



KEEPING YOUR RESOLUTIONS

A GUIDE TO A HEALTHIER YOU IN 2018



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A Message from ProgenCell CEO Elias Bemasas

The holidays always offer an opportunity to reflect on the past year, to recall the moments and people that made this or past years such a success.

We are so proud of our accomplishments and everybody involved at ProgenCell that made it all possible. Year after year ProgenCell refines its services that keep our patients satisfied and with a better quality of life. Our commitment remains the same: to provide the best Stem Cell Treatments with Top Notch Technology available... anywhere.

Let me extend warm wishes for a joyous Holiday Season and look forward with optimism to what lies ahead in 2018.



Elias Bemasas

Elias is an experienced leader and holds the position as CEO at ProgenCell. Elias studied engineering at Universidad Panamericana. He has created several companies in the Health & Medical Tourism Industry.

Elias Bemasas

A Message from Jorge Gaviño, MD

I hope that 2017 has been a successful year for you and your family. Thank you for taking the time to interact with us at ProgenCell, we are very thankful! Here's to a happy and healthy 2018 for you and yours!

Every time a cycle is closed, another one is immediately opened. It's very important to be able to know when a cycle is closed, to focus and regroup for the next cycle. Fortunately, Holiday Season is a hard to miss ending of a cycle. This is the ideal time to take stock of the previous twelve months and analyze what is helping our lives and what isn't. Whatever your goals for a new cycle are, I wish that you find the strength to achieve them and have a healthy and happy 2018.

Jorge Gaviño



Jorge Gaviño, MD

Dr. Jorge Luis Gaviño serves as the president of ProgenCell's Scientific Committee. He graduated from the University of Sinaloa and at the University of Baja California School of Medicine, having served an internship at Tijuana General Hospital and a residency at El Centenario Rural Health Center in La Paz, Baja California Sur.

Dr. Gaviño is board-certified by the National Council of General Practitioners and is a respected member of the Medical Association of Tijuana and of the Tijuana Association of General Practitioners and Family Medicine. Doctor Gaviño is also a professor at Instituto México, where he teaches health sciences, biology, and anatomy.



Introduction

During this season, most of us tend to take stock of the previous twelve months to see what we have or have not achieved.

After this self evaluation we become aware of what serious changes we would like to happen in our lives. Change offers a fresh new start, a new beginning, and rightly so. Many of us will choose a career change, drop a bad habit, loose some weight or start living a healthier life. It doesn't matter what changes you would like to happen, we tend to group these changes into Resolutions. This is keyword, **Resolution**. According to the Webster dictionary, **Resolution** is the act or process of resolving, and it's very important not to make the typical mistake of confusing a Resolution with a desire. Those who wish something may or may not see the results they were wishing, but those with resolution will get the results they desire, or at least come close to it.

The season is an invitation to be brave and learn to distinguish between our resolutions and our desires, or synthetize them, to come with an achievable and desirable list of resolutions that will improve your quality of life.

We have created this guide to help you outline and accomplish a list of RESOLUTIONS, that we are sure you will accomplish in twenty eighteen.



1 Pick the Right Resolution

Specific. Your Resolution should be concrete. ‘I want to lose weight’ is not a concrete Resolution, I want to lose 30 pounds, is a concrete Resolution. Having a specific Resolution will help you to see a more obtainable one.

Relevant. Is this a goal that really matters to you, and are you making it for the right reasons? Another common mistake from resolutioners is to set their Resolutions on something they don’t really want, or somebody else (or society) is expecting from them.

Measurable. This is easy when your goal is fitness or weight loss related one, but it’s also very important regardless of what your Resolution is. For example, if your Resolution is to stop smoking you can start counting the days without having a cigarette or if you made a resolution to learn a new language you can set up a monthly evaluation.

Achievable. Trying to take too big a step too fast can leave you frustrated, or affect other areas of your life to the point that your Resolution takes over your life — and both you and your friends and family flail. So, for example, resolving to complete the Iron Man Challenge when you don’t exercise at all, is probably not realistic, but starting to exercise and completing a marathon this year may be. (And the next year, you can aim to the Iron Man).

One of the biggest mistakes made by resolutioners is not choosing the right Resolution. Most of the resolutioners do not make it past the end of the first month of year. A lot of these resolutions fail because they’re not the right resolutions. A resolution may be wrong for one of three main reasons: The Resolution is too vague. The Resolution was created based on what someone else is expecting from you, not what you really want. You don’t have a realistic plan for achieving it. The Resolution is not realistic. Your goals should be Specific, measurable, achievable, relevant and time-bound.



2 Create a Realistic Plan

“Setting small, attainable goals throughout the year, instead of a singular, overwhelming goal on January 1 can help you reach whatever it is you strive for,” says psychologist Lynn Bufka, PhD. “Remember, it is not the extent of the change that matters, but rather the act of recognizing that lifestyle change is important and working toward it, one step at a time.”

You not only need a plan for what to do, but also for what roadblocks you’ll come across along the way.

You should be honest with your goal, and with yourself when making a plan. If you are trying to start a diet, consider what this diet entails, the time to prepare your meals, your routine. To determine which part of your routine you are willing to change and which parts you aren’t. Or if your goal is to read 50 books this year, consider that you should read at least one book a week.

