



by Christina Leon

Colorgized Wellness for Members in Winter Months

Symptoms of Seasonal Affective Disorder (SAD) begin in the fall and peak in the winter months. In the North, large numbers of people suffer from SAD. During this period, the days are getting shorter and the nights longer, which means less sunlight. Symptoms are: lack of energy, increased need for sleep, craving sweets and subsequently, weight gain.

Light therapy works by altering the levels of certain brain chemicals. Positive affirmations work by creating new thought patterns that are encouraging and empowering.

SAD was first noted before 1845, but was not officially named until the early 1980s. As seasons change, there is a shift in our “biological internal clocks” or circadian rhythm, due partly to changes in sunlight patterns. This can cause our biological clocks to be “out of step” with our daily schedules. The most difficult months for SAD sufferers are January and February, and younger persons and women are at higher risk.

Melatonin, a sleep-related hormone secreted by the pineal gland in the brain, has been linked to SAD. This hormone, which may cause symptoms of depression, is produced at increased levels in the dark. Therefore, when the days are shorter and darker, the production of this

hormone increases.

In the United States, 10% to 25% of the population suffers from mild to extreme symptoms of SAD. It is estimated 600,000 Canadians suffer from the same disorder. Although the South does not suffer from winter blues, there are prolonged periods of rain during the summer, and Southerners do suffer from lack of energy and depression, just as the Northerners do during the winter months. That is a very large demographic on which you could be capitalizing by offering a program that actually helps alleviate the symptoms. How many programs do you offer that can actually help people with this disorder? Would you offer one if you could?

Scientists believe that SAD can be treated with light, positive affirmations and exercise. Light therapy works by altering the levels of certain brain chemicals. Positive affirmations work by creating new thought patterns that are encouraging and empowering. Exercise creates a feeling of euphoria (endorphins) and gives participants energy, self esteem and promotes health of the physical body. The combination of these elements can be found only in one program, the Colorgized Wellness program (cycling, yoga, dance, Pilates and/or meditation).

Colorgized classes are exactly what you need to offer to affect your members in a life-changing manner. What is Colorgized Wellness, and how can it actually help your clients? Colorgized classes incorporate color via special lighting, positive affirmations – given audibly during the class by the instructor and geared toward needs such as increased energy, vitality, and enthusiasm – and physical exercise, such as indoor cycling, yoga, Pilates and dance. All of these elements give a complete wellness experience.

This is the precise prescription given by the medical community to deal with SAD.

Your members will feel the increase in energy and release of “blues” right away. Your instructors will feel a sense of satisfaction knowing they are helping people to deal with a very real problem for a large part of the population. They benefit because they are making a difference in people’s lives.

Colorgized Wellness is a powerful tool you can use not only to maintain your current member usage, but to increase your new member sales. During a period in which people want to stay indoors and allow inertia to take over, you will be offering a solution to their problem. This a marketing tool you can utilize that no one else has. Members, who are happy and use the facility, will tell their friends about what they are experiencing.

Colorgized classes are exactly what you need to offer to affect your members in a life-changing manner.

January is a great time to launch a new program. People are returning from vacation, kids are back in school, and gym participation numbers go up. As an owner or director, you can capitalize on having a program in place by January to promote healing and wellness and start the New Year with a new program!

Christina Leon is the President of Spectral Journeys. She can be contacted at 877.257.4493, or by email at christina@spectraljourneys.com, or visit www.spectraljourneys.com.