

# OUR SERVICE TO YOU

reach your optimal health potential. This knowledge increases your body's defenses against

disease and illness, and provides you with increased vitality to lead a more content and fulfilling life.

## Weight Management

FINN FITNESS & WELLNESS understands that we are all very unique. We scientifically examine the unique qualities in **you**. For example, identifying your metabolic type, genetic composition and habitual lifestyle. We also observe the mental, physical, and emotional stressors affecting you on a daily basis. With this information we are able to teach personalized, proactive techniques beneficial to your nutritional needs, exercise program, stress reduction, and other lifestyle variables essential to your lifelong success. We show you how to recognize subtle warning signs of the body that most people overlook. Our program eliminates the confusion and frustration of fad diets and mass-produced weight management programs. Your individualized program grows with you while achieving your goals and developing a new lifestyle to manage your weight and increase your vitality.

## Health and Vitality

Have you already made both significant and rewarding lifestyle health changes? If the answer is, "Yes," then our Health and Vitality program is just for you! This program is designed specifically for you to embrace physical, emotional, and nutritional changes to improve your health. You understand there is more for you to learn and implement for greater, lifelong success.

The human body is an outstanding complex machine. It takes years of study and dedication to understand all of its chemical and electrical balances. FINN FITNESS & WELLNESS shows you, in easy to grasp sessions, how to

## Mobility Improvement

FINN FITNESS & WELLNESS believes everyone is an athlete. Whether you are a student, a parent managing a household, a CEO of a large corporation, or any other possible career in between, each responsibility requires daily accomplishment in both physical and mental tasks. The more efficient you are at accomplishing these tasks the more productive you can be. You may desire improved focus and mental clarity in business meetings, or better flexibility and increased strength for working in the garden. Whatever you want, whatever you need, FINN FITNESS & WELLNESS teaches you how to incorporate aspects of good health, such as nutrition and short periods of simple exercise, into your daily life. You will build self-confidence by accomplishing mental and physical goals, both short-term and long-term.

## Sports Performance

FINN FITNESS & WELLNESS starts with a testing protocol covering flexibility, coordination, balance, movement patterns of sports, cardiovascular performance, nutritional needs, and more. This testing allows us to create a training program that focuses on the following:

- Strengthening your specific weak points to produce an efficient athlete.
- Providing you with the specific biomotor abilities necessary for your chosen sport.
- Promoting injury prevention techniques and

quick recovery methods

- Reaching your athletic goals both efficiently and rapidly.
- Adjusting to seasonal variables while maintaining performance.
- Targeting training sessions towards particular athletic events or competitions.
- Developing a program which fits within your personal and sport-dictated time constraints.

## Pain Management

It is absolutely possible for you to be free from chronic muscular and joint pain for the rest of your life! At FINN FITNESS & WELLNESS we begin by completing a comprehensive assessment, which includes joint range of motion, muscle length and strength, movement patterns, daily activity, nutritional habits, and more. This allows us to immediately learn as much as possible about your history, and relationship, with pain in a brief stage of time. We then employ flexibility training, exercise, and nutrition to reduce specific pressures in the body allowing for better and faster healing. During this process you may learn techniques such as Myofascial Release, the Feldenkrais Method, and various strengthening exercises to improve movement and coordination at specific joints.

## Stress Management

Everyone is under some form of stress. What's more, it seems you can't pick up a newspaper, a magazine or turn on the television without hearing another study proving the link between unmanaged stress and the onset of a multitude of human diseases. Here at FINN FITNESS & WELLNESS we implement quantifiable surveys to identify each and every stressor that you encounter on a daily, weekly, or monthly basis. We identify your particular distress (stress that triggers a

negative physiological response) and eustress (stress that, although taxing on the body, is pleasant and curative). We then systematically work with you on reducing negative stressors one at a time and in succession of greatest need. The result? You learn to reduce your distress by:

- Identifying your negative stressors and their triggers
- Learning goal setting, goal restructuring, and constructive self-evaluation
- Discovering your nutritional requirements to sustain emotional balance
- Practicing your tailored exercise program and breathing techniques.
- Utilizing simple exercises taken from the arts of Tai Chi, Qigong, and Yoga to help you lower negative stress levels whenever, and wherever, needed.

## Family Education and Training

Early exposure to health and exercise education assists your family in developing lifelong strength and vitality. FINN FITNESS & WELLNESS understands a happy family is healthy, nutritionally aware, and proactive in gaining knowledge to maintain a rewarding lifestyle. We design and facilitate health and lifestyle programs to meet the needs of you, and every member of your family.

## Our Mission

Our mission at FINN FITNESS & WELLNESS is to provide education, inspiration, support, and a proficient, energized staff to serve our community's diverse needs. We strive for excellence with innovation and a passion for continuous knowledge, to maintain our position as an authority in the health and fitness industry.

## INNOVATION EXPERTISE

### ● Michael Finn

Senior Trainer and Owner,  
FINN FITNESS & WELLNESS

### ● Certifications and Specialties

National Council of Strength and Fitness, CPT  
National Academy of Sports Medicine, CPT  
Sports and Fitness Specialist (NASM)  
CHEK Exercise Coach  
CHEK Practitioner Level I  
CHEK Nutrition and Lifestyle Coach Level I  
Scientific Core Conditioning  
Scientific Back Training  
Individual Program Design  
Advanced Swiss Ball Training  
Dynamic Medicine Ball Training

INTEGRITY  
PASSION  
FUN

## RESULTS



Photo By Mark Cordeiro, 2005



# FINN FITNESS & WELLNESS

Serving the diverse needs  
of individuals and families

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