

NUTRITION SURVIVAL GUIDE™

Hoebel Fitness

An abstract graphic consisting of several thick, white, glossy ribbons that loop and cross each other across the lower half of the page. The ribbons have a slight gradient and a soft shadow, giving them a three-dimensional appearance. They originate from the left edge and extend towards the bottom right corner.

ABOUT US

NUTRITION SURVIVAL GUIDE™ is a comprehensive group-oriented nutrition and weight management program from Hoebel™ Fitness. The program ranges from 4-8 weeks and starts with each participant taking a test to determine if they are a *protein, carbohydrate, or mixed* Metabolic Type™ in order to optimize the foods that react best with their metabolism. They then work in small groups with a certified Nutrition Coach to create a personalized nutrition program with meal plans, snack and supplement suggestions, shopping and dining advice, weekly food diaries and more. Each group meets with the Nutrition Coach weekly for 45-60min and are given phone and email support during other times. Group meetings focus on sharing and discussion as well as fine-tuning each individual's nutrition and lifestyle in order to improve how they feel physically, mentally and energetically. Group discussions help take the struggle out of daily breakfast, lunch and dinner decisions and deal with the social and emotional role food plays in our lives. Participants also have the option to add one-on-one sessions with their Nutrition Coach and to work with affiliate meal-delivery companies and personal chefs to have healthy meals more conveniently integrated into their busy lives.

Hoebel Fitness offers different **NUTRITION SURVIVAL GUIDE** programs specifically designed for people who work in an office, work at home, who travel often and for kids. Our goal is to better educate our clients on proper eating and to help them gain more awareness and self-control around food. Nutrition is the foundation to mindful & healthy living.



OFFICE



HOME

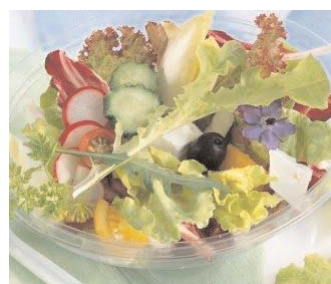
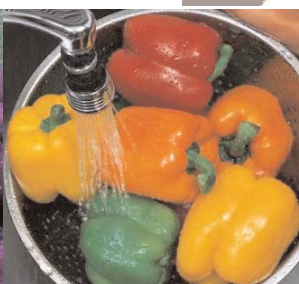


TRAVEL



KIDS

NUTRITION SURVIVAL GUIDE...winning the battle for good health™



SERVICES & RATES

Group Services

Metabolic Typing™ Test

- to determine if client is a Protein, Carb or Mixed Type

Health History & Lifestyle Review

- assess factors such as medical conditions, sleep and stress

Customized Meal Plans

- healthy and convenient breakfast, lunch and dinner options

Food, Exercise & Sleep Diary Review

- daily tracking of food, drink, exercise and sleep

Snacks & Supplements

- effective options to help curb hunger and increase energy

Dining & Shopping

- practical advice on dining-out, ordering-in and grocery shopping

Affiliate Food Delivery Companies

- healthy and convenient delivery of 5-meals/day to home or office

Affiliate Personal Chefs

- gourmet meals prepared by a chef and delivered to home or office

Affiliate Medical Doctors and Labs

- detailed analysis of different hormones for health and weight loss

Seminars & Articles for Clients

- group onsite seminars at work or in-home
- to enhance the knowledge of nutrition and healthy living for each client

Overview (4-week program)

Week 1:

- Metabolic Typing™ test
- group nutrition meeting (45-60 min)
- health history review
- food diary review (basic)

Week 2:

- group nutrition meeting (45-60 min)
- food diary review (with reactions to food)
- meal plans (breakfast & snacks)
- dining-out & shopping

Week 3:

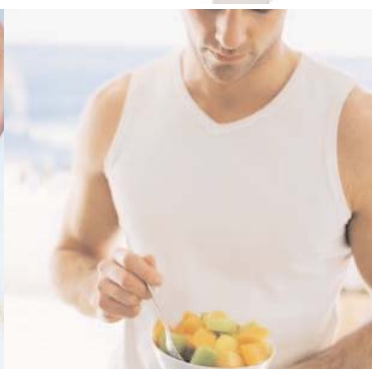
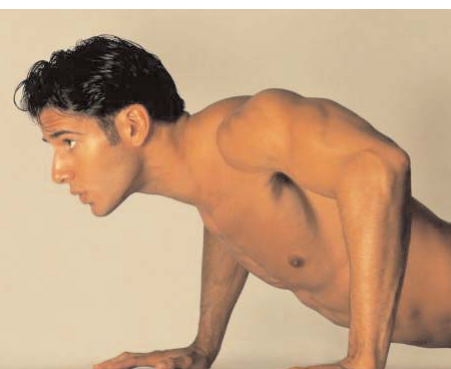
- group nutrition meeting (45-60 min)
- food diary review (fine tuning)
- meal plans (lunch & dinner)

