

VICTORINE'S CONTENT

08/2020

SPORTS, FITNESS & HEALTH - FREELANCE WRITING PORTFOLIO



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Text

WELCOME



Hi! Fancy meeting you here. My name is Victorine and I'm a passionate writer, athlete and sports scientist. I've spent all my life creating new stories and thriving to inspire my readers to be their best self. I am bilingual, which is why this portfolio is a mix of my work in both German and English. I have no problem writing in either language, so pick your favorite and let's create.

Forms of writing that you'll likely be most happy to receive from me:

- Blogs
- Articles / Feature writing
- Social Media Content

If you're reading this right here, you've come to me because you're looking for an expert in a certain niche. Great! If you're keen to create content for one of the following areas, you've come to the right place:

SPORTS AND FITNESS

Kinesiology, Sports Physiology and Performance, Physiotherapy & Injuries
Endurance Sports (particularly Triathlon, but also any form of running/biking/swimming specific content);
Fitness in general

WOMEN IN SPORTS

Performance, training and sports nutrition for women, body image and status of women in sports

NUTRITION AND HEALTH

Performance-oriented nutrition, nutrition for weight-loss or muscle maintenance, health tips, supplements, super foods

Brands I've worked with:



SPORTS & FITNESS

The fitness and health industry is booming - as one of the largest growing industries in the world. Consumers are bombarded with information on a daily basis but it's hard to find well-researched and yet easy to digest content.

Creating high quality content that stands out and grabs your readers' attention, is thus more important than ever. I can create compelling, easy-to-read content while still providing the reader with the necessary information.

The following three articles are blog entries written for different clients in the fitness and health industry:

1) 6 Tips to overcome that summer slump

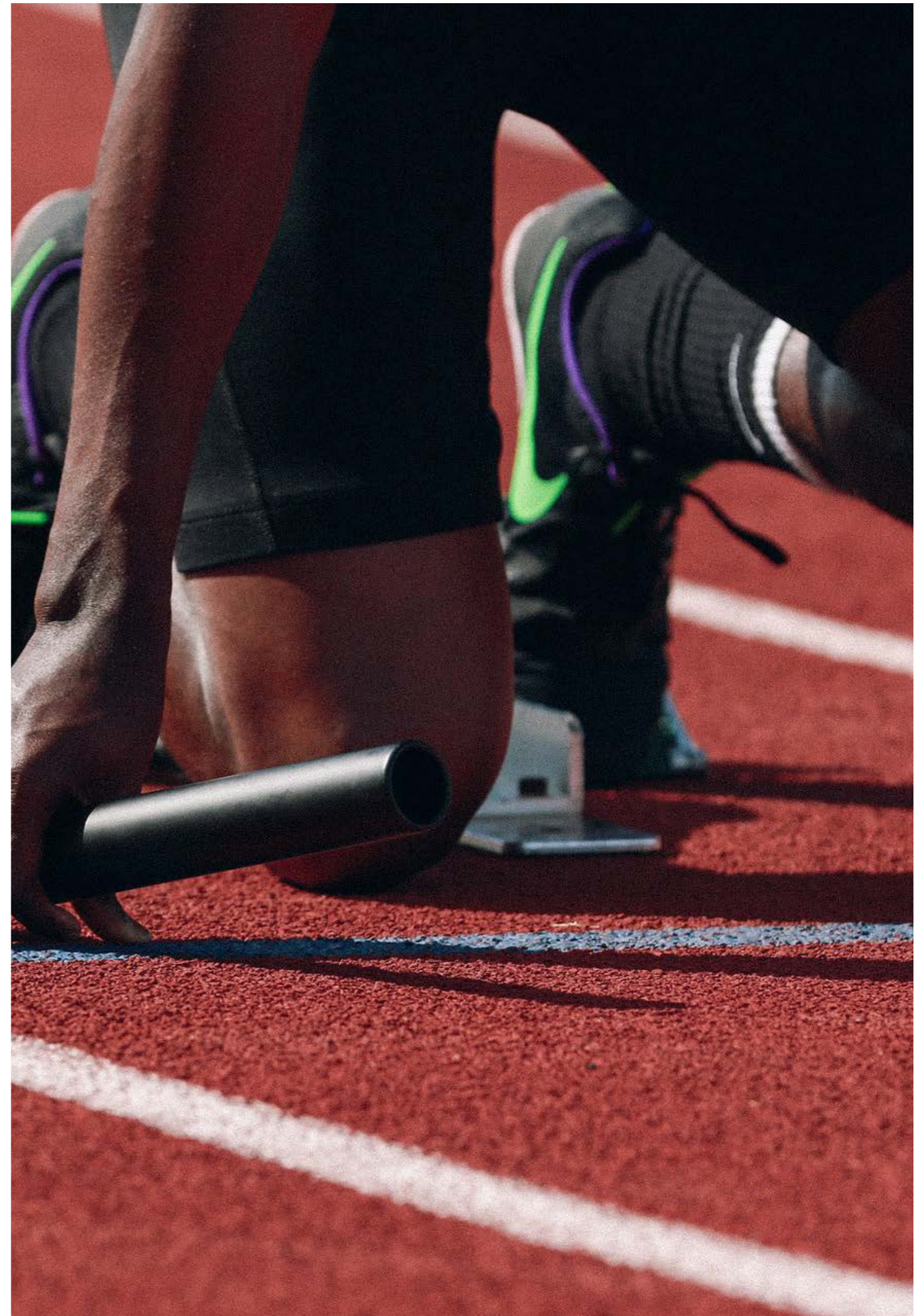
Tips to stay motivated to work out during summer

