



# GETTING THE BALANCE RIGHT

Shelina Mediratta owns the East African franchise of Metabolic Balance, a natural, chemical-free nutrition system that helps people lose weight and stay healthy for life.

By **JUDITH MWOBOLIA.**

## THE IDEA

In 2002, medical doctor and nutritionist Dr Wolf Funfack developed the Metabolic Balance programme to help people achieve lifelong wellness and optimum weight. It's a sophisticated nutrition system based on the results of each patient's biochemistry and unique health profile. Today, Metabolic Balance is a global company with more than half a million clients. I own the franchise for East Africa.

## HOW IT WORKS

A client undergoes a physical exam and blood test. After reviewing the results and studying the client's food preference list, the nutritional scientists and physicians at the Metabolic Balance Institute in Germany create a personalised nutrition programme for that client, looking at factors such as each food's chemistry, glycaemic load and micro-nutrients. The client then receives a personalised programme. We do several consultations thereafter to ensure that you are on track. The

Picture: Courtesy

approximate duration of the entire process is three months, though this depends on how much weight you want to lose, after which the nutritional plan can be followed independently for life.

#### WHAT MOTIVATED ME

I have always been passionate about health, wellness and staying in shape – I almost see it as my calling. I studied in the UK for around 17 years and graduated with a bachelor's degree in business, followed by a master's degree in marketing. My education has been an invaluable asset to my business and has provided me with the knowledge I needed to put together a solid and successful business model. Metabolic Balance came into my life at a time where I was ready for something new and exciting. I wanted to engage in something where I could help people, and where I could thrive from a career point of view. In March 2014, I brought my dream to Kenya.

#### WHAT IT'S DONE FOR ME

I am on the programme, and I feel absolutely great. My energy levels are brilliant and I have learned a lot about which foods are good for my body personally and which foods hinder my metabolic process. My husband is also on the programme and it has significantly helped him bring his cholesterol levels down.

#### BUSINESS GROWTH

I recently added a fitness aspect to the business, and have a group of accredited trainers who create bespoke training programmes for my clients. I have also partnered with Moniko's Kitchen and Urban Eatery to come up with menus using Metabolic Balance guidelines. This helps my busy working clients eat right and eat clean when they are on the initial stages of the programme.

#### SPREADING THE WORD

Advertising the Metabolic Balance programme is mostly done through



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word of mouth. I also use social media and print media to get the word out. I was recently invited to discuss Metabolic Balance on The Fuse at Capital FM, which gave the brand some good exposure.

#### HEALTH INSIGHTS

Our lifestyles in Kenya have dramatically changed in the last 10 years. We lead far busier lives which means that it becomes easier to order in than cook a healthy meal. Many working parents lack the time to plan healthy meals and supervise what their children consume, leaving the responsibility to nannies or other family members. Junk food is not only readily available, it's affordable, so that's what people reach for. We have also adopted a habit of eating and drinking all day – a cup of coffee and a biscuit at 10am, a cup of tea and a muffin at 4pm, snacking here and there ... This constant feeding cycle doesn't just cause fat deposition through excess calorie intake, but it keeps our

bodies in permanent 'on mode'. This 'on mode' leads to an elevation in hormones, especially insulin and IGF-1 (insulin growth factor), which when over expressed causes metabolic anarchy and weight gain.

#### BEING MY OWN BOSS

I love running my own business for the freedom and control it gives me. It has given me a greater sense of purpose and achievement than being employed ever did.

#### WORK/LIFE BALANCE

I am married to the love of my life, my best friend and the one person I know I can count on no matter what. We have two loving boys, aged 11 and 10. I love my career, but my family will always be my first priority. It's all about creating boundaries. Boundaries protect your work from the distraction of family, and protect your family from the obligations of work. There are times when I need to take a few hours out on a Sunday to work, but my family is understanding of that – and I don't do it too often.

#### DOWNTIME

I love to travel, whether it is a weekend away locally or a well-deserved break overseas, spending quality time with my husband, family and close friends, and catching up with my girlfriends over a nice long lunch. And sometimes, I love doing absolutely nothing at all. Blissful! 🍷

#### CONTACT

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#### CORRECTION

The business featured in the May issue of TRUE LOVE was erroneously referred to as Bindi Tents and Events instead of Binti Tents and Events. We apologise for the error.