

## *Introduction from Amber Thiel, CEO*



Something very profound happens when you watch someone you love, and have always envisioned as part of your future, deteriorate and die before your eyes. You are never the same. All of the dreams and expectations for the future are instantly and drastically altered, leaving you confused and in a void that is indescribable...it permeates every cell of your being.

After my mom's death, I spent the next five years of my life dieting, restricting, bingeing, punishing, avoiding and obsessing. I was desperate for control, for love, to be perfect

(then people would love me) and to never feel the pain of my past. My daily purpose revolved around food (how much I could restrict or consume depending on the time of day) and exercise (how much I had to do to compensate for my binges). I had very little energy for close relationships or personal growth, because I was so consumed with my next strategy (diet) to "get thin". My thought was when I get "thin", I would feel good about myself and these emotional problems would go away because I would finally be perfect...on the outside. The irony is that no one would have considered me overweight. But I believed so strongly that if I could just get to that magic number on the scale, THEN I would be happy, beautiful, perfect, in-control, loveable and no longer sad, lonely or out-of-control.

*I was waiting to be "fixed" by a number on the scale.*

The truth was food didn't leave me. Food didn't reject me. Food separated and protected me from the place where the uncomfortable feelings lived. Food didn't judge me. Food was my friend, my purpose, my substitute for real love and connection. Food was the way I controlled a world that was out of my control.

You may or may not be able to relate to the details of my journey, but I am sure you can relate to the emotions of loss, anxiety, unworthiness, control, fear, sadness, grief, obsession, lack, anger and/or rejection. You can probably also relate to using food, or alcohol, or drugs, or some other "thing" to check out, reward yourself, punish yourself, attempt to be in control or just rebel.

Many of you can probably relate to waking up everyday and to some extent, faking it. You slap on a smile, you selflessly serve your family and others, you go above and beyond at work, you work hard to exude confidence...but all the while you are exhausted, depressed, unfulfilled and desperate for

acceptance, love, connection and to take care of yourself. When no one else is around, you find a way to escape (mostly with food) so the real pain doesn't bubble up and remind you of its permeating presence.

At The Healthy Edge, we don't do diets. Diets simply reinforce a false belief that we can't be trusted and we can't trust our bodies. Diets tell us that because we have no willpower and are out-of-control, we need a system/guru/diet to tell us what we can and can't do. Despite my best efforts to "follow the system perfectly," I always ended up reverting back to my old patterns...ALWAYS. I would experience a great week of following a "program" or "diet", and then something would trigger those scary feelings of disappointment or rejection or loneliness and in an instant, I was right back in my comfort zone of obsession and self-sabotage and a gallon of ice cream and a bottle of wine. I was so committed to avoiding the pain of these emotions, which I would do anything to avoid feeling them...even though it was costing me my health.

My journey out of my personal hell began when I fully acknowledged the price I was paying to numb, punish and isolate myself. I was 28 and single. I was tired. I was sickly. I was bingeing and purging multiple times a day. My gums were receding. My hair was falling out. My digestive system was wrecked. I had insomnia. I abused laxatives to the point I couldn't have a bowel movement without them. I hated what I had done to myself. But somewhere deep down inside of me, there were remnants of dreams that I had as a little girl. I wanted to fall in love, to be adored by someone, to be loved unconditionally, to create another human being with my spouse and love them like my mom loved me, to make a difference in the world, to live a peaceful and balanced life, to intimately know my creator God. What are your dreams? What are you missing out on because you have neglected your physical and emotional health?

*Wanting and having something are two different things.*

Some of you may be in this same position at this very moment that you are reading this. You desperately WANT to change your health, release the weight, let go of the obsession, stop hurting, end the self-sabotage, love yourself and others fully, but you have no idea how to get there from where you are now. This is what we specialize in. This is our purpose and passion in life. We can help you get there.

It doesn't matter if you are 10, 50 or 150 pounds over your healthy weight. It doesn't matter if you are fit and appear to the outside world that you have no issues. It doesn't matter if you have disease or if you are in pain or discomfort everyday with headaches, joint stiffness, insomnia, constipation, depression, high cholesterol or blood pressure. Perhaps it is as simple as the reality that you are completely EXHAUSTED on a daily basis and are therefore missing out on life.

*This journey is not just about WHAT you need to do. This journey is about WHO you need to become.*

“Health issues” may show up differently in different people, but the reality of our health issues is that they are the consequences of our lifestyle choices. If you are struggling physically, emotionally and/or mentally, it affects EVERY aspect of your life. It affects EVERY person you love. It affects how fully you use your gifts to make the world a better place. Living less than your best life is too high of a price to pay, when this is the only shot you have at your life. It’s time to shift your mindset. It’s time to stop analyzing the how-to’s (we’ll get to that), and look within you to heal and overcome the limiting beliefs and lies that have held you back. The power to change your life is within you. It’s time to harness that power and experience transformation.

