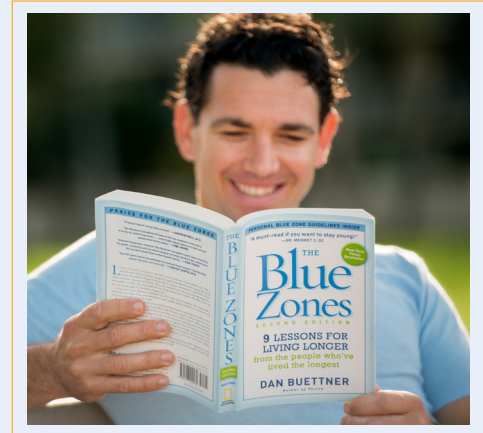


# BLUE ZONES POWER 9 OVERVIEW

## WHAT'S THE SECRET TO A LONGER, HEALTHIER LIFE?

If you were offered the chance to live an extra five, ten or more years, and remain healthy and active, wouldn't you take it? The great news is you have that opportunity – and you don't have to overhaul your entire life to do it. The secret to living longer and better can be found in the simple things you do every day, like the foods you eat, the company you keep, and your overall outlook on life. **Residents living in the original Blue Zones areas share common principles called Power 9<sup>®</sup>—these are healthy lifestyle habits that help them live longer, healthier, happier lives.**



## DISCOVER THE FOUNTAIN OF YOUTH

It all started when a team of researchers and scientists set out on a seven-year quest to uncover the secret to leading longer, healthier, and happier lives. They discovered five places in the world, called Blue Zones<sup>®</sup> areas, where people enjoy active lives with less illness well into their golden years. Although each Blue Zones area has its own recipe for living longer, there are nine common ingredients that the people living in these communities share, which all contribute to their well-being. These **nine powerful, but simple lifestyle behaviors** focus on moving naturally, eating wisely, knowing your purpose, and belonging to a social community.

### They are the Power 9<sup>®</sup> Principles:

- |  |  |
|--|--|
| 1 <b>Move Naturally</b> (be active without having to think about it)   | 6 <b>Wine @ Five</b> (one alcoholic beverage per day)  |
| 2 <b>Know Your Purpose</b>   | 7 <b>Right Tribe</b> (create a healthy social network) |
| 3 <b>Down Shift</b> (slow down daily, rest, take vacation)             | 8 <b>Community</b> (be part of a spiritual community)  |
| 4 <b>80% Rule</b> (stop eating when you are 80% full)                  | 9 <b>Loved Ones First</b> (make family a priority)     |
| 5 <b>Plant Slant</b> (eat more veggies, less meat and processed foods) |  |

**The Power 9:** You, too, can boost your own well-being by applying the Power 9 Principles to your daily life. These are easy tips you can live by to help you get the most enjoyment out of life. The great news is, you don't have to take on all nine of these lifestyle behaviors at once to enjoy their benefits. After all, improving your well-being is not about adding more to your "to do list", or restricting yourself to "do this, not that". It's about simplifying and doing the little things that add more meaning to your life – like slowing down, spending time with the people you love, eating foods that give you energy, and doing activities you enjoy.

**Stay tuned each month for smart tips, based on the Power 9, that will inspire you to enjoy a healthier, more active, and possibly longer life.**

## Test Your Smarts

By adopting the right lifestyle habits, you could add at least ten years to your life and suffer from less chronic illnesses.

**a. True**      **b. False**

The correct answer is: **a. True.** Scientific studies suggest that only about 25% of how long you will live is dictated by your genes. The other 75% is determined by your lifestyle and the everyday choices you make. The small steps you take every day to improve your well-being can make a big difference in the way you feel now and down the road.

## Q & A: Ask the Expert

**Q: Do I have to adopt all of the Power 9 behaviors at once to enjoy a longer, better life?**

**A:** You don't have to take on all nine of these lifestyle behaviors at once to enjoy their benefits. After all, perfection is not the end goal. Improving your well-being is about doing the things that give you a sense of fulfillment. The Power 9 can add richness to your life by helping you to slow down, eat right, appreciate your friends, make family a priority, find time for spirituality, and anything else that brings you a sense of purpose and contentment.

## TOP 5 WAYS TO ENJOY A LONGER, HEALTHIER LIFE

What's the secret to loving life? These five tips will put you on the path to living longer and better:

- 1 Move More.** Instead of thinking of it as exercise, focus on making your lifestyle more active. Ride your bike instead of driving. Walk to the store. At work, take the stairs rather than the elevator, park at the far end of the parking lot, and go for walking breaks. Build activity into your lifestyle by doing what you enjoy.
- 2 Do Something Interesting.** Different people like to do different things. If you do something you find worthwhile, whether it's focusing on your career, helping others, or raising a family, your days will take on more meaning.
- 3 Cut Calories by 20%.** It's easy to gain weight by eating just a little too much week after week. Eat enough so that you're no longer hungry, but not so much that you're full. Add more plants to your diet – they are full of fiber to fill you up and are low in calories.
- 4 Love and Be Loved.** Get together often with the ones you cherish. Having a strong social network of friends and family can enhance your sense of well-being and purpose.
- 5 Take Time to Down Shift.** Make time to slow down and enjoy life's simple pleasures -- like a colorful sunset, a savory meal, or a glass of wine with a good friend.  
**Life is short. Don't run so fast you miss it.**

Learn more about Power 9<sup>®</sup> Principles at [bluezonesproject.com](http://bluezonesproject.com)