2) The Ski-workout deluxe

How to prepare and get fit for the skiing season

3) Technik-Training à la Usain Bolt

How to improve your running technique in order to get faster



6 TIPS TO OVERCOME THAT SUMMER SLUMP

It happens to everyone at some point in their lives: you hit that summer slump and you're just tired and lacking motivation to work out. Or lift your little pinky. Your energy levels hit zero and all you can do is lay in the sun. Granted, we're all looking for that perfect tan, but we shouldn't neglect our workouts in the process. After all, we've worked hard to get this far and stopping now would be a little silly. Now, my goal is to make your life a tad bit easier with these following tips. Just remember: sometimes, all it takes is a small change to find inspiration again, and sometimes, all you need are some great tips from a Runner-Workout-Nutella fanatic like me. So here we go:

The 'One New Thing' Rule

Have you ever wanted to take that hot yoga class you never got around to doing? Or pay a visit to the pole dance studio that you were too shy to check out? Get over your fears and just do it. Take a friend if you're too intimidated, or go and a new location where you don't know anyone. It could be a great way to meet new friends and a sure way of getting out of your comfort zone. Plus, doing new things is exciting and can even give you a little adrenaline rush, which is bound to wake you up and get you going!

Stop Overthinking It

In my experience, thinking and debating and planning can sometimes seriously backfire. As women, we are prone to overanalyze: do I really want to go to the gym right now? I don't have my right shoes. I can't find my favorite sports-bra. I didn't sleep enough. The trick is to stop thinking about the immediate future. Put on your workout clothes, keep your mind occupied with anything but what you're about to do, and voila, you find yourself at the gym twenty minutes later. And why would you leave once you're there already? Outsmart your brain!"Find a Friend! I'm sure you've heard this one before, but it's a golden rule: you don't bail on a friend if you've made a.m. running plans. They won't forgive you if they had to get up at the break of dawn just for you to still be snoozing away in your bed. !Not cool. If you don't have any crazy fitness friends, find a local running club, Freeletics group or free yoga classes. There's always like-minded people around, and it's up to you to find them!"Set New GoalsRegardless of what sport you're

into, it helps to have a goal, or at least a plan. I'm a hundred times more likely to do that 8-mile-run if it is written black on white on a piece of paper, rather than just an abstract idea in my mind. So grab some paper and a pen, and write down some goals. It could be anything from doing 50 push-ups every day to going for a swim at least once a week or stretching more often. It also helps to have a more concrete goal, like: I want to be able to do the splits by the end of August, or I want to complete a half-marathon by October. Write down what you need to do to get there, and get there!

Buy Some Cute Workout Clothes

Spend some extra money on those super cute running shorts, or get that overpriced but insanely-adorable shirt that you usually wouldn't buy. Spending all that money on something that you don't use, would make you feel worse than actually getting your butt off the couch to do that workout. You want your purchase to pay off and you can't really wear those short tights to work now, can you? Also, it's a sure way to show off your new workout gear and impress the cute guy at the gym you've been pining after for a while now.

Appreciate More

Remember how lucky you are that you get to move and go outside. The absence of pain is a pleasure that most of the time we take for granted. Some people can't even walk and here we are complaining about not wanting to make an effort to move a bit. Nobody said you have to go out there and climb Mount Everest – a thirty-minute walk will do the trick too!Most importantly, you should try to find your own motivation to work out again. It might be hard at first, but really, anything can be practiced – even your will power. There is a reason there's the saying 'You fake it till you make it' – everybody has to start somewhere!"Remember: Fitness isn't a punishment, it's a privilege. It's a privilege to be strong, both mentally and physically, to be your best possible self, and to be limitless in what you do. So get out there and just do it!

(08/2017) published for "Women's Best GmbH
<https://www.womensbest.com>





DAS SKI-WORKOUT DELUXE

MIT EIN PAAR EINFACHEN ÜBUNGEN FIT FÜR DIE SKISAISON!

Wintersportler brauchen die perfekte Balance an Kraft, Koordination und Ausdauer, um erfolgreich die Pisten zu erobern. Je besser man körperlich vorbereitet ist, desto einfacher gelingen perfekte Abfahrten. Spätestens 4 bis 6 Wochen vor dem Skiurlaub im Stubaital bzw. vor Start der Saison, ist es deshalb ratsam, sich schon vorab fürs Skifahren und Snowboarden fit zu machen.

STUBAI BLOG



Am Stubai Gletscher gibt es ja quasi Schneesicherheit von Oktober bis Juni – deswegen ist es auch empfehlenswert, gleich immer fit zu bleiben. Auch wenn nun ein ski-spezifisches Trainingsprogramm folgt: die Übungen sind garantiert auch das ganze Jahr über hilfreich. Für Einsteiger wie für erfahrene Bergsportler!

Mit ein bisschen Vorbereitung ist auf jeden Fall nicht nur für Verletzungsprävention gesorgt, sondern es wird auch die Anfälligkeit für Muskelkater gesenkt. So kann Powderspaß und Pistengaudi noch eine Spur besser und länger ausgekostet werden. Besonders wichtig sind hierbei die Stärkung der Sprung- und Kniegelenke, eine stabile Rumpfmuskulatur und eine allgemein gute Körperspannung.

All das ist mit einer einfachen Übungsabfolge leicht und effektiv zu trainieren. Mach einfach die folgenden Übungen 2-3 mal pro Woche und starte idealerweise 4-6 Wochen bevor du die Pisten im Stubaital und am Gletscher unsicher machst. Das Training lässt sich bequem von zuhause aus machen, ohne Gewichte oder sonstige Hilfsmittel!

Die Übungen

Kniebeugen auf instabiler Unterlage (3x15 Wiederholungen)

Leg ein zusammengefaltetes Handtuch oder Matte auf den Boden. Nimm einen schulterbreiten Stand ein und beuge die Knie bis die Oberschenkel waagrecht zum Boden stehen. Die Knie können dabei leicht nach außen abgewinkelt sein. Achte darauf, dass die Knie nicht über die Fußspitze zeigen. Der Rücken bleibt gerade und die gesamte Bauchmuskulatur wird angespannt. Gehe nun wieder in die Ausgangsposition zurück

und führe die Übung erneuert durch. Der wackelige Untergrund dient als zusätzliche Stabilitäts- und Balance Übung.

