

Executive Health

GUIDE TO OVERCOME LIFESTYLE DISEASE



By Mathew Gomes

Executive Lifestyle & Health Coach

**"Our remedies oft in ourselves do lie,
Which we ascribe to heaven: the fated sky
Gives us free scope, only doth backward pull
Our slow designs when we ourselves are dull."**

Shakespeare, William. "All's Well That Ends Well." Act I, Scene I.

TABLE OF CONTENTS

INTRODUCTION.....	3
HEED DARWIN OR GET UNSELECTED.....	5
MAGIC OF HUMAN METABOLISM.....	9
Anabolism: Building and Repairing.....	9
Catabolism: The Process of Energy Release.....	10
Achieving Metabolic Equilibrium: The Dynamic Interplay of Anabolism and Catabolism...	11
LIFESTYLE AND METABOLIC IMBALANCE.....	13
Metabolic Imbalance and the Genesis of Lifestyle Disease.....	14
Metabolic Imbalance And Damage To Our Defence Mechanisms.....	18
LIFESTYLE DISEASE - AN EVOLUTIONARY MISMATCH.....	21
Hypertension.....	21
Type 2 diabetes mellitus (T2DM).....	24
Cardiovascular Disease (CVD).....	27
Non-Alcoholic Fatty Liver Disease (NAFLD).....	31
COMMON MISCONCEPTIONS ABOUT LIFESTYLE DISEASES.....	35
Medicines Cure Lifestyle Diseases.....	35
I'm Not Fat, I Don't Need To Exercise.....	36
Chronic Stress is Part of Life and Cannot be Avoided.....	40
Fun and leisure are secondary to responsibilities and obligations.....	43
I'll Just Do Whatever I Can.....	45
SOCIAL AND PSYCHOLOGICAL BARRIERS.....	48
WHAT'S REALLY AT STAKE.....	51
UNLOCKING THE BENEFITS.....	53
TOP THINGS TO GET RIGHT.....	56
HOW TO MAKE LASTING LIFESTYLE CHANGES.....	58
Step 1: Discover - Unveiling the Foundation for Change.....	60
Step 2: Dream - Envisioning Wholehearted Living.....	60
Step 3: Design - Crafting a Path to Success.....	60
Step 4: Destiny - Embracing Empowerment and Sustained Success.....	61
MESSAGE FROM THE AUTHOR.....	62
Further Reading.....	63
About the Author.....	65

INTRODUCTION

As humans, our innate drive is to not only survive but also to thrive, a concept deeply rooted in Darwin's law of natural selection and adaptation to the environment. Throughout millennia, our ancestors evolved physiological mechanisms to endure and flourish amidst varying environmental challenges. However, in the modern era, a significant incongruity has emerged - a mismatch between our genetic evolution and the contemporary lifestyle and environment.

This incongruity manifests notably in the rise of lifestyle diseases, which stem from deviations between our evolutionary heritage and the realities of modern living. As we've transitioned from hunter-gatherer societies to sedentary, convenience-driven lifestyles, our bodies grapple with the repercussions of this transition. The prevalence of chronic ailments such as hypertension, diabetes, and obesity underscores this mismatch, highlighting the discordance between our genetic predispositions and the demands of our current milieu.

If you are resolute in your determination to combat lifestyle diseases, this specialised document offers indispensable insights to underpin your strategy effectively.

Let us begin by acknowledging fundamental truths, grounded in scientific evidence and Darwinian principles.

1. Despite remarkable advancements in medical interventions, the incidence of lifestyle diseases and their associated morbidity and mortality have surged alarmingly over the past decade.
2. Conventional pharmaceutical treatments, while adept at symptom management, fall short in addressing the root causes of these ailments. This reliance on symptomatic relief perpetuates a cycle of disease progression, organ damage, and potentially life-threatening complications.
3. Furthermore, individuals grappling with lifestyle diseases often shoulder an unwarranted burden of guilt, attributing their conditions solely to personal failings rather than recognizing the multifactorial nature of these afflictions.
4. The prevailing approach to managing lifestyle diseases predominantly focuses on symptom alleviation, diverting significant resources toward symptom management rather than prevention and reversal strategies.

However, it is imperative to dispel the notion of a one-size-fits-all solution. There exists no magic bullet - be it medication, supplements, or exercise regimens - that guarantees immunity from, cessation of, or reversal of lifestyle diseases.

Nevertheless, the trajectory of lifestyle diseases is not predetermined. Through the adoption of a holistic lifestyle characterised by balanced nutrition, regular physical activity, and effective stress management, these conditions can be mitigated, halted, and even reversed.

In the ensuing sections, readers will delve into the intricacies of metabolism—a physiological process intricately intertwined with the onset and progression of lifestyle diseases. Moreover, they will confront the stark realities surrounding lifestyle diseases and unearth actionable strategies to navigate this terrain successfully.

While embarking on this transformative journey is undoubtedly arduous, the rewards it yields - joy, contentment, resilience, and vitality - are immeasurable. This document serves as an invaluable compass, guiding you toward a life brimming with health and vigour.

In the concluding section, I outline the focal points crucial for crafting a robust lifestyle strategy, empowering you to navigate this journey with clarity and purpose.

Should you seek further assistance or guidance, I extend a warm invitation to explore the resources available on the website provided and even engage with me directly via LinkedIn. It is my unwavering commitment to assist executives, professionals, and business leaders in their quest to conquer lifestyle diseases, enabling them to realise their life and career aspirations with vitality and vigour.

HEED DARWIN OR GET UNSELECTED

As individuals, we are driven by two motivations in life, one to Survive and the other to Thrive. This fundamental inclination finds its roots in Darwin's principle of natural selection and adaptation to the surrounding environment. While the phrase "survival of the fittest" is commonly cited, Darwin's language emphasises that those who can most effectively adjust to their surroundings are the ones most likely to endure and flourish.

In his insightful work "The Science and Art of Longevity," Dr. Peter Attia explores the dichotomy between healthspan and lifespan, drawing a clear distinction between gradual decline (referred to as slow death) and sudden demise (termed fast death). Slow death characterises the incremental deterioration in health and vitality over time, resulting in a compromised quality of life and ultimately a shortened lifespan. This decline in health span is being accelerated by progressing lifestyle diseases and is intricately linked, in contemporary society, to the prevalent consumption of energy-dense foods and the sedentary lifestyle facilitated by modern conveniences.

Thus, within the context of present-day human existence, the principles of natural selection, as elucidated by Charles Darwin, bear profound relevance to our evolved way of life and the prevalence of lifestyle-related ailments. From the dawn of civilization to our current era marked by technological advancements and sedentary habits, our journey underscores a nuanced interplay between genetic inheritance and the environmental factors shaping our health outcomes.

1. Evolution of Human Diet

Early humans roamed as hunters and gatherers, consuming diets rich in natural, unprocessed foods. However, with the advent of agriculture and industrialization, our dietary landscape underwent major shifts.

During the Agricultural Revolution, the transition to settled farming introduced grain-based diets, laden with carbohydrates. Subsequent technological advancements, particularly the Industrial Revolution, heralded the era of mass-produced processed foods, laden with refined sugars, unhealthy fats, and artificial additives. These modern consumables lack the nutritional depth of their natural counterparts.

2. Sedentary Lifestyle

The march of progress has brought forth an era of unprecedented convenience, with automation and urbanisation reshaping our daily routines.

Automation has replaced manual labour, relegating physical exertion as mundane and preferable to be avoided. Likewise, urbanisation has fostered environments that discourage physical activity, with green spaces and recreational facilities often relegated to the periphery.

3. The Emergence of Lifestyle Diseases

The mismatch between evolutionary human biology and modern lifestyles has given rise to a spectrum of lifestyle diseases, including obesity, type 2 diabetes, hypertension, and cardiovascular disease. These diseases result from a complex interplay of genetic predisposition, environmental factors, and lifestyle choices.

a. Evolutionary Mismatch

Genetic Adaptation Lag: Human genetic makeup has not evolved sufficiently to cope with the rapid changes in diet and physical activity patterns observed in recent centuries. Our bodies are still adapted to the energy expenditure requirements of our hunter-gatherer ancestors, leading to metabolic imbalances in modern sedentary lifestyles.

Thrifty Genotype Hypothesis: Evolutionary pressures favoured individuals with genes promoting efficient energy storage during times of scarcity. However, in the context of abundant food availability and sedentary lifestyles, these thrifty genotypes predispose individuals to obesity and related metabolic disorders.

b. Environmental Influences

Obesogenic Environment: The built environment and food environment play crucial roles in shaping lifestyle behaviours. Access to affordable, nutrient-dense foods and opportunities for physical activity are often limited in urban areas, exacerbating the risk of obesity and related diseases.

Challenges in Achieving Balance: Despite growing awareness of the health risks associated with modern lifestyles, many individuals struggle to adopt and maintain

healthy behaviours. This challenge stems from various psychological, social, and environmental factors that influence decision-making and behaviour change.

c. Psychological Barriers

Instant Gratification Bias: The human brain is wired to prioritise immediate rewards over long-term benefits, making it difficult to resist unhealthy temptations in the environment.

Cognitive Dissonance: Individuals may experience internal conflict when their beliefs and behaviours are incongruent, leading to rationalisations and denial of the consequences of unhealthy habits.

d. Social Influences

Social Norms: Cultural norms and peer influences shape perceptions of acceptable behaviours, potentially perpetuating unhealthy lifestyle choices within social networks.

In both corporate and familial contexts, prevailing norms often prioritise work commitments and obligations over individual health and self-care practices. Deviating from this norm by prioritising personal well-being may be perceived as self-centred or selfish.

Marketing and Advertising: The promotion of processed foods and sedentary entertainment through marketing channels exerts powerful influences on consumer behaviour, further reinforcing unhealthy habits.

e. Blindsight of Modern Medicine

Contemporary medical paradigms, focused on symptom management rather than preventive care, often overlook the genetic and physiological underpinnings of lifestyle diseases. Early intervention and education are sacrificed for reactionary medicine, perpetuating a cycle of disease progression.

In addressing this complex evolutionary puzzle, it becomes crucial to embrace a lifestyle that resonates deeply with our genetic legacy. Drawing insights from Darwin's Law of Natural Selection, individuals can transcend the looming threat of lifestyle-related ailments and chart a course towards comprehensive well-being. It is essential to acknowledge that adapting to our surroundings involves more than just conforming to societal standards; it requires a deliberate alignment with our evolutionary design. As stewards of our own health and fate, we hold the

power to craft a narrative of strength and vigour amid the constant flux of our world. This journey commences with a profound understanding of both our physiology and the environment we inhabit.

MAGIC OF HUMAN METABOLISM

Currently, stats show that approximately 50% of working adults suffer from at least one chronic lifestyle disease, whether it's hypertension, cardiovascular disease, diabetes or liver disease. The grim reality is that there is no magic pill to cure these ailments. As we age, these diseases tend to worsen, eventually causing irreversible harm to our bodies, leading to years of suffering, disability or even sudden catastrophic events like heart attacks or strokes. Many individuals with lifestyle diseases are attempting various strategies to stave off further damage. Yet sadly, only a minority succeed in halting the disease's progression or reversing the existing damage. Those who manage to achieve this undergo a journey encompassing diet, regular exercise and stress management, only after they have figured out what to do by understanding how the body works and the exact link between modern lifestyle and genesis of lifestyle disease. In this blog you will be able to uncover in simple language (though some parts may have more biology than many can digest) our magical body and how it works to serve us better.

Human metabolism is the intricate process by which our bodies convert food and drink into energy and other essential substances needed for life. It's like a complex factory system where various chemical reactions occur to either build up (anabolism) or break down (catabolism) molecules. Let's break it down.

Anabolism: Building and Repairing

This is the constructive phase of metabolism where smaller molecules are combined to form larger, more complex molecules. It's like building a house - you need bricks, cement, and other materials to construct it. In the body, anabolic processes include:

Protein Synthesis: Amino acids are assembled into proteins, which are crucial for cell repair and growth. This occurs when you consume protein-rich foods like meat, eggs, and beans.

Glycogenesis: Glucose molecules are linked together to form glycogen, which is stored in the liver and muscles as a reserve energy source. This happens after consuming carbohydrates like bread, pasta, and rice.

Lipogenesis: Excess glucose and other nutrients are converted into fats for long-term energy storage. This occurs when you consume more calories than your body needs for immediate energy, often from fatty foods like oils, butter, and fried foods.

Catabolism: The Process of Energy Release

This is the destructive phase of metabolism where larger molecules are broken down into smaller ones, releasing energy in the process. It's like demolishing a building to salvage materials. In the body, catabolic processes include:

Exercise and Catabolism When you engage in physical activity, your body demands more energy to fuel muscle contractions and sustain performance.

