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DEFINED

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REDEFINED - HEALTH + WELLBEING + MOVEMENT



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A WORD FROM REDEFINED FOUNDER

Kia Ora,

I hope your April is going well and that you had a chance to downshift over Easter.

We're thrilled to announce that starting in May, cold water immersion will be available at ReDefined! Alongside the introduction of our new full-spectrum infrared sauna, which includes red light therapy, we are excited to offer a cold plunge pool, permanently set at 8-9 degrees Celsius. From May, this allows us to offer contrast therapy, a combination of red light and heated therapy with cold water immersion. Forget your morning coffee - this is where the real buzz is at!

This marks a significant milestone for us, as it not only completes our team of health practitioners but also fulfills a long-held dream of bringing a fully functioning, integrative health team to Papamoa, prioritising patient care and wellbeing. In this issue, look out for tips on contrast therapy and get acquainted with our integrative health team and services.

I've always been a firm believer in the saying, 'If it doesn't challenge you, it doesn't change you.' This is particularly true for cold water therapy but also reflects the challenges and hard years we've endured in establishing our Wellbeing Hub during a time of great upheaval and universal challenge.

Embrace your own version of 'Embracing Challenges'. Find your challenge and stay strong with it

Kia Kaha

Jimmy August, Founder of ReDefined Health + WellBeing + Movement

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REFORMER HYPE

NEW CLASS

REFORMER HYPE

Starting May!

Introducing Reformer Hype, our latest dynamic Reformer Pilates class at ReDefined, designed to push your boundaries and redefine your limits. This high-energy, fast-paced class is set to upbeat music, creating an exhilarating atmosphere that motivates you to reach new heights in your fitness journey.

Reformer Hype harnesses the power of the traditional Pilates reformer machine, incorporating advanced techniques and sequences that challenge both your body and mind. Each session is crafted to improve strength, flexibility, and endurance, while also focusing on core stability and alignment. The innovative use of the reformer in this class allows for a variety of exercises that are both intense and effective, providing a full-body workout that feels as rewarding as it is challenging.

Cold Water Therapy: A Refreshing Addition to Our Wellbeing Offering at ReDefined

By Jimmy August

Starting this May, here at ReDefined we are excited to unveil a dynamic new feature in our wellbeing offerings: Cold Water Therapy. This practice, deeply rooted in both science and tradition, will see our plunge pool maintained at an optimal temperature of 8 degrees Celsius, strategically chosen for its balance between therapeutic intensity and comfort.

Understanding Cold Water Therapy:

Cold water therapy, or cold immersion, has emerged as a powerful tool for enhancing physical and mental health. Submerging in water cooler than 10 degrees Celsius activates the body's natural defenses, leading to numerous health benefits that rejuvenate both the body and mind.

Comprehensive Health Benefits

- 1. Enhanced Circulation:** Cold immersion causes blood vessels to constrict and then dilate as the body warms up, improving circulation, expelling toxins, and nourishing tissues more effectively.
- 2. Boosted Immune Function:** Regular cold plunges increase white blood cell count, enhancing the body's ability to combat illnesses by stimulating a stronger immune response.
- 3. Increased Metabolism:** Exposure to cold activates brown fat, which burns calories to generate heat, aiding in weight management and boosting energy levels.
- 4. Improved Mental Health:** The immediate release of endorphins from cold exposure lifts mood, reduces stress, and can alleviate anxiety, fostering an overall sense of wellbeing.
- 5. Reduced Muscle Inflammation:** Particularly beneficial for athletes, cold water therapy decreases muscle soreness and accelerates recovery times after strenuous physical activities.

