

Fit @ 50 and Beyond!



It's not a diet.
It's a lifestyle.

A PERSONALIZED COACHING AND MENTORING PROGRAM
GUIDING YOU TO **INCREASE VITALITY AND OPTIMAL HEALTH,**
ACHIEVE AND MAINTAIN YOUR IDEAL BODY WEIGHT AND
ENHANCE YOUR QUALITY OF LIFE!

WHY COACH CHRIS?

Most fitness trainers are in their 20's, 30's and early 40's. The fact is that there are an extremely rare number of fitness trainers, life and health coaches who are themselves over 50. And even fewer over 50 who can truly equip, inspire and guide you in how you too can balance careers, families, aging parents, and financial issues while also maintaining optimal health and well-being.

With insatiable passion, relentless drive and determination to make a difference, Coach Chris is now taking his thirty-five years of mastering body building, entrepreneurship, coaching and speaking, then blending these success principles into supporting those 50 and over!

Coach Chris' integrated system for lifestyle management has created a new paradigm in the way you manage your health and well-being. His approach incorporates a multidisciplinary strategy that helps you achieve peak performance in all areas of life.



Chris Cucchiara
(57 Years Young)
*Your 50 and over lifestyle
transformation expert*

A MESSAGE FROM COACH CHRIS

If you are concerned about your current health and wellbeing and want to ensure a quality of life beyond the age of 50, then this program is for you! I have specifically designed this for those focused and committed to achieving and maintaining optimal health and wellbeing throughout their entire life.

The core focus of this program includes, but not limited to; safe and effective weight-loss strategies that deliver lifetime results! I also address any potential areas of sabotage.

I do NOT believe in nor endorse starvation diets as they fail to deliver long-term results. Not to mention, they are not healthy for you.

I teach my clients proven methodologies for eating and exercise that will sustain your health for the rest of your life. You will love this program as the foods you'll be eating taste great will and they fill you up! Your overall weight-loss goal will result in only losing "body-fat" not water weight or muscle. You'll become an expert in what foods to eat, and what foods you should avoid. You'll overcome any food addictions that may be causing you to overeat.

I'll also address your metabolic system and any nutritional deficiencies you may have by reviewing your current blood work. If you are

taking any medications I will confer with your primary health care professional to ensure we are all on the same page. Taking an integrated approach to your overall health and wellbeing is my specialty.

NEWS FLASH

As my company continues to expand its services here on the beautiful Central Coast of California, I'm excited to announce the strategic partnership between Cucchiara Enterprises and the Ken Starr, MD Wellness Group.

Working alongside Dr. Ken and his staff allows me the ability to offer my clients additional programs and services that will further enhance their overall health and well-being. These onsite programs and services will include but not limited to: specific medical detox protocols, nutritional IV therapies, onsite blood testing, specific hormone therapies and age management protocols.

I'm equally excited about the opportunity of integrating my coaching programs and services alongside the Ken Starr, MD Wellness Group which will further enhance their patients overall health and well-being.

"A quality of life and sustainable health is not something that happens to you, it's something you have to plan. Prevention is the best way to address the underlying cause of disease."

Coach Chris

YOUR FIT @ 50 AND BEYOND EXPERIENCE INCORPORATES A FOUR PHASE CONTINUUM

ASSESSMENT

Review of your comprehensive lifestyle, health and metabolic assessments. These initial baseline assessments provide Coach Chris with a window into the current state of your **physical, nutritional, mental and emotional health**. These findings will be discussed in **collaboration** with a team of **integrated healthcare professionals experienced in metabolic, nutrition and cardiovascular health**, which includes a complete review of your current blood work.

Note: Reassessments, goals, and your personalized program will be measured and updated every 90 days.

GOALS

During your initial assessment Coach Chris will address your overall **health, fitness and lifestyle goals**. More importantly, guide you to determining the “**why**” behind your goals.



