

Inspirational Women

Healthy Mind, Healthy Body

She may only still be 29, but Emily Hogarth is fast making a name for herself as a business woman, having recently won a local entrepreneurship award So how did this all come about? Sue Polley went to find out...

The term 'Personal Trainer' is often associated with images of Sergeant Major-like types shouting abuse while you feebly attempt a couple of half decent press ups. No more. Alderley Edge-based Emily Hogarth was a picture of demure beauty and was literally glowing with health when I met her at her new studio at Envio in Alderley Edge – suddenly I felt all of the ten years I had on her in age! However, after 10 minutes in her company I was completely engrossed in what she was telling me about the fundamentals of nutrition – she has a real knack of making the subject suddenly appear simple and inspiring you to make changes in how you treat your body.

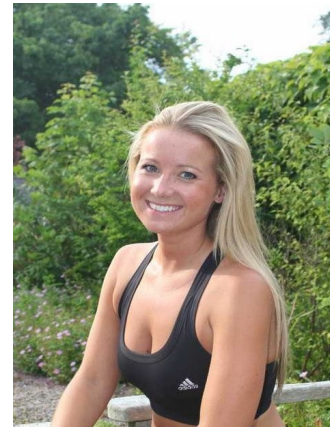
Emily returned to the area a couple of

years ago after reading History of Art at University, followed by stints working at a Gallery Manager and a Recruitment Consultant in London and a life-changing three years in Australia. 'I'd lived life in the fast lane in London,' said Emily 'but when I got to Australia I was instantly hooked by the totally different attitude they have out there to the work/life balance, health and nutrition. I'd always wanted to set up my own business before I was 30 so I studied for a qualification in nutrition and took it from there.'

Emily returned to the UK a couple of years ago and set up The Fitness and Lifestyle Company. 'My courses are geared towards clients achieving long term lifestyle changes,' explained Emily. 'It's not all about losing weight, my aim is to try and cut

down on the confusion people sometimes feel when thinking about their health. I get back to the basics of healthy living and work with my clients to develop sustainable lifestyle changes. People often make the mistake of thinking that what works for one person will work for them too but that's not necessarily true – I concentrate on working with peoples' body shapes and digestion and in adding focus, rather than taking things away.'

Emily has worked with a variety of clients to date and her approach has made a huge difference to the health and well-being of women looking to regain their pre-baby body, brides to be and people suffering from depression, medical



osteoporosis, cancer, chronic fatigue and stress syndromes. 'I'm currently working with one lady who had both breasts removed after contracting breast cancer,' said Emily. 'She was in chronic pain and had virtually no movement but now she's off her painkillers and is enjoying life again, simply through a combination of rehabilitation exercises and nutrition.'

She's also had several successes of working with Mums: 'I had one lady who had put on three stones over the course of the last year. She'd lost a stone by herself but just couldn't shift the other two and was extremely disheartened when I met her. After an initial consultation, I put together a realistic nutrition and exercise plan and she lost the remaining two stones in three months. She was really confused at first as I was actually telling her to eat more than she currently was doing – she was just eating the wrong stuff.'

Before you all start thinking that Emily is some kind of miracle worker, she's equally quick to point out that results don't just happen by themselves: 'You need to be focussed and committed to succeed,' explained Emily 'but I provide 24-hour support and meet all my clients at least once a week – the biggest shock and motivator for most people wanting to lose weight is that I will appear with a tape measure every week! I'm well aware that not everyone can make huge changes to their lifestyle, the key is establishing what they are willing to do and then motivating them to meet a series of small challenges – it becomes addictive after a while.'

How addictive it becomes remains to be seen as I will be testing one of Emily's six-week nutrition courses in the New Year. I'll be keeping a diary of my progress which you can read in the Spring issue – no pressure then!

Get 2009 off to a healthy start with a personalised diet and nutrition programme.

Contact Emily now for now for an initial consultation

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