

HOW DOES WORKING OUT & TRAINING AFFECT THE BRAIN?

NEUROPLASTICITY

A 12-week program that consists of at least 3 workouts per week will spike your client's internal levels of BDNF and significantly enhance the brain's ability to learn new skills, retain information, and be creative.

GREATER WILLPOWER

Thanks to cognitive dissonance and the pre-frontal cortex (PFC), helps your client make better decisions about nutrition and diet.

CEREBELLUM

Teach your client a new—or less often used—exercise during each session, encourage regular activity more than three days per week, and you help him or her to grow and improve the density of the cerebellum. By doing this, you help your client reduce the risk of age-related deterioration in emotion, language, memory, and social interaction.

**HOLD YOUR CLIENTS
ACCOUNTABLE**

**TO AT LEAST A THREE HOUR PER WEEK FOR 12 WEEKS,
YOU ARE HELPING THEM CHANGE THEIR BRAINS
IN POSITIVE WAYS.**