

# Never too late

They got fat together, they got fit together — and they've never looked back. One couple's odyssey to change their lives, and their crusade to help others.

**Splitting his pants down the middle in public was the best thing that ever happened to Jamie Brunner.**

Bending over at work to pick up a stack of plates in a restaurant full of people — no easy feat for his heavy frame — Jamie felt his pride slip away as the room erupted in laughter.

"It was a full moon to the entire restaurant," he said, harkening back to that dark day in 1997. "I can look back and chuckle, but it was really humiliating."

Jamie was forced to tie an apron along his torn backside and continue work amidst jokes and jabs, but nothing could hide his shame.

That night Jamie, 30, and his wife of six years, Meagan, 29 — who had joined him long ago in the mindless pleasure of eating without conscience and also tipped the scales — decided to seize the moment and run with it. It was time for change.

The decision to reinvent their way of thinking, eating, and their general outlook on life is what drove the Alberta couple to lose weight, get in shape, and start a company to coach others on turning their lives around.

"Our goal (at first) was so I would never split my pants in public again," Jamie said.

But constant motivation led to the birth of Kinetix, a health-product line and website so successful it averages 10,000 visitors a month and has been the starting point for thousands to get healthy for life. Jamie and Meagan have been flying by the

seat of their pants ever since.

People unhappy with the way they look and feel are turning to the Brunners in droves to help recreate themselves in a way easy enough so they will never feel the desire to turn back.

But Jamie and Meagan had to start somewhere, first.

"We were always the fat couple (among our friends)," said Jamie, who spent the late 1990s running restaurants. "If you want to go out and eat, phone Jamie and Meagan," he said, quoting the oft-remarks from his friends.

High-school sweethearts and partners in crime when overeating was concerned, Jamie and Meagan used the shameful pants-splitting incident as a jumping-off point.

The very next day, the duo devoted their days to research. Then came the diet.

They knew from experience that diets didn't work for them. As they began to use what they were learning and taper their eating to more healthy portions and choices, Jamie said the weight began to "simply drop off. Next came the exercise.

By getting active with weights and cardio machines, they each lost 60 pounds of fat in six months. The following year, using an upcoming fitness contest as their goal, the couple became "absolutely ripped."

And then came the fame.

Entering the contest "on a whim," Jamie and Meagan, who was a schoolteacher, won out of 250,000 entrants.

"Never in a million years did

we dream that we could look like that," Jamie said.

Their likenesses got splashed across the covers of top-name fitness magazines across the country and they were approached by several fitness companies. They were featured on Montel Williams as the first "real people transformation."

Upon taking a job at a company where they were "making (fitness) videos running on a beach in Maui," they decided to open a company of their own.

"We chose to start Kinetix so we could control the (weight-loss) message, to be honest and good," Jamie said. "(But) the coolest part was what we were doing was not hard. We learned how to make healthy dishes that tasted great, we figured out how to make good dishes be healthy ... like chocolate mousse," he said.

But they both knew they wanted to bring happiness to others. And it was only when they got involved improving others' lives did their own lives really start to work out perfectly.

"Our passion was to help people like us (when we were over-

weight)," said Meagan. "It changed our lives. Everything is helping people in changing their lives. Every single thing in life is better today."

## did you know ...

- The average Canadian eats 65% of calories in the evening.
- One pound of lean muscle is half the size of one pound of fat.
- More than 60% of the North American population are overweight or obese.
- The Kinetix Program recommends 40-40-20 — 40% carbs, 40% proteins and 20% fats. This maintains more stable energy levels and provides your body with a constant supply of amino acids and glucose which help support muscle tissue retention.

Upon the decision to devote their lives to the betterment of others, they hopped on a plane back to Edmonton to start up Kinetix. Jamie said his family "pretty well walked past us, they didn't even recognize us" at

the airport.

Jamie and Meagan say they get a constant flow of emails thanking them for teaching how to be healthy in easy changes that can be implemented for life. All their tips of reinvention the all-natural way — through fat reduction, calorie burning and non-

stop motivation — are free.

Their Kinetix Living Inc. line of health products, including protein shakes and protein bars use a cutting edge 40-40-20 ratio (40% carbohydrate, 40% protein, 20% dietary fat) unique to Canada, and to be in the U.S. by next year. Through research Jamie and Meagan have found that this ratio is the best way to stabilize blood sugar and control insulin levels, thereby preventing fat loss. They also claim their 150-calorie bars are 35% less fat than Atkins bars.

Their website is chock-full of tips, menu plans, recipes, workout schedules and Q&A.

Jamie says there will "never be a consensus" on which weight-loss program is best.

"There is never going to be a magic pill. But every person that follows (our guideline) have the same results. They lose fat," Jamie says.

"It's 10 times more rewarding to teach people," he says. "It's a neat feeling doing what we're doing."

See the Kinetix website [www.kcount.com](http://www.kcount.com)

- Jennifer Bill, 24 hours



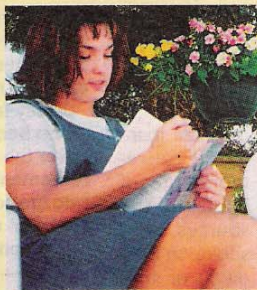
## The evolution of man and woman



40-40-20 protein powder, part of the unique Kinetix health line available in Canada.



Jamie, left, and Meagan, before they transformed into their present healthy shape, at right. The couple have coached thousands who were unhappy with their appearance lose weight and shape up, through their free Kinetix website.



## Jamie and Meagan's tips to weight loss:

1. **Eat often** to avoid hunger cravings.
2. **Eat equal** carbs and protein.
3. **Don't starve yourself.**
4. **Don't snack on nuts.** They're 90% fat.
5. **Skip caloric sports drinks.** Drink water.
6. **Lift weights** — muscles burn calories.
7. **Workout first-thing.**
8. **Watch heart rate.** Keep it at 65% - 75% of your max rate.
9. **Be consistent** for long-term results.
10. **Get started** — "if you do nothing, you get nothing."