

Coach Chris'

Addiction Recovery Breakthrough Program



Coach Chris Cucchiara

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A message from Coach Chris:

Part of recovery and avoiding relapse involves gaining new life skills and having a new vision for your life.

School teaches us the fundamental skills we need before we venture out into the real world and put those skills to use, often through a process of trial and error. In the same way, drug and alcohol rehab teaches recovering addicts the skills they need for lifelong sobriety before transitioning back into society.

But for addicts, trial and error can be a game with high stakes. Without adequate preparation for the day-to-day challenges of life in recovery, recovering addicts may find themselves relapsing shortly after leaving treatment.

That's where a lifestyle transformation coach comes in. I provide guidance and support with real-world application while addressing the issues underlying their addiction. I assist with developing and implementing practical tools that will improve their daily lives.

As the coach my role is to assist every step of the way... building a new foundation of confidence and self-esteem will ultimately help the client *motivate themselves* to confront and attempt old and new challenges alike, with a new attitude based on new strategies and mounting successes.

Life coaching is motivational in nature, but a client shouldn't expect me to do the work for them. I ask the pertinent questions and help construct a plan, while the client sets goals and decides what's most important to them.

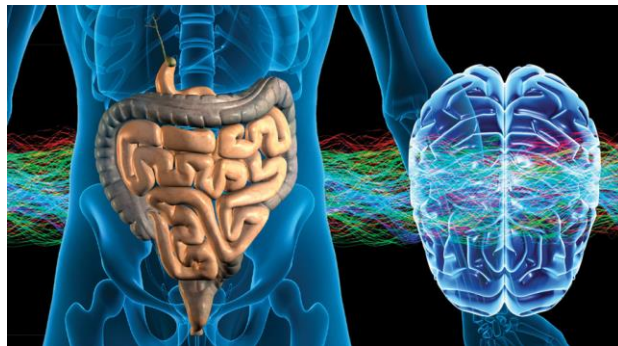
A big part of ensuring my clients success is balancing the ideal blend between tough love and unconditional support.

No one can anticipate or address all the potential issues that may arise in early recovery. But with a plan in place and a coach by their side, recovering addicts can start their recovery off with a solid foundation behind them and the confidence to continue moving forward.

My main objective is to help clients reconnect with their unique talents while offering unconditional support by helping them become who they are destined to be. When one can really connect with their life purpose, they start to establish an internal motivation they have never experienced before. This experience plays a BIG part in preventing them from slipping back into their bad habits.

Equally as important, and one that is left out in most addiction recovery programs, is addressing and treating metabolic issues along with the gut-brain connection.

The Gut-Brain Connection and Its Influence on Addiction and Recovery



You have probably heard the expression, “*Trust your gut.*” At one time or another, we have all had the experience of *not* trusting and having things go south. What explains this phenomenon? Part of it can be understood through vagus nerve which connects the gut lining to the brain. The Enteric Nervous System (ENS) lives in the gut and is made up of about 100 million nerves. The ENS holds an ocean of neurotransmitters, hormones, electrical impulses, and nerves. The way these two communicate can determine one’s level of anxiety, learning, memory, appetite, satiety, mood, and emotion. All of which can have a huge impact on lasting drug and alcohol recovery.

A huge part of what determines the communication between the brain and gut is the microbe. The microbe is good bacteria, fungus, and protists that live in your gut. The total size of them is 2 to 6 pounds (that’s 2 times the size of the human brain.) These microbes help us survive by absorbing nutrients and boosting our immune system.

Unfortunately, when the body is under stress it releases inflammatory cytokines in the gut. These chemical messengers bring a certain part of our immune system into high alert. When this happens, the brain reacts to stress like an infection and, in turn, kills some of the good bacteria in the body. If the stress is persistent then a chronic infection develops. In fact, current research has shown depression as an inflammatory disorder mediated by poor gut health. Animal studies have shown that manipulating gut bacteria can produce behaviors related to anxiety and depression.

