STARK HEALTH CEO TO HIGH PERFORMERS: STOP WAITING UNTIL JANUARY — YOUR BIOLOGY ISN'T

TUSTIN, CA, UNITED STATES, November 16, 2026 /EINPresswire.com/ -- The Window to Reverse Holiday Health Damage Is Now — Not After New Year's Day

Every year, the same thing happens. High-performing executives spend November and December telling themselves they'll fix it in January. By the time January arrives, they've accumulated six weeks of compounding health damage — elevated cortisol, disrupted sleep, excess body fat, suppressed hormones — and they're starting from a hole rather than a baseline.

Todd Vande Hei, CEO and founder of Stark Health, has seen this pattern play out thousands of times across 15 years of working with executives, entrepreneurs, and athletes. His message this year is blunt: the biology doesn't pause for the holidays, and neither should the response to it.

"January 1st is not a biological reset button," said Vande Hei. "Your cortisol doesn't know it's the holidays. Your hormones don't take December off. Every week you wait is a week of compounding damage that takes significantly longer to reverse than it took to accumulate."

Stark Health, believed to be the nation's first fully integrated health optimization facility — combining doctors, personal trainers, and nutritionists under one roof with DEXA body composition scanning, bone mineral density scans, and comprehensive bloodwork driving every program — has spent 15 years tracking what actually happens to executive physiology during the November-to-January window. The findings are consistent: six weeks of holiday-pattern behavior produces measurable setbacks across multiple systems simultaneously, and the January recovery timeline is typically three to four months — not three to four weeks.

The specific mechanisms are well-documented. Chronic cortisol elevation — driven by financial, professional, and social pressures that peak in Q4 — directly promotes visceral fat accumulation and suppresses testosterone. Alcohol, consumed regularly at holiday gatherings, eliminates REM sleep and suppresses growth hormone release even when total sleep hours appear adequate. Excess caloric intake combined with reduced training frequency produces measurable changes in body composition that show clearly on DEXA within six weeks.

"We run the DEXA scans. We see the bloodwork before and after," said Vande Hei. "What looks

like a few harmless holiday parties is actually a multi-system assault on the physiological infrastructure that high performers depend on. And it accumulates faster than most people realize."

Vande Hei and the Stark clinical team — which includes doctors, personal trainers, chiropractors, and nutritionists who collaborate on every student's program — have identified four non-negotiable protocols for high performers navigating the season without losing ground: maintaining protein intake at one gram per pound of ideal body weight daily; protecting sleep architecture by avoiding alcohol within three hours of bedtime; maintaining resistance training at a minimum of two to three sessions per week regardless of travel; and monitoring heart rate variability as a daily readout of accumulated physiological stress.

The core argument is not about perfection. It is about not accepting a six-week pause in a program that has no genuine off-season.

"The executives who come through the holidays without losing ground are the ones who decided in November that they weren't going to let the calendar make health decisions for them," Vande Hei said. "That decision is available to anyone. Most people just don't make it until it's too late."

About Stark Health

Founded January 2, 2011, Stark Health is believed to be the nation's first fully integrated health optimization facility, combining doctors, personal trainers, and nutritionists under one roof — with DEXA body composition scanning, bone mineral density analysis, and comprehensive bloodwork driving every program. Stark operates locations in Tustin and Newport Beach, California, and serves hundreds of students including executives, entrepreneurs, athletes, and physicians. Todd Vande Hei hosts the Health Is A Skill podcast. Learn more at stark.health.

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