

BUSINESS PROFILE

THE MAX CHALLENGE OF HOWELL CARES ABOUT YOUR SUCCESS

By Michael Vandenberg

We've all been to an average gym before. You get scanned in, and then you're on your own. If you want some guidance from a professional, there's usually an astronomical fee for personal training. Trying to eat better is not easy to figure out by yourself either. Fad diets rarely work for the long term. If you really want a true lifestyle change that will get you in shape and keep you there, you'll need the only program that will give you the motivation you need to change your fitness habits and eat nutritious foods: The MAX Challenge.

The MAX Challenge of Howell was formerly a karate studio before it converted into one of the first free-standing MAX centers six years ago. In April 2017, Laura Gashlin took over as the site's owner.

But that was by no means Laura's first experience with The MAX. She completed her first challenge with MAX about two years ago at another location, originally for her own health. Like most MAX owners, they're typically in a completely different career field when they find and fall in love with the program. "I actually have a Bachelor's in Architecture," Laura pointed out. "I worked in a few different architecture firms and wasn't exactly loving it." And yet when she left work and went to MAX, she was having a great time. Eventually she realized, "Well, I'm not really loving the architecture thing, but I'm loving the fitness thing." She got into instructing and working the front desk for a while and, wanting to take her skills to the next level, decided to buy her own location.

Today, The MAX Challenge of Howell is helping its community lead a healthier lifestyle and feel great. How does it work? MAX combines three core aspects (fitness, nutrition, and motivation) to create the lifestyle change you deserve.

Fitness means you'll be exercising in ways that help you burn fat and gain strength. Your instructor will make sure you're challenged and



THE MAX CHALLENGE

Transform your life in just 10 weeks

will give you modifications as necessary to make sure you can progress. Once you finish your first 10 week challenge, you become a legacy member. As the challenges continue throughout the year, you'll start doing the exercises at a higher level. The same class runs all day with start times from 5am to 8pm so you never have to miss out, regardless of your schedule. No two days will be exactly the same throughout your ten weeks. But don't worry; MAX is designed to work for everyone: "I've had people that have just come out of surgery and I have members that are in their seventies. Everything's at your own level. You just start from wherever you're at, even if you've never exercised before in your entire life, and just build from there." Oftentimes, new people partner up with a longtime member. This ends up being mutually beneficial because they can help the new person with technique, while the new person can bring a new burst of excitement to the table.

Another exciting thing is the nutrition portion of the MAX. They'll sit down with you and go over nutrition one-on-one as needed and even give you food shopping lists. Luckily it's all stuff that you're familiar with and you can find at a regular food

store. Laura doesn't call it a diet, because this isn't one of those fad diets that make you starve yourself to lose all the weight, only to gain it all back in the end. The MAX nutrition program is a true long-term, yet easy lifestyle change. Have grilled chicken instead of fried chicken. Use extra virgin olive oil instead of corn oil. You're not shutting off those unhealthy foods forever either: one meal per week is your designated treat meal when you can eat anything you want.

Of course, "if you're not feeling motivated, you're not going to do any of the other parts of the program". This third and, perhaps, most important tier of MAX ensures that you receive the guidance

a motivational talk at the end of every day. If you don't show up for a few days, they'll even call you to make sure everything's okay and keep you from getting discouraged. At the completion of every 10-week challenge, your "after" picture is taken and everyone in the class votes on who made the biggest transformation.

The funny thing is that although the winners receive generous prizes, they always feel like the mind and body transformation they've gone through was worth so much more. That's the MAX difference: a program that cares about your success and wants to help you reach your goals. For one member in particular, Laura explained,

MAX changed her life. She's currently in the middle of her second challenge but when she first started, she was shy and self-conscious. She not only lost weight in that first challenge, but she gained so much confidence in, "the way she holds herself and talks, and smiles so much more". Her marriage is better, she got a promotion, and she even inspired her daughter to start eating healthy.

Come see what The MAX Challenge of Howell can do for your life. They're located at 510 New Friendship Road in Howell or online at themaxchallenge.com. Email laurag@themaxchallenge.com or, if you call 732-534-9850 and mention this article, you'll receive \$100 off!



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