Here's how catabolism comes into play:

Glycolysis: During intense exercise, such as weightlifting or sprinting, muscle cells undergo glycolysis, wherein glucose stored as glycogen is broken down into pyruvate. This breakdown yields adenosine triphosphate(ATP), the primary energy currency of cells, thereby meeting the immediate energy demands of the muscles.

Glycogenolysis: Glycogen stored in the liver and muscles is broken down into glucose to provide a quick burst of energy when needed, such as during intense physical activity or between meals to maintain blood sugar levels.

Lipolysis: Stored fats are broken down into fatty acids and glycerol, which are then used as fuel for energy production when glucose levels are low, such as during fasting or prolonged exercise.

Beta-Oxidation: In activities requiring prolonged endurance, like jogging or cycling, fatty acids stored in adipose tissue undergo beta-oxidation. This process results in the production of acetyl-CoA molecules, which subsequently enter the Krebs cycle to generate ATP.

Beta-oxidation ensures a continuous and steady supply of energy throughout extended periods of physical activity.

By efficiently extracting energy from nutrients, catabolism enables the body to perform a diverse range of physical and metabolic functions. It ensures that energy is readily available to support muscle contraction, cellular metabolism, and overall metabolic functions.

Achieving Metabolic Equilibrium: The Dynamic Interplay of Anabolism and Catabolism

Metabolic balance refers to the delicate equilibrium maintained within the human body to sustain life and health. This balance involves a complex interplay of various physiological

processes aimed at regulating energy production, consumption, and storage. Here's how the human body achieves metabolic balance:

Digestion and Absorption: The process begins with the ingestion of food, which is broken down into smaller molecules through digestion. Carbohydrates are broken down into sugars, proteins into amino acids, and fats into fatty acids and glycerol. These nutrients are then absorbed by the intestines and transported into the bloodstream.

Energy Production: Once absorbed, these nutrients travel to cells throughout the body, where they undergo further breakdown to release energy through cellular respiration. Carbohydrates are converted into glucose, which is the body's primary source of energy. Fats and proteins can also be utilised for energy production when necessary.

Insulin Regulation: The hormone insulin plays a crucial role in maintaining metabolic balance by regulating blood glucose levels. When blood glucose levels rise after a meal, the pancreas releases insulin to facilitate the uptake of glucose by cells for energy or storage. Insulin also promotes the storage of excess glucose in the liver and muscles as glycogen, which can be used later when energy demands increase.

Glycogenolysis and Gluconeogenesis: When blood glucose levels drop, such as during fasting or between meals, glycogen stored in the liver and muscles is broken down through a process called glycogenolysis to release glucose into the bloodstream. In addition, gluconeogenesis occurs, where the liver synthesises glucose from noncarbohydrate sources like amino acids and glycerol, ensuring a steady supply of glucose to meet the body's energy needs.

Lipid Metabolism: Fats are essential for energy storage and insulation. Excess dietary fats are converted into triglycerides and stored in adipose tissue. When energy is needed, these triglycerides are broken down through lipolysis into fatty acids and glycerol, which are then transported to cells to undergo beta-oxidation, a process that generates energy.

Protein Metabolism: Proteins are vital for building and repairing tissues, enzymes, hormones, and other essential molecules in the body. During periods of inadequate energy intake, proteins can be broken down into amino acids, which are then converted into glucose through gluconeogenesis or utilised directly for energy production.

Hormonal Regulation: Various hormones, such as cortisol, glucagon, adrenaline, and thyroid hormones, play crucial roles in metabolic regulation. These hormones help modulate energy metabolism, appetite, and nutrient storage by signalling cells to increase or decrease their activity based on the body's needs.

Thermoregulation: Metabolic balance also involves regulating body temperature to maintain optimal physiological function. The body produces heat through metabolic processes, and mechanisms like sweating, vasodilation, and vasoconstriction help dissipate or conserve heat to keep body temperature within a narrow range.

Water Balance: Adequate hydration is essential for metabolic balance. Water plays a vital role in various metabolic processes, including nutrient transport, waste elimination, and temperature regulation. Hormones like antidiuretic hormone (ADH) and aldosterone help regulate water balance by influencing fluid retention and excretion by the kidneys.

Feedback Mechanisms: Metabolic balance is maintained through intricate feedback mechanisms that sense changes in nutrient levels, hormone concentrations, and energy requirements. These feedback loops allow the body to adjust metabolic processes accordingly to ensure homeostasis, the body's ability to maintain internal stability despite external fluctuations.

Achieving metabolic balance involves a coordinated effort of digestion, nutrient absorption, energy production, hormonal regulation, and feedback mechanisms to ensure that the body has a steady supply of energy and nutrients while efficiently managing waste products and maintaining physiological equilibrium. This intricate interplay of processes enables the body to adapt to varying dietary and environmental conditions, ultimately supporting overall health and well-being.

LIFESTYLE AND METABOLIC IMBALANCE

Achieving metabolic balance is a complex process involving various physiological systems within the human body. Let's break down how the body works to maintain balance in the face of excess nutrition, specifically focusing on excess carbohydrates and sugar, lack of exercise, and chronic stress.

1. Excess Carbohydrates and Sugar

When you consume excess carbohydrates and sugar, especially in the form of refined sugars and simple carbohydrates, the body responds by releasing insulin from the pancreas. Insulin's primary role is to regulate blood sugar levels by facilitating the uptake of glucose into cells for energy or storage. However, if the intake of carbohydrates and sugar is consistently high, the body may become resistant to insulin, leading to a condition known as insulin resistance. In insulin resistance, cells are less responsive to insulin's signals, causing blood sugar levels to remain elevated. To compensate, the pancreas produces even more insulin, contributing to a cycle of high insulin levels. Over time, persistently high insulin levels can lead to weight gain, particularly around the abdomen, as excess glucose is stored as fat. It can also increase the risk of developing type 2 diabetes and other metabolic disorders.

2. Lack of Exercise

Regular physical activity is essential for maintaining metabolic balance. When you engage in exercise, your muscles require more energy, which leads to increased glucose uptake from the bloodstream. This helps to lower blood sugar levels and improves insulin sensitivity, allowing cells to respond more effectively to insulin. Additionally, exercise promotes the release of hormones such as adrenaline and cortisol, which help mobilise stored energy and regulate metabolism. Muscle mass also plays a crucial role in metabolic health, as it is more metabolically active than fat tissue, meaning it burns more calories even at rest. Conversely, a lack of exercise can contribute to weight gain, insulin resistance, and metabolic dysfunction. Without regular physical activity, excess glucose may remain in the bloodstream, leading to chronically elevated blood sugar levels and increased risk of metabolic diseases.

3. Chronic Stress

Chronic stress triggers the body's "fight or flight" response, leading to the release of stress hormones such as cortisol and adrenaline. These hormones help mobilise energy reserves to deal with perceived threats by increasing blood sugar levels and enhancing metabolism. However, prolonged or chronic stress can dysregulate the body's stress response system, leading to persistently elevated cortisol levels. High cortisol levels can promote insulin resistance, increase appetite, and contribute to abdominal obesity. Moreover, stress can also affect dietary choices and behaviours, leading to overeating, particularly of high-fat and high-sugar foods, which further exacerbate metabolic imbalances.

Achieving metabolic balance requires a holistic approach that includes maintaining a balanced diet, engaging in regular physical activity, managing stress effectively, and getting adequate restorative sleep. By addressing these factors, individuals can support their body's natural mechanisms for regulating metabolism and promote overall health and well-being.

Metabolic Imbalance and the Genesis of Lifestyle Disease

The process linking metabolic imbalance to atherosclerosis, diabetes, and fatty liver disease involves insulin resistance as a central mechanism, leading to dysregulation of glucose and lipid metabolism, inflammation, and tissue damage in various organs. These interconnected pathways underscore the importance of addressing metabolic health to prevent and manage these chronic conditions effectively.

As mentioned earlier, metabolism refers to the complex biochemical processes that occur within the body to maintain life. It involves the conversion of food into energy and the synthesis of molecules needed for cellular function. A metabolic imbalance occurs when there is a disruption in these processes, leading to abnormalities in energy production, utilisation, or storage.

1. Insulin Resistance

One of the key components of metabolic imbalance is insulin resistance. Insulin is a hormone produced by the pancreas that helps regulate blood sugar levels. In insulin

resistance, the body's cells become less responsive to the effects of insulin, leading to elevated blood sugar levels.

Insulin resistance is often associated with obesity, physical inactivity, and unhealthy dietary habits, such as consuming excessive amounts of refined carbohydrates and sugars.

2. Atherosclerosis

Atherosclerosis is a condition characterised by the buildup of plaque inside the arteries. This plaque is made up of cholesterol, fatty substances, calcium, and other substances found in the blood.

Insulin resistance contributes to atherosclerosis through several mechanisms:

- Elevated blood sugar levels promote inflammation within the blood vessels, causing damage to the endothelial cells lining the arteries.
- Insulin resistance is often accompanied by dyslipidemia, an abnormal lipid profile characterised by high levels of triglycerides and low levels of HDL cholesterol. This lipid imbalance further promotes plaque formation.
- Insulin resistance also stimulates the release of growth factors that promote the proliferation of smooth muscle cells in the arterial wall, contributing to plaque growth.

Over time, the buildup of plaque narrows the arteries and impairs blood flow, increasing the risk of cardiovascular events such as heart attacks and strokes.

3. Diabetes

Diabetes is a metabolic disorder characterised by chronic elevation of blood sugar levels. There are two main types of diabetes: type 1 and type 2.

Type 2 diabetes, which accounts for the majority of diabetes cases, is closely linked to insulin resistance and metabolic imbalance.

Insulin resistance initially leads to compensatory hyperinsulinemia, where the pancreas produces more insulin to overcome the resistance. However, over time, the pancreas may become unable to maintain sufficient insulin production, leading to elevated blood sugar levels characteristic of diabetes.

Chronic hyperglycemia in diabetes contributes to the development of microvascular complications (e.g., diabetic retinopathy, nephropathy, neuropathy) and macrovascular complications (e.g., atherosclerosis, coronary artery disease, peripheral vascular disease).

4. Fatty Liver Disease

Non-alcoholic fatty liver disease (NAFLD) is a spectrum of liver conditions characterised by the accumulation of fat in the liver in individuals who do not consume excessive alcohol.

Insulin resistance plays a central role in the pathogenesis of NAFLD. When the body becomes resistant to insulin, it leads to increased release of free fatty acids from adipose tissue. These fatty acids are taken up by the liver and stored as triglycerides, leading to hepatic steatosis (fatty liver).

Insulin resistance also impairs hepatic insulin signalling pathways involved in the regulation of glucose and lipid metabolism, further exacerbating liver fat accumulation.

NAFLD can progress to non-alcoholic steatohepatitis (NASH), characterised by inflammation and liver cell injury, and eventually to fibrosis, cirrhosis, and liver failure in severe cases.

5. Chronic Low Grade Inflammation

Unlike acute inflammation, chronic low-grade inflammation is a persistent, systemic state of inflammation characterised by subtle but continuous immune activation. It's often referred to as "silent inflammation" because it can go unnoticed for extended periods. This type of inflammation is associated with various metabolic disorders, including obesity, type 2 diabetes, cardiovascular disease, and metabolic syndrome.

Adipose Tissue: Adipose tissue, or fat tissue, plays a crucial role in metabolism and inflammation. Excess adiposity, particularly visceral fat around organs, is strongly linked to chronic low-grade inflammation. Adipose tissue secretes pro-inflammatory cytokines, such as tumour necrosis factor-alpha (TNF- α) and interleukin-6 (IL-6), which contribute to systemic inflammation.

Insulin Resistance: Insulin resistance, a hallmark of metabolic disorders like type 2 diabetes, triggers an inflammatory response, further exacerbating insulin resistance and metabolic dysfunction.

Dyslipidemia: Abnormal lipid metabolism, characterised by elevated levels of triglycerides and low-density lipoprotein (LDL) cholesterol, is another factor contributing to chronic inflammation. Lipid accumulation in tissues, particularly in the liver and arteries, promotes inflammation and oxidative stress, driving the progression of metabolic diseases.

Gut Microbiota: Emerging research suggests that the gut microbiota, the diverse community of microorganisms residing in the gastrointestinal tract, plays a crucial role in both metabolism and inflammation. Dysbiosis, or imbalance in gut microbial composition, can trigger inflammation and metabolic disturbances, leading to conditions like obesity and inflammatory bowel disease.