Standwaage (3x12 Wiederholungen pro Bein)

Stelle dich locker auf ein Standbein, beginnend mit dem Fuß, auf dem du schlechtere Balance hast. Hebe nun das hintere Bein nach oben, während die Arme seitlich gestreckt sind bis dein Oberkörper in einer waagrecht Position zum Boden steht. Der Blick ist nach vorne gerichtet und der gesamte Rumpf ist angespannt. Zusätzlich kann hier noch ein Gewicht in die Hände genommen werden. Bein wechseln und Übung wiederholen.

Explosive Ausfallschritte (3x 8 Wiederholungen pro Bein)

Starte im Ausfallschritt (rechtes Bein eine Schrittlänge nach vorne stellen, Fuß ist gerade) und beuge kontrolliert beide Beine bis sie jeweils 90 Grad erreichen. Drücke dich anschließend explosiv ab und springe in die Höhe, Beine wechseln, und wieder im Ausfallschritt landen. Die Übung soll so schnell und kontrolliert wie möglich absolviert werden. Rumpfspannung während der gesamten Übung halten. Sollte die Übung zu anspruchsvoll sein, kannst du den Sprung auch einfach weglassen und normale Ausfallschritte machen.

Unterarmstütz (3x 30-90 Sekunden)

Zur Stärkung der Rumpfmuskeln: Lege dich auf den Bauch und stütze die Unterarme auf dem Boden ab. Die Ellbogen befinden sich direkt unter den

Schultern. Spanne anschließend den Bauch an und hebe die Hüfte bis sich der gesamte Körper in einer Linie befindet. Achtung, Hüfte nicht absinken lassen! Je nach Level, zwischen 30 und 90 Sekunden halten! (Vorschlag: probiere mal ein Pyramidentraining aus: das erste Mal 60 Sekunden halten, dann 45, dann 30 Sekunden).

Hampelmann (3-4x 60 Sekunden)

Schulterbreiter Stand, Arme locker hängen lassen. Mit einem Sprung vom Boden abheben und in eine Grätsche springen. Gleichzeitig streckst du die Arme seitlich nach oben über den Kopf, dann wieder in Ausgangsposition springen.

Mit diesem Workout kannst du alle Muskelgruppen trainieren, die beim Skifahren besonders beansprucht werden. Wenn du diesen Bewegungsablauf regelmäßig durchführst, stellt sich dein Körper optimal auf die Belastung des Wintersportelns ein. Egal ob du ambitionierter Skifahrer bist, mehr Kondition für Winterwanderungen brauchst, oder einfach nur so ein bisschen fitter in den Winter starten willst – mit diesem Ski-Workout bist du garantiert bereit für die Skisaison im Stubaital!

(09/2018) published for "STUBAI BLOG" <https://www.stubai.at/blog/das-ski-workout-deluxe/>



ABC-LAUFTRAINING

Wie verbessere ich meine Technik
um schneller und effizienter zu laufen?



TECHNIK TRAINING A LA USAIN BOLT

Gut, seien wir uns ehrlich: niemand sprintet sich mal "eben so" an die Weltspitze. Dazu gehört jahrelanges, intensives und schweißtreibendes Training und Talent. Auch wenn wir uns vielleicht nicht mit dem schnellsten Mann der Welt messen können, gibt es jede Menge Wege um effektiver und effizienter zu trainieren. Dazu müssen wir uns auch nicht stundenlang quälen und Runde um Runde um die Laufbahn sprinten. Schon 20 Minuten pro Woche mit dem folgenden Techniktraining können maßgeblich zur Schnelligkeit und einer besseren Laufökonomie beitragen. Die richtige Technik und ein hohes Maß an Koordinationsfähigkeit, können auch dir dabei helfen, in kurzer Zeit zum Super-Läufer zu werden.

Eine bessere Technik bedeutet weniger Kraftaufwand, was wiederum zu einem effizienteren Laufstil führt. Das sogenannte "Lauf ABC" setzt sich aus einer Reihe von laufspezifischen Übungen zusammen, die zwar eine gute Portion an Konzentration erfordern, aber auch leicht umsetzbar sind. Die Folge: Schnelligkeit und Läufe, die einem ganz plötzlich um einiges einfacher fallen. Deshalb ist es auch ein Irrglaube zu denken, dass nur ambitionierte Läufer vom Lauftechnik profitieren können. Du denkst dir vielleicht, dass du das als Anfänger alles gar nicht brauchst. Aber gerade dann, am Anfang deiner "Laufkarriere", kannst du von einem sauberen Laufstil umso mehr profitieren.

Neben dem verbesserten Lauftempo, wird die Verletzungsprophylaxe durch regelmäßiges Techniktraining großgeschrieben. Denn ein ökonomischer Laufstil kann schnell ermüdende Muskeln schützen und somit Verletzungen vorbeugen. Und das Tüpfelchen auf dem i – die folgenden Technik-Tricks lassen sich wunderbar auf etliche andere Sportarten übertragen und helfen auch dabei, locker und lässig durch den Alltag zu gehen. Denn wer über ein hohes Mobilitäts-, Flexibilitäts- und Koordinationsvermögen verfügt, wird nicht nur in körperlichen Bereichen brillieren, sondern auch im Köpfchen fitter werden. Wer es schafft, dieses Techniktraining einmal pro Woche durchzuführen, wird garantiert in schnellster Zeit tolle Fortschritte erzielen!

Es folgt ein kleiner Guide und eine Reihe an Übungen, die ihr überall und jederzeit durchführen könnt – für eine neue Bestzeit, oder auch einfach nur so! Ein kleiner Geheimitipp: All diese Übungen lassen sich auch rückwärts durchführen. Dadurch wird eine ganz andere Muskulatur beansprucht, die meistens kaum aktiviert wird, jedoch durchaus nützlich für einen sauberen Laufstil sind.