**-Amber Thiel**

*Life is too short to not fully live it.*

Welcome to the beginning of an amazing journey of empowerment, hope and health called The Healthy Edge. You have taken the first step forward by scheduling your breakthrough session where you will begin to uncover your health vision and create a path to achieve it. We are fiercely committed to creating the foundation necessary for you to create a mindset and lifestyle that will unlock limitless possibilities in every facet of your life. Please read through the rest of this packet to best prepare for your session.

### *Healthy Edge Coaches*

“Doing it yourself” probably hasn’t worked out long term for you. You get motivated and then when the motivation wears off, there’s no one there to talk you out of quitting or falling off the wagon. It’s a perpetual cycle too many people are living and it’s why you haven’t gotten lifelong results thus far. That’s why we believe in health coaching. We believe in it so much, we include personal coaching in all of our packages so you get the hands-on support needed to really truly transform. Healthy Edge coaches go through an intensive certification and training process. They are living examples of The Healthy Edge journey and have a passion and commitment to support you in not only achieving your goals, but also finding your peace and joy in the journey. The most amazing transformations have resulted from people choosing to implement accountability and real-life support by working with one of our compassionate and professional coaches. We are here with you EVERY step of the way!



## What is The Healthy Edge Transformation?



At The Healthy Edge we believe in a comprehensive, intensive and supportive approach to your goals and dreams. In order to undo years of self-sabotaging behavior, diet mindsets, misinformation and unhealthy rituals, we must support you in 4 areas critical to creating lifelong success:

1. Knowledge.
2. Mindset and thought patterns.
3. Support and accountability.
4. Daily Habits.

At The Healthy Edge, we address and overcome these four critical areas through:

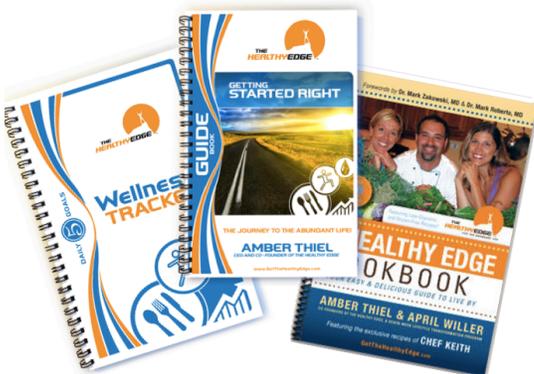
1. Educational videos
2. Empowering audios
3. Personal and professional health coaching
4. Support tools including recipes, meal planning support, a Wellness Tracker, guidebook and supplemental downloads.

The Healthy Edge is a 12-week transformation. The Healthy Edge 8-Course Lifestyle Program sets the foundation for your journey.

### Home Kit

Along with the incredible online resources, we will ship a Healthy Edge Home Kit to your doorstep including:

- Welcome Letter
- Wellness Tracker
- Getting Started Right Guide
- Healthy Edge Cookbook



## Course One



### **Video: Getting Started**

Get ready for the Six Steps to Success that will lay the foundation for your Healthy Edge journey including creating a safe environment, designing your own personal food plan, The Five Healthy Edge Daily Goals and creating your BIG why! Learn what you can do RIGHT NOW to move your health forward.

**Audio: Cost vs. Benefit and Be, Do, Have** Discover what truly motivates us into life changing action. If you get motivated and unmotivated in life, get ready to adopt a fresh perspective that will KEEP you moving forward toward

better health and your abundant life. Discover how to propel forward and get something different, even when there is so much that you still think you need.

### **Supplemental Downloads:**

- Course One Notes
- Guide to Oils
- Healthy Easy Portable Foods

## Course Two



### **Video: Cravings and Weight Gain: Insulin Resistance and Low- Glycemic Eating**

Explore metabolism, calorie counting, appetite, fat burning and eating to release weight. Learn how to avoid the energy rollercoaster and REV up your metabolism. Learn quick and simple options for breakfast and how to properly combine food to satisfy and overcome cravings and binges.

### **Audio: Belief Systems**

What do you REALLY believe about your body, your ability to get results, healthy food, love, fear or exercise? Self-sabotage is rooted within the limiting beliefs we have about ourselves and our ability. In this audio, we explore the primary belief systems dictating the behaviors that have held you back. Learn how to breakthrough to freedom so you can create a new reality in your emotional and physical health.

### **Supplemental Downloads:**

- Course Two Notes
- Easy and Healthy Breakfast Ideas
- Kid Snacks Ideas

## Course Three



### **Video: Eating Out and Eating at Work**

Learn preparation and food ideas to keep you on track during your workweek. Get the REAL scoop on fast food marketing and ingredients and what role it plays in your life. Get 10 easy tips for ordering healthy at restaurants, without feeling deprived, weird or high maintenance.

