

# SIMA

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## Interview.

**A lot of people talk about self-love but you actually incorporate it into your method when it comes to physical transformation. Can you talk to me a little bit about that?**

Self-love is a big part of my brand because when you develop self-love, self-respect, and self-worth, the work you do on the inside, will reflect the outside. I always say to my clients, “Your mind is the cause, and your body is the effect.” In order to make a transformation physically, you must transform mentally as well. I must admit, it is a lot easier said than done, but I always remind my clients that it is well worth it.

**At what point did you realize you had to teach what you learned to other people? Do you remember that “aha” moment?**

From the very beginning, before I started as a business, I always knew I wanted to teach others what I learned, weather it was wisdom, ideas, a product, or recipe. I feel like it has always been embedded in me. But one of the biggest moments in particular, is when I realized I was pregnant with my child. I had this “aha” moment where I just knew, everything I do moving forward was not for me anymore, but

for my daughter. Since then, she has always been my inspiration to keep doing what I do.

**Some people look at health as a number on scale or by the number of times they visit the doctor annually. How do you define health and how do you feel our individual perception of health impacts our daily lives?**

Health for me is feelings so good and so awesome about yourself that you can’t wait to be around others and spread that energy. It’s a lifestyle you create knowing every day, from the moment you wake up, that every single choice you make counts. It’s aligning what you think with what you say and do. So it’s not about the numbers on the scale, the skinny jeans you’re trying to fit, or the event you want to look good for. It’s about your attitude, feelings, and the energy you exert. I believe having a purpose, non-superficial and something for yourself, will keep you in the right mindset.

**When it comes to healing ourselves nutritionally, where is a good place to start? How do we take an honest assessment of ourselves?**

The place to start is 100% in your mindset, not in the kitchen. The biggest mistake most do is go to the kitchen and decide to cut calories, start a new diet, or follow the newest health trend that is happening. The difference with starting from your mind, you will get to the actual cause as to why you gained that extra 10 pounds in the first place, why you crave sweets, why you skip meals, why you don’t make time for yourself, or why you keep telling yourself to lose it then find you find yourself eating those potato chips. Your mind is the cause

and your body is the effect. Once you find the cause, then you can change the effect. To start with your mind, it’s meditation, prayer, or any other spiritual practice. Ask yourself hard questions that you know you’ve been wanting to face for a long time, but either avoided or left in the back of your head. You know the answers, you may not like it, so I suggest you be brutally honest with yourself. Own it, take inventory, make a plan, and take action. How can I change it now? No one, I repeat no one, can help you with that unless you really make that commitment to do what you need to do, in order to get to that vulnerable place and make changes.

**When we are happy, we want to share it with those we love and nutrition is no different. We want our friends and love ones to be happy and healthy as well. But not everyone is eager to join our parade. How can we be mindful when introducing healthy habits into the lives of others?**

When introducing healthy habits to others, it’s not about telling them what to do or forcing them into a new lifestyle, it’s making them understand that what you do today, will affect you next year, next month, and for the





rest of your life. It's giving them the right education and having them understand the little things you do today will add up later. I also give a lot of options when it comes to food and other diets that give them more options to choose from so they don't feel deprived. Another important element when introducing your healthy habits is to understand how the human mind works. The more you tell people they can't have it, the more they want it, the more they will find ways to get it. My approach is actually telling them they can have chocolate, bread, etc., so their mind doesn't associate healthy habits with pain.

**Introducing kids to healthy eating habits can be tricky for moms and dads. Any secret strategies you can recommend to make eating healthy fun?** Get them in the kitchen, get them cooking, and let them be a part of the whole process. Don't worry about the mess and having flour and chocolate all over the place. Make it a joyous experience while cooking, baking, making snacks. Kids are like sponges and will mimic everything you do. Don't be scared to introduce new kinds of food like smoothies, raw desserts, or vegan options, let them try it.

During my own health journey, one of my biggest challenges was going to work. It doesn't matter how many greens you add to your smoothie, when the donuts and cake come out the temptation is real. What tips do you have for staying healthy at work? Bring your own food with you. Follow my PCF combo eating habits so you get your power protein, complex carbs, and healthy fats when you eat. That way you will stabilize your blood sugar and it won't go out of whack, which in return will completely eliminate sweet cravings and continually will give your body the right fuel and energy it needs throughout the day. Also, once in a while, if you really crave donuts, just have it, don't feel guilty. Have one piece and move on.

**Staying healthy while eating out can also be a challenge with family and friends. Are there any tips that you use to stay healthy? Here are my tips:**

1. Have one slice of bread and then have the waiter take the bread basket right away.
2. Always order entrée of protein and vegetables.
3. Ask for a big glass of water with lemon.
4. Don't order your own dessert, share it with others.
5. Order a big salad and ask for dressing on the side so you can control how much goes in.
6. A lot of restaurants these days offer healthier alternatives. Instead of french fries, white rice, or pasta, order quinoa, sweet potatoes, and brown rice.

If we wanted to start right now incorporating one healthy breakfast recipe that's easy to make into our lives, what would you suggest? PS - it needs to be easy because most of us will be running late for work, dragging the dog around the block for a walk and praying our kids ate their cereal before we drop them off at school. One of my favorite morning recipes is my glowing greenjuice. It follows my PCF combo, contains tons of fiber, it's delicious, and most importantly it only takes 5 minutes to make.

**Ingredients:**

- 1 cup Spinach
- 1 cup Kale
- 1 cup romaine lettuce
- 1 cucumber
- 1 stalk celery
- 1 small apple, cored and chopped
- Bunch Parsley (stems ok)
- Bunch Cilantro (stems ok)
- 1 whole lemon (with peel), or if you prefer, lemon juice from 1 lemon
- Juice from 1 lime
- Pinch of cinnamon
- Pinch of cayenne pepper

**Directions:**

Add all ingredients to a juicer, put it in a to-go cup, and you're ready to go.

*Interviewed by: Marie Green*  
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