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HEALTH

01/18

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Chris

POWER

START THE YEAR OFF RIGHT

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Simple Resolutions

Must-do Money Changes

← **Chris Powell**
The television personality and internationally known trainer is taking on the app world and the meal subscription service industry

A black and white close-up portrait of a man with a short beard and mustache, smiling broadly. The image is the background for the text.

The

Power

of

the

Powell

Chris Powell continues to transform people's lives with two new ventures

/ by Elizabeth Liberatore / photos by James Patrick

It's officially 2018

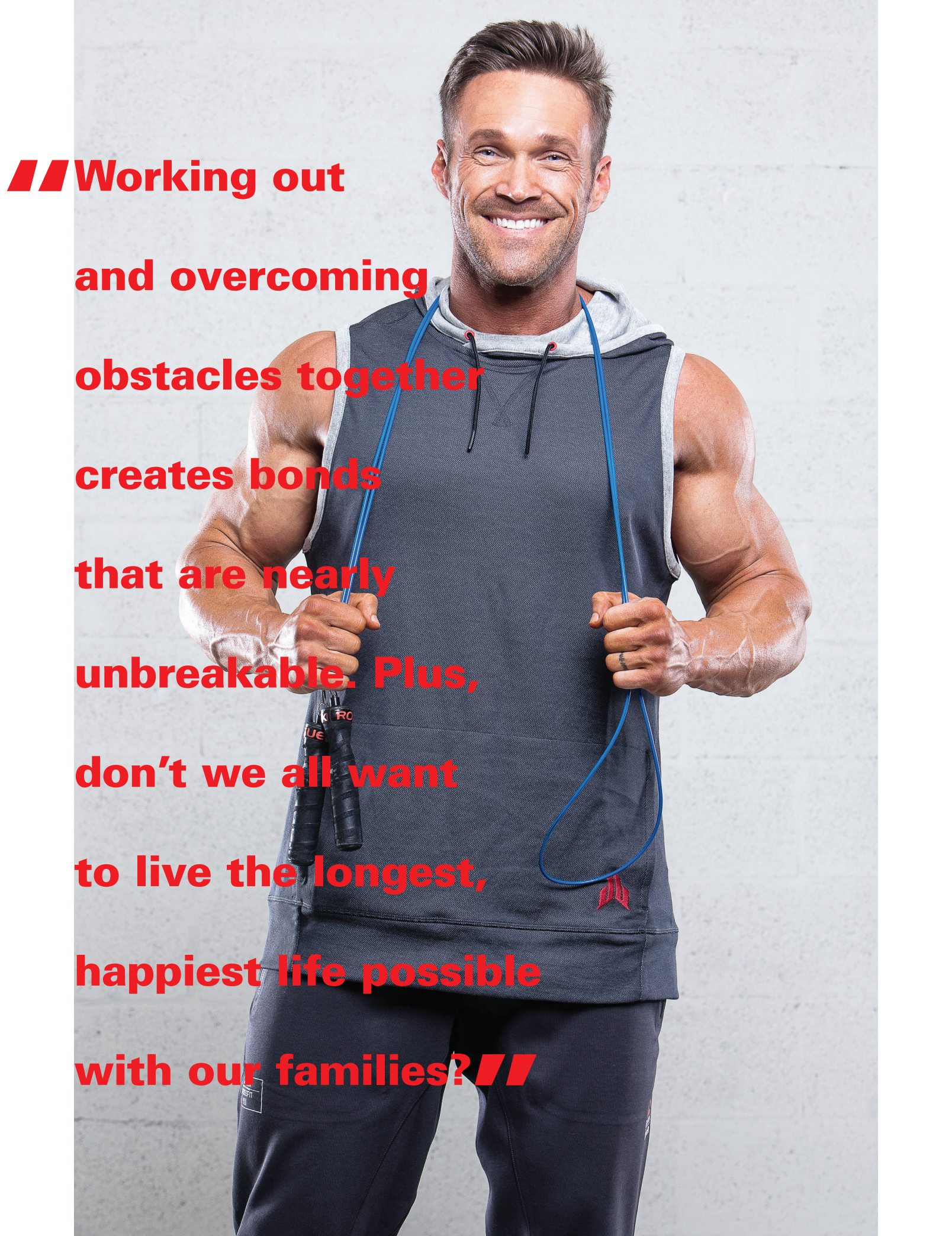
which means New Year's resolutions are in full swing. With every new year brings the opportunity to change – to be better. And for most of us that means two things: 1. eating right and 2. going to the gym. Hence the saying “new year, new you.”

The best way to ensure that any New Year's resolution, especially as it pertains to health, doesn't go to the wayside is by taking baby steps. It took baby steps to construction Rome, and it'll take baby steps to achieve a healthful transformation. Certified personal trainer Chris Powell cannot stress this enough.

“The biggest mistake people make is thinking they are going to do an hour of cardio daily, eat five portioned meals, drink a gallon of water, etc.” Powell adds, “Instead, take on just one small commitment and do that every day until you know you can maintain it before adding another. Baby steps are key to a successful and lasting transformation.”

