



SHIFT *and* SHAPE

Invigorate

'We are PR'

Media Backgrounder

2017

Name: Alia Steglinski
Title: Founder, Owner and Author
Business: Alia's Shift and Shape, www.shiftandshape.com.au
Location: Melbourne, Australia

Overview of Alia Steglinski – Shift and Shape

Alia Steglinski is one of Australia's leading authorities on fitness, nutrition, weight loss and holistic wellness. An accredited nutritionist and personal trainer, Alia has packaged her experience, expertise, energy and commitment to holistic wellness into a methodology called 'Shift and Shape' – Shift fat and shape your life. Alia has developed a series of eBooks to share 'Shift and Shape' with others to improve their overall health through movement and healthy foods. The first eBook has recently been launched.

Alia Steglinski

Alia Steglinski is an accredited Nutritionist and Personal Trainer, turned author, with a Bachelor of Nutrition and Food Science from Deakin University. She also performs as a singer under her name 'Alia Milano', and has produced songs with Kylie Minogue's producer Sam Panetta. She is also the current Managing Director of Complete Form Fitness. Since 2009, Alia has run individualised health, fitness and weight loss programs in the Bayside area of Melbourne where she takes pride in helping Australians shift their fat and shape their lives. Not only does Alia want her clients, and people all over the world, to experience their most beautiful body but also to live to their fullest potential. She provides them with nurturing guidance and revolutionary, successful (and refreshing) training sessions.

Alia has worked as a nutritionist in the corporate health industry in Melbourne and as a personal trainer for elite clients at a boutique gym at the Royal Brighton Yacht Club in Melbourne's exclusive Brighton. She has conducted holistic sessions to help her clients look better, achieve physical empowerment and help them feel the happiest they have ever been. She utilises positive mind frame work, positive exercise movements and personal attentive support to help all clients achieve their best self.

Alia runs her sessions very differently to every other personal trainer. She is opposed to enslaving the body. She has developed a revolutionary method of helping her clients feel better about their bodies and capabilities.

Alia's passion is to gently guide her clients to discover movements they never thought they could do and to support them through those hard moments in the gym. In turn, this form of training helps her clients develop their mental strength for dealing with the world outside the gym. Alia's training techniques help her clients discover their best bodies and live more fulfilling lives.

In order to help enlighten and open the eyes of other trainers, Australians and people all over the world, Alia wrote a book about all the different things personal training has offered her in the past.

Shift and Shape

In order to be the best version of herself and the best role model for her clients, she lives a happy healthy lifestyle and regularly aims to create her best self in all areas of life – mind, body, soul and business.

The Shift and Shape recipes do not isolate children from adults at the dinner table. Though many recipes in programs today are diet-based (aimed at cutting out a food group) or have no nutritional care, separating adult's meals from children's meals. These recipes promote complete nutrition for adults and the entire family. Rather than emphasizing what not to eat, Alia celebrates all the good things we must eat to be healthy and for children to grow and be healthy. Alia's sessions focus on lifting and toning the body without surgery, she believes you can create a supple toned body and a flat stomach with the five pillars from her book. This can all be developed by building good habits and using the pillars from her book. Alia encourages a positive journey, this makes for a positive person with positive goals.

Ebooks

Alia's Shift and Shape eBooks provide a comprehensive guide on how to create a healthy and sustainable lifestyle by changing how you think, eat and move. Her first eBook provides tools on how to plan and manage your progress and recipe ideas to help with meal preparation. Recipes include nutritional and preparation information.

Her eBook also provides guidance, support and key information to assist you to turn your wellbeing around and become a healthier happier person.

The eBook can be purchased through www.shiftandshape.com.au and also www.amazon.com.

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Contact

Please contact Tess Sanders Lazarus for further information and interview opportunities.

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