The consequences of such Chronic Low Grade Inflammation over time cause long term damage to the body and its functions:

- Metabolic Dysfunction

Chronic low-grade inflammation disrupts normal metabolic processes, contributing to insulin resistance, dyslipidemia, and impaired glucose regulation. These metabolic abnormalities underlie the development of metabolic syndrome and its associated complications, including cardiovascular disease and non-alcoholic fatty liver disease.

- Immune Dysregulation

Prolonged inflammation can dysregulate the immune system, increasing the risk of autoimmune diseases and chronic inflammatory conditions. It also impairs immune surveillance, making individuals more susceptible to infections and other health threats.

- Tissue Damage and Aging

Persistent inflammation can damage tissues and organs over time, accelerating the ageing process and increasing the risk of age-related diseases, such as Alzheimer's disease and certain cancers. Additionally, chronic inflammation is associated with oxidative stress, DNA damage, and cellular senescence, all of which contribute to cellular dysfunction and ageing.

Achieving metabolic balance in the presence of insulin resistance involves a multifaceted approach that addresses various aspects of lifestyle, diet, exercise, and potentially medical interventions. By implementing these strategies and working closely with healthcare professionals, individuals with insulin resistance can take significant steps toward achieving metabolic balance and improving their overall health outcomes.

Metabolic Imbalance And Damage To Our Defence Mechanisms

Dr. William Li is a renowned physician and scientist known for his work in the field of angiogenesis and its impact on health and disease. In his book "Eat to Beat Disease," he discusses the five defence systems of the body and how they contribute to overall health and well-being. Dr. Li's insights into these defence systems highlight the interconnectedness of various physiological processes and emphasise the importance of lifestyle factors, such as diet, exercise, and stress management, in promoting health and longevity.

1. Immunity

The immune system plays a crucial role in defending the body against pathogens such as bacteria, viruses, and other foreign invaders. It consists of a complex network of cells, tissues, and organs that work together to identify and eliminate harmful substances. When the body's metabolism is imbalanced, it can directly affect the immune system's ability to function optimally.

Metabolic disorders, such as obesity and diabetes, can significantly impair the immune system's function. Research indicates that excess adipose tissue, common in metabolic disorders, releases pro-inflammatory cytokines, leading to chronic low-grade inflammation. This inflammatory state can disrupt immune responses, making individuals more susceptible to infections and other immune-related conditions.

For example, individuals with obesity often exhibit compromised immune function, making them more prone to respiratory infections like influenza and pneumonia. Moreover, chronic inflammation associated with metabolic disorders has been linked to the development of autoimmune conditions, where the immune system mistakenly attacks healthy cells and tissues. Conditions like rheumatoid arthritis and inflammatory bowel disease can be exacerbated by metabolic dysfunction, further highlighting the intricate connection between metabolism and immunity.

2. Angiogenesis

Angiogenesis refers to the formation of new blood vessels from pre-existing ones. This process is essential for wound healing, tissue repair, and organ development. In conditions such as heart disease, angiogenesis can help improve blood flow to damaged tissues and promote healing. However, in cancer, abnormal angiogenesis can contribute to tumour growth and metastasis by providing nutrients and oxygen to cancer cells.

In metabolic disorders, dysregulated angiogenesis can have dual effects. On one hand, conditions like diabetes and obesity are associated with impaired angiogenesis, leading to inadequate blood supply to tissues and delayed wound healing. On the other hand, the excessive growth of blood vessels, driven by chronic inflammation and insulin resistance, can promote tumour growth and metastasis in conditions like obesity-related cancers.

3. Stem Cells

Stem cells have the remarkable ability to differentiate into various cell types and contribute to tissue repair and regeneration. They play a crucial role in maintaining the body's homeostasis and repairing damaged tissues after injury or disease. Stem cell therapy holds promise for treating a wide range of medical conditions, including neurodegenerative diseases, heart disease, and diabetes.

Research suggests that metabolic dysfunction, particularly in conditions like diabetes, can alter the microenvironment surrounding stem cells, affecting their proliferation and differentiation capabilities. This impairment in stem cell function can hinder tissue regeneration processes, leading to complications such as delayed wound healing and impaired organ function.

4. Gut Microbiome

The gut microbiome refers to the diverse community of microorganisms that inhabit the gastrointestinal tract. These microorganisms, including bacteria, viruses, and fungi, play a vital role in digestion, nutrient absorption, and immune function. A healthy gut microbiome is associated with a reduced risk of various diseases, including inflammatory bowel disease, obesity, and metabolic syndrome.

Metabolic disorders, such as obesity and type 2 diabetes, are associated with alterations in the composition and diversity of gut bacteria (dysbiosis). These changes can influence

various aspects of metabolism, including energy extraction from food, regulation of appetite, and inflammation. Moreover, dysbiosis in the gut microbiome has been linked to systemic inflammation, insulin resistance, and metabolic endotoxemia, contributing to the development and progression of metabolic disorders.

5. DNA Protection

DNA protection mechanisms safeguard the integrity of the genetic material and prevent mutations that can lead to cancer and other diseases. Various factors, such as environmental toxins, radiation, and oxidative stress, can damage DNA. However, the body has sophisticated repair mechanisms to correct these damages and maintain genomic stability.

In conditions like obesity and diabetes, chronic inflammation and oxidative stress generate reactive oxygen species (ROS) that can damage DNA molecules. Additionally, dysregulated metabolism can impair DNA repair mechanisms, further compromising genomic integrity. The accumulation of DNA damage over time increases the risk of mutations and genomic instability, which are associated with various diseases, including cancer and metabolic dysfunction.

Metabolic imbalance exert profound effects on the body's defence systems, impacting immunity, angiogenesis, regeneration through stem cells, the gut microbiome, and DNA protection. Understanding these interactions is crucial for developing targeted lifestyle interventions to mitigate the adverse effects of metabolic imbalance on overall health and well-being.

LIFESTYLE DISEASE - AN EVOLUTIONARY MISMATCH

Often, individuals with health conditions harbour a reluctance to confront the vulnerability of their health and read about disease and their health, preferring to rather remain passive victims of their conditions. Reading about the profound implications of lifestyle diseases not only imparts crucial information but also instils a sense of agency and empowerment akin to that of a hero embarking on a quest. By embracing this knowledge, individuals reclaim control over their health narrative, moving from a state of passivity to one of proactive responsibility, thereby laying the foundation for sustainable change.

Lifestyle diseases, such as hypertension, cardiovascular disease, type 2 diabetes, liver disease, etc., are conditions that are primarily caused by lifestyle choices such as poor diet, lack of physical activity, smoking, excessive alcohol consumption, and chronic stress. These diseases are common amongst executives, professionals and business persons and are a significant global health concern, contributing to a large proportion of deaths worldwide. Understanding the role of metabolism in the development and management of lifestyle diseases is crucial for effective prevention and treatment strategies.

Lifestyle diseases are largely preventable through lifestyle modifications that target metabolic pathways involved in disease pathogenesis. Understanding the intricate interplay between metabolism and lifestyle factors is essential for developing effective prevention and management strategies for these conditions. By promoting healthy behaviours and addressing underlying metabolic dysfunction, individuals can reduce their risk of developing lifestyle diseases and improve their overall health and well-being.

Hypertension

Hypertension, commonly known as high blood pressure, is a prevalent and complex health condition with multifactorial origins. Its development and progression are influenced by a combination of genetic predisposition, environmental factors, and lifestyle choices. Despite its widespread occurrence, many individuals lack a comprehensive understanding of its biological underpinnings, progression, and potential remedies. By delving into the intricate interplay of

these factors and the underlying biological mechanisms, individuals, can proactively manage hypertension and reduce their risk of associated complications.

1. Origins of Hypertension

Hypertension often stems from a complex interplay of genetic predisposition, environmental factors, and lifestyle choices. While genetic factors may contribute to an individual's susceptibility to hypertension, environmental influences such as diet, physical activity levels, stress, and sleep patterns also play significant roles. Furthermore, hormonal imbalances, particularly involving hormones like aldosterone and angiotensin II, can contribute to elevated blood pressure by affecting fluid balance and vascular tone.

2. Biological Mechanisms of Hypertension

Understanding the biological mechanisms underlying hypertension is crucial for developing effective interventions. One key metabolic pathway involved in hypertension is the renin-angiotensin-aldosterone system (RAAS), which regulates blood pressure by controlling fluid and electrolyte balance. Dysregulation of RAAS, often influenced by factors like sodium intake and stress, can lead to persistent elevation of blood pressure. Additionally, endothelial dysfunction, characterised by impaired nitric oxide production and increased vascular inflammation, contributes to hypertension by compromising blood vessel dilation and promoting vasoconstriction.

3. Progression of Hypertension

Hypertension typically progresses gradually over time, often remaining asymptomatic until complications arise. Persistent elevation of blood pressure exerts strain on the cardiovascular system, increasing the risk of complications such as heart disease, stroke, and kidney damage. Moreover, hypertension can accelerate the development of atherosclerosis, a condition characterised by the buildup of plaque in arterial walls, further exacerbating cardiovascular risk.

4. Metabolic Processes and Hormonal Influence

Metabolic processes play a significant role in the development and progression of hypertension. Insulin resistance, a hallmark of metabolic syndrome, contributes to hypertension by promoting sodium retention and activating the sympathetic nervous system. Furthermore, dyslipidemia, characterised by elevated levels of LDL cholesterol

and triglycerides, contributes to endothelial dysfunction and arterial stiffness, further predisposing individuals to hypertension. Hormonal imbalances, such as excess cortisol production due to chronic stress, can also contribute to hypertension by promoting sodium retention and vasoconstriction.

5. How to Overcome Hypertension

Lifestyle interventions can be highly effective when implemented together as part of a comprehensive hypertension management plan. However, it's essential to consult with a healthcare professional before making significant changes to diet, exercise, or medication regimens. Additionally, individual responses to lifestyle changes may vary, so personalised approaches may be necessary for optimal results.

a. Dietary Approaches

DASH Diet: The Dietary Approaches to Stop Hypertension (DASH) diet emphasises fruits, vegetables, whole grains, lean proteins, and low-fat dairy while limiting saturated fat, cholesterol, and sodium. Studies have consistently shown the DASH diet's effectiveness in lowering blood pressure levels. For instance, a meta-analysis published in the American Journal of Hypertension concluded that the DASH diet significantly reduces both systolic and diastolic blood pressure.

Reducing Sodium Intake: Excessive sodium consumption is linked to hypertension. The American Heart Association recommends limiting sodium intake to less than 2,300 milligrams per day, with an ideal limit of 1,500 milligrams per day for most adults, especially those with hypertension.

b. Maintaining a Healthy Weight

Obesity is a significant risk factor for hypertension. Losing weight, lead to significant reductions in blood pressure. For example, a study published in the Journal of Human Hypertension found that even a 5-kg weight loss led to a reduction in both systolic and diastolic blood pressure.

c. Regular Exercise

Engaging in regular physical activity has been shown to lower blood pressure by improving cardiovascular health, reducing stress, and aiding in weight management. The American Heart Association recommends at least 150 minutes of

moderate-intensity aerobic exercise or 75 minutes of vigorous-intensity aerobic exercise per week, along with muscle-strengthening activities on two or more days per week.

d. Stress Management

Mindfulness-Based Stress Reduction (MBSR): Techniques such as mindfulness meditation, yoga, and deep breathing exercises can help reduce stress and lower blood pressure. A meta-analysis published in JAMA Internal Medicine found that mindfulness meditation programs significantly reduced blood pressure in individuals with hypertension.

e. Limiting Alcohol Consumption

While some studies suggest that moderate alcohol consumption may have cardiovascular benefits, excessive drinking can raise blood pressure. The American Heart Association defines moderate alcohol consumption as up to one drink per day for women and up to two drinks per day for men.

f. Quitting Smoking

Smoking tobacco products increases blood pressure temporarily and damages blood vessels, contributing to hypertension. Quitting smoking has immediate and long-term benefits for cardiovascular health. A systematic review published in the Cochrane Database of Systematic Reviews concluded that smoking cessation interventions led to reductions in blood pressure.

Type 2 diabetes mellitus (T2DM)

Type 2 diabetes is a multifactorial disease influenced by genetic, environmental, and lifestyle factors. While genetics may predispose individuals to T2DM, lifestyle interventions play a crucial role in its prevention and management. By understanding the biological mechanisms underlying T2DM and implementing practical lifestyle changes, executives can take control of their health and reduce the risk of diabetes-related complications.

