

THE FORT LIFE

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40 DAYS & 40 NIGHTS

“Why some of the most
successfull individuals
retreat to reset. Should you?”



Humanly written by:
François Damian Aristhomene Martinez
CVO & Founder
FORT International

Prior to launching one of the most iconic brands of footwear you most likely own and proudly wear, Phil Knight embarked on a global trip after achieving his MBA, and while visiting Japan for almost 40 days, he immersed himself in cultural minimalism, which allowed him to recalibrate his spiritual and professional path.

He credits this period of isolation, physical and mental detox to his creative ingenuity, one which allowed him to visualize, revolutionize, and eventually come up with the concept of Nike. The intense focus achieved after such periods of restraint allowed him to come out victorious during the iconic athletic sneaker wars of the 1980s, against powerhouses such as Reebok, Converse, and Adidas, all while being the newcomer to the manufacturing game, but more impressively, eventually emerging as an enlightened pioneer.

Mr. Knight is just one of the few high performing individuals who practice this “psychological ritual”. Basketball legend Kobe Bryant was known for his intense “blackout periods” where he would alienate himself for 30+ days during the offseason to achieve the mental clarity needed to fine tune his game and body for the rigors of an 82-game basketball season, excluding the potential additional 28 games of the postseason.

Billionaire investor and financial visionary Ray Dalio, founder of Bridgewater Associates, one of the largest hedge funds in the world with almost a third of a Trillion USD in assets under management, often embarks on extended periods of “transcendental meditation” to gain clarity during financial storms.

Former Heavyweight Champion Mike Tyson, the youngest boxer in history to win the title, used to travel to upstate New York pre-fights, where he would isolate himself during grueling training camps under the tutelage of Cus D'Amato. These icons credit their success to a physical and mental cleanse, one with few distractions, reflective meditation, and tremendous discipline.

“If you want to change your life, change your physiology”.

- Tony Robbins



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The human body is by far the most perfect creation our planet has and will ever know. Everything about it is built to perform in symbiotic harmony with its surroundings. Imagine the world being designed as a series of levels with intricate locks that could only be opened with you (the key) being as clean and free of external and internal damage as possible. Each level provides more opportunities for greatness, but with each ascending level, the lock becomes more intricate and requires the key to be pristine, with no ridges or groves in order to grant you access.

If we were to treat our bodies as the temples and amazing machines they truly are, our productivity would skyrocket. Tony Robbins, one of the most successful motivational gurus of our generation said it best, "If you want to change your life, change your physiology", in other words, tackle the body and the mind will follow.

I bring this up because ironically enough, my children, at some point or another, have sarcastically expressed that my "go-to" solution to life's daily emotional rollercoaster of victories and defeats, is an evening training session of Brazilian Jiu-Jitsu whether it be at home on my personal tatami, or at my homebase Academy, Gordo Jiu Jitsu. My reply... Absolutely Yes!

However, only you know your capacity for maximum output, which means only you know where the Goal line of your ambitions is truly drawn, so why haven't you gotten there? The most logical answer is life's congestion of daily routine tasks necessary to maintain whatever life we have built, which are forced upon us by the decisions of yesterday's past. So, how can a break from the daily toxicities such as the weight of emotional responsibilities, the

overcramming of digital data to our brains via cell phones and laptops, and perhaps the most necessary, a simple break to the digestive system help you become the next Phil Knight of your world?

***"We are what we repeatedly do,
Excellence, then, is not an act but a habit."***

-Aristotle

Aristotle famously spoke these words teaching us that success in any discipline requires a certain level of repetition, and when we are consciously beginning that never ending quest of true personal progress towards our highest output, a 40 day mental and physical cleanse can be the best catalyst to jumpstart that journey.

But why the number 40?

Across many religions, 40 represents a divine reset button:

- The Flood lasted 40 days in order for the earth to be cleansed.(Genesis 7:12)
- Moses fasted for 40 days prior to receiving the Ten Commandments (Exodus 34:28).
- Jesus fasted for 40 days prior to beginning his ministry (Matthew 4:2).
- Jesus visited his disciples for 40 days after his death (Acts 1:3)
- The Israelites spent 40 years in the desert prior to arriving to the Promised Land (Numbers 14:33–34).

