

January/February 2015

Healthy Living

Made Simple

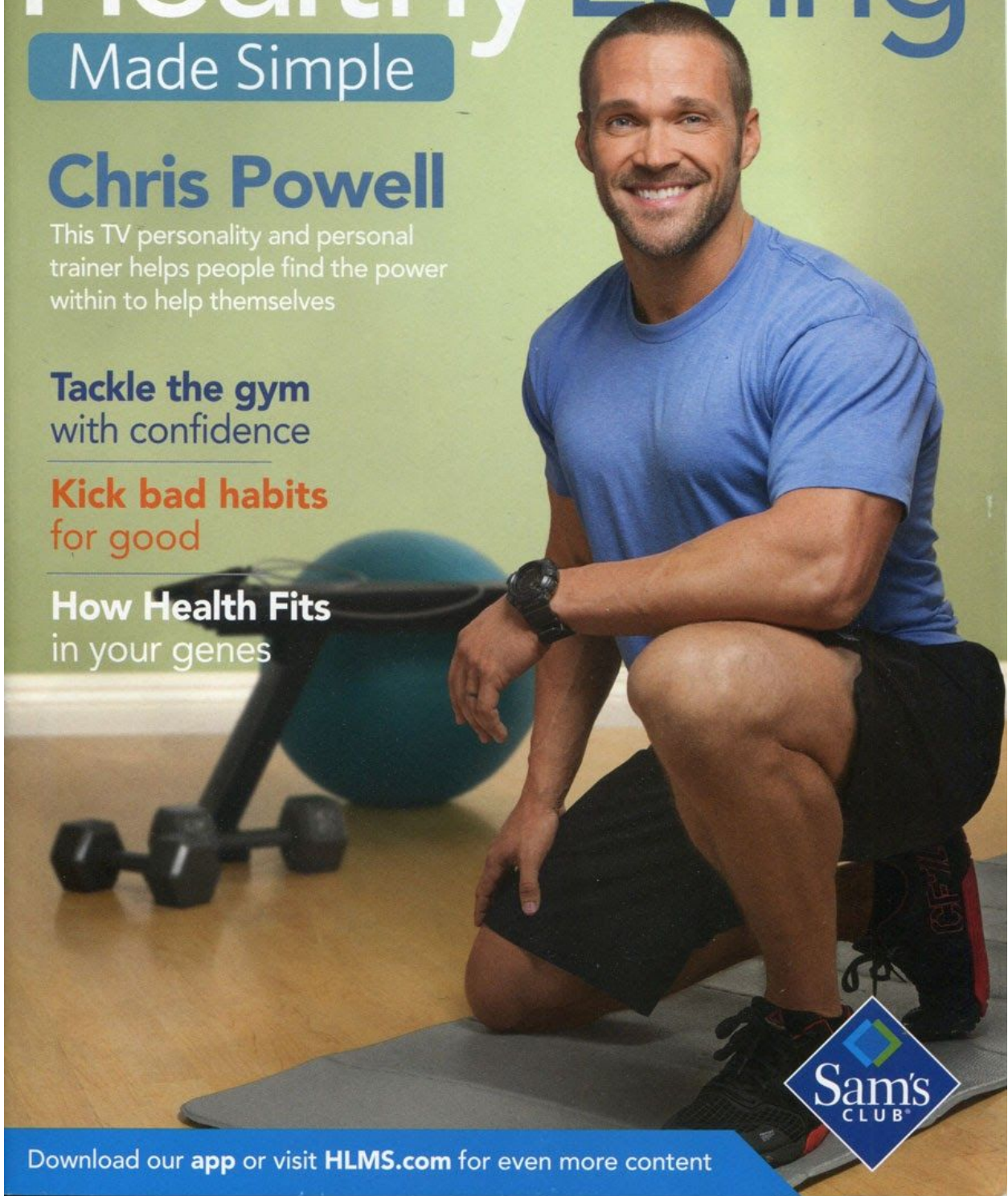
Chris Powell

This TV personality and personal trainer helps people find the power within to help themselves

Tackle the gym
with confidence

Kick bad habits
for good

How Health Fits
in your genes



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Contents

Healthy Living Made Simple

- 5 Letter from Sam's Club
- 6 Letters to the editor
- 7 Member spotlight
- 52 From our buyers

Features

Power in the promise

26 Trainer Chris Powell shares how he gets people to fight for themselves during their body and lifestyle transformations.