Type 2 diabetes mellitus (T2DM) is a complex metabolic disorder characterised by insulin resistance and relative insulin deficiency. While genetics plays a role, lifestyle factors such as diet, exercise, and stress management also significantly influence its development and

progression. In this section, we will explore the biological and physical underpinnings of T2DM, its progression, and practical lifestyle interventions that executives can implement to manage and potentially reverse the disease.

1. Origins of Type 2 Diabetes

T2DM develops when the body becomes resistant to the action of insulin, a hormone produced by the pancreas that helps regulate blood sugar levels. Excessive consumption of refined carbohydrates, sedentary lifestyle, obesity, and genetic predisposition are primary contributors to insulin resistance. When the body's cells resist insulin, glucose cannot enter the cells effectively, leading to elevated blood sugar levels.

2. Biological Pathways and Hormonal Regulation

Insulin resistance sets off a chain reaction of metabolic imbalances, disrupting both glucose and lipid metabolism. As the body's cells become less responsive to insulin, the pancreas ramps up its production of insulin in an attempt to counteract this resistance, culminating in hyperinsulinemia. However, prolonged exposure to heightened insulin levels takes a toll on pancreatic beta cells, eventually leading to their dysfunction and depletion, thereby impairing insulin secretion. Furthermore, chronic inflammation and oxidative stress further fuel insulin resistance, exacerbating the damage to pancreatic beta cells.

3. Progression of Type 2 Diabetes

The progression of T2DM is marked by worsening insulin resistance, declining beta-cell function, and persistent hyperglycemia. As the disease advances, individuals may experience symptoms such as increased thirst, frequent urination, fatigue, and blurred vision. Long-term complications of uncontrolled diabetes include cardiovascular disease, neuropathy, nephropathy, and retinopathy.

4. How to Overcome Type 2 Diabetes

It's important to note that while lifestyle changes can be highly effective in reversing type 2 diabetes, they should be implemented under the guidance of healthcare professionals. Additionally, individualised approaches tailored to each person's unique needs and preferences are key to long-term success.

a. Weight Loss

Losing excess weight is one of the most effective ways to reverse type 2 diabetes. Research has consistently shown that even modest weight loss can significantly improve insulin sensitivity and blood sugar control. For example, the Diabetes Prevention Program (DPP) study demonstrated that participants who lost just 5-7% of their body weight through diet and exercise reduced their risk of developing diabetes by 58%.

Visceral belly fat reduction, as opposed to just overall weight loss, has emerged as a crucial factor in reversing type 2 diabetes. Type 2 diabetes is closely linked to obesity, particularly the accumulation of visceral fat around the abdomen. This type of fat is metabolically active and releases inflammatory substances and hormones that interfere with insulin action, leading to insulin resistance and ultimately diabetes.

b. Healthy Diet

Adopting a healthy diet is crucial for managing and reversing type 2 diabetes. A diet rich in whole foods, such as fruits, vegetables, whole grains, lean proteins, and healthy fats, can improve blood sugar control and promote weight loss. The Mediterranean diet, which emphasises plant-based foods, olive oil, and fish, has been shown to be particularly effective in improving insulin sensitivity and reducing the risk of diabetes complications.

Avoiding sugary beverages, refined carbohydrates, and processed foods can help stabilise blood sugar levels and promote weight loss.

c. Physical Activity

Regular physical activity is essential for managing diabetes and promoting overall health. Exercise helps lower blood sugar levels by increasing insulin sensitivity and promoting weight loss. Both aerobic exercise (e.g., walking, cycling, swimming) and resistance training (e.g., weightlifting, bodyweight exercises) have been shown to be beneficial for people with type 2 diabetes. The extent of exercise and type depends on desired outcomes of prevention, to stop harmful progression or reversal of prior damage.

d. Stress Reduction

Chronic stress can contribute to insulin resistance and worsen diabetes management. Techniques such as mindfulness meditation, yoga, and deep breathing exercises can help reduce stress levels and improve blood sugar control. Studies have shown that stress reduction interventions can lead to improvements in glycemic control and overall well-being in individuals with type 2 diabetes.

e. Quality Sleep

Poor sleep quality and duration have been linked to an increased risk of type 2 diabetes and impaired glucose metabolism. Getting adequate, high-quality sleep is essential for maintaining optimal blood sugar levels and overall health. Research suggests that optimising sleep habits, such as maintaining a regular sleep schedule and creating a restful sleep environment, can help improve diabetes management.

f. Behavioural Support

Changing lifestyle habits can be challenging, and many individuals with type 2 diabetes may benefit from behavioural support and counselling. Behavioural interventions that focus on goal setting, problem-solving, and self-monitoring have been shown to be effective in promoting long-term adherence to healthy lifestyle changes and improving diabetes outcomes.

g. Continuous Monitoring and Education

Regular monitoring of blood sugar levels and ongoing education about diabetes management are important components of successful treatment. Empowering individuals with the knowledge and skills to make informed decisions about their health can lead to better self-management and improved outcomes.

Cardiovascular Disease (CVD)

Cardiovascular disease is a multifaceted condition influenced by a complex interplay of biological, physical, and lifestyle factors. By understanding the underlying mechanisms of CVD and adopting proactive lifestyle interventions, executives can mitigate their risk and optimise cardiovascular health. Through dietary modifications, regular exercise, stress management, and

smoking cessation, individuals can take control of their health and pave the way for a vibrant and fulfilling life free from the burden of cardiovascular disease.

Cardiovascular disease (CVD) is a leading cause of mortality worldwide, accounting for a significant portion of deaths annually. While genetics play a role, lifestyle factors such as diet, exercise, stress, and smoking contribute significantly to its development and progression. In this thesis, we aim to provide executives with a practical understanding of CVD, including its origins, progression, and potential avenues for prevention and treatment, focusing on the interplay between biological, physical, and medical factors.

1. Biological Underpinnings of Cardiovascular Disease

At its core, CVD encompasses a range of conditions affecting the heart and blood vessels. Atherosclerosis, the buildup of plaque in arterial walls, is a common precursor to many cardiovascular events such as heart attacks and strokes. This process is influenced by various biological factors, including:

Metabolic Processes: The metabolism of lipids, particularly low-density lipoprotein (LDL) cholesterol, plays a central role in the development of atherosclerosis. Excess LDL cholesterol can infiltrate arterial walls, triggering inflammation and the formation of plaques.

Pathways and Hormones: The renin-angiotensin-aldosterone system (RAAS) and the sympathetic nervous system are key regulators of blood pressure and fluid balance. Dysregulation of these pathways can contribute to hypertension, a major risk factor for CVD. Additionally, hormones such as cortisol, produced in response to stress, can promote inflammation and endothelial dysfunction.

2. Progression of Cardiovascular Disease

CVD progresses through various stages, each characterised by distinct physiological changes and clinical manifestations. Understanding these stages can help executives recognize early warning signs and take proactive measures to mitigate their risk.

Early Development: Atherosclerosis begins silently, often decades before symptoms manifest. Endothelial dysfunction, characterised by impaired blood vessel function, precedes the formation of visible plaques. Lifestyle factors such as poor diet, sedentary behaviour, and smoking accelerate this process.

Clinical Manifestations: As plaques grow and arterial stenosis worsens, individuals may experience symptoms such as chest pain (angina), shortness of breath, or fatigue. Acute events such as heart attacks or strokes can occur suddenly, often with devastating consequences.

Complications and Comorbidities: Chronic inflammation and oxidative stress contribute to the progression of CVD and its associated complications, including heart failure, peripheral artery disease, and renal dysfunction.

3. How to Overcome Cardiovascular Disease

Lifestyle modifications encompassing a healthy diet, regular exercise, smoking cessation, weight management, stress management, and quality sleep are fundamental for managing and potentially reversing arteriosclerosis. These interventions not only target traditional cardiovascular risk factors but also address underlying mechanisms contributing to arterial plaque buildup and progression. Implementing these lifestyle changes under the guidance of healthcare professionals can lead to significant improvements in cardiovascular health and overall well-being.

a. Healthy Diet

Mediterranean Diet: Numerous studies have demonstrated the beneficial effects of the Mediterranean diet on cardiovascular health. It emphasises fruits, vegetables, whole grains, nuts, seeds, and healthy fats from sources like olive oil and fatty fish, while limiting red meat and processed foods. Research shows that adherence to the Mediterranean diet is associated with a reduced risk of cardiovascular events and mortality.

DASH Diet: The Dietary Approaches to Stop Hypertension (DASH) diet is rich in fruits, vegetables, whole grains, and low-fat dairy products, with reduced sodium intake. Studies have found that the DASH diet lowers blood pressure and improves lipid profiles, both of which are essential for managing arteriosclerosis.

b. Regular Exercise

Aerobic Exercise: Engaging in regular aerobic exercise, such as walking, jogging, cycling, or swimming, has been shown to improve cardiovascular health by reducing blood pressure, improving lipid profiles, and promoting weight loss. The American Heart

Association recommends at least 150 minutes of moderate-intensity aerobic exercise per week for adults.

Resistance Training: Incorporating resistance training into the exercise routine helps strengthen muscles, including the heart muscle, and improves overall cardiovascular fitness. Research suggests that resistance training, combined with aerobic exercise, provides additional benefits in managing cardiovascular risk factors.

c. Smoking Cessation

Smoking is a major risk factor for arteriosclerosis and cardiovascular disease. Quitting smoking is one of the most effective ways to reduce the progression of arteriosclerosis and lower the risk of cardiovascular events. Research indicates that within a few years of quitting smoking, the risk of heart disease starts to decline and continues to decrease over time.

d. Weight Management

Maintaining a healthy weight through a balanced diet and regular exercise is essential for managing arteriosclerosis. Excess body weight, especially abdominal obesity, is associated with an increased risk of cardiovascular disease. Research shows that even modest weight loss can lead to significant improvements in cardiovascular risk factors such as blood pressure, cholesterol levels, and insulin sensitivity.

e. Stress Management

Chronic stress can contribute to the development and progression of arteriosclerosis through various physiological mechanisms, including inflammation and dysregulation of the autonomic nervous system. Stress management techniques such as mindfulness meditation, yoga, deep breathing exercises, and cognitive-behavioral therapy have been shown to reduce stress levels and improve cardiovascular health.

f. Sleep Quality

Poor sleep quality, including insufficient sleep duration and sleep disorders like obstructive sleep apnea, is associated with an increased risk of cardiovascular disease. Adequate, high-quality sleep is essential for cardiovascular health and the prevention of arteriosclerosis. Research suggests that optimising sleep habits and addressing sleep disorders can help reduce cardiovascular risk.

Non-Alcoholic Fatty Liver Disease (NAFLD)

Non-Alcoholic Fatty Liver Disease is a complex condition with significant implications for liver health and overall well-being. By understanding the origins, progression, and management of NAFLD, one can take proactive steps to protect their liver health and mitigate the risks associated with this prevalent condition. Incorporating lifestyle modifications, optimising hormonal balance, and seeking appropriate medical guidance are essential components of NAFLD prevention and management. By prioritising liver health, executives can safeguard their long-term vitality and productivity in both personal and professional spheres.

Non-Alcoholic Fatty Liver Disease (NAFLD) is a prevalent condition characterised by the accumulation of fat in the liver, not due to excessive alcohol consumption. While initially considered benign, NAFLD can progress to more severe conditions, such as non-alcoholic steatohepatitis (NASH), liver fibrosis, cirrhosis, and even hepatocellular carcinoma (HCC). This section aims to provide a practical understanding of NAFLD, its origins, progression, and potential treatments, focusing on the biological, physical, and medical aspects of the disease.

1. Origins of NAFLD

NAFLD typically begins with the accumulation of fat in the liver, primarily triglycerides. While the exact cause remains elusive, several factors contribute to its development. Insulin resistance, often stemming from excessive visceral adiposity and sedentary lifestyle, plays a pivotal role. Insulin resistance leads to increased lipolysis in adipose tissue, releasing free fatty acids into the bloodstream, which are then taken up by the liver and stored as triglycerides. Genetic predisposition, dietary habits (particularly high fructose and saturated fat intake), and gut microbiota composition also influence NAFLD development.

2. Progression of NAFLD

NAFLD exists on a spectrum ranging from simple steatosis to non-alcoholic steatohepatitis (NASH), fibrosis, cirrhosis, and ultimately, hepatocellular carcinoma. While simple steatosis is generally benign, NASH represents a more severe form characterised by inflammation, hepatocyte injury, and fibrosis. Progression to advanced stages significantly increases the risk of liver-related morbidity and mortality. This progression is multifactorial, involving a complex interplay of inflammatory cytokines, oxidative stress, mitochondrial dysfunction, and genetic predisposition.