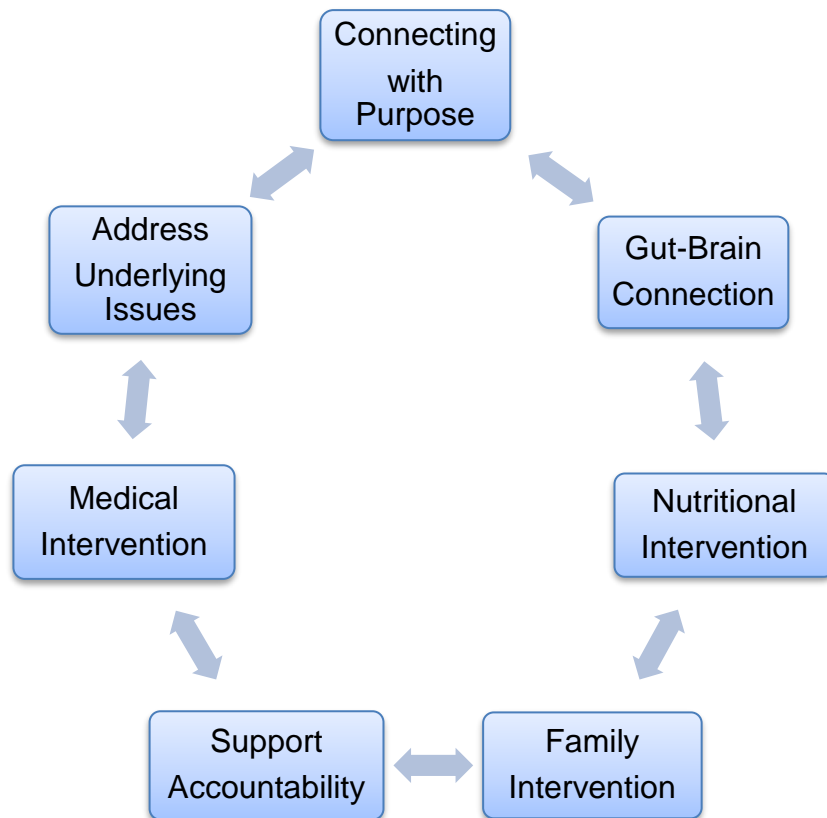
Now imagine a day in the life of a recovering addict: They are frustrated with a co-worker, running late to an appointment, and didn’t eat lunch, these circumstances are stressful and creating inflammation and toxicity in their body. If they don’t cope with these situations in healthy ways, the brain is going to process these experiences as emergencies. Over time, these emergencies create chronic levels of inflammation which then leads to chronic disease; depressive disorder, high blood pressure, autoimmune diseases, ulcerative colitis, and multiple sclerosis. Addressing toxicity and inflammation in the body, as well as any nutritional deficiencies, minimizes relapse and ensures our clients the greatest probability of success and full recovery!

To affect success early on and ensure long-term results, it is essential to take an integrated approach towards addiction and recovery.

Coach Chris' Integrated Coaching Model for Individuals and Families Dealing with Addictions

There are some good addiction/recovery programs available in the market place. Many vary in the services they provide. Research has shown a large percentage of addicts that graduate from these programs end up falling back into their old habits and begin using again.

In an effort to round out my program, I have partnered with the **Ken Starr MD Wellness Group in Arroyo Grande, CA**. They are doing amazing things in the field of drug and alcohol treatment addiction and recovery! Combining our respective skills and expertise allows us to provide a fully integrated model for addiction and recovery, it is also what separates us from competition. By incorporating our integrated strategy below, we are able to treat the whole person, therefore, our clients experience a much higher recovery rate!



There is one more area of addiction I'd like to address; and that is, FOOD. A large percentage of the population today are what I would categorize as; food-aholics. With obesity and diabetes skyrocketing, we have become a society addicted to sugar and processed foods. The brain does not discriminate the difference between food and drugs, in fact, sugar has been proven to be more addictive than heroin, tobacco, and cocaine. When treating food addiction, I incorporate many of the integrated modules above.

Coach Chris Cucchiara Partners with the Ken Starr MD Wellness Group

Ken Starr M.D. FACEP | Diplomate of the American Board of Addiction Medicine

Dr. Starr is an authority in the field of Addiction Medicine and has helped hundreds of patients achieve lasting sobriety. He founded the clinic in 2012 after the overdose death of his brother. Dr. Starr utilizes medications, supplements, traditional and non-traditional therapies that help people overcome chemical dependency. Dr. Starr specializes in the treatment of alcohol, benzodiazepine, and opiate dependence. He is Board Certified by the American Board of Addiction Medicine and the American College of Emergency Physicians. Dr. Starr is an active member of the American Society of Addiction Medicine and the California Society of Addiction Medicine.

A MESSAGE FROM DR. KEN STARR

The Ken Starr Wellness Group would like to officially welcome **Coach Chris Cucchiara**. Coach Chris, as he's known, is passionate about helping people and organizations reach their full potential. Chris adds to our complement of services relating to improving wellness in individuals and their community. He's excellent at what he does. We are glad to have him with us.

Coach Chris Cucchiara | Lifestyle Transformation Coach

Chris Cucchiara's roots lie in world-class bodybuilding, but he brings that same world-class drive and inspiration to everything he does in life.

Chris has been coaching individuals and businesses for thirty-seven years in the areas of business and human development; leadership and lifestyle management.

He is currently the Founder and CEO of Cucchiara Enterprises; a management consulting company focused on leading individuals and businesses through specific mental exercises that ensure peak performance in all areas of life.

Through his coaching and consulting Chris has enjoyed seeing thousands of people reach entirely new levels of personal and financial breakthrough; clarity of mission and purpose, self-assurance, and optimal health.

To learn more about our proven program and how we can best serve you, please contact Coach Chris directly by calling **805.202.2077**. Rest assured, your call will be returned within 24 hours.