The do's and don'ts of getting your baby to sleep

10 Dr. Bill Sears discusses current research on the best methods for sleep training your child.

Learning gym etiquette

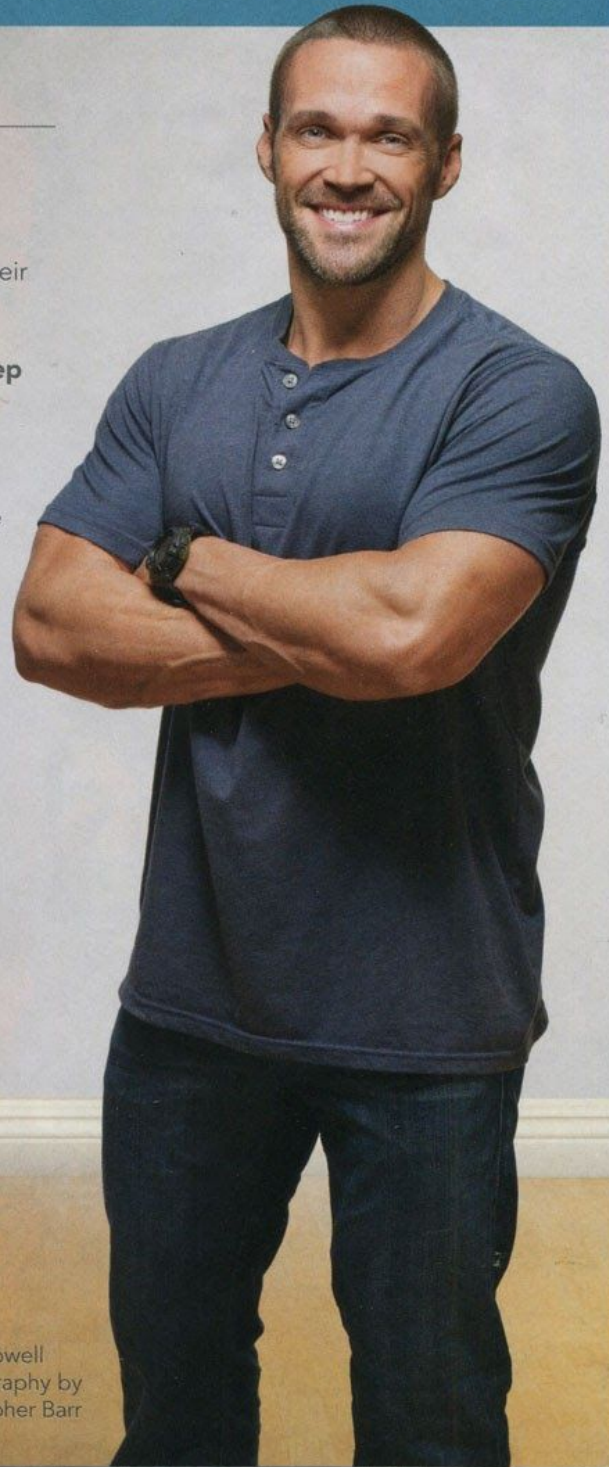
20 It's a popular time of year to join a gym. Learn some etiquette basics and a few tips to help you get the most for your money.

Make healthy eating a habit

28 Lead your family by example and start making healthy choices at mealtime.

How protein fits into your fitness

46 At work or rest, your body uses protein to build, maintain and repair muscle tissue.



Club Hours

(Hours may vary by location)

Monday - Friday
10 am - 8:30 pm

Saturday
9 am - 8:30 pm

Sunday
10 am - 6 pm

Early Hours

(Plus & business members only)

Monday - Friday
7 am - 10 am

Saturday
7 am - 9 am

Pharmacy Hours

Monday - Friday
9 am - 7 pm

Saturday
9 am - 6 pm

Optical Hours

Monday - Friday
10 am - 7 pm

Saturday
11 am - 5 pm

Connect with us



Comments or Questions:
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All hours vary by location. Not all Sam's Club locations have Pharmacies or Optical Centers.

Chris Powell
Photography by
Christopher Barr

Finding the hidden path to transformation



ABC's *Extreme Weight Loss* star Chris Powell is many things: father, husband, author, coach, physiologist, Certified Strength and Conditioning Specialist, and an inspiration. What doesn't he do?

"I don't care about weight," said Powell.

"I care about getting people to love themselves."

That's what his 365-day transformations are all about. Powell educates others on what is happening to their bodies, helping them achieve total body and lifestyle transformations. During the transformation, people learn to trust their own judgment by making promises to themselves and, in keeping those promises, they become self-reliant, discovering the "hidden path of transformation," which frequently results in extreme weight loss as part of the overall lifestyle change.

"I always lay it all out for clients before it even happens," he said. "Once we are in the exercise, I become a cheerleader. When you tell someone what's going to happen ahead of time, and then they actually experience it, it builds a whole new level of trust."

Powell's dedication to fitness and health began when he was 14 — after an unsuccessful football tryout and a crushed spirit, his parents provided him with a way to remedy his problem.

"I was the tiniest kid in school. When I would come home, I was so down and defeated," Powell explained. "My parents saw that. They cleared out the living room furniture and put a weight set in the middle of the room."