I can tell you from my very own experience, that 40 days of inner calmness and peace most definitely improve your quality of life and set a solid foundation for long lasting change if you do it with intentionality... you must embrace wholeheartedly why you are choosing to do this and do not lie to yourself.



Although in an ideal world we could all take off and jet away to Japan for 40 days, finding that peace and separation within your current life is even more rewarding.

Why? because happiness is a feeling, not a geographical location, and you my dear friend are solely responsible to live within that emotion daily.

Make a decision to live a simple life for just 40 days, and practice the following to help you maximize this time.

1. Visualize who you want to become, but be grateful for all that you are.
2. Clean out the fridge, your closet, and all your personal spaces.
3. Study yourself and all your weaknesses.
4. Learn to be still, in silence, quietly, and with no distractions.
5. Study the power of your breath.
6. Decide to be kind to your body.
7. Dedicate time daily to the things that make you happy.
8. Stop setting yourself up for failure.
9. Read about those who have done what you are trying to do.
10. Enjoy the simplicities of life. You can only do so, if you stop to smell the roses.

Nothing changes if nothing changes, so give yourself an opportunity to become a person of control, not a person of impulse. Learn to say NO to yourself and experience delayed gratification. This will slowly open up your mind to endless possibilities and remember that usual behavior yields usual results.

Take a chance, try something different. Perhaps you're only 40 days away from the self you've always dreamed of.

Photo by iFreeplik

An Economy W/O Small Businesses.

Where would you be?

Imagine walking through your neighborhood and finding every shop replaced with a big-box store or a faceless online retailer. No local coffee shop that knows your order by heart. No family-run bookstore with staff who remember your favorite author. No corner bakery that calls you by name. Small businesses are more than just places to buy things. They are community hubs, dream incubators, and often the heartbeat of our towns. Without them, our world would feel colder, less personal, and less connected.

When small businesses thrive, they create more than jobs—they create culture. Each one brings a piece of someone's passion to life, whether that's in a handmade piece of jewelry, a carefully crafted latte, or a service built on relationships instead of transactions. They give neighborhoods flavor and character that you simply can't replicate with chain stores or massive corporations. Remove them, and you erase the stories, traditions, and personalities that make communities unique.

It's also important to remember that small businesses build bridges within communities. They sponsor local events, hire from within the neighborhood, and often give back in ways that go unnoticed but deeply matter.



When disaster strikes, they're usually the first to step up with donations, support, or a rallying cry for recovery. That kind of loyalty is something no national ad campaign can buy.

So the question becomes—what kind of economy do we want to live in? One that is efficient, predictable, and impersonal? Or one that's vibrant, human, and woven with connections? Supporting small businesses isn't just about where we shop. It's about deciding the kind of world we want to wake up in every morning.



Photo by Hu Chen | Unsplash

Changing Priorities

Understanding the Decline in Birth Rates (Amongst Women?)

You might have heard the headlines: birth rates are declining in many countries, and the U.S. is no exception. But what often gets lost in the conversation is why. It's not as simple as people "not wanting kids anymore." The truth is far more layered, and much of it has to do with shifting priorities, rising costs, and the realities of modern life.

For many women, the decision is tied directly to economic uncertainty. Between the cost of housing, childcare, healthcare, and student loans, the idea of raising a child can feel overwhelming—financially and emotionally. Add in unpredictable job markets and the pressure to maintain a certain standard of living, and it's easy to see why some are delaying or even opting out altogether. Financial security isn't just a "nice to have"—it's often the deciding factor in whether a family feels possible at all.

At the same time, the definition of fulfillment is changing. Where previous generations might have seen family life as the ultimate goal, more women now view education, career success, personal growth, and travel as equally valid life paths. Technology and globalization have opened new doors, making it easier than ever to envision a life full of possibilities outside the traditional roadmap. For many, the question isn't, "When will I have kids?" but "Do I want that at all—and if so, on my terms?"

This shift doesn't mean society is losing its sense of family—it means we're broadening it. Families today take many shapes: blended families, chosen families, child-free couples, and everything in between. By understanding the nuance behind declining birth rates, we move away from blame and toward empathy, ensuring that every path a woman chooses is respected and supported.



