



SIMA

SIMA'S SIZZLE REEL

<https://vimeo.com/251190642>



SIMA is a celebrity trainer, nutritionist, wellness expert and author with more than twenty years' experience. In her life journey, she learned the important elements that govern and influence health and happiness. Her expertise in nutrition and fitness has helped thousands of overweight individuals achieve and maintain ideal weight. Her book, *Sima's Healthy Indulgence* (by Skyhorse Publishing) is the culmination of her culinary work on achieving ideal body weight without counting calories or crazy diets. She has competed and won titles on fitness competitions across the US. She is a tv personality and has been featured on FOX5 San Diego and KUSI Good Morning San Diego. Sima also collaborates with many top brands in lifestyle and wellness such as Williams-Sonoma, YMCA, Athleta, and Lorna Jane. Additionally, her blogs, recipes, interviews, and workouts have been featured in Whole Foods Market, Mindbodygreen, Jewish Journal, The Jerusalem Post, Oloxir Magazine, JLTV, LA Mom Magazine, and Tour De Fit.

ABOUT SIMA

Our **MISSION** to inspire and empower people to free themselves from the exhausting and frustrating cycle of dieting and weight loss, and transform their bodies and lives from inside out. We aim to end the guilt and suffering related to their unhealthy living, and instead restore energy and vitality, enable physical and mental health, and promote a long happy life filled with satisfying relationships.

Our **METHOD** teaches how to have the ultimate ownership of yourself, and how to change destructive patterns and behaviors that cause you to make "fat" decisions; instead, giving you the confidence to take immediate action to value your new body and health. Sweat section exemplifies effortless body trimming workouts that can be done anywhere, with only two dumbbells and a yoga mat, we deliver addictive routines promoting fast fat loss and lean physique. The best thing about *Self, Sweat, Substance* is that it does not involve counting calories or food deprivation, rather based on a diet rich in complex low glycemic index carbohydrates, friendly fats and essential amino acids. All of our food plans and recipes are based on this concept we call PCF combo which is proven promote weight loss and sustain a balanced body. We aim to end guilt and suffering related to unhealthy living. Instead, we restore energy and vitality, enable physical and mental health, and promote a long happy life filled with satisfying relationships.

PARTNERS & SPONSORS



MEDIA & TV



Event coverage:

<http://www.kusi.com/shifting-your-mindset-to-stick-with-new-years-resolutions/>



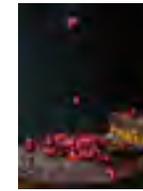
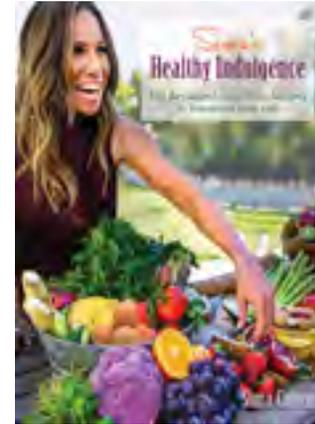
Event coverage:

<http://www.kusi.com/healthy-eating-holidays>



Event coverage:

<http://bit.ly/2CkG43F>



Book Trailer:

<http://bit.ly/healthyindulgencebooktrailer>



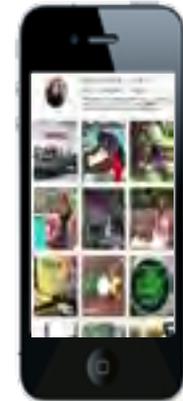
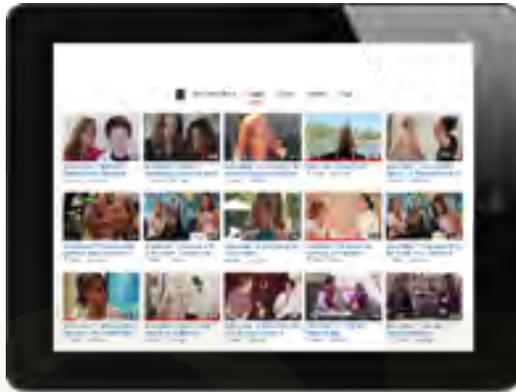
Event coverage:

<http://bit.ly/fox5sandiego>



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SOCIAL MEDIA



The Sima Team constantly works hard to bring you all new videos of weekly life lessons, daily healthy recipes and fitness videos! All of which can be seen on Sima's social media outlets. For Self -- we bring you daily lessons in regards to helping you become the best version of yourself. For Sweat -- we bring you daily guided workout videos that will definitely help you on your exercise journey! For Substance -- we bring you daily recipe videos featuring simplified and healthy meals that will not only give you the nutrients you need but will also satisfy your taste buds! Each video is meant to elaborate on Sima's methodology and her inspiration to help guide you to a healthier and happier lifestyle. You can view all of these videos on our Instagram, Twitter, Facebook, Pinterest and Blog.

CONTACT AND FOLLOW US

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Sincerely,

Sima