Enhancing Wellness with Contrast Therapy:

At ReDefined, we are particularly excited to integrate cold water therapy with our new full-spectrum infrared sauna through an approach known as contrast therapy. This involves alternating between the intense heat of the sauna and the invigorating chill of an ice bath. The benefits of contrast therapy are multi-fold:

- **Enhanced Recovery:** Alternating between hot and cold temperatures can significantly reduce muscle stiffness and soreness post-exercise by promoting better blood flow and reducing inflammation.
- **Improved Circulation:** The vasodilation from the sauna followed by the vasoconstriction from the cold water enhances circulation, helping to flush out metabolic waste more effectively.
- **Boosted Immune System:** The stress induced by both heat and cold exposure stimulates the immune system, increasing the production of white blood cells and improving overall immune function.



- **Greater Resilience:** Regularly undergoing the extremes of sauna and cold water exposure trains the body to adapt to stress, improving resilience over time.
- **Mental Fortitude:** The mental challenge of switching between extreme temperatures fosters mental toughness and can improve one's ability to handle stress and anxiety

Wim Hof, famously known as "The Iceman," is renowned for his ability to withstand extreme cold and his development of the Wim Hof Method (WHM), a combination of cold exposure, breathing techniques, and meditation. This method is designed to control the autonomic nervous system and the immune response, making it highly relevant to the concepts of cold water therapy and contrast therapy, as discussed above.

The Wim Hof Method revolves around three pillars: cold exposure, controlled breathing, and commitment.

The cold exposure component, which includes practices like cold showers and ice baths, ties directly into the benefits of cold water therapy. By gradually and safely exposing the body to cold, Hof believes that individuals can increase their energy levels, reduce stress, and enhance their immune response.

The controlled breathing aspect of WHM helps to increase oxygen levels in the body, improve concentration, and positively influence the vascular and immune systems. This enhances the body's ability to handle extreme temperatures and supports overall physiological and psychological wellbeing.

Integrating principles from the Wim Hof Method with our cold water therapy and sauna sessions can amplify the health benefits. The combination of these practices promotes a holistic approach to wellbeing that not only challenges the body physically but also mentally and spiritually.

Through this integrated approach, participants can experience enhanced mental clarity, improved stress resilience, and a deeper sense of control over their body's responses to extreme conditions, embodying our core philosophy of embracing and overcoming challenges for personal growth and wellness.

A Call to Embrace the Challenge

Stepping into an 8-degree plunge pool is a bold challenge, and when paired with sauna sessions, it becomes a profound testament to the resilience of the human spirit. 'Embracing Challenges is a big part of our Universal Wellbeing Philosophy!

This method not only supports physical recovery and health but also encourages mental growth through the deliberate practice of enduring and adapting to discomfort.

As we roll out this invigorating new therapy, we invite you to experience the transformative effects yourself. Mention this blog when booking your session in May and receive a special 25% discount on your first cold immersion and sauna session.

Embrace the Challenge!

Jimmy – ReDefined Founder

CLASS IN FOCUS

SOULFUL STILLNESS

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NEW CLASS

SOULFUL STILLNESS

Alternating Fridays @ 5.30pm
with Verena and Marina

This 60-minute session is meticulously divided into four serene quarters, each dedicated to a specific practice that together harmonises body, mind, and spirit.

The journey begins with 15 minutes of meditation training, where participants are introduced to the foundational techniques of mindfulness and concentration.

This gentle start helps set the tone for inner peace and prepares the mind for deeper exploration.

Following the meditation training, we delve into 15 minutes of breathwork. This segment focuses on controlling and harnessing the power of your breath, teaching you to use it as a tool for calming the mind, reducing stress, and enhancing your meditation practice.

The third phase features 15 minutes of guided meditation. Here, you'll be led through vivid visualisations and intentional focus, leading into the final chapter of deep relaxation.

INTEGRATIVE HEALTH

It has been an amazing few months for our integrative health team at ReDefined. We are proud to have achieved our foundational goal of providing Papamoa with a comprehensive and expert team of health practitioners dedicated to enhancing the wellbeing of our community and beyond.