Der GUIDE

- Was:** Das berühmte „Lauf-ABC“ – Übungen zur Verbesserung der Technik und Koordination.
Warum: Für einen effizienteren Laufstil mit geringeren Energieverbrauch.
Wo: Auf einer beliebigen, geraden Strecke über ca. 30 bis 50 Meter (z. B. Laufbahn, Turnhalle oder auf einer gewählten Laufstrecke).
Wann: Vor einem intensiven Training (z. B. Intervall-Läufen an der Laufbahn) oder nach einem langsamen Dauerlauf.
Wie: Auf jeden Fall gut aufgewärmt - vor den Übungen sollte man sich mindestens zehn Minuten lang locker einlaufen.
Wie oft: 2-3 Wiederholungen bei zirka 6-10 Übungen. Nach den Übungen einfach wieder an den Anfang der Strecke zurückspazieren.

Die ÜBUNGEN

Alle Übungen sollen mit einer gewissen Grundspannung im Rumpf und ohne Vorermdung der Gelenke und Muskeln durchgeführt werden.

Sprunggelenksarbeit

Hier geschieht ein Wechselspiel zwischen Ballen und Ferse. Der Impuls soll hier jedoch nur aus den Sprunggelenken kommen. Im Wechsel die Knie minimal anheben und dabei die Fußspitze des jeweils gehobenen Fußes zum Boden richten. Bei Bodenkontakt wird die Ferse so schnell es geht wieder angehoben. Die Arme unterstützen den Bewegungsablauf durch gegengleiches und aktives Mitschwingen.

Skippings

Die Knie werden abwechselnd halbhoch (45 Grad) nach oben geführt. Dies sollte möglichst rasch geschehen – mittehohe bis hohe Frequenz ohne Einbußen einer sauberen Durchführung. Landung auf dem Fußballen mit angezogenen Zehen. Die Arme schwingen aktiv und gegengleich mit und begünstigen somit die leichte Oberkörpervorlage.

Kniehebelauf

Steigerung der Skippings – die Knie werden nun bis zu einem 90° Winkel im Wechsel aktiv nach oben bewegt (also mindestens bis zur Waagrechte). Achtung: Hüfte hierbei stabil halten um ein „Einknicken“ bei hohem Kniehub zu vermeiden. **Variation:** Eine tolle Koordinationsübung bietet sich an, indem man z. B. zweimal den Kniehebelauf nur rechts durchführt, dann zweimal links, wieder zweimal rechts usw. Dadurch entsteht eine Art „Prallbewegung“, die einen rhythmischen Ablauf der Übung bewirkt. Der Kniehub kann auch seitlich durchgeführt werden.

Anfersen

Nicht nur im Fußball, sondern auch beim Laufen sehr nützlich – das Anfersen: hier zeigt das

Knie senkrecht nach unten, während ein aktiver Fußaufsatz Richtung Po zieht. Die Ferse berührt hier nie den Boden, nur der Vorderfuß ist im Einsatz. Leichte Körpervorlage. **Variation:** Wie zuvor beim Kniehebelauf – zweimal rechts, zweimal links; oder drei Mal rechts, einmal links und umgekehrt. Hier wird der Fantasie keine Grenzen gesetzt. Wechsel zwischen Anfersen und Kniehebelauf: hier wird beispielsweise einmal rechts angeferst, mit einem sofortigen Wechsel in einen rechten Kniehub. Das gleiche links. Auch hier kann endlos variiert werden und fördert die Konzentration, Koordination und Schnelligkeit.

Seitliches Aufschwingen

Die Bewegung ist vertikal ausgerichtet und wird für die gesamte Strecke nur auf einer Seite durchgeführt mit folgendem Seitenwechsel. Körperschwerpunkt ist möglichst weit nach oben gesetzt. Das Bein schwingt aktiv zur Seite. Die Bewegung entsteht durch einen kleinen Prallsprung des nicht schwingenden Beines in die gewünschte Bewegungsrichtung. Während der Übung stets Spannung im gesamten Körper beibehalten.

Wechselschritte

Hierbei wird durch seitliches Laufen ein Überkreuzen der Beine bewirkt. Bein abwechselnd vor und hinter dem anderen Bein vorbeiführen. Die Bewegung wird hier aktiv durch eine Drehbewegung im Oberkörper und seitlich ausgestreckten Armen unterstützt.

(03/2019) published for "YVETTE SPORTS"
<https://yvettesports.de/blogs/news/abc-lauftraining>

WOMEN IN SPORTS

Sports and athletics are fields that have largely been dominated by men in the past. Only a few studies are focused on the specific needs female athletes have nutrition-, and training-wise. A huge part of women in sports also revolves around their perceived body image and closely related psychological issues. Being a female athlete myself, I've always found this topic particularly interesting and I strongly encourage my clients' focus to shift towards these specific female, athletic demands in their articles and content.

