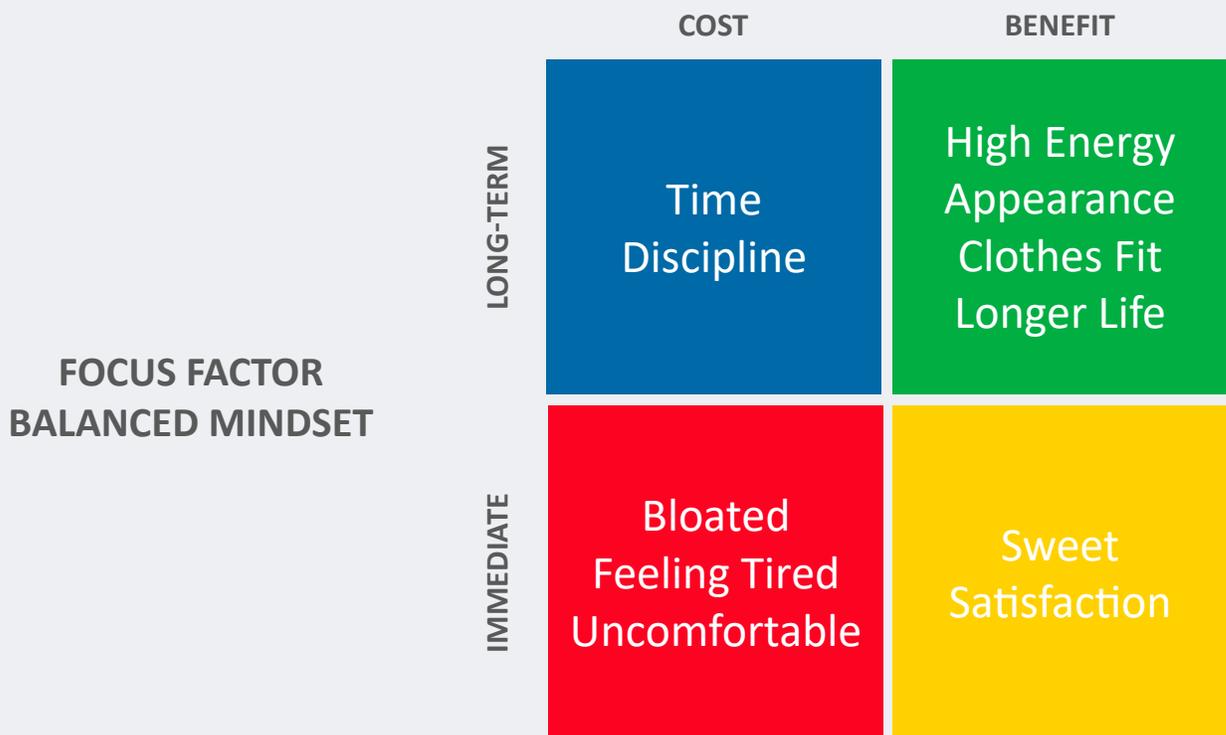




**FOCUS FACTOR
UNBALANCED MINDSET**



**FOCUS FACTOR
BALANCED MINDSET**

As the Focus Factor demonstrates, fitness is a matter of seeing both the long- and short-term costs and benefits clearly. The unbalanced mindset sees only the immediate “benefit” of overeating, while the balanced mindset sees the whole picture clearly. ©2019 Core IQ. All rights reserved.