### **Audio: Victim vs. Empowered**

Do you play victim when it comes to your health? Do you blame time, money, resources, knowledge, parents or your body type for why you don't have results? The victim mindset will keep you exactly where you are no matter how much you desire to change. Regain your power and live out the possibilities. Discover what empowered living is all about.

### **Supplemental Downloads:**

- Course Three Notes
- Eating Out Guide
- Portable Snack Ideas for Work

## Course Four



### **Video: Exercise on the Edge**

This video will give you an entirely new outlook on exercise, bringing empowerment and freedom to your workouts. Learn what healthy body fat percentages are, how to eat before and after workouts to maximize your metabolism, how to stay motivated and how your body burns energy during workouts.

### **Audio: Resistance, Resentment and Revenge**

The Three R's have the power to sabotage and destroy any positive traction you have created in your health and the relationships that matter most to you. Discover where you are operating within these three mindsets and become aware of the toxicity unleashed in our internal and external world. Set yourself free to discover love, peace, joy and health by releasing yourself from the Three R's.

### **Supplemental Downloads:**

- Course Four Notes

## Course Five



### **Video: Reading Food Labels Part I**

Learn the real strategy for making a healthy decision by reading a food label. Get in depth education on enriched flours, sugar, sodium and MSG. See actual food labels of products and decide if it's a healthy option or marketing techniques masking it as "healthy." Learn about what products to buy organic and what reliable and unreliable labeling looks like.

### **Audio: Fact vs. Meaning**

In order to survive and make sense of our world, it is human nature to give meaning to every event in our lives. These meanings are not true, but rather a subconscious interpretation we made at the moment of the event. Many times these meanings act as anchors in our lives, dictating how we act or react. What happens when the meaning you attached holds you back? Learn an incredible technique to re-write the past to work for you, rather than against you.

### **Supplemental Downloads:**

- Course Five Notes
- Pesticide Guide
- Guide to Labels
- Egg Buying Guide

## Course Six



### **Video: Reading Food Labels Part II**

Get ready for the top 10+ food additives that could be robbing you and your family of your optimal health. Get the latest research and side effects on artificial sweeteners, artificial colors and preservatives that are found in almost every processed food on the shelf.

### **Audio: Defining Self-Worth**

Self-worth is the value you place on yourself. Many times our self-worth is rooted in other people or circumstances that are subject to change at any moment. Engage in a powerful process to reflect, evaluate and redefine your self-worth.

### **Supplemental Downloads:**

- Course Six Notes
- Recommended Gluten-Free Products (if you have allergy)
- Recommended Healthy Kids Products
- Approved Companies

## Course Seven



### **Video: Maximizing Fat Loss: Stress, Sleep and Caffeine**

Learn how stress may be affecting your thyroid, liver, adrenal and digestive health and strategies that literally stop the rush of stress hormones. Discover the real effects of combining diet techniques with stress, including weight gain. Get insight into the healthy and not-so-healthy role of caffeine and the role sleep plays.

### **Audio: Setting Boundaries**

Do you ever get fearful of the future? Are you nervous you may lose momentum and find yourself back where you started or worse-off than you started? The key to any successful journey is identifying and respecting clearly defined boundaries. Establish the boundaries for your life and learn how to protect them. Take away the fear of self-sabotage once and for all!

### **Supplemental Downloads:**

- Course Seven Notes

## Course Eight



### **Video: Where Do We Go From Here?**

You are at the end of The Healthy Edge program, but your entire life lies ahead of you. In order to thrive in this new lifestyle, you will need to learn how to truly measure success and not make it all-or-nothing. Many of you will want to continue to get results. Explore what other factors may be playing a role in your body holding onto the weight. Get empowerment and support to continue on this journey forever.

### **Audio: Surrender**

Get to the heart and soul of what it takes to live this abundant life forever. There is no need to live this lifestyle with the mindset that it is a prison of rules. It's time to fully embrace living your healthy lifestyle simply because it is truly your deepest desire.

### **Supplemental Downloads:**

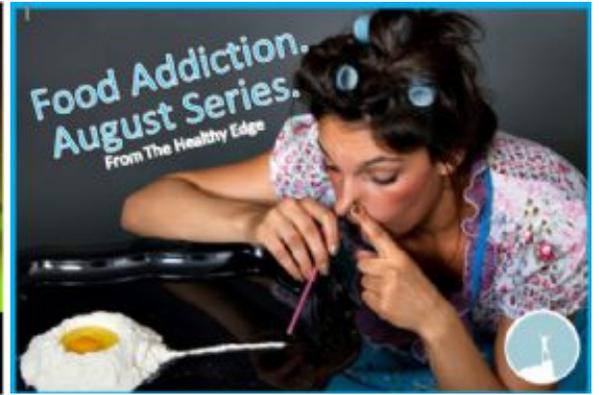
- Course Eight Notes

## 4 Weeks of Additional Support



After you complete the 8-course lifestyle program, your coach will support you in taking your journey to **your** next level. This includes choosing from a variety of 4 part series focused on particular aspects of your journey including:

- Stress and Your Health
- Emotional Eating & Food Addiction
- Raging Hormones
- Breaking The Exercise Plateau
- Food Allergies



## Online Community

Your Healthy Edge journey does not have to end after the eight-week journey. As part of The Healthy Edge family, we offer a powerful online community for continued support and growth for a small monthly investment. We believe in the necessity for ongoing personal growth, community support and education to stay focused and fully committed to this lifelong journey of health. You will also have the option to continue with your personal health coach.

## Recipes

Enjoy over 300 recipes online including appetizers, main dishes, snacks, desserts, side dishes and more!



# Real Life Transformations



"This program has been more than I ever thought it would. It is a look into you and makes you think about your life and what you want, can and will do to make it better or different. With no one goal in mind, it is up to you. My coach, Cheryl, was a huge part of this journey with support, accountability and encouragement. Thank you for the gift of the Healthy Edge" - *Kenneth*

"Starting the Healthy Edge has been the most positive thing I have done for myself in years! The impact on not only health, but my self-esteem has been immeasurable! I feel so blessed to have met Amber and am grateful that she shares her knowledge and passion for a healthy lifestyle. I'm also grateful to coach Erica for her commitment to the Healthy Edge and people like me who are looking for positive lifestyle changes." – *Jessyca*



"The best thing about the HE is anyone can do it, young or old. Everyone can benefit from the education, even if they don't need to lose weight. Before Healthy Edge became a part of my life, I suffered with IBS, bloating, constipation, colitis, weight fluctuation, sore joints, inflammation and high cholesterol. The HE lifestyle has educated me so much about eating, exercise and how to read food labels; and, I lost 25 lbs. and lowered my cholesterol dramatically. Since the HE, I just feel good all over! It's so nice to go into my closet and no matter what I reach for, it FITS!! I got rid of ALL the different sizes of clothes, and that felt good! The Healthy Edge will always be a part of my life!" -*Cindy Lou*

I released 12 pounds over 8 weeks. The most impressive thing on my health journey was not the weight, but the blood work after 8 weeks of healthy eating, exercise, quality supplementation and water.

- Total cholesterol dropped 23 pts.
- Triglycerides dropped 69 pts.
- HDL increased 22 pts.
- LDL dropped 31 pts.
- Fasting glucose dropped 14 pts. (The doctor used the word "unbelievable")
- Cholesterol/HDL ratio dropped from 4 to 2.5

This is fantastic! I couldn't wait to tell my endocrinologist!

Thank you so much Healthy Edge and my coach Karen. You have changed my life!" - *Julie*



# Real Life Transformations



One of the things I like about the Healthy Edge is the weekly educational videos that we watched. We weren't dieting, but refocusing our body and mind on a healthy way to eat and fuel ourselves. This is not only about what is good for us but why we do, and eat the way that we do. I learned that so much of what I eat, that is bad for me, is a strong hold of the mind. If I saw something I would eat it. That attitude was killing me.

During the 12 week course with coach I learned about what foods were harming me, about eating whole foods and sustaining my energy. I feel so much better, I have more energy and I am less sad about life. I also lost 15 pounds without a diet. - *David*

I started The Healthy Edge program as I wanted to feel better. I wanted to "shed" weight too, but mainly I was tired of feeling exhausted all of the time even when I was doing nothing. After the third week of The Healthy Edge, I started to notice a difference in how I felt. I had more energy during the day and was actually able to sleep at night. I never felt like I was on a "diet" and now that it is over, I just continue to make progress in my new eating and exercise habits.

My coach was excellent! She is always approachable and extremely motivating. I loved that they even have exercise workouts so I can do them at home. I really enjoyed the program and feel I learned so much about the foods I eat and need to eat in order to be healthy. - *Dawn*



I started the program very skeptically, but followed compliantly and low and behold about weeks 3 and 4 I really no longer was going thru it compliantly, because my mind wanted to. I was having fun. I began to see changes in my body. I've worked out religiously for 10+ years and never saw the changes or lost weight. I began to believe in the lifestyle; diving deeper into the program. I then began sleeping better, and felt happier and more energetic. During the intensive 12-week program with a coach, I released 8 pounds, about 2 inches from both waist and hips and some from arms also. The Healthy Edge focuses on giving each individual the tools to achieve health like our big why, drinking water, whole foods, movement-doing things that healthy people do. Each week of the

program builds the foundation by teaching the science of our body, whole foods, etc. I can go on and on but won't! I just know that I love having the choice to continue this journey. - *Alice*

