

SENIORS NEED NUTRITION TOO

from DAN'S
HAND



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According to Wikipedia, “the United States Census Bureau considers a baby boomer to be someone born during the demographic birth boom between 1946 and 1964.” At least 76 million American babies were born in that time period.

The boomers represent a significant portion of our population and possibly a greater part of your membership. This demographic doesn’t even take into account the 39+ million Americans that are over 65! Together, they make up close to 40% of our population.

Let’s face it: America is getting older and seniors may quickly become the majority of your club’s population.

Cultural Change

To a large extent, these generations are responsible for much of the cultural change that we have witnessed in recent history (i.e. the Civil Rights Movement, the Environmental Movement, the Women’s Movement, etc.). You may even be witnessing it right now with the “Organic Movement.”

Nobody wants to get older, and when the initial signs of aging become apparent, people start searching for other alternatives to correct their ailments, reverse disease and improve the general quality of their lives. Our seniors are signing up in larger numbers at health clubs and they are beginning to get their diets right. They are simply looking for answers, and you as a health club owner are a perfect resource for them.

You Are What You Eat

I once met a gentlemen hiking in Colorado; he was 74 years old. As we summited a 14er (a fourteener is a mountain that meets or exceeds an elevation of 14,000 feet above mean sea level), he told me that when he was 65 he couldn’t walk from his golf cart to make a putt without stopping to catch his breath a couple of times. He was on the verge of an irreversible chronic disease—emphysema. He decided to take possession of his life and change things. He began exercising and eating right. Slowly, he replaced his weak cells with stronger ones until finally, he totally reversed his downward slide. Today, he’s hiking mountains in Colorado and doing centuries on his bike.

This process of cellular exchange is called Physiological Dynamics, as coined by Dr. Michael Colgan. “Improved

nutrition must wait on nature to renew whole bodily systems before effects can show.” We are built with 75+ trillion cells and each cell is continually dying and being replaced throughout our lifetime. Virtually every cell is replaced every 9–12 months.

You are truly what you eat—and what your food eats. I have seen dozens of people reverse chronic disease from diabetes to cancer all because they took their lives into their own hands and found the answers they were looking for.

Opportunity

Okay, let’s add it up: You have an aging population that will do anything and everything not to get old, and you have the human body that is willing to respond if given the chance. Perhaps the Fountain of Youth is right under our noses?

You are already providing the exercise part—now start a program where your boomers and seniors can find the information they need to improve their lives; then give them access to healthy food options that will facilitate the change.

It’s really quite simple. If you have a juice bar, create an environment where folks can congregate. We’re all gregarious by nature. You will need tables and chairs and places to access the educational materials that they will grow to depend on. The longer they hang out, the more chance that they will spend money. These generations just love sitting and chatting about everything from politics to their grandkids; maybe just maybe, they will start talking about how they are all achieving their goals.

If you don’t have a juice bar, what are you waiting for? If it’s not in the cards, you can still post educational materials in a Nutrition Zone and sell some shelf stable healthy snacks. Start delivering Total Fitness.

Just imagine the buzz of excitement and the ripple effect in your club if your senior members are reaching their goals faster than those young whipper-snappers.

PROJECT: PFC MISSION STATEMENT

The caring partner displaying this information is a proud member of Project: PFC. Our mission is to provide the simplest, most delicious foods to everybody everywhere. We select natural, whole and minimally-processed foods, drinks and supplements free from all artificial junk, yet rich with nature’s goodness. Using current research and educational materials, we’re making the world of nutrition “Simple Again”.
Eat Well. Live Well (and Long).