- Expert physiotherapists Jaydn and Morgan, whose effective approach to pain and injury management is encapsulated in their motto, '80% better in two weeks'.
- Vivian, Tracy, and Irene expand our therapeutic offerings with a diverse range of massage therapies, now including specialised facial treatments.
- Heidi, a master of Chinese medicine, has been making significant impacts with her precision acupuncture treatments including cupping to promote healing, reduce inflammation, and leave you feeling relaxed.
- We are at the forefront of mental health, an area we have long been passionate about. Psychologist Nikki Kiyimba and Counsellor Sharon Blythe have made significant inroads in mental health support.
- Puawai has joined the team with traditional Māori rongoā medicine and Mirimiri.
- Kylie, a leading Nutritionist, Health Coach & Naturopath, and Emily Earle, a Health Coach specialising in cancer rehabilitation and nutrition. As a cancer survivor herself, Emily brings invaluable personal and professional insights into her coaching.
- Jason, JLo, and Sam offer personalized one-on-one coaching that surpasses conventional personal training through innovative methods, while Vitor Ramos integrates the timeless wisdom of Ayurvedic medicine.

INTEGRATIVE remains a founding philosophy and our team collaborates and works together for successful health and wellbeing outcomes. If you want to learn more about our services and how we can help improve your health, please visit our website at [ReDefined Health Services](https://www.redefined.nz).

50 DAYS OF MOVEMENT CHALLENGE - STARTS ON MONDAY 22ND APRIL!



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50 DAYS OF MOVEMENT Challenge

- 4 x ReDefined Sessions Weekly
- 5 Hours of Natural Movement Weekly
- Macro Based Nutritional Guidance
- Fitness and Strength Assessment
- Program Guide plus Online Support
- Launches April 15th 2024!

Email us@redefined.nz to enter
View more at www.redefined.nz

Movement IS Preventative Medicine. It is something we are super passionate about. So Papamoa, we challenge you to 50 Days of Movement, by combining both structured exercise and incidental activity.

Your Goals for 7 Weeks:

- 🏆 3 x Strength and Conditioning Sessions/Week
- 🧘 1 x Yoga Sessions/ week
- 🚶 5 Hours of Natural Movement Weekly or 50,000 steps
- 🍲 Food as Fuel Nutrition, with Set Macro-Based Meal Plans
- 👥 Like-Minded Community
- 📱 Online Training Portal
- 🏃 Challenge Celebration Hike

Unlock the power of movement this winter and FEEL the benefits!

Keen to take part? [Simply register here](#)

Not a member and keen to join?

Email us@redefined.nz for more info

LAUNCHES THIS MONDAY 22ND APRIL - KEEN TO JOIN?

REGISTER HERE!

*Hello
Autumn*

UPCOMING EVENTS

We have an awesome range of events and workshops lined up for 2024

BREATH OF SOUND

Fortnightly with Vitor
Upcoming Sessions on 3/5 and 17/5
Members FREE / Non-Members \$30

Soulful Stillness

Fortnightly with Marina and Verena
Upcoming Sessions on 26/4 and 10/5
Members FREE / Non-Members \$30

Ayurvedic Medicine Workshop

With Vitor Ramos
Saturday 18th May 11 AM
FREE Community Event

BOOK IN FOR THESE WORKSHOPS AND EVENTS HERE!

THIS MONTHS OFFERS

20% OFF MASSAGE VOUCHER
BOOK IN HERE



JOINING OFFER!
GET YOUR FIRST 2 WEEKS FREE



STAFF IN FOCUS



SHARON BLYTHE

(BCouns, MNZAC)

I take a holistic approach to mental, physical, and spiritual wellbeing and offer a safe and non-judgmental space for clients to explore their thoughts, feelings, and experiences.

Drawing from a range of therapeutic techniques and practices, I work collaboratively with each individual in a way that suits their unique needs and goals. Whether you are struggling with anxiety, depression, relationship issues, or simply seeking personal development, I am here to support you every step of the way.

I believe in the inherent resilience and strength within each person, and I am committed to helping my clients tap into their own inner resources to navigate life's challenges with clarity and empowerment.

View more at
www.sharonblythecounselling.co.nz/

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