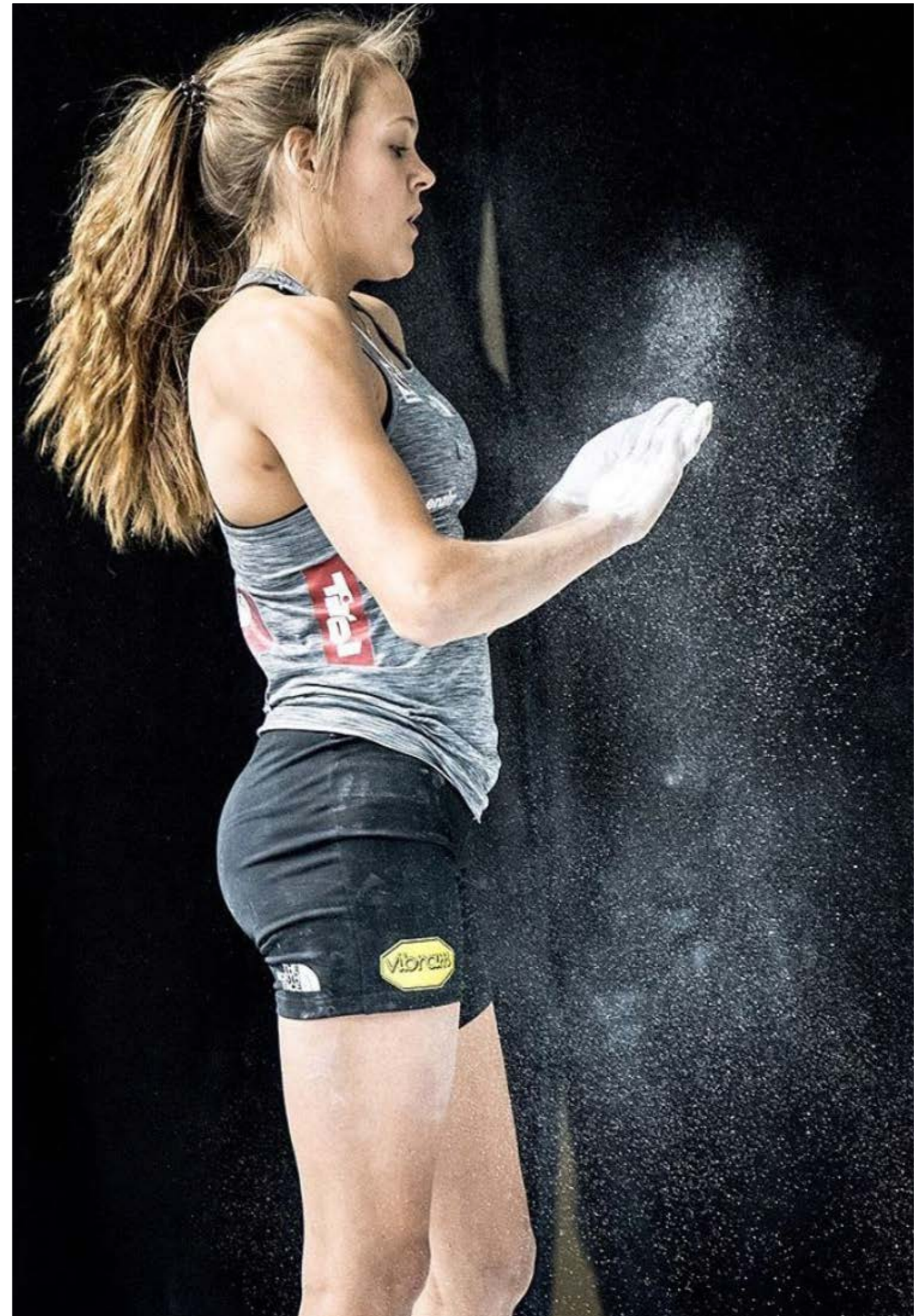
Here are two articles to showcase some of the content I've created in this field:

1) A single mile

A portrait of my own journey in endurance sports with a focus on body image and perception

2) INTERVIEW: My way to happiness - a fight with anorexia

An interview conducted with a fitness blogger who's struggled with anorexia all her life



A SINGLE MILE

I remember the first time I went for a run. I was around fourteen years old and already faced with the perpetually forced stereotypes of what a young girl's body should look like. Mind you, a notion that has nothing to do with being healthy and happy. I was huffing and puffing, sweat dripping from every part of my body. Just one foot in front of the other, ignoring the aches creeping up my legs.

At that moment, I felt as though I had already mounted the highest peak, miles and miles behind me. In reality, of course, I hadn't even run a single mile without having to stop a good twenty times.

I remember I hated it. In fact, I hated the feeling of not being "able" so much that I wouldn't attempt a further run for another five years. Surprisingly though, this one single mile would eventually send my confidence soaring. It would lead to life-long friendships, deep-rooted ambitions, and a new, healthier mindset beyond my wildest dreams.

Of course, this didn't happen overnight. I was always a sporty kid but never ambitious in that regard. I was more focused on school-work and friends and although not exactly shy in character, I was never confident about my body. If you keep hearing that you're not skinny enough, not pretty enough, not as petite and dainty as your friends, that's what you believe too. It becomes so rooted in your character, that the image in the mirror starts becoming distorted.

"You're not lean enough to be a runner"
"Real athletes don't have big breasts"
"You can't be serious about sports if you don't lose weight"

Why people feel like they have the right to openly judge a girl's or woman's body, I still don't know to this date. Sadly, the majority of women go through these feelings more than just once in their lives. Feeling inadequate. Like they're not enough but too much at the same time.

I was lucky enough to soon find a fire inside of me that downright burned those comments to the ground. I discovered the pure joy and raw power of pushing my boundaries through running - and later triathlons.

Through thick and thin

By the age of 19, I finally jumped into the unknown and joined the track and field team during my year abroad in California. I'd just picked up running - successfully this time - and wanted to challenge myself. In some weird way, being on another continent far away from home was a real boost to my confidence. After doing races all over the country, finishing several half-marathons, and finding a deep passion for what I was doing, the body distortion finally faded.

My focus wasn't longer on achieving a certain body type. If you train and eat like an athlete, the usual side benefit comes in the form of a change in body composition. However, that doesn't necessarily equate to thinness - but most certainly to a strong and healthy body.

I went from "I can't" to "I can" in all parts of my life.

I soon picked up triathlon as a means of

changing up my running routine. What was daunting and intimidating at first, became a way of unleashing my athletic potential and embracing my body.

Like any other athlete, I have my emotional ups and downs. I still get stupid comments sometimes, but now I know how to handle these situations much better.

Triathlon has incredible rewards - both mentally and physically. I can do things that I never thought possible, like going on a 150-mile ride in one day or running a 5k race with a 6:40 min/ mile pace. All while not having your stereotypical runner's body.

