



EAT. PRAY. SLAY.

THE BALANCING ACT

with Shelina MEDIRATTA



Image Courtesy
Sun Africa Studios

The holiday season is here and it's time you understood that your body clock is set to eat-sleep-swim-repeat mode. It's also the time when people just let go and binge. Go on, eat all what you want now. But when you come back and need solutions to shed off excess weight, get back in shape and resolve to go healthy in 2018, you can start taking notes.

Meet Shelina Mediratta. A graduate with BA and MA in Business/Marketing, Shelina found her life goal when she was introduced to Metabolic Balance through a friend. She underwent training in South Africa before launching Metabolic Balance in Kenya in 2014. "Metabolic Balance® provides a scientific approach that kick starts the metabolism and normalises your hormone levels. By returning hormones to a state of equilibrium, this in turn enables fat loss, decreases fat storage and promotes 'anti-ageing,' specifically through reduction in the hormone IGF-1. It is designed to be more than a weight loss program; it is a lifestyle change," says Shelina. Over to her.

By Javed Kana

You are one of the pioneers of metabolic balance in Kenya. How and when did you come across this plan?

I studied in the UK for around 17 years and have a BA and MA in Business/Marketing. I came back to Kenya and immersed myself in the world of marketing, owned my own business as well as worked for many companies. There came a time in 2013 when I felt I needed more; I needed a change, I needed to engage myself in something more challenging and in something I could give back and help people. I met a close friend who was living in Vietnam and she had recently undergone the metabolic balance program. I was in awe of how the program changed her body, skin, life, health and her relationship with food. When I learnt more about the program, I knew instinctively this was something I was born to do. I researched endlessly and learnt more about the program, underwent a course and examinations and was ecstatic when I got certified at the start of 2014. I have never looked back since!

How has the business grown from then?

The business has grown from strength to strength and since 2014; I have recruited seven independent coaches in Kenya and two independent coaches in Tanzania, all of whom are running successful Metabolic Balance clinics. I absolutely love that I can help people through this by creating total health and weight loss solutions for people, encompassing all aspects of health, long term weight loss, wellness and living life to the full.

My wonderful coaches share the same passion, tenacity and commitment towards the program. We all have a strong philosophy that encourages our clients to be aware of their nutrition, wellbeing and have a positive outlook on life. We empower them to realise and reach their personal goals - whether it is weight loss, health or an improved lifestyle.

Often, people are skeptical of the word 'diet.' How would you explain metabolic diet to them?

First and foremost, metabolic balance is not a diet. It is an innovative all-natural nutrition, personalised program that brings balance to your hormones, optimises your health and leads to a new invigorating lifestyle. This results in successful long-term weight management. It is backed by over 25 years of scientific study and is managed by dedicated physicians and nutritional scientists. The foundation of the program is metabolic balance's unique capability to develop a truly personalised nutrition plan, based on an in-depth analysis of your unique blood values, medical history and personal likes and dislikes. Plans are unique and personalised, according to one's blood analysis. That is why the success rates of this program are so high.

Metabolic Balance® has had success with those having issues with Type 2 Diabetes, rheumatism, migraines,

insulin resistance, high blood pressure, fatigue, thyroid disorder and high cholesterol among others.

How has your venture as a metabolic balance coach impacted the society?

"Food acts as medicine - to maintain, prevent and treat disease." I believe that creating awareness through healthy eating has had a positive impact on my clients' lives. This has been achieved making them understand that eating healthy, well-balanced meals, according to their personalised plans, contributes to sustained weight maintenance, a better mood and increased energy levels. This also provides inspiration to others and the potential for a heightened quality of life.

There are many people in the business of metabolic diets and healthy eating. What sets you apart from the rest?

Mine is a tailor-made program, specially for you! It uses blood analysis to generate an eating plan, designed especially for you. But it is not to be confused with the Blood Type Diet, because it's not based on your blood type, but an analysis of your own blood. Your plan is as individual as your thumb print! Furthermore, it is nutritionally sound and uses

real food without any gimmicky or expensive meal replacements. Therefore, it is totally natural - no pills, injections or shakes. You eat three nutritious, balanced meals every day and choose the foods for your meals from your personal food list. With the help of the right foods and a few simple rules, you establish a new regime that enables you to achieve and maintain your perfect weight. And these foods are locally and readily available for both, vegetarians and non-vegetarians. Food is not selected according to calorie content and all of the three main food groups - fat, protein and carbohydrate - are included. Significant benefits are often seen within a few weeks.

People don't easily adapt to a lifestyle change because it is evident that eating clean is also an expensive affair. What's your take on this?

Well, with this program, most - if not all - the foods are available locally and internationally. The food list is created based on foods available in this market, therefore, you can find items easily - even at your local market or supermarket. I have tied up with Healthy U in order to make my clients' lives easier; they can now shop for most of their products in one place.

As a coach, what measures would you suggest to keep them motivated?

Your food list grows and evolves over the four phases of this program, which means you get more variety. This makes the plan far more sustainable than other diets. Once clients see improvements in their weight and health, they are determined to follow it as much as possible. As it is not a diet,

there is no yoyo effect and as long as it is followed to a certain extent, the weight does not return. When given the right foods, your body develops the capacity to intuitively desire more healthy, wholesome and nutritious foods. This results in your ability to keep the weight off. You learn which foods are best for you and that make you feel great!

Do you think people are more aware about different diet plans now than when you were starting off?

Locally and globally, consumers are becoming more and more conscious of their health: more people are choosing to eat healthy foods and take more initiative to stay fit. However, I feel the lack of awareness about the relationship between the food consumed and our health remains a big challenge. Most people have no idea what to eat when you ask them to eat healthy. In most cases, people tend to deprive themselves and have a salad for lunch and dinner simply because this is what they perceive to be healthy. Poor diets are the major contributor to the global burden of disease. Specially selected foods deliver the essential nutrients, vitamins and minerals their body needs to achieve optimal health.

Any parting words?

Don't let your weight get you down and don't let your health take a turn for the worse. Forget about fad diets that don't work, forget about weight loss pills as there is no magic pill! There are so many fake, bogus diets in the market. They make false promises and dish out unbalanced diets that wreak havoc to your health and do not result in long term weight loss.

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- Shelina Mediratta

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