Photo by Jonathan Borba / Unsplash

Balancing Progress and Pressure

Women's Equality in a Time of Economic Strain

Women's Equality Day is a time to celebrate how far we've come, but it's also a moment to be honest about where we still struggle. Yes, we've seen incredible gains—more women in leadership roles, higher levels of education, greater political representation—but those gains often come with a side of pressure that isn't always talked about.

The economic realities of today amplify those pressures. Inflation and wage gaps create constant stress, especially for women who already earn less on average but are often responsible for more financial caregiving—

whether that's raising children, supporting elderly parents, or managing household needs. The result is a double bind: women are expected to excel at work while also holding together the backbone of family life, usually with fewer resources to do both.

There's also the cultural expectation of perfection—the unspoken belief that women should not only achieve equality but do so flawlessly. A woman in leadership isn't just judged by her performance at work, but also by her ability to “balance” her home life, maintain her health, and somehow keep smiling through it all. It's progress, yes, but it comes with a toll that often goes unnoticed until burnout sets in.

That's why true equality can't stop at access. It has to extend to support—policies like paid family leave, affordable childcare, equal pay enforcement, and workplace flexibility. These aren't perks; they're necessary structures to ensure that progress doesn't collapse under its own weight. Women's Equality Day should be more than a celebration—it should be a reminder of the work still ahead to make equality sustainable.



Photo by Freepick

FORT's Academic Scholarship

16 Years - Why we Give!

Photo by Good Faces | Unsplash



Sixteen years ago, FORT made a promise: to invest in students who are driven, determined, and full of potential. That promise became the FORT Academic Scholarship, and year after year, we've seen it change lives in ways that numbers alone could never capture.

This scholarship isn't just about financial assistance—it's about belief. We believe in creating opportunities for students who might otherwise be overlooked, giving them the tools to focus on their education instead of their next bill. We've helped future doctors, educators, engineers, artists, and leaders, and every single one of them has reminded us why this work matters. Their success stories highlight the power of what happens when someone simply says, "I believe in you."

What makes our scholarship different is that it's deeply personal. We don't just cut a check and walk away. We build connections, mentor when possible, and cheer from the sidelines as recipients achieve milestones. In many cases, these students become part of the FORT family, returning to share their stories and inspire the next class of scholars. That cycle of encouragement fuels our mission year after year.

Sixteen years is both a milestone and a challenge. The needs of students continue to evolve—technology, economic shifts, and global uncertainty create new barriers to education every day. But as long as there are students with big dreams and the determination to chase them, FORT will continue to stand behind them. Our scholarship isn't just about the past 16 years—it's about the decades of impact still to come.

Sales Spotlight

FORT's Fresh New Amenities Line



At FORT, we've always been about more than just delivering products—we're about delivering experiences. Our brand-new amenities line is no exception. Freshly curated and thoughtfully designed, this collection blends practicality with a touch of luxury, making everyday essentials feel just a little more special.

We've sourced high-quality materials, tested for comfort and durability, and crafted each item with both style and function in mind. From plush towels that elevate daily routines to eco-friendly toiletries that combine care with sustainability, every detail was chosen to add value and create a lasting impression. These aren't just amenities—they're an extension of the FORT promise of excellence.

The beauty of this collection is its versatility. It's equally at home in hospitality suites, corporate retreats, or even as part of a thoughtful gifting experience.

And because branding matters, each piece can be tailored with your logo or design, ensuring that what you give or present reflects your unique identity. In a world where details make all the difference, our amenities are designed to stand out.

If you haven't explored our new line yet, now's the perfect time. With introductory bundles and special pricing, this is your opportunity to bring something fresh to your business or personal brand. Because at FORT, we believe that even the smallest details should leave the biggest impressions.

How to Order:

To place an order or inquire about our products, please contact us at: sales@fortinternational.com

Travel

Why you must explore beyond your comfort zone

Traveling is one of the few things you can buy that makes you richer. But I'm not talking about souvenirs or frequent flyer miles—I'm talking about perspective. The moment you step outside your daily routine and immerse yourself in a different place, something shifts. You start to see the world, and yourself, in a new way.

Leaving your comfort zone isn't always easy. There's the planning, the unknowns, the "what ifs." But every time you push past those fears, you give yourself the chance to grow. The challenges of navigating airports, languages, and customs become opportunities to build resilience, patience, and problem-solving skills. In that sense, travel is less about geography and more about growth.

