to growing with you over the years to come!

-Eric Hilton

"Kenneth is the best!" ~Lynette



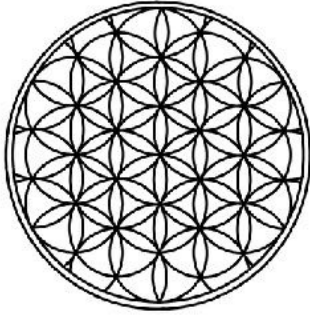
Work Out Buddies of the Month: Abby & Matt

Like perfect science experiments gone awesome! Abby and Matt came to Optimal Self and jumped right into embarking on a journey through the GVT regimen. Committing to each other at 6:00 am every morning, Monday - Friday, they learn together, they push each other and have super fun doing it! Abby and Matt are proof that when you work together as a team to accomplish the mission that you guarantee your success. The joy and the happiness that Abby and Matt bring during their workouts strengthens the community of Optimal Self. This sets the example of how we all can thrive relying on our community and being a good friend. We look forward to seeing how you continue to progress and to build your friendship.

Thank you, Abby and Matt! Keep crushing it!

-Eric Hilton





Welcoming new OS Team Members:

Optimal Self would like to welcome our new Guardians: Mike, Max, Shannon, Michelle, Chris & Rob! Chris Morin is a Licensed Massage Therapist specializing in one-on-one and corporate chair massage (morintouch.com). You may find him set up in our Movement Room so don't hesitate to say, "Hello!" Our good friend and loyal member, Rob Ragonese (trainmindbody.com), has joined our team as a long-time Certified Personal Trainer and newly-minted Certified Kettlebell Trainer.

Optimal Self Birthday Celebration & Winter Community Potluck: Friday, February 2nd, 6 pm to 9 pm

Come celebrate FOUR EPIC YEARS of Optimal Self on this planet! Feel the vibration of hundreds of spirits who have build this vibrant community of health and well-being. This event is combined with our Winter Potluck so bring a dish to share along with your friends, family and community members!

Troy Ali is the current OS Video Producer and an accomplished photographer who is building his portfolio to include Fitness and Healing Professionals. Email Troy at troyaliphoto@gmail.com for info :)



Health Food Tip: Coffee

I personally love coffee...a lot. Coffee is a stimulant and when used properly, can fuel your day to success as you accomplish all daily tasks with good vigor. Even though coffee does good things for us, it must be respected. The simple coffee bean has magical powers by itself. It's best to buy organic coffee as many coffee growers use chemicals and unnatural means to produce coffee. All of these chemicals can have a dramatic effect on your body, especially if you are an avid coffee drinker.

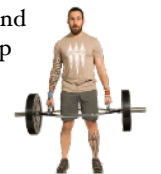
Be mindful of what you put in your coffee. I used to be the 16 sugars and heavy cream in my Dunkin Donuts coffee guy. However, over time, I started to decrease all the things that made my coffee NOT coffee anymore. When using sweetener, keep it as simple and natural as possible. White sugar is death and all of the artificial sweeteners are unnatural to our bodies. I suggest the safe approach of honey or maple syrup, local and organic. When using heavy creams and/or artificial dairy substitutes you are still putting in a lot of unhealthy things into your body. So when you drink coffee, appreciate the actual coffee and give it a chance to woo your taste buds and taste the great aromatic essence of the medicine. I enjoy a little powdered ginger and cardamom or cinnamon in my coffee now.

If you are a professional coffee drinker look at how much coffee you drink everyday. Know that the driving force of your coffee consumption comes with consequences. We all build tolerance to things which takes away from the value and appreciation we have for them, so moderate your coffee intake and let it work for you, not against you.

-Eric Hilton [?]

Exercise of the Month: Deadlift

Warning! Deadlifts can be brutal! Because of the simplicity of the movement, one is able to pull a lot of weight. Deadlift is a great exercise that works the lower back, hamstrings and core. This movement can pretty much can be a full body workout if you are giving it your best. You can deadlift utilizing the olympic bar, trap bar, kettlebells and whatever you can find. Regardless of your chosen equipment, when beginning this exercise, ground your feet, shoulder width or narrow stance, keeping the chest up, arms at your side, push the butt back to come down to grab the handles of whatever you are using, keeping the back flat/straight. When executing this exercise, straighten your body out, pulling the bar up, using only your grip, chest and back—not your arms. In this motion, your arms serve only to connect your hands to your shoulders and back. This is not a squat, so do not squat when lowering the bar. Try to keep the knees as stationary as possible, being mindful not to extend beyond what is necessary to lower the bar. The key here is: push the butt back when lowering the bar, just like when you reach down to lift it. Keep this movement very simple and refined. You will be amazed on how much weight you can easily pull over a matter of weeks of training. Just be safe by paying proper attention to form, be a BEAST and have FUN!



Deadlifts put hair on your chest—unless you don't want that. Anybody can deadlift. Deadlifts are best to do with buddies! Enjoy!

-Eric Hilton

Get the Optimal Self App!

Announcing our new app Free to you to keep you updated with classes and upcoming appointments. From your mobile device download the link below.
mndbdy.ly/e/150480

Up Portland and West End News

Check out Eric's Optimal Corner in The UpPortland Newspaper. This month, our Head Trainer Mike Courts goes over winter sports preparation, a timely topic indeed. Ted Fleischaker of Up Portland and Tony Zeli of the West End News are both committed members here at Optimal Self and they also share our message to the community. Grab one at OS or check them out online!

<http://www.upportland.com/> <http://thewestendnews.com>