When it comes to helping individuals transform their lives, Powell is definitely the expert. He has been in the fitness industry as a certified trainer for 16 years. In 2011, Powell and his wife, Heidi became the hosts and trainers of ABC's highly-rated documentary series *Extreme Weight Loss*. The series, which ran for five seasons, followed individuals over the course



A full-body photograph of a very muscular man with short brown hair and a friendly smile. He is wearing a grey hooded tank top over a grey hoodie and dark grey athletic pants. He is holding a blue jump rope with black handles. The background is a plain, light-colored wall.

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of a year as they received training and integrated lifestyle changes under the advisement of the power couple.

"[Since the show] Our main focus has been building a platform to help millions of people transform together. Once it is built, we will begin filming our transformations again," Powell says.

While they both trained cast members, the duo had and still have distinct roles in the transformation approach. Powell is the believer and educator whereas his wife is the nurturer and enforcer. Together, they divide and conquer to help people see real and lasting results.

What originally inspired the series happened nearly 15 years ago. Powell was working with a client – a man he helped lose 400 pounds – and throughout the process, the two fostered a beautiful friendship. It was in that moment that he found his calling.

"I found so much purpose and fulfillment in helping others achieve extraordinary transformations, and I knew this was what I wanted to do for the rest of my life," he recalls.

His own personal transformation happened well before this, however. Growing up in California and the Pacific Northwest, Powell was picked on for being the smallest kid in school. Recognizing the detriment this had on their son's self-esteem, his parents decided to take action by putting a weight bench in the middle of their house.

"My parents cleared out all the living room furniture so that the weight bench had a place to live," he recalls. "I didn't know how to use it so I bought a *Muscle & Fitness* magazine to learn. That's where my transformation story began. Within a month, I could see my muscles developing, was twice as strong and never looked back."

Powell, a Mesa native, moved back to Arizona 20 years ago to attend Arizona State University. He earned a degree in exercise science with concentrations in physiology and biomechanics. In 2001, he became certified through the National Academy of Sports Medicine. Since then he has received certifications from CrossFit and The National Strength and Conditioning Association as a certified strength and conditioning specialist (CSCS). Now, Powell lives in Mesa with Heidi and their four children, remaining a close-knit family despite the couple's busy work schedule.

"A family that plays together, stays together!" he says. "Working out and overcoming obstacles together creates bonds that are nearly unbreakable. Plus, don't we all want to live the longest, happiest life possible with our families?"

It should come to no surprise that the Powell kids live healthy and active lifestyles. With parents like theirs, how could they not? From hiking to jiu-jitsu to playing around in the gym, the family does a variety of fun activities together that promote wellness. A refreshing parenting technique, all

four of the Powell children do not own cell phones, including the oldest who will be turning 13 soon. Instead, the children earn time with electronic devices by simply getting outdoors to play.

"Just an example: If they go outside and play for 30 minutes, they can have 15 minutes on a device," Powell explains. "To be honest, once the kids start playing outside they don't really care to come back inside because they are having so much fun."

In terms of nutrition, The Powells never deprive themselves or their children of foods they crave. They will eat less healthier items in moderation – and after they've had their protein, of course.

Powell's resume doesn't end with *Extreme Weight Loss*. In fact, he launched a spinoff series, *Extreme Weight Loss: Love Can't Weight*, where he and his wife help transform real-life couples in the months leading up to their weddings. Powell is also an author with two *New York Times* best-sellers published titled *Choose to Lose* and *Choose More Lose More for Life*.

His most recent venture brings him into the tech world with his newly launched app, TRANSFORM. The app helps individuals from all walks of life and different health backgrounds completely redesign their bodies. Another exciting new project by The Powells is Fresh by Transform, a subscription-based, meal delivery service that makes eating healthy both delicious and affordable.

"It's actually hard to believe the meals are so healthy because they are so delicious. You'll lose your mind when you try them," he says of the meals included in the service.

What separates Powell from a lot of individuals in the fitness industry is his kind-hearted, positive disposition. The fitness arena can be an intimidating one, especially if an individual is entering it for the first time in a long time (or ever). But because transformation is more of a mental and emotional journey than a physical one, Powell aims to create a safe space for every one of his clients to grow and succeed.

"Transformation isn't about diet and exercise, but is about integrity and keeping your promises to yourself," he elaborates. "You have to shift your focus to loving yourself enough to follow through with these promises and make the necessary changes for your transformation. When this happens, anyone can accomplish anything they set their mind to."

Work becomes "work" if one's heart isn't in it. For Powell, his heart is 100 percent in everything he does. He experiences life to the fullest with his family and gets to change lives with his best friend by his side.

"To be totally honest, I'm so bad at taking time to myself to relax. I guess when you love what you do so much, it's hard to want to take a break from it all," he smiles.

To Learn more about Powell, visit www.chrispowell.com.