Week 4:

- group nutrition meeting (45-60 min)
- food diary review (fine tuning)
- meal plans (fine tuning)

Program Rates

Please contact Hoebel Fitness at 212.366.1342 or info@hoebel.com



PRESS



workout instructor for Star Jones



co-host of Fit Family on Discovery's Fit TV



led kickboxing workout for Charles Gibson & Diane Sawyer



hosted celebrity workout for Discovery's I Lost It!



guest kickboxing instructor for Brian Kilmeade & anchors



recurring lifestyle-fitness expert and workout instructor



reVamp® for Brides featured as a whole-body program for brides-to-be



reVamp® for Brides featured as a bridal-fitness program for brides-to-be



bodyBrasil™ class featured as new workout



vinyasaBrasil™ fusion yoga class featured as new trend



voted "Best Workout" in New York '01



Best Exercise Class '02



Best Exercise Class '99



bodyBrasil™ class featured as new workout

Hoebel Fitness

Brett Hoebel is the creator of **NUTRITION SURVIVAL GUIDE** and founder of **Hoebel™ Fitness**, a leading-edge lifestyle-fitness company that focuses on **physical well-being**, **mental clarity** and **self empowerment** and is dedicated to inspiring people with mindful, healthy living. As an international fitness expert and one of the most sought-after weight-loss, nutrition & lifestyle coaches in New York, Brett has worked with different celebrities including Victoria's Secret supermodels



Doutzen Kroes and Karolina Kurkova, supermodel and television host Veronica Webb and actresses Emmy Rossum and America Ferrera. Brett was also the co-host of *Fit Family*, a reality-fitness show on *Discovery Channel* and has appeared on *The View*, *Good Morning America* and *Fox News*. He is a recurring fitness expert on *The WB-Morning Show* and has been featured in various publications including *Vogue*, *The New York Times*, *InStyle*, *Elle*, *Allure*, *Shape* and *Self Magazine*. For the second time, *New York Magazine* awarded Brett and some of his exercise programs 'Best of New York'.

Brett is also an award-winning group fitness instructor and nationally recognized personal trainer. He holds certifications in Nutrition & Lifestyle Coaching, Metabolic Typing™ Nutrition, C.H.E.K. Holistic Exercise Kinesiology, Personal Training, Hatha Yoga and Pre-Natal/Post-Partum Conditioning. Brett also has an extensive background in biomedical research and martial arts including Afro-Brazilian capoeira and Muay Thai kickboxing. When not in New York, Brett travels to Los Angeles and Rio De Janeiro Brazil to teach his different classes, work with certain clients, study capoeira and meet with different health & fitness professionals.

Testimonials

"I thought I knew a lot about nutrition, but going through the program taught me so many new things. I used to always eat low fat foods, but the Metabolic Typing™ part of the program showed me why that was not the right approach for my metabolism. I now I have more energy throughout the day and I don't feel hungry after meals. I lost the weight I wanted to before my wedding...I never would have achieved these kinds of results on my own!"

Laurie B. Marshall, Esq.
Trademark Counsel
Major League Baseball



"I travel a lot for work and also dine-out regularly with clients - this used to make it difficult to stay on any nutrition routine. After going through *Nutrition Survival Guide™*, I now find it easy to order the right meals at restaurants and have a consistent nutrition plan when I'm out of town. It feels great to have gotten the results I wanted, especially after traveling so much this year."

Melissa Carty
VP, Financial Sales

Nutrition Survival Guide™ is amazing...I went down 2 dress sizes in 8 weeks!!! This program was easy to follow and taught me more effective ways of improving my nutrition than counting calories and fad diets. It was a relief not to have to worry about the calories in every meal or to try the next diet-trend... this allowed me to concentrate more on how I felt from the food, which was the most important thing. I have more energy and my body is slimmer and sexier than ever!!"

Jennifer Barnett
Managing Editor
Redbook

Contact Us

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www.SirenPR.com

...fitness from within

Hoebel Fitness