Outlining your goal and chopping it into pieces, to spread it in a calendar will help you develop a realistic plan to achieve your goals. Being honest with your self will also help you create a plan that suits your lifestyle and your goal.



3 Be Social!

Whether you get haters or supporters, both of them help. You can get a huge motivational boost from your friends, family or even haters. Yes, it takes some personal courage and vulnerability to share something that you might actually fail at, but it will also dramatically increase your odds of success when you get the support from those around you. One of the most effective things you can do is to be social about your Resolutions. Share it on Facebook, or on your favorite social network, create your own *Hashtag*. Also, you can get an accountability partner, someone who checks in with you daily or weekly. It's easy to break a promise to yourself, but far harder to admit it to someone else. Whether you get haters or supporters, both of them help. .

Stickk.com is a website where you make a financial pledge that you'll lose if you don't reach your goal.

If there's money on the line, the consequences are much larger.



4 Don't Hesitate

The **marshmallow experiment**¹ was a series of studies on delayed gratification led by psychologist Walter Mischel. In these studies, a child was offered a choice between one small reward provided immediately or two small rewards if they waited for a short period, during which the tester left the room and then returned. (The reward was sometimes a marshmallow) In follow-up studies, the researchers found that children who were able to wait longer for the preferred rewards tended to have better life outcomes.

No one's perfect, and your quest for your resolution won't be either. But you can get back on track.

You didn't fail. You're your own experiment, so here's what to try on your second, third or 20th attempt.

First and foremost: If you fail at your resolution attempt, don't beat yourself up, and know you're not alone. We struggle to do the things that we know are good for us because we give into impulses for instant gratification.



5 Track Your Progress

We have talked about how important is to set a realistic goal, being social about your Resolutions and to Not Hesitate. Measuring your progress sums the importance of these three steps. When you have set a realistic goal, are being social and serious about your resolutions, measuring them is important. It will help you to stay social and to get motivation from your own progress. If you have decided to lose 60 pounds, it will be huge motivational boost knowing that you have already lost 30 pounds. When tracking your progress, you should be very smart with the metrics you have chosen for your Resolutions, there are some that the measuring is obvious, but there are other kind of Resolutions that are not as easy to track. Remember that one of the keys of choosing the right resolution is to have a specific, measurable and achievable goal.

You can use keep track of your resolution progress with Strides (iOS) or Resolutions (Android).





6 Reward Yourself

Ivan Pavlov was a psychologist who used the reward system to study classical conditioning. Pavlov used the reward system by rewarding dogs with food after they had heard a bell or another stimulus. Pavlov was rewarding the dogs so that the dogs associated food, the reward, with the bell, the stimulus.¹

Having Resolutions for the new year should not be only about sacrifice, effort and resigning oneself from earthly pleasures. The main purpose of putting yourself New Years Resolutions is to obtain a better quality of life. And quality of life is being able to enjoy life. Cut into pieces your goal into smaller goals. Reward yourself every time you accomplish one of the smaller goals. For example, if your New Years Resolutions is to stop procrastinating, give yourself something you like everytime you have realized that you didn't procrastinate. Pavlovian condition yourself or learn to condition your conditioning.

A shirtless man with a determined expression, holding a jar of pickles. The number '6' is overlaid on the left side of the image, and the text 'Keep Trying' is overlaid on the right side.

6 Keep Trying

Want to try again? Remember, a Resolution doesn't need to be tied to New Year's. It can be following a weekend, following a birthday, So if you missed your New Year's goal, you can start again tomorrow, on a Monday, after Valentine's Day or any marker that means something to you, just as long as you're ready to give it another go. It won't guarantee success, but you don't need to wait until another year comes around on the calendar to give it another go.

"Failure is so important. We speak about success all the time. It is the ability to resist failure or use failure that often leads to greater success. I've met people who don't want to try for fear of failing." -

J.K. Rowling

About Stem Cell Treatment

Stem Cell Treatment is the medical approach when doctors use Stem Cells, to help strengthen and revitalize your body at a cellular level. Stem Cells have enormous therapeutic potential to help the body heal itself and help patients with several conditions improve their quality of life.

ProgenCell's technique uses stem Cells derived from the patients own body.

How Stem Cell Treatment can help you achieve your New Year's Resolutions

ProgenCell is offering an Anti Aging Program for healthy individuals. Is a program were doctors extract bone marrow, and infuse it intravenously to revitalize your body, give your more energy and strengthen your internal organs, extending your health and improving substantially your quality of life.



If You like to know more about our Anti Aging Program you can contact one of our clinical Case Managers to learn how Stem Cell Treatments can help you achieve your goals.

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ProgenCell offers *stem cell therapies* with **effective results** for **immunologic, neurologic** and **metabolic diseases**. With highest quality and professionalism, ProgenCell improves health by regenerating damaged tissues that cause ailments. Using stem cells from the same patient's bone marrow, this therapy has no risk of tissue rejection, and minimal secondary effects.

If you need more information about ProgenCell – Stem Cell Therapies visit www.progencell.com or contact (888)-443-6235. info@progencell.com for a Free Consultation.



ProgenCell – Stem Cell Therapies