



# PRESS RELEASE

MAVERICKS Life Co.

CRANS-MONTANA  
SWITZERLAND  
20 SEPTEMBER 2023

## NEW SPORTS & FITNESS INNOVATION: HOLISTIC TRAINING SYLLABUS

Sports science & wellbeing education company, MAVERICKS Life Co., announces the release of its new Holistic Training Syllabus, rooted in evolutionary biology and epigenetics theory.

Recent scientific studies\* have led to groundbreaking developments that are revolutionising the world of sports, health, and fitness. They reveal a concerning reality: in an overly complex world, we are suffering from what experts in Evolutionary Medicine name "*Mismatch Disease*" - the accumulation over time of our bodies struggling to cope with modern conditions, resulting in physical pain, mental health challenges, obesity, and other health concerns. Harvard University Professor of Paleontology, Dr Daniel Lieberman, explains: "*The fundamental answer to why so many humans are now getting sick from previously rare illnesses is that many of the body's features were adapted in environments from which we evolved, but have become maladapted in the modern environments we have now created.*"

\*(Source: Daniel E. Lieberman, *The Story of the Human Body: Evolution, Health, and Disease*)

But there's no need to return to a primitive lifestyle, reveals Jessica Christensen, the visionary founder and director of MAVERICKS Life Co. and Holistic Sports Science education specialist. Drawing on 15 years of work in developing innovative training frameworks, MAVERICKS Life Co. introduces a training concept that addresses modern humans' lifestyle shortcomings: a holistic approach to sport and an active lifestyle.

This holistic training and lifestyle concept incorporates international scientific research from a variety of health and sports science faculties, designed to address a broad spectrum of modern maladaptations, and alleviate the effects of overtraining using a practical approach. MAVERICKS' Holistic Training Syllabus is an education system designed for all levels - from recreational participation to CE/CPD coaches courses -

CONTINUED...

that integrates seamlessly into our existing sports practice, with the goal of enhancing fitness and performance through a whole-body training strategy and tackling issues such as 'Mismatch Disease'.

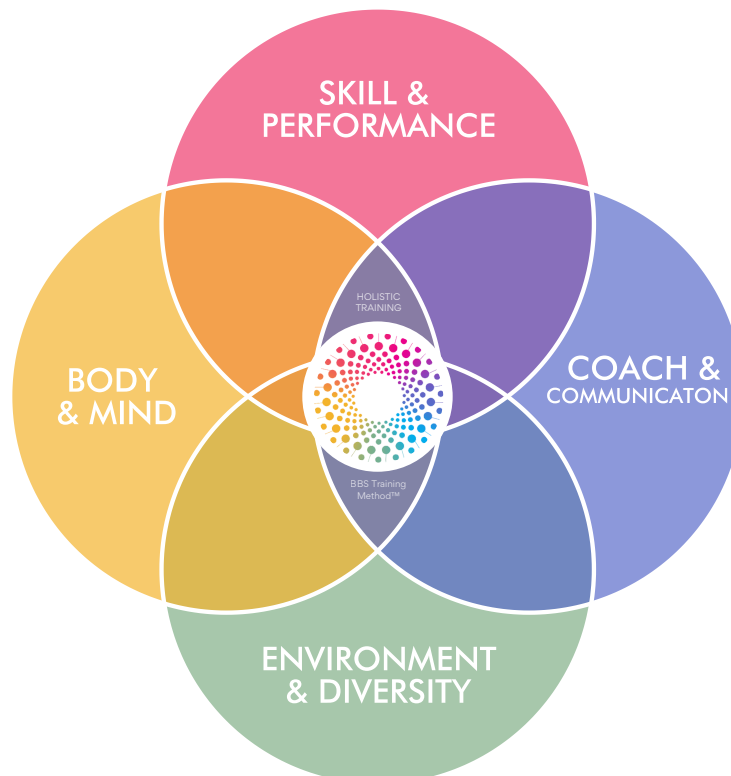
*"We are now offering access to our free education so everyone can benefit from this specially designed approach to training,"* announces Christensen. *"Holistic Training is valuable for all bodies and exercise styles, from the person who is overwhelmed and doesn't know where to begin, to athletes and sports professionals alike."*

## WHAT IS HOLISTIC TRAINING?

HOLISTIC TRAINING is a mind-body-environment training approach that links skill development and physical performance. It's a powerful training strategy that brings together sports science, evolutionary biology, epigenetic theory\* and environmental science for a comprehensive training approach that unleashes human skill and wellbeing across the full spectrum of ability and diversity in sport. It's reframing the way we perceive health, fitness, and optimal performance.



## HOLISTIC TRAINING SYLLABUS™



What does this training look like? *"In practice, Holistic Training is about reconnecting with the joy of an active lifestyle, finding fulfilment in training with our friends, and engaging more with a natural training environment. This helps us to develop more effective habits, functional movement patterns, a more positive body image, and builds an intuitive approach to fitness that helps us unleash our natural potential,"* explains Christensen.

Through courses, free educational materials, and beginner workshops, the company's mission is to share the benefits of Holistic Training with humans from all walks of life.

#### **\*SYLLABUS ACCREDITATION & SCIENTIFIC REFERENCES:**

Dive into the in-depth content, complete with specific benefits and scientific references of Holistic Training [HERE](#)

#### **GET STARTED WITH HOLISTIC TRAINING:**

##### **Begin Your Journey:**

Start with our online beginner workshop, MAVERICK-ONE. Perfect for those just starting out on their Holistic Training path: [www.TheMavericksWay.org](http://www.TheMavericksWay.org)

##### **Advance Your Expertise:**

For sports coaches and fitness professionals, discover our comprehensive CE/CPD eLearning courses: [BodyBeforeSkill.com](http://BodyBeforeSkill.com)

##### **Media Representatives:**

If you're a member of the media seeking free access to our online beginner workshop, **please contact:**

##### **Lars Christensen**

COO & Media Director  
MAVERICKS Life Co.

[media-team@mavericksdigital.com](mailto:media-team@mavericksdigital.com)

+44 (0)20 4515 3075 EXT. 3

—| **ENDS** |—

**MAVERICKS Life Co.** is an innovative, lifelong education and multimedia publishing company in the sports, fitness & wellbeing sector. A family company established in 2008 with a mission to help people improve their wellbeing and athletic performance, at all levels. From our Training Centre in the Swiss Alps, we develop and teach cutting-edge interdisciplinary sports science through our educational HOLISTIC TRAINING SYLLABUS®.



**TheMavericksWay.org**  
Holistic Training  
Educational hub



**MAVERICKS Life Co.**  
Education & Multimedia



**BBS Training Academy**  
Sports Science Education  
CE/CPD Coach Courses