3. Biological Mechanisms and Pathways

Several biological mechanisms contribute to the development and progression of NAFLD. Dysregulation of lipid metabolism, oxidative stress, and inflammation play central roles. Insulin resistance disrupts lipid metabolism, leading to increased fatty acid synthesis and decreased fat breakdown. This imbalance results in the accumulation of triglycerides within hepatocytes, contributing to hepatic steatosis. Additionally, oxidative stress and inflammation damage liver cells, exacerbating liver injury and fibrosis.

4. Role of Hormones

Hormonal imbalances, particularly involving insulin and adipokines, influence the pathogenesis of NAFLD. Insulin resistance disrupts the normal function of insulin, leading to increased lipogenesis and decreased fat oxidation in the liver. Adipokines, such as adiponectin and leptin, regulate energy balance and insulin sensitivity. Dysregulation of these hormones contributes to obesity, inflammation, and NAFLD progression. Strategies to restore hormonal balance, such as weight loss and physical activity, are integral to NAFLD management.

5. Medical Interventions and Management

While no specific pharmacological therapy exists for NAFLD, lifestyle modifications remain the cornerstone of management. Weight loss, achieved through caloric restriction and increased physical activity, is the most effective strategy for improving liver histology and reversing insulin resistance. Dietary interventions focusing on reducing fructose, saturated fats, and refined carbohydrates while increasing fibre intake have shown beneficial effects. Pharmacological agents targeting insulin resistance, lipid metabolism, inflammation, and oxidative stress are currently under investigation and may hold promise in the future. However, their efficacy and safety profiles require further validation.

6. How to Overcome NAFLD

By adopting a combination of these lifestyle modifications, individuals with fatty liver disease can effectively reduce liver fat accumulation, improve liver function, and potentially reverse the progression of the disease. It's essential to consult with a healthcare professional or a registered

dietitian before making significant changes to your diet or exercise routine, especially if you have underlying health conditions or are taking medications.

a. Healthy Diet

Low Glycemic Index (GI) Foods: A diet rich in low GI foods, such as whole grains, fruits, vegetables, and legumes, can help stabilise blood sugar levels and prevent excessive fat accumulation in the liver.

Mediterranean Diet: Research suggests that adherence to a Mediterranean-style diet, high in fruits, vegetables, whole grains, nuts, seeds, and healthy fats like olive oil, is associated with a reduced risk of fatty liver disease and improved liver health.

Avoidance of Added Sugars and Trans Fats: Limiting consumption of sugary beverages, processed foods, and foods high in trans fats is essential for reducing liver fat accumulation and improving liver function.

b. Weight Loss

Caloric Restriction: Achieving and maintaining a healthy body weight through caloric restriction and regular physical activity is one of the most effective ways to reduce liver fat and reverse fatty liver disease.

Gradual Weight Loss: Research indicates that gradual weight loss (around 1-2 pounds per week) through a combination of dietary changes and exercise is more sustainable and may lead to better long-term outcomes compared to rapid weight loss.

c. Regular Physical Activity

Aerobic Exercise: Engaging in regular aerobic exercise, such as brisk walking, jogging, cycling, or swimming, can help burn excess calories, reduce liver fat, and improve insulin sensitivity.

Resistance Training: Incorporating resistance training exercises, such as weightlifting or bodyweight exercises, can help build lean muscle mass, increase metabolic rate, and further enhance weight loss and liver health.

d. Moderate Alcohol Consumption or Abstinence

For individuals with alcoholic fatty liver disease, reducing alcohol consumption or abstaining from alcohol altogether is essential for improving liver health. Even small amounts of alcohol can exacerbate liver damage in individuals with fatty liver disease.

e. Quitting Smoking

Smoking has been associated with an increased risk of fatty liver disease and liver damage. Quitting smoking can improve overall health and reduce the risk of liver-related complications.

f. Stress Management

Stress Reduction Techniques: Chronic stress can contribute to the development and progression of fatty liver disease through various physiological mechanisms. Practising stress-reduction techniques such as mindfulness meditation, deep breathing exercises, yoga, or engaging in hobbies can help lower stress levels and promote liver health.

COMMON MISCONCEPTIONS ABOUT LIFESTYLE DISEASES

While pharmacological interventions play a crucial role in managing symptoms and complications of lifestyle diseases, they should be complemented with a holistic approach focusing on diet, exercise, and stress management for optimal health outcomes. By addressing the root causes and promoting overall well-being, lifestyle modifications offer a more sustainable and effective strategy for disease prevention, progression, and reversal.

Medicines Cure Lifestyle Diseases

Medicines happen to be the most prevalent and easy approach taken to deal with lifestyle diseases. While pharmacological approaches can effectively reduce symptoms of lifestyle diseases, they do not address the root causes or provide long-term solutions.

1. Symptom Management

Medications primarily focus on reducing symptoms such as high blood pressure, elevated blood sugar levels, or cholesterol levels. While this provides temporary relief, it does not address the underlying causes of these conditions.

2. Disease Progression

Many lifestyle diseases, such as type 2 diabetes and hypertension, are progressive in nature. Pharmacological interventions may slow down the progression to some extent but fail to halt or reverse the disease process.

3. Organ Damage

Prolonged use of medications, especially at higher doses or over extended periods, often lead to adverse effects on various organs. For instance, medications for diabetes and hypertension exert strain on the kidneys, liver, and cardiovascular system.

4. Metabolic Hormones

Certain medications, particularly those for diabetes and obesity, often disrupt metabolic hormone pathways. For example, insulin resistance can worsen with some anti-diabetic drugs, leading to weight gain and further metabolic dysfunction.

5. Side Effects

Pharmacological interventions often come with a range of side effects, including gastrointestinal issues, dizziness, fatigue, and in some cases, more severe complications like increased risk of heart attacks or strokes.

6. Dependency

Patients may become reliant on medications, potentially leading to a sense of complacency regarding lifestyle modifications. This dependency can hinder efforts to adopt healthier habits.

7. Long-term Effects

The cumulative effects of long-term medication use on overall health and well-being are still not fully understood. Chronic use of certain drugs often contribute to a decline in quality of life over time.

I'm Not Fat, I Don't Need To Exercise

Exercise is often considered just the hard way to lose weight. What is not known are the profound effects exercise exerts on the body's metabolism, hormonal balance, tissue healing, and systemic adaptations, making it a powerful tool in preventing, halting, and reversing lifestyle diseases such as hypertension, type 2 diabetes, fatty liver, and cardiovascular disease. A personalised exercise prescription incorporating various modalities, intensity levels, and regularity can maximise the health benefits and improve overall quality of life.

Exercise is a cornerstone of preventive and therapeutic strategies for combating lifestyle diseases such as hypertension, type 2 diabetes, fatty liver, and cardiovascular disease. Its effects on the body are multifaceted, involving metabolic processes, hormonal responses, tissue healing, and systemic adaptations. To comprehensively understand how exercise can prevent, halt, or even reverse the progression of these diseases, we need to delve into its mechanisms at various levels.

1. Metabolic Processes during Exercise

Energy Production: During exercise, the body's energy demands increase, leading to enhanced metabolic activity. Initially, the body utilises readily available energy substrates like ATP and creatine phosphate. As exercise continues, the body switches to anaerobic metabolism, breaking down glycogen to produce ATP.

Aerobic Metabolism: Prolonged or moderate-intensity exercise primarily relies on aerobic metabolism, where oxygen is utilised to break down carbohydrates, fats, and proteins to generate ATP. This process occurs predominantly in mitochondria and is crucial for sustaining prolonged physical activity.

Anaerobic Metabolism: Intense or short-duration exercise can lead to anaerobic metabolism, particularly in muscle cells, where glucose is converted to lactate without the involvement of oxygen. This pathway provides a rapid but limited source of ATP.

2. Hormonal Responses to Exercise

Insulin Sensitivity: Regular exercise enhances insulin sensitivity, allowing cells to better respond to insulin's signalling. This effect is particularly beneficial in preventing and managing type 2 diabetes by improving glucose uptake into cells and reducing blood glucose levels.

Catecholamines: Exercise stimulates the release of catecholamines such as epinephrine and norepinephrine, which promote lipolysis (breakdown of fats) and glycogenolysis (breakdown of glycogen), thereby increasing the availability of energy substrates during physical activity.

Growth Hormone (GH): Exercise triggers the secretion of growth hormone, which plays a role in metabolism, protein synthesis, and tissue repair. GH promotes fat metabolism, preserves lean muscle mass, and aids in tissue healing and regeneration.

3. Healing and Tissue Adaptations

Cardiovascular System: Regular exercise strengthens the heart muscle, improves cardiac output, and enhances vascular function. It promotes vasodilation, reducing blood pressure and improving blood flow, which is crucial in preventing and managing hypertension and cardiovascular disease.

Musculoskeletal System: Exercise stimulates muscle growth and repair, increases bone density, and enhances joint flexibility and stability. Weight-bearing exercises, resistance training, and flexibility exercises are particularly beneficial in maintaining musculoskeletal health and preventing conditions like osteoporosis and osteoarthritis.

4. Prevention, Halt, and Reversal of Lifestyle Diseases

Type 2 Diabetes: Exercise improves insulin sensitivity, glucose metabolism, and body composition, making it a cornerstone in the prevention and management of type 2 diabetes. Aerobic exercise, resistance training, and combined aerobic and resistance training have been shown to be effective in improving glycemic control and reducing insulin resistance.

Hypertension: Regular aerobic exercise, such as brisk walking, cycling, or swimming, helps reduce blood pressure by improving endothelial function, enhancing vasodilation, and reducing peripheral vascular resistance. The American Heart Association recommends at least 150 minutes of moderate-intensity aerobic exercise per week for blood pressure management.

Fatty Liver: Exercise plays a vital role in reducing hepatic fat accumulation and improving liver function in individuals with fatty liver disease. Both aerobic exercise and resistance training have been shown to reduce intrahepatic fat content and improve liver enzyme levels, contributing to the reversal of fatty liver disease.

Cardiovascular Disease: Exercise helps prevent and manage cardiovascular disease by improving lipid profiles, reducing inflammation, enhancing endothelial function, and reducing arterial stiffness. Moderate-intensity aerobic exercise combined with resistance training is recommended for cardiovascular health, with emphasis on regularity and consistency to achieve long-term benefits.

5. The Exercise Prescription

Throughout history, people of all ages relied on physical activity every day just to get by. They spent hours walking, digging, and doing other essential tasks to survive. Sometimes, they also enjoyed activities like dancing and playing for fun and to connect with others. But generally, they avoided unnecessary physical activities that didn't help them survive or reproduce. It's interesting because our bodies actually need physical

activity throughout our lives to work at their best. However, our minds aren't always eager to exercise unless it's necessary, fun, or rewarding.

In today's world, we find it hard to get enough physical activity through exercise, which is often seen as something optional and not very enjoyable. Despite doctors, trainers, and fitness experts telling us to exercise, many of us still avoid it.

The urge to put off or skip exercise is something many of us experience, and environments that don't encourage or support physical activity tend to make us more sedentary. When we're faced with the choice between lounging in a comfy chair or breaking a sweat with a workout, the chair usually wins. Even though we know exercise is important, our instincts might say, "I'll do it later." Maybe we feel short on time or energy, or it's inconvenient to be active because of things like a lack of sidewalks or unappealing stairs.

So, how can we encourage exercise? According to Dr. Lieberman, (professor of human evolutionary biology at Harvard University, who has done pioneering research on the evolution of human physical activity, and is the author of the book *Exercised: Why Something We Never Evolved to Do*) we need to recognize that choosing to exercise for health and fitness is a modern behaviour that our brains might resist. To do this effectively, we should reconsider two things from an evolutionary and anthropological perspective: necessity and pleasure.

First, let's talk about necessity. We all know exercise is good for us, even if billions of people don't get enough of it regularly. But feeling bad about not exercising doesn't usually help, especially when people who do exercise brag or nag about it. The issue here is the difference between knowing we "should" exercise and feeling like we "need" to. While we know we should exercise to improve our health and happiness and live longer, there are plenty of reasons why we might not need to. In fact, it's possible to lead a pretty healthy life without much exercise.

Exercise seems unnecessary, especially in our modern world where technology has made many physical tasks much easier. We can go a whole day without breaking a sweat thanks to things like driving everywhere and sitting for hours at work. Even everyday chores like cooking and cleaning have become less physically demanding. Plus, exercise takes up time that could be spent on other important things, like work or family.

Despite these challenges, it's worth noting that exercise is mainly done for its emotional and physical rewards, not because it's a necessity.

