



by Christina Leon

Light-Up Your Sales With a “Colorgized” Wellness Program

FITNESS REVISITED

Until recently, the majority of fitness enthusiasts spent a great deal of their efforts focusing on achieving what they believed to be “fitness.” Many people viewed this “fitness” as merely an ability to participate in sports or to engage in intense physical workouts; they believed that this was all an exercise regimen entailed. But, by focusing on fitness alone they addressed only part of the picture when it comes to a person’s overall health and well-being.

The missing part of the picture involves achieving a state of “wellness.” By wellness, we mean that in order to achieve a state of good health, a person must strive to have all the body parts (i.e. bones, muscles, joints, tissues, organs, hormones, nerves, and glands) in balance. Moreover, to achieve a true state of wellness, a person must also make efforts to gain emotional and spiritual harmony. Fitness and wellness are inextricably linked and must necessarily tie together the mind and the body. Both are essential in achieving good health and preventing disease.

As more and more people reevaluate their misconceptions about fitness and health, more and more fitness professionals, health professionals, and athletes are recognizing the value of the mind-body connection. Consequently, the zeitgeist of today seems to be an acceptance of programs that incorporate the two.

This is where a “Colorgized” wellness program becomes invaluable. It combines practices that have been around for hundreds of years and presents them in a way that can benefit people of all ages and of all fitness levels.

The “Colorgized” wellness program can be applied to yoga, mat Pilates and indoor cycling. The three components of this program are: Fitness and the Chakras (energy centers), positive affirmations, and the effect of light. Here is a brief

description of the three “Colorgizing” elements we will be discussing in upcoming issues:

■ **Yoga and the Chakras:** In Yogic tradition, there are seven major Chakras, or energy centers, within the body. Each of these energy centers corresponds to a specific zone of nerve crossings within the spinal column and, more importantly, connects us with a particular set of emotions, traits, and thoughts.

■ **The Role of Affirmations:** To further enhance the mind-body connection during this type of exercise, the instructor and participants engage in repetitions of positive affirmations. As a result, they are experiencing the subconscious benefit of having a method to focus on themselves during the class.

■ **The Role of Light:** Light and color vibrations actually have a profound effect on a person’s emotional and physical body, and people have known this for thousands of years. Today, it is widely accepted that colored lights can each have different effects on human beings. For example, red energizes, blue soothes, green heals, yellow lifts self-esteem, orange inspires creativity, indigo regulates the pituitary gland, and violet promotes bone growth.

Creating a wellness program that utilizes these elements along with fitness, can be extremely beneficial to your members. Their Colorgized experience with your club will be something your members value and share with all of their friends.

IMPLEMENTING THE COLORGIZED WELLNESS PROGRAM

There are just a few conditions to be able to provide your members with the Colorgized wellness experience. First, you must be able to darken your studio. You must install the unique lighting system which does not require any special electrical modifications. The lights project no heat, require no maintenance, weigh only 1.5 lbs., and can be installed in any room, (portable systems are available). Teacher training and marketing materials

are provided to inform and excite new and existing members about your Colorgized new wellness program.

BENEFITS OF COLORGIZING YOUR CLUB

By providing your members with this new, exciting, colorful and energizing wellness program, you will differentiate your club from the competition. Members want to receive a full wellness experience versus just another class, and that is what you will provide with the Colorgized program.

The number one comment after attending a class in any of the three programs is, “I tried the class for the novelty, I return for the experience.”

You want your facility to be a staple in someone’s life, and this a great tool to do just that. People have a choice on where they go, and with the Colorgized program focusing on their mental, physical, spiritual and social well being, they will choose you.

This spectacular combination of physical activities such as yoga, mat Pilates, indoor cycling, and meditation, done while engaging in affirmations, and experiencing color lighting, takes the mind-body workout to a completely new level. This is more than just a class – it makes the physical, emotional, and spiritual benefits of yoga, mat Pilates and cycling more tangible for everyone. By embarking on this holistic journey in time, any individual can discover his or her true inner self at the end of the rainbow.

For a free evaluation of your health club’s ability to provide this revolutionary workout program to your guests, email Christina@spectraljourneys.com.

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