LIFESTYLE MANAGEMENT

Your lifestyle management program is not just another diet or short term fix. It's a life-long support system incorporated into your daily life that integrates your physical, mental, emotional and spiritual health. The value in working with Coach Chris will result in the following benefits: **Longevity and a sustainable quality of life, prevention and/or management of degenerative disease, enjoy more energy and vitality while maintaining a life of optimal health.**

PERSONALIZED PROGRAM

This is NOT a one-size fits all program. Based on your initial baseline assessment, and your specific goals and objectives, Coach Chris will design a **mutually agreed upon personalized lifestyle management program** that will **produce measurable and life-changing results**. Your program will include, but not limited to: proper exercise and body movement, eating healthy foods that taste good and nurture your body, as well as incorporating nutritional supplementation based on your metabolic needs.

WHAT CLIENTS ARE SAYING WORKING WITH COACH CHRIS

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Coach Chris is an outstanding mentor and motivator. He is skilled at being able to bring out the best in his clients, including their latent talents. He took me on a path of self discovery that has helped me with my confidence, ability to focus, and to feel supported and more positive when challenges can feel overwhelming. My health has improved through the awareness Coach Chris instilled in me about the importance of making good food choices to improve my diet and outlook on life!”

Richard P (68 years young)

“

Even though I’m not overweight, I have struggled with blood sugar issues most my life. After my most recent visit to the doctor, I was told I would have to go on insulin. My blood markers at the time of my doctor’s visit indicated I have type 2 diabetes. I met with Coach Chris and shared that my doctor wanted to put me on insulin. He suggested I ask my doctor to give me 30 days to see if I could lower my blood sugar levels naturally before putting me on medication. My doctor agreed. After 30 days of working with Coach Chris on my eating habits and specific nutritional intervention, I was able to lower my blood sugars levels naturally and do not have to go on insulin!”

Margaret P (87 years young)

“

I have struggled with weight issues my entire life. It wasn’t until I began working with Chris that I finally realized the WHY behind my weight issues. He helped me uncover the mental piece that was the real cause of my weight issues. His program is brilliant. I not only lost 50 lbs, I have more zeal for life!”

Sam S (55 years young)

“

When I walked into Coach's office the first time I was well over 440 lbs. My health was extremely bad to say the least. Every diet I went on in the past failed. Coach Chris is different as he doesn't focus on diets, he supports the whole person. My health is on track for the first time in many years, and as a result, I have been able to reduce certain meds. I can't say enough about Coach Chris, he has given me my life back. Without his guidance I may not be alive today. I am more balanced mentally, spiritually, physically and emotionally than ever before and improving every day. My zeal for life, well let's be honest, I never had it before working with Coach Chris. I look forward to each day and can't wait to see where this journey goes. And by the way, after two months I have already lost over 30 lbs!”

Jeremiah T (43 years young)

ADVANTAGES OF HAVING A “LIFE” COACH

Let me start this off by saying that one of the secrets of highly successful people is that most of them use, in some form or another, a coach to help them achieve success. A coach/mentor can help bring clarity to your goals and can inspire you to make those goals a reality for your future.

World renown coach John Wooden says “A coach’s primary function should be not to make better players, but to make better people.” This has always been one of the philosophies that Coach Chris lives by, and incorporates into coaching people to become the best they can be.

Coach Chris's 35 years of real life experiences makes him unique in the marketplace. Here are the key benefits of partnering with Coach Chris as your life coach:

- ✓ Sustaining Optimal Health
- ✓ Accomplishing Goals
- ✓ Taking Action
- ✓ Inspiration & Accountability
- ✓ Clarity & Support
- ✓ Overcoming Challenges

Remember the greatest investment you can ever make, is investing in YOURSELF!

FIT @ 50 DELIVERS THE FOLLOWING BENEFITS

Increased: energy, stamina, libido, and mental clarity

Better: sleep, digestion and skin tone

Balanced: nutrition and hormones

Biomarker Improvements: cholesterol, triglycerides, blood pressure and blood sugar levels

Sculpt a lean, healthy body that makes you feel more confident and self-assured!

COACH **CHRIS**
CUCCHIARA

Serving Individuals Since 1980

Get to know Coach Chris by scheduling your complimentary breakthrough strategy session today. Please visit:
www.chriscucchiara.com/sign-up

STRATEGIC PARTNER



Coach Chris Cucchiara
107 Nelson Street
Arroyo Grande, CA 93420
(805) 202-2077
www.chriscucchiara.com