Type of Exercise: Aerobic exercise, resistance training, flexibility exercises, and balance training should be integrated into a comprehensive exercise program to target different aspects of health and fitness.

Intensity: The intensity of exercise should be tailored to individual fitness levels and health goals. Moderate-intensity exercise, where one can still maintain a conversation but feels slightly breathless, is generally recommended for most individuals.

Regularity: Consistency is key in reaping the benefits of exercise. The length and intensity needed are based on the need for the state of one's body and the aim to prevent, stop or reverse lifestyle disease. The WHO recommendation is for at least 150 minutes of moderate-intensity aerobic exercise per week, supplemented with resistance training and flexibility exercises as part of a well-rounded fitness regimen.

Age and Disease Progression: Exercise can benefit individuals of all ages and stages of disease progression. However, modifications may be necessary based on individual health status, fitness level, and functional capacity. Consultation with a healthcare professional or exercise physiologist can help tailor an exercise program to individual needs and goals.

Chronic Stress is Part of Life and Cannot be Avoided

Chronic stress exerts a profound impact on the body's physiology, metabolic processes, and hormonal balance, ultimately contributing to the development and progression of lifestyle diseases such as hypertension, type 2 diabetes, fatty liver, and cardiovascular disease. Recognizing the sources of stress, implementing effective coping strategies, and prioritising self-care are essential for mitigating the adverse health effects of chronic stress among executives, professionals, and business people. Additionally, interventions aimed at reducing stress and promoting resilience may play a crucial role in the prevention and management of lifestyle diseases in this population.

Chronic stress is a pervasive condition in today's fast-paced professional world, particularly among executives, professionals, and business people. This type of stress arises from ongoing, persistent pressures, responsibilities, and demands inherent in high-level positions or competitive environments. Let's delve into the detailed explanation of how chronic stress impacts the body, its metabolic processes, hormonal responses, and eventually contributes to

the progression of lifestyle diseases such as hypertension, type 2 diabetes, fatty liver, and cardiovascular disease.

1. Types and Intensity of Stress

Work-related Stress: High-pressure work environments, demanding deadlines, and performance expectations can induce chronic stress among executives and professionals.

Financial Stress: Concerns about financial stability, investments, or business performance can contribute to chronic stress, particularly among business owners and entrepreneurs.

Social Stress: Interpersonal conflicts, networking demands, and maintaining professional relationships can also be sources of chronic stress for executives and professionals.

2. Age and Disease Progression

While chronic stress can affect individuals of all ages, the cumulative effects become more pronounced with age, particularly in individuals already predisposed to lifestyle diseases. Moreover, as lifestyle diseases progress, managing stress becomes increasingly challenging, leading to a vicious cycle of exacerbation.

3. Physiological Response to Chronic Stress

Chronic stress triggers the body's "fight or flight" response, leading to the release of stress hormones such as cortisol and adrenaline from the adrenal glands. While these hormones are essential for short-term survival situations, their prolonged elevation can be detrimental to health.

4. Metabolic Processes and Hormonal Imbalance

Cortisol: Elevated cortisol levels due to chronic stress contribute to increased glucose production in the liver, leading to higher blood sugar levels. This can eventually result in insulin resistance, a hallmark of type 2 diabetes.

Insulin: Chronic stress disrupts insulin sensitivity and secretion, contributing to impaired glucose regulation and the development of type 2 diabetes.

Adrenaline: Prolonged release of adrenaline can lead to vasoconstriction, increased heart rate, and elevated blood pressure, contributing to hypertension and cardiovascular disease.

Inflammation: Chronic stress induces low-grade systemic inflammation, which plays a crucial role in the pathogenesis of various lifestyle diseases, including cardiovascular disease and fatty liver.

5. Impact on Lifestyle and Disease Progression

Type 2 Diabetes: Chronic stress-induced insulin resistance combined with elevated blood glucose levels can lead to the development and progression of type 2 diabetes. Moreover, individuals experiencing chronic stress may engage in unhealthy coping mechanisms such as overeating, leading to weight gain and exacerbating insulin resistance.

Hypertension: The continuous activation of the sympathetic nervous system and the release of stress hormones can contribute to sustained high blood pressure levels, increasing the risk of hypertension. Over time, untreated hypertension can lead to serious complications such as stroke, heart attack, and kidney disease.

Cardiovascular Disease: Chronic stress is a significant risk factor for the development and progression of cardiovascular disease. The combination of elevated blood pressure, dyslipidemia, inflammation, and endothelial dysfunction increases the likelihood of atherosclerosis, coronary artery disease, and myocardial infarction.

Fatty Liver: Chronic stress-induced changes in metabolism and hormonal imbalances can lead to the accumulation of visceral fat and triglycerides in the liver, promoting the development of non-alcoholic fatty liver disease (NAFLD). Furthermore, stress-related inflammation and oxidative stress contribute to liver damage and disease progression.

Fun and leisure are secondary to responsibilities and obligations

Fostering feelings of joy, happiness, love, compassion, and family bonding can exert beneficial effects on hormones, metabolism, and metabolic pathways, thereby reducing the risk of lifestyle diseases and promoting overall health and longevity. This underscores the importance of nurturing positive emotions and meaningful social connections as integral components of preventive medicine and holistic health promotion strategies.

The common practice of “time is money” drives many to treat time spent with family and friends, recreation and self care as a wasted opportunity to progress their career or make more money.

The impact of positive emotions such as joy, happiness, love, compassion, and feelings of family bonding on lifestyle diseases can be profound, affecting various physiological aspects including hormones, metabolism, and metabolic pathways. Let's delve into each aspect:

1. Positive Hormones

Cortisol: Positive emotions and social support have been associated with lower levels of cortisol, the primary stress hormone. Reduced cortisol levels are beneficial as chronic stress and elevated cortisol levels are linked to increased risk of lifestyle diseases such as hypertension, diabetes, and cardiovascular disease.

Oxytocin: Emotions like love and compassion trigger the release of oxytocin, often referred to as the “bonding hormone” or “love hormone.” Oxytocin has been found to have cardioprotective effects by reducing blood pressure, promoting cardiovascular health, and enhancing overall well-being. Research suggests that oxytocin may mitigate the detrimental effects of stress on the heart and vasculature.

Endorphins: Positive emotions can also stimulate the release of endorphins, which are neurotransmitters that act as natural painkillers and mood enhancers. Endorphins contribute to a sense of well-being and may help alleviate symptoms associated with lifestyle diseases, such as pain and discomfort.

2. Improves Metabolic Health

Insulin Sensitivity: Positive emotions and social connections have been linked to improved insulin sensitivity, which is crucial for regulating blood sugar levels and preventing insulin resistance, a precursor to type 2 diabetes. Enhanced insulin sensitivity allows cells to efficiently utilise glucose for energy, reducing the risk of hyperglycemia and diabetes.

Gut Health: Emotional well-being and social support have a profound impact on gut health, influencing the composition of the gut microbiota and the integrity of the gut barrier. A healthy gut microbiome and a robust gut barrier are associated with improved metabolic health, reduced inflammation, and a lower risk of obesity and metabolic syndrome.

Inflammatory Pathways: Positive emotions can modulate inflammatory pathways by reducing the production of pro-inflammatory cytokines and promoting the release of anti-inflammatory molecules. Chronic inflammation is a common underlying factor in many lifestyle diseases, including cardiovascular disease, type 2 diabetes, and metabolic syndrome. By dampening inflammation, positive emotions may help mitigate the risk of these conditions.

Neurotransmitter Balance: Emotions such as joy and happiness influence neurotransmitter balance in the brain, including serotonin and dopamine. Serotonin regulates mood, appetite, and sleep, while dopamine is involved in reward and pleasure processing. Imbalances in these neurotransmitters have been implicated in various lifestyle diseases, including depression, obesity, and addiction. Promoting positive emotions can help maintain a healthy balance of neurotransmitters, supporting overall metabolic health.

3. Builds Long Term Health Resilience

Epigenetic Modifications: Positive emotions and social support can induce favourable epigenetic modifications, influencing gene expression patterns associated with metabolic health and disease risk. Epigenetic changes may alter the activity of genes involved in inflammation, oxidative stress, insulin sensitivity, and other metabolic processes, ultimately shaping long-term health outcomes.

Psychological Resilience: Cultivating positive emotions and strong social connections enhances psychological resilience, enabling individuals to cope more effectively with stressors and adversity. Chronic stress and poor coping mechanisms are major

contributors to lifestyle diseases. By bolstering resilience, positive emotions may mitigate the detrimental effects of stress on metabolic health and overall well-being.

I'll Just Do Whatever I Can

That just may not be enough to avoid a health catastrophe! Metabolic balance plays a pivotal role in the development and management of lifestyle diseases. By adopting a holistic approach encompassing nutrition, physical activity, stress management, and sleep quality, individuals can optimise their metabolic health and reduce the risk of chronic conditions. Executive coaching can serve as a valuable tool in facilitating sustainable behaviour change and empowering individuals to thrive with a healthful and fulfilling lifestyle.

Metabolic balance plays a crucial role in preventing, stopping and even reversing lifestyle diseases such as hypertension, cardiovascular disease, and diabetes. Lifestyle diseases are largely influenced by factors such as poor diet, lack of physical activity, stress, and inadequate sleep. Understanding the connection between metabolic balance and lifestyle diseases can provide valuable insights into preventive and therapeutic strategies.

4. Metabolic Balance and Disease Risk

Metabolic balance refers to the equilibrium between energy intake and expenditure, as well as the regulation of various biochemical processes in the body. Disruptions in metabolic balance can lead to metabolic syndrome, a cluster of conditions including high blood pressure, high blood sugar, excess body fat around the waist, and abnormal cholesterol or triglyceride levels.

Research has shown that metabolic syndrome significantly increases the risk of developing chronic diseases such as type 2 diabetes, cardiovascular disease, and stroke. For example, a study published in *The Journal of Clinical Endocrinology & Metabolism* found that individuals with metabolic syndrome had a fivefold increase in the risk of developing type 2 diabetes compared to those without the syndrome.

5. Nutrition and Metabolic Health

Diet plays a central role in maintaining metabolic balance and preventing lifestyle diseases. A balanced diet rich in whole foods, including fruits, vegetables, whole grains, lean proteins, and healthy fats, can support metabolic health.

Certain dietary patterns, such as the Mediterranean diet and the DASH (Dietary Approaches to Stop Hypertension) diet, have been associated with improved metabolic parameters and a reduced risk of chronic diseases. These diets emphasise nutrient-dense foods and limit processed foods, sugars, and unhealthy fats.

Research published in *Nutrients* suggests that adherence to a Mediterranean diet is associated with a lower prevalence of metabolic syndrome and its individual components, including obesity, high blood pressure, and dyslipidemia.

6. Physical Activity and Metabolic Health

Regular physical activity is essential for maintaining metabolic balance and reducing the risk of lifestyle diseases. Exercise helps improve insulin sensitivity, regulate blood sugar levels, lower blood pressure, and promote weight management.

Both aerobic exercise (e.g., walking, jogging, swimming) and resistance training (e.g., weightlifting, bodyweight exercises) have been shown to benefit metabolic health. For instance, a meta-analysis published in *Diabetologia* concluded that both aerobic and resistance training significantly improve glycemic control and insulin sensitivity in individuals with type 2 diabetes.

7. Stress Management and Sleep Quality

Chronic stress and poor sleep quality can disrupt metabolic balance and increase the risk of lifestyle diseases. Stress activates the body's "fight or flight" response, leading to elevated levels of cortisol and glucose, which can contribute to insulin resistance and inflammation.

Adequate sleep is essential for metabolic health as it regulates hormones involved in appetite control, glucose metabolism, and stress response. Research published in *Current Opinion in Lipidology* suggests that insufficient sleep duration and poor sleep quality are associated with an increased risk of obesity, type 2 diabetes, and cardiovascular disease.

8. Behavioural Changes and Lifestyle Interventions

Addressing lifestyle diseases requires comprehensive behavioural changes and lifestyle interventions. Executive coaching utilising approaches such as Appreciative Inquiry and Appreciative Coaching can be effective in facilitating sustainable behaviour change.

By helping individuals explore their strengths, values, and aspirations, executive coaches can empower them to make positive lifestyle choices aligned with their health goals. For example, coaching sessions may focus on setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals related to nutrition, physical activity, stress management, and sleep hygiene.

Additionally, coaching can provide accountability, support, and encouragement throughout the journey toward improved metabolic balance and overall well-being.

