

OPTIMAL LIFE Rx



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A MESSAGE FROM COACH CHRIS



All of us have mentors that have gone before us. I first met Dr. Walter Bortz back in 1982 when he was giving a lecture at Stanford University in Palo Alto, CA. After listening to his lecture on: "**We Live Too Short and Die Too Long**" -- I have followed this amazing man for 35 years. After all these years, it was an honor and privilege

My colleagues and I are happy to announce the launch of a new program that will serve those here on the Central Coast and throughout the United States.

At the young age of fifty-seven I've never been more focused about life and the opportunities to use my gifts and talents to make a difference, especially in an area of life that affects all of us: **Our Health**. It's an exciting time to be alive!

What I have come to understand over the past 35 years in working with thousands of people all around the world, is those that are living healthy and productive lives have two things in common: **Positive Attitude** and **Have Connected with their Purpose**. These two things establish the internal motivation to protect your greatest asset: **Your Health**.

As we age, there are many factors we need to take into consideration; this is what drove the vision to launch Optimal Life Rx.

We are all aging, the question is, how are you aging? Age is not a number, it's a mindset. Some think eighty is old; I choose to believe eighty is middle age.

The average person barring no disease is designed to live a quality of life between 100-120 years-old. How we age is a choice. Aging is NOT a disease. Choose wisely and make HEALTH a priority in your life!

We all have a purpose in life, you are designed to live a quality of life; and in doing so, your legacy will live on forever!

Welcome to a new phase in life, enjoy the journey!

OPTIMAL LIFE Rx

The Optimal Life Rx Concept is an entirely new paradigm in holistic healthcare and lifestyle management. Our integrated multidisciplinary approach in combining regenerative medicine, age management and lifestyle coaching is creating the perfect venue for the growing population focused on preservation of optimal human function and quality of life.

The Optimal Life Rx Experience is an exclusive, highly individualized proactive and preventive lifestyle management program focused on enhancing *quality of life* with overall improvements in *energy, body composition, physical fitness, sleep, mental acuity* and *sexual vitality, digestion* and *skin tone*. At the same time, our clients also experience a significant decrease in the risk of age-related disease and symptoms of menopause and andropause (male menopause).

The basic components are client evaluation through medical history, lifestyle assessment, and laboratory testing to establish personalized proactive lifestyle management programs which can include one or more of the strategies below.

Optimal Life Rx provides you with complete life enhancing elements built on the following strategies: hormone optimization, cellular detoxification, science-based nutrition, gut and brain health, safe and effective weight management, appropriate exercise, stress management, and accountability to ensure sustained results! No single element stands alone. The Optimal Life Rx experience is a symphony, keeping your body, mind and spirit in perfect harmony!

The evaluation process is about self-discovery, exposing your total health picture—not just a mere snapshot. We use solid science, comprehensive evaluation and evidence-based protocols in a synergistic program, customized for individual client needs.

Additional services include:

- Women's & Men's Health
- Infrared and Ozone Sauna Treatments
- Digestive Health & Food Allergies
- Fatigue/Stress/Adrenal Health
- Nutrition Evaluation and Therapies
- Laboratory Testing
- Customized Compounded Formulations
- Pain Management Strategies
- Environmental Toxicant Exposure Analysis

YOUR OPTIMAL LIFE Rx EXPERIENCE CONSISTS OF FOUR PHASES

1) COMPLIMENTARY 50 MINUTE LIFESTYLE STRATEGY SESSION

During this session Coach Chris, will discuss your overall lifestyle goals as well as any health concerns you may have. Prior to this strategy session you will have completed our initial baseline and metabolic assessments which include (medical and family history) and an environmental exposure form that assess the level of toxicity you have been exposed to. Dealing with internal toxicity issues is the first and most important step to ensuring success in any health, lifestyle and age management program you decide to embark on. Having high levels of toxicity in your body has shown to cause inflammatory issues and if neglected long-term can lead to various autoimmune diseases. Additional symptoms can include but are not limited to: inability to lose weight, hormone imbalance, brain fog, depression, digestive issues, and lack of energy, focus and mental clarity.

These initial assessments provide Coach Chris a window into the current state of your physical, nutritional, mental and emotional health. Next steps will include ordering your specific laboratory testing and scheduling your comprehensive evaluation review.

2) LABORATORY TESTING

Prior to embarking on any comprehensive health, weight loss, and age management program, a basic evaluation of specific organ functionality and level of toxicity should be assessed. When one loses weight, toxins are released into our bodies. The liver is called upon to eliminate these toxins. Without an optimally functioning liver, weight loss can cause unpleasant symptoms and lack of success.

