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Solving the Healthy Living Complacency in Unhealthy Majority

White Paper identifies the root cause and solutions for the complacency that keeps most people from choosing healthy lifestyle habits

Newburyport, MA, April 25, 2007 – Feel Your Personal Best today issued a White Paper, “The Healthy Living Challenge: Addressing the Cause of Complacency” that provides insight into why so many people struggle to maintain healthy habits and to offer a fresh perspective for solving the problem.

Despite the wide array of fitness, nutrition, medical and wellness programs, the majority of Americans are not making long term healthy lifestyle changes. Instead they are becoming complacent. “The problem isn’t a lack of program options,” says the author, Alice Greene, president of Feel Your Personal Best, “but a need for addressing the mindset getting in the way of behavioral changes and long term success which is unique and individual to each person. What is needed is mass customization from the inside out that addresses behavioral understanding and change. What most people are being given are mass marketed features and options that focus on behavioral execution.”

The white paper addresses the challenge of breaking through the complacency and provides new thinking on how to get the unhealthy majority active and choosing healthier lifestyle practices. Complacency is not a product of laziness, stupidity or a lack of willpower. It is the result of stress, frustration, depression and disruptions. Understanding the source of their behaviors without judgment is the first step in helping people shift out of complacency. Common convention uses goals as a carrot and stick for behavioral compliance, but for those struggling to succeed this approach leads to greater resistance.

Breaking free of complacency requires a different approach than what works for those in the minority who routinely participate in programs and succeed in making healthy changes. There are proven and successful behavior change coaching techniques now available to assist people in shifting their perspectives, making choices they can live with, and feeling positive about their ability to succeed. These techniques are specific to healthy lifestyle changes and they provide the missing element needed by the majority to succeed in a health or fitness program.

The White Paper can be downloaded for free at www.feelyourpersonalbest.com/whitepaper.

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About Feel Your Personal Best

Feel Your Personal Best is guiding organizations and individuals to achieve healthy lifestyle results. It specializes in healthy lifestyle coaching and self-paced guided programs, a new approach to helping people create healthy, fit and positive lifestyles. The company was founded in 2003 by Alice Greene and based on what she discovered was the answer to overcoming her personal health and fitness struggle to feel her best.

The vision for Feel Your Personal Best addresses what is missing in current fitness, nutrition and wellness programs. It combines the power of behavioral change coaching techniques with the principles of exercise physiology, nutrition and intuitive eating. For more information visit: www.feelyourpersonalbest.com or call 978-465-3555.

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** White Paper (Healthy Living Challenge: Addressing the Cause of Complacency) identifies the root cause and solutions for the complacency that keeps most people from choosing healthy lifestyle habits. Despite access to exercise, nutrition, wellness and healthy programs, the majority of Americans struggle to adopt healthy lifestyles and end up in a cycle of complacency. By addressing the cause of complacency through behavioral change lifestyle coaching techniques, existing programs can provide greater long term results.**

wellness, healthy living, healthy lifestyle habits, behavioral change, struggle to lose weight, unhealthy behaviors, healthy lifestyle coaching, positive thinking, conscious awareness, fitness, nutrition, accountability, obesity factors, stress, depression, derailed, wellness programs, corporate wellness, promotion of healthy living