SOCIAL AND PSYCHOLOGICAL BARRIERS

Despite being aware of the detrimental effects of progressing lifestyle diseases such as hypertension, cardiac issues, and diabetes, many individuals find themselves unable or unwilling to take the necessary steps to halt the advancement of these conditions. By understanding the psychological, emotional, and environmental factors influencing their health choices, individuals can develop resilience and adopt healthier habits that not only mitigate the risks associated with lifestyle diseases but also promote overall well-being and vitality. In this section, we delve deep into some underlying social, personal, professional, medical, cultural norms, beliefs, and psychological reasons that act as barriers to action for these individuals.

1. The Pressure of Work and Success

In the relentless pursuit of professional accomplishments, executives often find themselves immersed in demanding work schedules, sacrificing personal time and neglecting their health. This phenomenon is deeply rooted in the culture of overwork and achievement prevalent in many professional environments, often sacrificing social connections and leisure activities. The constant pressure to excel in a competitive corporate environment can lead to elevated levels of cortisol, a stress hormone linked to metabolic dysfunction and compromised immune function.

Additionally, the medicalization of stress-related ailments, such as hypertension and cardiovascular diseases, further perpetuates the cycle of neglect, as individuals may opt for pharmaceutical interventions over holistic lifestyle changes. The environmental factors, including long work hours, sedentary office lifestyles, and ubiquitous processed food options, exacerbate the challenge of maintaining a balanced diet and regular physical activity.

2. Personal Beliefs and Mindset

Personal beliefs deeply ingrained through cultural, social, and personal experiences, shape perceptions about health and influence decision-making processes. For instance, individuals may hold beliefs regarding food as a source of comfort or reward, leading to overconsumption of calorie-dense, nutrient-poor foods despite knowing the adverse metabolic consequences. Additionally, beliefs about exercise as burdensome or time-consuming can deter individuals from engaging in regular physical activity, exacerbating metabolic dysfunction. Such beliefs are often rooted in emotional

responses and cognitive biases. Intuitive thinking, driven by emotions and past experiences, can override rational decision-making, hindering efforts to adopt healthier lifestyles.

3. Influence of Family and Social Expectations

Within the familial and social context, expectations often revolve around traditional norms, cultural practices, and societal standards regarding diet, physical activity, and health behaviours. These expectations can manifest in various ways, such as pressure to conform to cultural dietary preferences, reluctance to deviate from established family meal traditions, or the prioritisation of work and social obligations over personal health practices. Such family dynamics and societal norms shape our food preferences and consumption patterns, leading to unhealthy dietary habits that contribute to metabolic disorders like obesity and diabetes.

Moreover, social pressures to maintain a certain status or appearance within one's social circle or professional network can exacerbate stress levels, leading to maladaptive coping mechanisms such as emotional eating or sedentary behaviour. Additionally, societal stigmas surrounding health conditions and weight can create feelings of shame or inadequacy, further deterring individuals from seeking help or making positive changes.

4. Status and Perception of Health

Status, whether perceived or real, often dictates behaviour in various domains of life, including work, family, and society. In the corporate world, the pressure to maintain a certain status can lead to prolonged sedentary behaviour, excessive stress, and erratic eating habits, all of which contribute to poor metabolic health. Furthermore, in social settings, status symbols such as luxurious dining experiences or extravagant lifestyles can promote overindulgence in calorie-dense foods and discourage the prioritisation of balanced diets and regular physical activity. Quest for status can lead individuals to prioritise immediate gratification over long-term health goals. Additionally, societal norms and expectations often equate success with wealth and material possessions, reinforcing the notion that indulgence is a marker of achievement. This societal pressure, coupled with the convenience and abundance of processed foods in modern environments, creates a challenging landscape for individuals to make health-conscious decisions.

5. Environmental Factors and Sustainability

The built environment, including urbanisation, transportation infrastructure, and food systems, plays a pivotal role in shaping behaviours and influencing health outcomes. The food environment, characterised by the accessibility and affordability of nutritious foods versus highly processed, energy-dense options, significantly influences dietary behaviours and metabolic health. Furthermore, environmental degradation and unsustainable practices exacerbate chronic inflammation, with air pollution, chemical exposures, and disrupted circadian rhythms eliciting systemic inflammatory responses.

6. Ingrained Behaviour and Emotions

Fear, often stemming from anxiety or stress, triggers the body's fight-or-flight response, leading to increased cortisol levels, which can contribute to insulin resistance and chronic inflammation. Most common to executives is the fear of failure or fear of change, that can hinder individuals from adopting healthier habits, such as modifying their diet or incorporating exercise into their routine. Authenticity, on the other hand, plays a pivotal role in promoting overall well-being, as it aligns individuals with their true values and aspirations (Brown, 2010). When individuals are authentic in their approach to health, they are more likely to make sustainable lifestyle changes that prioritise their physical and emotional health. Compassion towards oneself involves acknowledging one's limitations and treating oneself with kindness, which has been linked to improved self-regulation and adherence to health-promoting behaviours. Conversely, a lack of self-compassion may lead to self-criticism and negative self-talk, contributing to stress and undermining efforts to adopt a healthier lifestyle.

Engaging a coach and comprehending the intricate web of social, personal, professional, medical, cultural norms, beliefs, and psychological factors obstructing proactive measures against advancing lifestyle diseases are pivotal for devising impactful interventions and supportive structures. Collaborating with a coach facilitates the exploration of these underlying obstacles, fostering a comprehensive approach to health and well-being. Through this process, individuals can equip themselves to elevate self-care as a priority without sacrificing professional accomplishments. Liberating oneself from societal pressures and adopting a proactive stance towards health management is imperative not only for averting disease progression but also for nurturing a sustainable and gratifying lifestyle.

WHAT'S REALLY AT STAKE

Failing to take real lifestyle actions to address health concerns can result in a myriad of negative consequences, impacting physical health, mental well-being, financial stability, relationships, and overall quality of life. It is essential for individuals to recognize the stakes involved and take proactive steps to prioritise their health and well-being through sustainable lifestyle changes and preventive healthcare measures.

Here's a detailed exploration of what's at stake:

1. Health Deterioration and Aging

Lifestyle diseases like hypertension, diabetes, and cardiac issues often worsen over time if only managed with medication. Without addressing underlying lifestyle factors such as diet, exercise, and stress management, these conditions can become increasingly severe, requiring higher doses of medication or additional interventions.

2. Reduced Quality of Life

As these conditions progress, individuals will experience a decline in their overall quality of life. They may struggle with symptoms such as fatigue, pain, difficulty breathing, and reduced mobility, impacting their ability to engage in daily activities and enjoy life to the fullest.

3. Increased Financial Burden

Progressing lifestyle-related health issues often leads to frequent medical interventions, hospitalizations, and medication expenses. According to research published in the American Journal of Preventive Medicine, individuals with chronic diseases incur healthcare costs that are 5 times higher than those without such conditions.

4. Increasing Risk of Complications and Premature Death

Lifestyle diseases increase the risk of complications such as heart attacks, strokes, kidney failure, and limb amputations. These complications can significantly reduce life expectancy and increase the likelihood of premature death. According to the World Health Organization, noncommunicable diseases (NCDs) such as cardiovascular diseases, cancer, respiratory diseases, and diabetes are the leading causes of death globally, responsible for 71% of all deaths.

5. Impact on Productivity and Career

Health issues can affect one's ability to perform optimally at work, leading to absenteeism, reduced productivity, and missed career opportunities. For executives and business professionals, poor health can hinder their ability to meet job demands, make strategic decisions, and fulfil leadership roles effectively, ultimately affecting organisational performance and bottom-line results.

6. Decline of Mental Health

Chronic health conditions can take a toll on mental well-being. Dealing with the physical limitations, emotional stress, and financial burdens associated with illness can lead to anxiety, depression, and other mental health challenges. Studies have shown a bidirectional relationship between physical and mental health, highlighting the importance of addressing both aspects in holistic healthcare.

7. Limited Future Opportunities

Limited Future Opportunities: Poor health can limit individuals' ability to pursue new opportunities and experiences. Whether it's travelling, engaging in hobbies, or pursuing further education or career advancement, chronic health issues can impose barriers and constraints, limiting one's potential for growth and fulfilment.

8. Missed Opportunities in Retirement

Failing to prioritise health and wellness can rob executives and professionals of the opportunity to enjoy their retirement years to the fullest. Chronic health conditions may limit mobility, independence, and longevity, preventing individuals from pursuing meaningful activities and spending quality time with loved ones. Instead of enjoying their golden years travelling, volunteering, and pursuing hobbies, they are confined to managing their health condition and navigating medical appointments.

UNLOCKING THE BENEFITS

In considering lifestyle changes to overcome lifestyle diseases and embrace a healthier, more vibrant existence, the profound benefits of prioritising one's health and vitality cannot be overstated. By shifting focus towards investing in personal well-being and fitness, not only does one enhance physical vitality, but also unlocks a cascade of positive outcomes across various facets of life. From bolstering social connections through increased energy and engagement, to nurturing psychological resilience and mental clarity, each stride towards wellness serves as an investment in holistic well-being. Professionally, heightened vitality can translate into amplified productivity and sharper cognitive function, paving the path for greater career success. Financially, the dividends of a healthier lifestyle manifest in reduced healthcare costs and potentially enhanced earning potential, offering a long-term safeguard against the burdensome toll of chronic illness. Within the familial sphere, improved health fosters deeper connections and quality time, enriching relationships and fortifying emotional bonds.

1. Social Benefits

Engaging in a holistic health and fitness regimen fosters a sense of connection and camaraderie within social circles. Whether it's participating in group fitness classes, joining running clubs, or bonding over healthy meals, these activities create opportunities for meaningful interactions and strengthen relationships. Furthermore, a vibrant social network has been linked to lower stress levels, enhanced mood, and increased resilience against life's challenges.

2. Psychological Benefits

The benefits of regular exercise on mental health are well-documented. Physical activity stimulates the release of endorphins, neurotransmitters responsible for feelings of euphoria and well-being. Moreover, incorporating stress management techniques such as mindfulness meditation or yoga into your routine can help alleviate anxiety and promote mental clarity. As a result, executives who prioritise their health experience improved cognitive function, heightened creativity, and a greater capacity to tackle complex problems.

3. Professional Career Advancement

Contrary to popular belief, investing time in health and fitness doesn't detract from professional success; rather, it enhances it. Studies have shown that regular exercise

improves cognitive performance, leading to sharper focus, enhanced decision-making abilities, and increased productivity. Additionally, executives who prioritise their well-being exude confidence and vitality, traits that are highly valued in leadership roles. By prioritising health, executives position themselves for long-term career advancement and sustained success.

4. Financial Well-being

The adage "health is wealth" holds true in the world of finance. Chronic illnesses resulting from poor lifestyle choices not only incur exorbitant medical expenses but also diminish productivity and earning potential. By contrast, investing in preventive health measures such as nutritious eating, regular exercise, and stress management can yield substantial long-term savings. Moreover, executives who prioritise their health are better equipped to seize lucrative opportunities and navigate career transitions with confidence, thereby securing their financial future.

5. Family Dynamics

A holistic approach to health and fitness extends beyond individual benefits to positively impact familial relationships. Executives who prioritise their well-being serve as role models for their loved ones, inspiring them to adopt healthier habits. Furthermore, shared activities such as cooking nutritious meals together, embarking on outdoor adventures, or attending wellness retreats strengthen family bonds and create lasting memories. By fostering a culture of health within the family, executives lay the foundation for a legacy of vitality and well-being.

6. Emotional Well-being

In today's hyper-connected world, executives often grapple with stress, burnout, and emotional exhaustion. However, by nurturing their physical and mental well-being, executives can cultivate resilience and emotional equilibrium. Regular exercise serves as a powerful outlet for stress relief, while mindfulness practices promote inner peace and self-awareness. As a result, executives experience greater emotional stability, enhanced self-confidence, and a deeper sense of fulfilment in both their personal and professional lives.

The journey to optimal health and fitness is not a luxury reserved for leisurely pursuits; it is an essential investment in one's overall well-being and success. By embracing a holistic approach encompassing diet, stress management, regular exercise, and real

progress tracking, executives can unlock a multitude of benefits across various facets of life. From social connection and psychological resilience to professional advancement and financial security, the dividends of prioritising health are invaluable.

TOP THINGS TO GET RIGHT

In today's fast-paced world, high-performing executives often find themselves caught in a constant struggle to balance the demands of their professional lives with maintaining their health and well-being. The pressures of leadership, coupled with the rigours of managing chronic health conditions such as cardiovascular disease, diabetes, liver disease, or hypertension, can take a toll on both physical and mental health. For executives striving to excel in their careers while prioritising their health, finding the right balance is essential.

In this section, we'll explore top strategies and principles to help executives navigate the complexities of managing work and health priorities effectively.