In addition to assessing liver function, we also evaluate the following biomarkers: Hormones, cardiovascular, blood sugar, thyroid and adrenal function. This allows us to gain better insight into how the body is acting. Our program is most effective when the body is in balance.

3) COMPREHENSIVE EVALUATION REVIEW AND PROGRAM DESIGN

Prior to your comprehensive evaluation review, Coach Chris in collaboration with our medical doctor and pharmacist will have already reviewed the results of your laboratory tests along with the following information: initial baseline, metabolic and environmental assessments along with your medical and family history. During this session Coach Chris, will also review your current diet, lifestyle and exercise habits, discuss any metabolic and hormone imbalances.

Given our collaborative team effort we can make specific recommendations as to the medical and nutritional therapies needed to reach your desired lifestyle goals.

Based on your lifestyle goals, assessment and laboratory results, medical and family history, 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: cellular detox protocols, hormone rebalancing, and proper exercise and body movement techniques, eating healthy foods that taste good and nurture your body, as well as incorporating nutritional supplementation based on your metabolic needs.

4) ONGOING COACHING AND ACCOUNTABILITY

This is the most important component in achieving and sustaining success in any area of your life! Coaching and accountability is essential if you are serious about reaching your full potential in health and in life. The success of your Optimal Life Rx experience is a direct result of working with the entire Optimal Life Rx team! Coach Chris will be your direct contact while participating in the Optimal Life Rx experience. He will be responsible for coordinating the efforts of our team members that are responsible for supporting your personalized lifestyle management program. Your ongoing coaching and accountability sessions will be designed based on your level of commitment and support needed to achieve and sustain your lifestyle goals!

Follow-up and accountability sessions can include but not limited to the following:

- Support and education to ensure both short and long-term success.
- Exercise routine monitored and updated on regular basis.
- Eating plan monitored and updated on a regular basis.
- Updated laboratory testing and review.
- Ongoing adjustments to your supplement, metabolic and hormone protocols.
- Review of personal care and household products that could be negatively affecting your health.
- At your discretion, our team will communicate with your spouse or significant other educating them on your overall lifestyle management program and how their support will enhance the success of your program.
- Additional challenges that you chose to address to ensure you achieve personal success in all areas of your life. A happy person is a healthy person! Ongoing collaboration as needed with your primary healthcare doctor.
- Educational shopping tours. Learn how to read labels.
- Educational overview of foods in your pantry and refrigerator.
- Addressing areas of sabotage in your life.

LIFE ENHANCING ELEMENTS

HORMONE OPTIMIZATION

One of the key components to the overall success of the Optimal Life Rx experience is our focus on the endocrine system, which is responsible for secreting hormones needed for cellular communication, organ function and rejuvenation. Medical research and literature continue to mount, favoring a balanced endocrine system for healthy aging—which means maintaining levels at the upper 25% to 30% of the normal range.

Let us explain why that is a critical factor. Around age 30, we begin to lose 1% to 3% of our hormones. By age 40 onward, we start feeling the increasing negative impact this difference causes—having low energy and feeling apathetic, which affects our work, sex life and social life. We blame these feelings on “getting older.”

Other symptoms set in, causing many individuals to feel life isn't what it should be—or used to be. In fact, these symptoms are the reasons why most of those 35 and over seek out age management programs. Perhaps some of these symptoms sound familiar: decline in energy, difficulty in sexual arousal, weight gain, difficulties with sleep, loss of lean muscle mass and slower cognitive functions.

These symptoms and others will continue to worsen over time, if not handled in a proactive, preventive way.

CELLULAR DETOX

Optimal Life Rx has a comprehensive Therapeutic Detoxification Program. Numerous forms of toxins accumulate in the large intestine and many of these toxins are expelled when the intestine is cleansed out. The cleansing of the colon is ideal as an impaired or sluggish colon is almost a guarantee for a general increase in toxicity in the body. Colon cleansing is a one of the many steps involved in the detoxification program of most people who go for a complete Detoxification Program.

Physical activity and exercise daily is vital. Increased activity leads to sweating, boosting toxin elimination via the skin surface. The detoxification process is boosted as the general metabolism perks up with exercise. Ideally, aerobic exercise on a regular schedule will help keep the body toxin free. A lot of fluids, supplemental antioxidants, essential vitamins, and minerals will aid in the expulsion of toxins as exercise frees up accumulated toxins in the body.

Toxin release from the skin is aided by saunas and heavy sweats during exercise, as well as ongoing massage therapy.