It also fosters empathy in a way that staying home never can. Walking the streets of a small village, sharing a meal with locals, or participating in traditions unfamiliar to you deepens your understanding of humanity. You begin to realize how much we all share—dreams, fears, joy, and hope—even when the surface looks different. That realization is priceless.

So, book the trip. Take the detour. Say yes to the adventure. Because while comfort zones feel safe, they rarely lead to transformation. Travel, on the other hand, has the power to shape not just your memories, but your worldview.



Photo by Redd Francisco / Unsplash

Health and Fitness

The 3 S's: Sunlight, Sweat, and Success

We've all heard the airplane safety rule: put your own oxygen mask on first before helping others. It's a simple but powerful reminder that you can't pour from an empty cup. The same is true for your health and fitness—when you nurture yourself first, you gain the energy, focus, and resilience to show up fully in every other part of life.

Success #1: Sunlight

The first step to recharging your body is stepping outside. Sunlight does more than brighten your mood—it's a biological necessity. Exposure to natural light regulates circadian rhythms, balances hormones, and boosts Vitamin D levels that support everything from bone strength to immune function. Morning sunlight is especially powerful, signaling your body to wake naturally and preparing your brain for alertness and focus. In a world where we spend most of our hours indoors, reconnecting with natural light is one of the simplest, most overlooked acts of self-care.

Research shows that just 15–30 minutes of sunlight a day can produce enough Vitamin D to strengthen bones, regulate calcium, and lower the risk of chronic illnesses like heart disease and certain cancers. Sunlight also triggers the release of serotonin, the “feel-good” hormone that helps regulate mood and ward off depression. Studies suggest that people who get natural morning light sleep better at night, thanks to a healthier alignment of their circadian rhythm. In short, stepping outside isn't just refreshing—it's rewiring your biology for better health.



Photo by Freepick

Success #2: Sweat

Movement is medicine. Too often, exercise is framed as a punishment for what we ate or how we look. In reality, it's a celebration of what our bodies are capable of. Sweat is your body's way of saying, I'm alive, I'm strong, I'm working for you. Regular movement supports cardiovascular health, strengthens bones and muscles, and acts as a natural stress reliever. Just as importantly, it provides a deep sense of agency—reminding you that you're in control of your own progress. Whether it's lifting weights, running, yoga, swimming, or dancing in your living room, the secret isn't perfection. It's consistency, joy, and finding ways to move that light you up.

The benefits of breaking a sweat go far beyond the scale. According to the American Heart Association, as little as 150 minutes of moderate activity per week can lower your risk of stroke, heart disease, and diabetes. Exercise also floods your brain with endorphins—your body's natural painkillers—reducing anxiety and improving mood. In fact, research has shown that regular physical activity can be as effective as medication for mild depression. And here's a bonus: sweat itself releases toxins and helps regulate body temperature, keeping your system balanced during exertion.

Success #3: Self-Discipline

The final “S” is what ties everything together: self-discipline. Sunlight and sweat are powerful, but without the consistency of daily habits, their impact fades. Success in health and fitness isn't about overnight transformation—it's about small, steady choices that compound over time. Discipline helps you keep promises to yourself, show up even when motivation dips, and push through the moments when excuses feel easier. Think of it less as restriction and more as devotion—to your goals, your energy, and your future self.

Neuroscience research shows that habits are formed by strengthening neural pathways through repetition. The more you choose discipline—whether it's sticking to your workout routine or setting aside time to recharge—the easier it becomes for your brain to make that choice automatically. Psychologists also point out that self-control is like a muscle: the more you exercise it, the stronger it becomes. And when applied consistently, self-discipline doesn't just improve fitness—it spills over into other areas of life, boosting productivity, focus, and even resilience against stress.

Bringing It All Together

When you embrace sunlight, sweat, and self-discipline, you create a cycle of vitality. You wake up energized, move with strength, and build momentum that ripples into every area of your life. Science confirms what we feel intuitively: the choices we make daily—getting outside, moving our bodies, keeping our commitments—aren't small at all. They're investments in better sleep, stronger immunity, sharper focus, and deeper joy. Start small, start today, and remember: your best investment is always the one you make in yourself.



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World Cities

A	Y	S	S	E	R	I	A	S	A	N	E	U	B
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TEAM FORT



Damian



Ely



Danny



Sebas



Goretty



Helina



Brian

The Social FORT

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