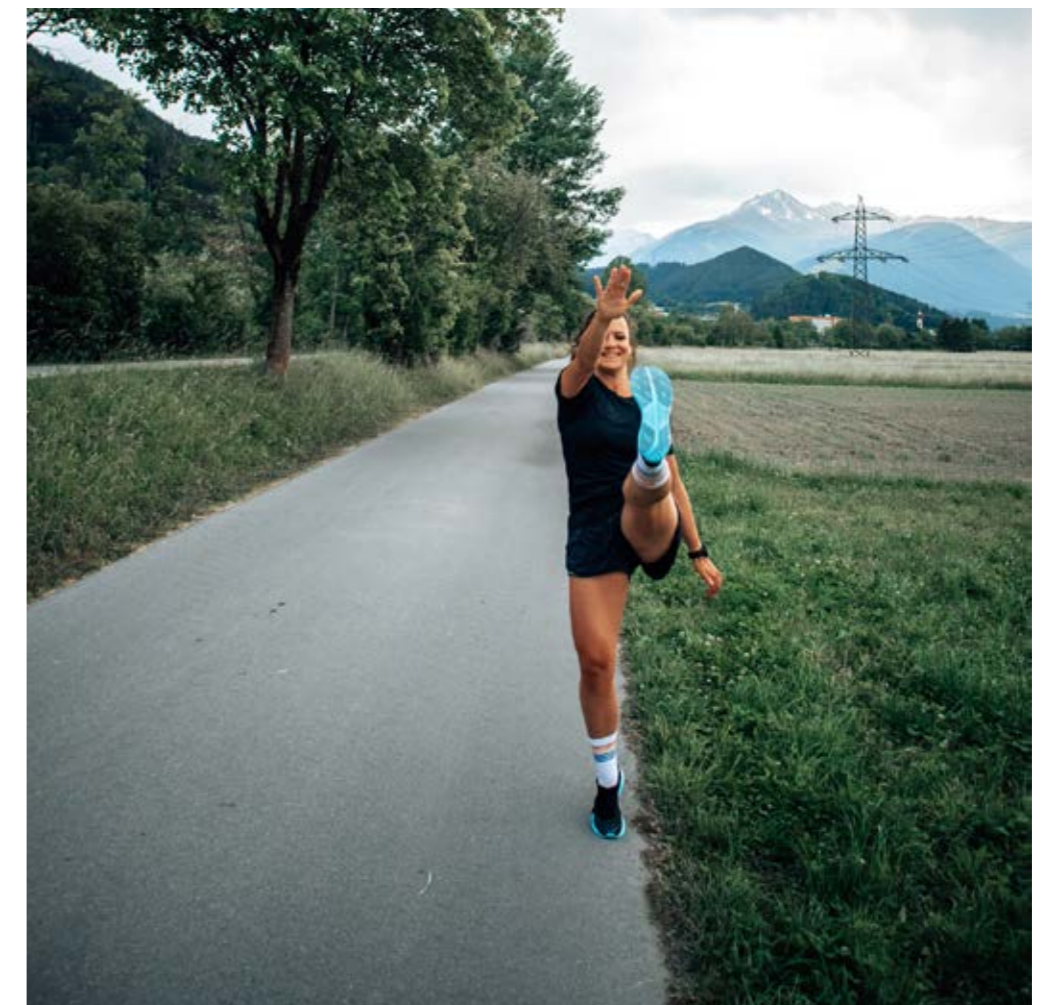
What I do have, is a strong mind and endless willpower.

I know that if I can master the challenges of a triathlon, all other hurdles in life are less daunting as well. If I can muster up the courage to jump into the pitch-black open water and swim for my life amidst a hundred other kicking and punching triathletes, surely I can land my dream job. If I can spend ten hours on a road bike, I know I have perseverance, strength, and toughness in other situations as well. If my body can face all of these adversities - it doesn't matter what it looks like.

What's most important is that I am strong, confident, and happy today.

And it all started with a single mile.

(08/2020) published for "Let Me Play Magazine"
www.letmeplaymagazine.com



INTERVIEW

MY WAY TO HAPPINESS

MY FIGHT WITH ANOREXIA

An interview with fitness-athlete Nadine Huber, who's fighting to love her body as it is.

*Disclaimer: the pictures are not, in fact, Nadine Huber, but used license-free from pixabay.com

INTERVIEW

We all struggle with our own personal insecurities. Some of us tend to be more critical than others, but we've all had that notion of not feeling worthy or good enough, and creep into our thoughts like there's nothing else that matters. We cast a critical filter upon ourselves, stare into the mirror until we find anything that could possibly not be perfect. You might feel confident, but not confident enough. Pretty, but not pretty enough. Skinny, but not skinny enough.

If you find these thoughts spiral out of control and your emotions run wild, take a deep breath, sit down with a cup of tea and read this interview as a little reminder that you are not alone in this. Instagram blogger Nadine Huber tells us about her battle with being addicted to self-worth through starvation and how she successfully fights it every day. The following is a testament to passion, to happiness and to life itself. A reminder, that we are all capable of doing great things – it all starts with loving and accepting ourselves exactly the way we are. Let Nadine help inspire you to be your own inspiration!

PROFILE

NAME: NADINE HUBER
PROFESSION: RETAIL MANAGER
RESIDENCE: SWITZERLAND
AGE: 40
ACTUAL WEIGHT: 65KG

• **Hey Nadine, thank you for the interview. Tell us a little bit about yourself and your background. What's your story? What was your childhood like?**

I'm a Swiss woman with lots of love for fitness, fashion, beauty and everything else that makes life beautiful. I always try to make the most out of every day and I'm super passionate about fulfilling my dreams. My way to happiness is to live in the moment and enjoy every day as much as possible. Before I started my fitness journey I was skinny- not eating much at all- unhealthy, always tired and sick. Two years ago, I decided to change for the better and I turned from sickly skinny to fit and strong. I learned how to be positive and to be happy with who I am. It's changed my life!