EXERCISE PROGRAMS

Exercise is crucial for preventing or delaying age-related disease. Strength training as we age reduces our risk for death, per a new study from Penn State College of Medicine. Researchers surveyed people age 65 or older about their exercise habits and then tracked them for 15 years. Nearly a third of the study participants died during that period. Less than 10 percent of the subjects' strength trained, but those select few were 46 percent less likely to die during the study than anyone else. Strength training can keep you active and independent in your golden years. Not only does it strengthen your muscles, resulting in better stamina and balance, it also enhances muscle mass (which helps burn additional body-fat), while increasing your bone density.

It is essential you learn proper exercise and strength training techniques. Statistics show that most people who exercise on a regular basis are overtraining as well as performing exercises that are negatively affecting their muscular skeleton.

To maximize the benefits of your overall lifestyle management program, a personalized exercise strategy will be developed based on your laboratory test results and lifestyle goals. Our team of seasoned professionals will work with you to ensure safe and effective exercise programs.

SAFE AND EFFECTIVE WEIGHT MANAGEMENT STRATEGIES

At Optimal Life Rx, we do not believe in nor endorse starvation diets as they fail to deliver long-term results. Low calorie diets negatively affect one's hormones and metabolism. We teach our clients proven methodologies for eating proper foods 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 and they fill you up! Your overall weight-loss goal will result in losing "body-fat" not water weight or muscle. You'll become an expert in what foods to eat, and what foods you should avoid. We specialize in anti-inflammatory programs focusing on nutrient-dense whole foods. A personalized eating plan will be developed based on your laboratory test results and lifestyle goals. This is NOT a diet. It is a lifestyle!

SCIENCE-BASED NUTRITIONAL STRATEGIES AND IV THERAPIES

Based on your laboratory test results we will be able to assess your metabolic functions as well as any nutritional deficiencies you may have. In addition to your customized nutrition-based weight management program, there may be a need for us to incorporate various nutraceutical and whole food based supplements. By including these supplements, you will achieve the right balance of micronutrients which will help build and sustain optimal health and vitality!

An increasing number of physicians are utilizing Intravenous (IV) Therapies as a part of their approach to helping patients restore or maintain their health. The rationale for using IV therapy is related to the limitation of the gastrointestinal tract to absorb therapeutic levels of various micronutrients. IV therapy is also very helpful when building up the levels of nutrients before patients begin maintenance with an oral supplement.

Also, intravenous therapy has a noted advantage in establishing somewhat higher plasma levels of various micronutrients in an acute fashion, as this procedure can saturate cellular metabolic processes to enhance overall cellular functional efficiency.

The utility of intravenous treatments is varied. Over the years, numerous protocols have been developed by nutritionally oriented physicians. They are specifically aimed at working with a variety of processes. Some of these processes include:

- Stress Reduction
- Acute and Chronic Infectious Processes
- Athletic Performance Boost and Recovery
- Immune System Dysfunction (Including Cold and Flu Recovery)
- Cardiac Disease (Plaque Reduction)
- Detoxification of Heavy Metals and Chemicals
- Pre-and Post-Operative Nutritional Support

If you are taking any prescription medications, we will confer with your primary healthcare professional to ensure there are no contraindications surrounding the supplements we are recommending.

HOLISTIC STRESS MANAGEMENT FOR MIND, BODY AND SPIRIT

At Optimal Life Rx, we believe holistic stress management takes a much broader view of stress than the default idea of mental stress. It also takes a broader view of natural stress relievers and strategies. Our team of experts specializes in helping clients heal from depression, anxiety, addiction, posttraumatic stress, and bulimia by using holistic techniques and an alternative approach to healing that supports the whole person. For clients who wish to heal naturally and have an alternative to medication, we have developed a program where nutrition, supplements and vitamins are the building blocks to improved mental health and reduction of troublesome symptoms. Our holistic healing system relieves not only the symptoms; it gets to the root cause of the problem and results in rapid healing, where therapy alone could not.

OPTIMAL GUT AND BRAIN HEALTH

A significant number of young adults and older adults alike, list anxiety or depression as one of their top three health concerns. This is not at all surprising given that anxiety and depression are two of the most common mental health issues in our society, with anxiety disorders affecting approximately 18% of adults in the U.S. Anxiety and depression are not the same, but they are often experienced together as a complex set of emotional and functional changes. Both anxiety and depression, along with other mood and neuropsychiatric disorders, such as eating disorders, bipolar disorder or sleep disorders, generally result from a complex interplay of factors.

These may include a combination of nutritional, physical, environmental, social, emotional, and spiritual factors, affecting your genetic tendencies and brain biochemistry (meaning that your neurotransmitters, or the chemical messengers within your brain, can be affected by these key components of well-being). You can think of anxiety and depression as disruptions in brain health.