1. Recognise Your Strengths

Start by recognising your innate strengths and capabilities that have contributed to your professional success. Whether it's resilience, determination, time management skills, problem-solving abilities, or leadership experience, leverage these qualities to prioritise and manage your health alongside your work commitments. Research has shown that individuals who harness their strengths are better equipped to overcome obstacles and achieve their health goals.

2. Cultivate a Positive Relationship with Your Body

Developing a positive relationship with your body is paramount for promoting self-care and compassion. Understand the mind-body connection and how your thoughts, emotions, and behaviours impact your physical well-being. By fostering self-awareness, empowerment, and self-compassion, you can take proactive steps to address your health needs and prevent burnout or illness.

3. Explore Your Disease

Take the time to understand your health thoroughly. Explore the origins, progression, and potential consequences of your disease. By asking critical questions about the problem at hand, necessary actions, and potential risks, you can gain valuable insights into the steps needed to manage, mitigate, or reverse the impacts of your condition.

4. Address Emotions

Acknowledge and explore the emotions associated with managing a lifestyle disease. Whether it's anxiety, frustration, guilt, shame, sadness, or anger, understanding and accepting these emotions is crucial for fostering resilience and moving towards positive change. Employ techniques such as cognitive reframing and mindfulness to transform negative emotions into constructive ones, such as hope, resilience, and gratitude.

5. Evaluate Your Environment

Recognize the societal and workplace constructs that may influence your approach to health. Challenge the notion that health concerns should be managed privately and explore ways to create a more supportive and inclusive environment. By advocating for holistic well-being and work-life balance, you can foster a culture that prioritises health alongside professional success.

6. Engage in Self-Reflection

Take time to reflect on your beliefs and attitudes towards health and work-life balance. Consider instances where you may have prioritised work over health or felt hesitant to disclose health concerns in a professional setting. By gaining insight into your motivations and behaviours, you can identify areas for growth and develop strategies for achieving greater balance.

7. Seek Peer Perception

Evaluate how your peers and superiors perceive discussions about health in the workplace. Understand the potential stigma or judgement associated with disclosing health issues and strategize ways to navigate these conversations authentically and professionally. By fostering open dialogue and support networks, you can create a more inclusive and understanding work environment.

8. Plan for Scenarios

Prepare for hypothetical scenarios where you may need to address health concerns in a professional context. Anticipate potential challenges and develop strategies for maintaining professionalism while prioritising your health needs. By proactively planning and practising assertive communication, you can navigate difficult situations with confidence and authenticity.

9. Embrace Authenticity

Emphasise the importance of authenticity and self-acceptance in professional settings. Recognise that acknowledging and addressing health concerns does not diminish your value or competence as a professional. By embracing vulnerability and sharing your experiences, you can cultivate trust and understanding within your professional circles.

10. Advocate for Empowerment

View your experiences with health challenges as opportunities for advocacy and empowerment. Share your journey and advocate for greater awareness and support for health issues in the workplace. By becoming a vocal advocate for holistic well-being, you can contribute to a more compassionate and supportive professional culture.

11. Prioritise Holistic Well-Being

Finally, prioritise holistic approaches to health that encompass physical, mental, and emotional well-being. Incorporate self-care practices, work-life balance strategies, and sustainable habits into your daily routine. By nurturing your overall well-being, you can sustain long-term success and fulfilment in both your personal and professional life.

HOW TO MAKE LASTING LIFESTYLE CHANGES

In the pursuit of overcoming lifestyle diseases, conventional methods relying on fear and shame to spur action have often fallen short. Conversely, those who have achieved success in this endeavour have embraced a fundamentally different approach—one rooted in the transformative power of Appreciative Inquiry (AI). Appreciative Inquiry transcends mere methodology; it embodies a mindset—a paradigm shift toward viewing the world through a lens of positivity and possibility.

Consider reframing your health challenges through the lens of a hero embarking on an epic quest. Instead of fixating solely on the problem at hand, you embark on a journey to unearth your strengths, successes, and the positive aspects of your life and health. By adopting this heroic mindset, profound self-discoveries become attainable.

But what makes a good hero? You see, in every good story, there is a hero, a villain, a victim and a guide. We love the hero, hate the villain, feel sorry for the victim and respect the guide. And in most good stories, the hero is someone who wants good for himself or herself and others, but is suddenly faced with a predicament. They find themselves in quite a hopeless situation, but remarkably comes across a guide, who is a person, a book or a map or sign. They take that learning and inspiration, often with reluctance and trepidation, but ultimately work against all adversities and finally come out victorious. The victim on the other hand, keeps toiling, keeps trying various things but still comes out deficient and we find them quite hopeless and sad. You can read about all this in the best seller book *The Hero on a Mission* by Donald Miller. When I did, it immediately sprung to me that all this while I was being a victim, wanting my doctors or someone else to be responsible for my health and just fix it. I decided to edit that story and the rewards were unimaginable when I started.

Rather than dwelling on past setbacks or limitations, you begin to discern opportunities for growth and transformation. For instance, amidst adversity, you may uncover an inherent resilience and an unwavering commitment to leading a fulfilling life. Such realisations serve as pivotal moments in your journey toward wellness, igniting a renewed sense of purpose and determination.

Appreciative Inquiry invites you to envision the life you aspire to lead—a life unconstrained by current circumstances, but instead driven by your deepest aspirations. Perhaps you envision a future characterised by vibrant health, the pursuit of passions, and meaningful connections with others. Through the process of dreaming, you tap into your innermost desires and motivations, catalysing your commitment to change.

With a clear vision of your desired future in hand, you embark on the transformative journey encapsulated by the Discovery, Dream, Design, and Destiny framework of appreciative change. This systematic approach empowers you to not only envision your ideal life but also to craft a strategic plan to manifest it into reality.

Step 1: Discover - Unveiling the Foundation for Change

The first step in the journey towards holistic living involves deep introspection and exploration. Executives must embark on a journey to discover the intricate connections between their body, lifestyle choices, social constructs, and emotional well-being. By increasing self-awareness, identifying strengths, recognizing interconnections, and exploring values and motivations, executives lay the groundwork for meaningful change. Through this stage, they gain clarity on their current health status, triggers for stress, resilience factors, and desired outcomes, setting the stage for transformation.

Step 2: Dream - Envisioning Wholehearted Living

With a solid foundation established, executives move into the dream stage, where they envision a future characterised by wholehearted living. This stage is marked by the realisation of potential, the definition of a clear vision, and the cultivation of bold emotions. Executives articulate their aspirations with enthusiasm, ensuring alignment with their core values and feasibility within their current circumstances. Emotional engagement and commitment to action propel them towards their envisioned future, setting the stage for tangible progress.

Step 3: Design - Crafting a Path to Success

In the design phase, executives transition from vision to execution, actively crafting a roadmap for progress. They engage in the deliberate experimentation of behaviours, with measurable milestones, and systematic evaluation of outcomes. Through the formulation of a concrete action plan with clear metrics of progress and a celebrating incremental victories, executives initiate their journey towards transformation. They undertake small, strategic actions aligned with their envisioned future Dream, meticulously assessing the nexus between their behavioural choices, lifestyle patterns, social dynamics, and emotional resonance. By fostering a culture of continuous feedback, reflection, and recalibration, executives refine their approach

iteratively, fostering sustainable habits conducive to both personal well-being dovetailed with their professional pursuits.

Step 4: Destiny - Embracing Empowerment and Sustained Success

As executives track and measure their progress, they realise that living the dream is within reach. The destiny stage represents the culmination of their efforts, characterised by empowerment, confidence, and holistic well-being. Executives demonstrate agency, resilience, and a proactive approach towards their health and professional priorities, signalling readiness to embrace their newfound destinies independently.

By following this strategic framework, senior executives can embark on a transformative journey towards holistic living and professional success. Through self-discovery, envisioning, strategic design, and empowered action, executives can achieve optimal health, vitality, and strength to power their careers and professional reputation. With a clear plan in place, supported by dialogue, reflection, and action, executives can navigate the complexities of modern leadership with confidence, control, and peace of mind.

MESSAGE FROM THE AUTHOR

In closing, I extend my deepest gratitude to you, for embarking on this enlightening journey with me. By delving into the complexities of combating lifestyle diseases, you've demonstrated a commendable commitment to your health and well-being.

As humans, we are driven not only to survive but also to flourish—a principle deeply ingrained in our evolutionary heritage. Darwin's theory of natural selection underscores our innate capacity to adapt to the challenges presented by our environment. Yet, in the modern era, a profound incongruity has emerged between our genetic makeup and the demands of contemporary living.

The prevalence of lifestyle diseases serves as a poignant reminder of the incongruity in our evolutionary heritage, highlighting the urgent need for proactive measures to address these health challenges. Through a holistic approach encompassing balanced nutrition, regular exercise, and effective stress management, we can mitigate, halt, and even reverse the progression of these ailments.

I invite you to further explore the resources available on our website and to participate in our executive health and lifestyle webinars. Additionally, please feel free to engage with me directly via LinkedIn - I am here to support you on your journey to optimal health and vitality.

Together, let us harness the power of knowledge, resilience, and determination to conquer lifestyle diseases and embrace a life filled with joy, contentment, and boundless energy. Thank you for your dedication and commitment to living your best life.

Further Reading

1. Lieberman, Daniel. *Exercised: Why Something We Never Evolved to Do*. Pantheon, 2020.

In this book, Lieberman, a professor of human evolutionary biology at Harvard University, delves into the evolutionary origins of human physical activity and explores why exercise is essential for human health despite our ancestors not evolving to be physically active.

2. Brown, Brené. *The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are*. Hazelden Publishing, 2010.

Brené Brown, a renowned researcher, and storyteller, examines the concept of shame, vulnerability, and the importance of embracing imperfection in this insightful book.

3. Brown, Brené. *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead*. Avery, 2012.

Building upon her research on vulnerability, Brown explores how embracing vulnerability can lead to transformative experiences in various aspects of life including relationships, parenting, and leadership.

4. Attia, Peter. *The Science & Art of Longevity: Outlive*. Little, Brown Spark, 2021.

Peter Attia, a prominent figure in longevity medicine, presents a comprehensive guide to understanding the science behind longevity and provides practical strategies for extending lifespan and improving healthspan.

5. Li, William. *Eat to Beat Disease: The New Science of How Your Body Can Heal Itself*. Grand Central Publishing, 2019.

Dr. William Li shares groundbreaking research on the healing power of food and how specific dietary choices can support the body's natural ability to fight disease and promote optimal health.

6. Clancy, Ann. *Positive Process of Change: A Coaching Guide*. A. Wiley, 2007.
7. Clancy, Ann. *Pivoting: A Coach's Guide to Igniting Substantial Change*. Routledge, 2012.

Dr. Ann Clancy, an expert in Appreciative Coaching, offers valuable insights into the positive process of change and provides practical guidance for coaches and individuals seeking to harness the power of positivity for personal and professional development.

8. Lustig, Robert H. *Metabological: The Lure and the Lies of Processed Food, Nutrition, and Modern Medicine*. Harper Wave, 2021.

Dr. Robert Lustig, a paediatric endocrinologist, exposes the detrimental effects of processed food on metabolic health and challenges prevailing notions about nutrition and modern medicine.

9. Miller, Donald. *Hero on a Mission: A Journey to a Fulfilled Life*. HarperCollins Leadership, 2020.

Donald Miller, known for his work on personal development and storytelling, shares insights and strategies for living a purpose-driven life and becoming the hero of one's own journey.

This bibliography covers a diverse range of topics including evolutionary biology, psychology, longevity medicine, nutrition, coaching, and personal development, offering readers a wealth of knowledge and perspectives to explore.

About the Author



Mathew Gomes is an accredited Executive Health Coach. He helps executives, professionals, and business persons, grappling with the progressing lifestyle diseases such as hypertension, cardiovascular issues, diabetes and liver disease, overcome the disease and get to a health of strength and vitality.

Mathew is an ex-banker, management consultant, entrepreneur and now an executive health coach. He has battled with hypertension and cardiovascular disease since my mid-30s and in May of 2022, suffered a heart attack. Fortunately, he belongs to the small percentage of individuals, and that's just 3%, who would not only survive an out of hospital heart attack, but are fortunate to do so with no lasting damage to the heart. Within a year of the event, he managed to stabilise his health with the disease not progressing and the blockages in his arteries even regressing. He has distilled all the life learnings, research and lived experience and structured an in-depth and outcome driven coaching program to help executives overcome lifestyle disease. Mathew is now ready to help you deliver health transformation in your life.

To get in touch with Mathew, visit www.executivecoach.pro