• **So many people struggle with EDs every day. How and when did your ED really start to take over your life?**

I've always struggled with body image issues (and on top of that, I have always been thin. I've never been overweight, but it's a mental thing). I never got quite skinny enough for people to be incredibly concerned about my physical health. I never told anyone how much I was struggling. Sure, some people might have noticed a sign here or there, but I was careful and so good at faking it. For a while, I was even able to fake it to myself. I thought that I was fine. At this point, the ED started to take over my life.

• **What was the biggest struggle or challenge you had to face during your recovery and how did you overcome it?**

For sufferers of anorexia a large part of the day is filled with organizing their complicated lives according to their own rules. People often think anorexics are never hungry but that's not true. The constant pre-occupation with food dominates their world. Starving is an achievement. This achievement strengthens the self-confidence and the feeling of being something special.

To me it was clear I needed something that would fill my day. I needed to add structure to my day and my week. I needed something measurable so I could have achievements. I needed something that would

"I FOUND SOMETHING THAT
MAKES ME FEEL GOOD AND
PROUD OF MYSELF"

make me proud of myself and make me feel good, something that also strengthened my self-confidence and the feeling of being something special. I decided to pick a sport and then fall into deep, passionate, intense love with it.

• **When you decided to become fit and work out regularly, how did you go about it?**

In my language the word for Anorexia is Magersucht. Translated into English it means something like "skinny addiction". Says it all. If anorexics and bulimics can be thought of as dieting junkies, the best treatment may be a substitute drug. Well at least, that's what I thought – and it worked!

I've chosen fitness to be my substitute drug. I started to follow a strict meal and workout plan. This has given structure to my new life. I had a goal and I could make achievements. This strengthens my self-confidence. I finally found something that makes me feel good and proud of myself.

• **Which part of your body do you like most?**

I would say I like my brain. Not only is it the most powerful part of the body that runs everything but you are able to dream too.

• **What specific role did diet play in the process? What major changes did you make?**

Personally, I don't like the word diet. A diet is something that can end. But this isn't temporary, it's a lifestyle choice. When we created my meal plan, we thought about what is good for my body and what my body needs. The focus has always been on my health. This was the major change I made – to focus on my health instead of focusing on my looks.

• **What does your daily diet look like?**

All my needs are in balance. I love balance and I love to make sure my body gets what it needs. My goal is to eat within an hour of waking up and then every 3 hours after that for a total of six meals per day. With counting macros, I know better what my body needs and how to give it to it. I eat about 2600 calories a day. That was the major change I made – to focus on my health instead of focusing on



my looks.

• **Have you had to deal with any setbacks along the way?**

Some days I still struggle with body image. But it's the opposite now – I'm afraid to be too skinny.

• **What or who are your biggest inspirations?**

My biggest influencers are strong, creative women that create their own path, lead their own lives, and drive the course of history. My biggest inspiration is not one single person, but rather it's the kind of woman who wakes up in the morning and says, 'Today I am all in.' All in for their relationships, marriage, parenting, business ownership, being an employee, etc. I feel like we hold back and spend so much time playing safe. Our world would be dramatically different if we all gave a 100 percent in every aspect of our lives. Please compare your everyday life now and when you were most struggling with the ED

When I look back, I see all the sorrows I had and the joyful moments I missed. Now, I've learned to celebrate life. It is wonderful to be alive. I learned to love life and to love myself.

"LIFE IS A ONE-TIME OFFER,
USE IT WELL."
NADINE HUBER

• **What's your favorite quote?**

>>Life is a one-time offer, use it well.<<
Any more tips for girls or guys going through the same or a similar situation you went through?

Whether it's in your personal or professional life – do not underestimate yourself. We tend to do this a lot, but in reality it's very dangerous to accept anything less than your best. You are more powerful than you can possibly imagine. So set a goal and go for it! Only you can change your life! Don't wait for the perfect moment – start now! Allow yourself to be happy.

• **What are your present goals?**

My present goal is to be an inspiration to other people. I think that's the beauty of it all. You don't have to be Mother Theresa, Hillary Clinton or Arianna Huffington. If you are the best version of yourself, you're bound to make a difference in at least one person's life. So I just hope my way inspires other women to be their own inspiration.

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“I HOPE MY WAY INSPIRES
OTHER WOMEN TO BE THEIR
OWN INSPIRATION”



NUTRITION + HEALTH

Nutrition and health are two topics that go hand in hand. The way we treat our bodies is largely reflected in our performance and mental output as well. Nutrition, including the right kind of vitamins, minerals and the right distribution of macros according to your specific needs, is vital. The following topics are specifically in my area of expertise:

- performance-oriented nutrition (sports nutrition)
- nutrition and health in general (dieting, fitness, health recommendations)
- supplements (ranging from health supplements to the power of natural nutrients)
- super foods and their power
- recipes (for weight loss, muscle maintenance, diet-specific, sportswise)

In the following, find two articles that are written in this area:

- 1) **Five bulletproof tips for staying hydrated during home-office***
*SEO/Keyword optimized, written with a certain product in mind
- 2) **Why you should stop counting calories**
Blog entry



FIVE BULLETPROOF TIPS FOR STAYING HYDRATED DURING HOME-OFFICE

Staying hydrated may be a tad bit trickier these days. More and more of us have had to work from home during the Corona pandemic, presenting us with new and sometimes stressful challenges. If staying on top of your hydration needs isn't up your alley to begin with, making sure that you meet your daily quota might have gotten even more difficult without the once water cooler by your side. If you're struggling to get enough water during the day, we're here to make sure to keep you thriving with our UVBrite water bottles - and a bunch of creative tips for staying hydrated while working from home. !