At Optimal Life Rx, we are focused on treating the cause not just the symptoms. While conventional medicine, not surprisingly, offers medications to treat the symptoms of anxiety and depression with somewhat limited success (data suggests that 30 to 40% of patients do not respond to current drug strategies), we take a very different approach in our functional medicine practice. It's important to recognize that medication, particularly antidepressants, can be essential for some people, particularly those with more severe depression, and a decision to start or stop antidepressants needs to be discussed with your physician. We never recommend coming off antidepressants too quickly, and there are times when patients clearly benefit from the support of these medications.

We are having great success in implementing nutritional strategies around supporting healthy gut microbiome for optimal well-being. There is significant scientific literature on the microbiome-gut-brain axis, and working with individuals to heal their gut and seeing the incredible improvements in mood.

NAD THERAPY

NAD or Nicotinamide Adenine Dinucleotide is a simple metabolic coenzyme of Niacin. Niacin is a B vitamin that is involved in energy production in every mitochondria of your body. It has been used since the 1930s to help people detox off alcohol, opiates, stimulants and tranquilizers. More recently it has shown to be effective in treating depression, anxiety and PTSD.

We know people afflicted with drug and alcohol abuse have an NAD deficiency state. For example, for every molecule of alcohol metabolized we use an equal amount of NAD⁺ converting it to NADH. We know a low NAD/NADH ratio is associated with a craving for drugs and alcohol.

The infusion of NAD significantly decreases any withdrawal symptoms and fosters a sense of wellbeing. Dopamine neurons within the mesocorticolimbic circuit (reward circuit) appear to be restored and normalized. By the end of the infusion patients are no longer in withdrawal and report no craving or desire to use.

Additionally, we offer an oral formulation of NAD which is very effective.

OPTIMAL LIFE Rx TEAM OF PROFESSIONALS

The *Optimal Life Rx* team consists of a collaboration of healthcare professionals whom share the *Optimal Life Rx* vision. They are proven professionals with extensive experience and credibility in their respective fields. Their tenure in these industries has enabled development of an integrated health and fitness effort that will pave the way for the future of integrated and regenerative medicine and holistic health care.

COACH CHRIS CUCCHIARA

Founder and Head Coach of Optimal Life Rx

Founder and CEO of Cucchiara Enterprises; a Lifestyle Management Company

Coach Chris is focused on leading individuals and businesses to peak performance in all areas of their life. For over three decades Coach Chris has been coaching and mentoring individuals in the areas of human development; leadership and lifestyle management. Through his coaching and mentoring Chris has enjoyed seeing thousands of people reach entirely new levels of personal development; clarity of purpose, self-assurance and optimal health. Coach Chris' philosophies were sculpted through his own "real-life" experiences. With an insatiable passion, relentless drive and determination to make a difference, Chris is now taking his thirty-five years of mastering body building, entrepreneurship, coaching and speaking, then blending these success principles into supporting those 35 and over. Coach Chris' integrated system for lifestyle management has created a new paradigm in the way you manage your health and well-being.

ROBERT D. QUINN, PHARM.D., FAAO, ABAHP

Co-Founder, Owner, Kohana Pharmacy and Center for Regenerative Medicine

Co-Founder of Optimal Life Rx

Dr. Quinn is a highly respected clinical pharmacist with advance training in regenerative and environmental medicine. He has designed and implemented services at *Kohana Pharmacy* such as Chelation, Intravenous Vitamin Drips, Ozone therapies, Specialty Formulations, and Veterinary Medicine products. Robert's career path encompasses a multitude of aspects. After receiving his doctorate from the University of Southern California, Dr. Quinn served as a Pharmacology instructor at USC in the Department of Bio kinesiology and Physical Therapy. Prior to opening Kohana Pharmacy, he served as a consultant to the Centers for Complex Infectious Diseases in Pasadena California and then embarked on a 15-year career in Hospital Pharmacy management including serving as the Pharmacy Director at Sierra Vista Regional Medical Center in San Luis Obispo, California.

KEN STARR M.D. FACEP, DIPLOMATE OF THE AMERICAN BOARD OF ADDICTION MEDICINE

Founder of Ken Starr MD Wellness Group

Co-Founder of Optimal Life Rx

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 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.

PATTI BRUBAKER; ADMINISTRATOR AND DIRECTOR OF NURSING AT KEN STARR MD WELLNESS GROUP

Co-Founder of Optimal Life Rx

Patti comes from a background rich in health and wellness. Prior to becoming a Registered Nurse, she operated a large health club which involved being a personal trainer, group fitness coach and lifestyle mentor. The marriage of health science and fitness made Ken Starr MD Wellness Group a very attractive environment for her. She is passionate about using NAD and other natural remedies to restore lives to balance. She believes that fewer than 10% of Americans know what operating at 100% feels like and "If we can give people just a taste of true wellness, the body and mind will seek it as a lifestyle.