After using the weight bench as a couch for the first few weeks, Powell decided to make a commitment to himself to get stronger. After a month, as strength continued to build, he began to feel powerful. Today, he strives to translate that feeling into his transformation program.

"The power is within the promise people make to themselves. Put all of your energy into yourself, not the treadmill. It has nothing to do with the treadmill — it's all about the promise. People will always do an extra five seconds because they are worth it. When a person gives their word, they will fight to keep it and aggressively defend it," said Powell.



Tweet @RealChrisPowell about his #SamsClubMag cover story and discover more about Chris in his new book, "Choose More, Lose More for Life."

The process

Powell works with people from all walks of life who share the same problem: a negative relationship with food. Food addiction is a serious problem among the obese. Powell and his team, which includes fellow trainer and wife Heidi, work with experts who pull brain scans of food addicts to show the relationship between enormous weight gain and food. For food addicts, simply smelling a trigger food can release chemical responses in the brain similar to the "high" of a narcotics addict.

"We really do consider what we do rehabilitation," Powell said. "So what we do is essentially trade addictions. We take food away; they go through withdrawals. We get them training and exercising a lot, and they get hooked on stepping on the scale or receiving compliments from others."

While compliments don't last forever, attitude changes can.

"Even though the transformation process takes people in a better direction health-wise, they still have to be cognizant of what is happening, because when they transition to maintenance and the scale starts to show the same number, the compliments die down," he said. "In the

process of the rehab, we talk about that, and about transferring your addictions."

In order to lose weight our bodies need the right combination of proteins, carbs and healthy fats. Powell's techniques use a combination of carb cycling (an eating plan in which carbs are restricted, then unrestricted, at daily intervals to increase metabolism), mental exercises and physical exercises to jump-start his clients into the newly transformed life of which they have always dreamed. One of the things that Powell stresses the most is the hidden path of transformation: a path that is always there, but remains hidden by diet and exercise.

"People are so busy looking at diet and exercise, thinking that is going to get them where they want to go," he said. "What happens is that diet and exercise will help you lose weight, but transformation is so much more than losing weight."

End game

As a self-proclaimed "science guy," Powell believes that the transformations have nothing to do with weight loss, but everything to do with loving yourself. His unique approach is

to reverse-engineer the weight loss process, coming up with a formula for how to love yourself.

"I know love is like this nebulous concept, but there is a tried and true formula: The root of the whole thing is in your own integrity," he said. "Integrity is your ability to keep your word. If you give your word, gosh darn it, you are going to keep it. When we make a promise to ourselves, the most valuable thing in the world is on the line, and that's our dignity. Dignity is pride and confidence and self-esteem. If I could give that gift to everyone in the world, my job would be complete."

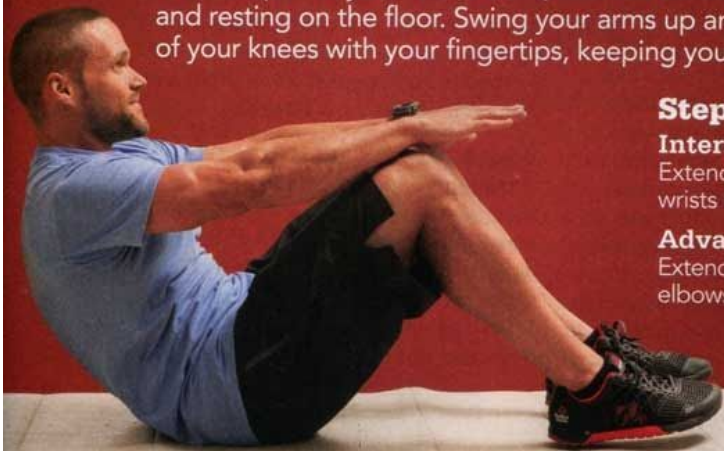
The key to transformation starts with two basic concepts: never giving up on your integrity, and never make overblown promises to yourself that you can't keep.

"More than anything, anybody is capable of living the life they want — I just want to give everyone out there permission to demand a better life for themselves," he said. "I know there are a lot of people who beat themselves up on a regular basis, who haven't given themselves permission to live a better life. I just want them to know that they can."

Jodi Marsh is Executive Editor for *Healthy Living Made Simple*.

Chris' easy at-home exercises **The swing-up**

Lie faceup with your knees bent, feet flat on the floor, and arms extended overhead and resting on the floor. Swing your arms up and past your head and touch the top of your knees with your fingertips, keeping your back straight and elbows extended.



Step it up

Intermediate

Extend your swinging motion to touch your wrists to the tops of your knees.

Advanced

Extend your swinging motion to touch your elbows to the tops of your knees.

Find more exercises from Chris at HealthyLivingMadeSimple.com