

SIMA

SIMA'S TV REEL

<https://vimeo.com/291556333>



MEDIA & TV



HOME & FAMILY

Event coverage:
[Sima at Home & Family TV on the Hallmark Channel](#)



Event coverage:
[Sima at KCAL9 and CBS2](#)



TV APPEARANCES



- December 2017 [New Year's Resolutions and Creme Brulee French Toast](#)
[Healthy Eating During the Holiday's](#)
- February 2018 [Eating Healthy and Living Well](#)
[Mediterranean Brunch](#)
- April 2018 [How to End the Cycle of Dieting](#)
[Spring Spread with Edible Flowers](#)
- May 2018 [Mother's Day Gift Guide](#)
[Morning Rituals for Moms](#)
- June 2018 [Father's Day Gift Ideas](#)
[Summer Picnic](#)
- July 2018 [How to Get Kids Off The Couch](#)
[Glamping](#)
- August 2018 [How to Get Your Kids to Eat Healthier](#)
[Nutritious Back to School Lunches and Snacks](#)
- September 2018 [How to Train Your Mind to Perform Like a Pro-Athlete](#)
[Healthy Game Day Spread](#)
- October 2018 [Pre-Holiday Gift Guide](#)
- December 2018 [Holiday Must-Haves Gift Guide](#)
[Holiday Recipes for a Christmas Feast](#)
[How to Welcome Change in the New Year](#)

- November 2017 [Dreamy Chocolate Tart](#)
- February 2018 [Valentine's Day Dinner and Dessert](#)
- March 2018 [Comfort Food Reinvent-](#)
- May 2018 [Mexican Fiesta](#)
- June 2018 [The Skinny on Probiotics](#)
- January 2019 [The Hottest Food Trends of 2019](#)



- February 2019 [Sima's DIY Valentine's Dinner](#)



- April 2018 [Sima's PCF Method](#)

- March 2018 [Grandma's Sloppy Joes](#)

- March 2018 [Elegant Spring Party](#)
- November 2018 [Healthy & Tasty Thanksgiving](#)

PARTNERS & SPONSORS



FURTHER FOOD



WILLIAMS-SONOMA



Tomorrow

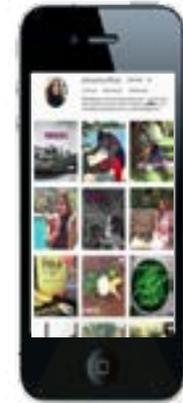
HARMLESS HARVEST



SIMPLY GUM



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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Instagram: [@simacohenofficial](https://www.instagram.com/simacohenofficial)

Blog: [@simacohenblog](http://simacohenblog.com)



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 to 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.

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. She has competed and won titles on fitness competitions across the US. 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 is a TV personality and is a Resident Contributor with regular segments on FOX 5 and KUSI TV Good Morning San Diego. She has appeared on KCAL 9/CBS TV in Los Angeles ABC 7 Eyewitness News in Los Angeles, and Home & Family TV show on Hallmark Channel, a nationally syndicated daily show. Sima also collaborates with many top brands in lifestyle and wellness such as Blendtec, Williams-Sonoma, YMCA, Athleta, and Lorna Jane. Additionally, her blogs, recipes, interviews, and workouts have been featured in Whole Foods Market, Mindbodygreen, and The Jerusalem Post.