

Getting into Supercycle:

The Hot New Megatruth That Can Help You Make It Big

By Jeff Greenfield

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First came God; then came Marx; then came Freud. Late in the sixties, there was rock music, politics, light shows, yoga. Then came the seventies—meditation, jogging, peanut butter machines. Three weeks ago it was fresh basil. Monday morning it was Cuisinarts. At 11:30 today it was chocolate chip cookies.

Forget it. Throw them all away. They're ready for the toilet. They're caca and do-do. The newest, hottest idea to hit the streets since crème fraîche is saving (and breaking) marriages and relationships from Amagansett to Trancas. It's making the careers of those who know, and ending the power trips of those who do not.

The concept, shaped and packaged by two young psychosociologist brothers from Aspen, Colorado, is called with stunningly understated elegance, *Supercycle*. To the uninitiated, it may sound like a Ringling Brothers high wire act. But to those who have gotten into it (Paula Prentiss, Halston, Martina Navratilova, Brenda Vaccaro, Barbara Howar, Reggie Jackson, Marisa Berenson, Red Buttons), Supercycle is quite simply the way to change your entire life—for the better.

What is Supercycle? According to founders Kevin and Corrin Maldefesse (Kevin's 31, Corrin's 29), Supercycle is “a way of looking at the things you do every day of your life—from the moment you wake up in the morning to the time you are in deepest sleep—and realizing that it is all part of a cycle. Each of us may be aware, dimly though it may be, of our own hidden patterns. This we call the *microcycle*. But when you look at the world with this concept—*that's* when you understand Supercycle. That's when you stop surviving and start living.”

Supercycle sprung into being way back in May, 1977, says Kevin, when he and Corrin were struggling over their doctoral theses at Aspen's Institute for Self-Delusion Therapy.

“We were just relaxing—goofing off, really, clock-watching, you might say—when I turned to Corrin—this must have been 7:30 or so in the evening—and said, ‘I'm hungry.’ ‘Funny,’ Corrin said, ‘so am I. In fact, most nights around this time I'm famished.’ This gave us the idea to begin watching people—friends, neighbors, students—to see if their personal habits followed a repetitive pattern.

“Sure enough—we noticed some people always got sleepy late at night. These same people were most alert twelve to fifteen hours before the onset of sleep—around midmorning.”

“That's when we knew we were onto something,” interjects Corrin.

What they have done, in essence, is to break down daily activities into a series of cyclically recurring events.

These events, according to Corrin, include:

- The first daily consciousness of the body, or, in Supercycle jargon, *Rise and Shine!*
- The regular (once, twice, or three times daily) nutritional nourishment of the body, or *Repast*.
- The daily accomplishment of whatever labor is required for survival, or *Sweattime*.
- The recharging of the body through relaxation while conscious, or as Supercycle categorizes it, *At Ease!*
- The fulfillment of glandular desires of the body, or *The Hot Trots*.
- Kevin Maldefesse cites case histories to show how lives have been changed—“for the better,” he emphasizes—by Supercycle.

Take Lester Blatfarb, a 27-year-old Xerox trainee, who came to the Supercycle institute while on the verge of losing his job.

“Lester had everything,” says Kevin—“brains, energy, wit—but he could never make a sale. He did not realize that in his microcycle, Sweattime was from 1:00 to 5:00 A.M.; yet for most offices where Xerox sales are made, those hours are in

the midst of Blackout! No one ever answered Lester's calls, except at municipal morgues and the like, and his sales quotients were way down.

“We drilled Lester in Supercycle—when he finished our training, his sales figures jumped dramatically, and he is now a successful, full-time employee.”

Jennifer Michelle Boiardo had a more personal problem.

“Her Hot Trots always peaked at 6:00 P.M.,” says Corrin, “or about ten minutes after her husband came home from work and was at his peak At Ease period. He'd be sitting in an armchair watching the TV, drinking a Perrier and lime, and Jennifer would leap on his lap, pulling off her panties and groping for his fly. Frequently, she'd spill his drink all over him. He was so fed up, he was threatening to leave.”

The answer, according to Corrin, was to purchase a Stimula Personal Vibrator for Mrs. Boiardo, and for Mr. Boiardo to stop off at a neighborhood tavern for a quiet beer.

“Freeing Mrs. Boiardo to participate in Hot Trots while Mr. Boiardo could be At Ease down the block made both participants much happier, and they are now getting along quite well.” In fairness, he adds, a new problem may be developing, with Mr. Boiardo's Hot Trots coinciding with Mrs. Boiardo's Blackout!

“But it's nothing that can't be fixed by more Supercycle therapy,” Corrin says, smiling.

Already Supercycle is showing signs of becoming the dominant new discipline. The Maldefesse's book, *Supercycle!*, has been sold to the paperbacks for \$2.3 million, and NBC is developing a nine-part miniseries, which the network may play for twenty-four consecutive hours. The waiting list at Aspen is six months long.

“We're seriously thinking of franchises,” says Kevin. “But we're going to be very careful about it—the worst thing imaginable would be for somebody to take this tool and exploit it.”