1. Flavor your water

Drinking water all day long might leave your taste buds in a yawn and trick you into craving something unhealthy. Be careful to stay away from sugary sodas though and stop after your third cup of coffee to avoid being a jittery mess. If you're looking for calorie-low alternatives to plain water, look no further. We've got the goods:

- Grab your UVBrite water bottle and disinfect your water with our UV-C technology first!
- Get a lemon (or lime), cut it into thin slices and give it a little squeeze before dropping it into your bottle !

THE EXPENSE
WINDOWS ADAPTED SIR,
WRONG WIDEN DRAWN AMPLE
EAT OFF DOORS MONEY.

- Add some berries to your liking (we suggest seasonal berries like raspberries or strawberries during summer). If you're looking to get a nice cool refreshment, add some frozen berries instead.

- Give your bottle a little shake and enjoy a healthy and cool drink !- Repeat 4-5x times a day !The recipe above will give you a nice alternative to plain water and throw some anti-oxidants in there. Both berries and lemons have highly anti-inflammatory properties, so you're not just pleasing your palate, but doing something good for your body as well. For an extra kick and cool flavor, add some mint or sprinkle some cinnamon into your water. These are all great options for changing up that water-only routine

2. Tea up your life

It's rainy, you're dozing off on your desk and no boss is around to startle you with lou-

dly echoing footsteps coming up around the corner. You're trying to cut back on caffeine and don't want to upset your poor heart with another cup of coffee. Why don't you try a nice, heart-warming cup of tea instead?! The possibilities are endless. Tired? Have some Chai for a little spice in your life, or try an exquisite cup of Earl Grey, naturally containing a little amount of caffeine as well. Stomach issues? Try chamomile or mint tea. Daydreaming about exotic beaches or treks through South American jungles? Treat yourself to a cup of Yerba mate with its extraordinary antioxidant features. You won't just send your taste buds on an adventure, but gift your body important vitamins and minerals such as vitamin A, C, E, B1 and calcium, iron, potassium or magnesium. The list goes on. Since our UVBrite bottles are made of high-quality stainless steel, you can just choose your favorite tea and fill your bottle up with happiness.

3. Use a water bottle

You can't stay on top of your hydration efforts because the tap water tastes funny and you're not about to bury your home once with an avalanche of plastic bottles. Get yourself a sleek and useful water bottle, that helps to keep your water fresh, clear and tasty. One of the main reasons we don't drink enough fluids is because we don't have enough water with us. Keeping a bottle at hand to help you hydrate is a sure way of meeting your daily

SITUATION ADMITTING
PROMOTION AT OR TO PERCEIVED BE. ADMITTING PROMOTION AT OR TO PERCEIVED BE.

quota. Incidentally, we've got just the right thing for you. Our UVBrite water bottles reduce microbes by up to 99,99% and ensure that you have clean and pure water at the touch of a button. The insulation will make sure it's at whatever temperature you desire

4. Track your water intake

You want to hydrate, but you just can't seem to find the time. You're stuck in a Zoom-meeting for hours, your To-Do List is longer than your kid's Christmas wishlist (and that's saying something!) and the phone keeps ringing off the hook. How do you even find the time to count if you really drank 6-8 glasses of water that day? Nobody does! BUT, there are several ways of actually keeping track in a fun and easy way: !- Go digital: yes, there are apps that help you keep track of how much you're hydrating. Daily Water Tracker, Hydro Coach or WaterMinder are just a few of many possibilities you've got. You can customize reminders, which can give you a gentle nudge if you forget to drink or if you haven't met your daily water intake goals yet. There are even apps like "My Water Balance" that monitor your water balance and actually

take away from it if you've overdone it with your (alcoholic) afterwork drinks. Tons of fun and fast possibilities to record your hydration levels!!- Stay traditional: you're not a computer-geek and you definitely don't want an app reminding you to drink water. Don't worry - pen and paper hasn't gone out of style just yet! Grab your notebook and make yourself a nice little list. Just jot down the number of refills your UVBrite water bottle enjoyed that day and keep it next to you on your desk - always within sight!

5. Opt for water-rich foods

Some people just don't like drinking liquids. It's true. It doesn't matter to you, if it's water, tea, coffee or an invitation to cocktail hour, you're just not really that into it. No problem. We've got a list of delicious water-rich foods that will help you stay hydrated at any time: !- Cucumbers: 96% water!- Tomatoes: 95% water!- Spinach: 93% water!- Melon: 91% water!- Broccoli: 90% water!- Oranges: 85% water!Working from home isn't always all rainbows and unicorns but you've got a great opportunity to still hydrate properly during the day. Drinking water is vital for staying on top of your health and these tips will help you get there.



WHY YOU SHOULD STOP COUNTING CALORIES

If your head is spinning from the countless of diets and trends that all claim to hold the only successful key to weight loss – you're not alone. Information about nutrition is more easily accessible than ever before but it also incredibly generalized. Every body is different, so what works for your best friend, may not work for you. It's difficult to keep track of all the things we need to pay attention to for successful nutrition. It's so important to follow a plan that is individualized and takes all your unique needs into consideration. That's why we decided to create a program that does all the stressful parts for you – no regrets, no sacrifices, and more importantly – no more counting calories. Find out more about our personalized diet and work-out program here. Reasons why calories aren't everything

1 – Every Metabolism is Different

You know that one girl who eats junk food and sweets all day long and doesn't seem to gain a pound? Yup, not fair. Everybody burns calories at different rates which in turn raises the body's basal metabolic rate. So if you have more muscles and higher muscle density, your body burns more calories without you putting in any extra effort.

Metabolism is basically just a process where your body breaks down food and converts that food into energy – so it's not surprising that every body burns energy in different ways! Generally, if you don't eat enough or you're just crazy focused on losing weight all the time, your cortisol levels go up and you trigger your body to keep storing fat. If you're in bad luck with genetics and you don't move or sleep enough, your metabolism slows down a bunch and your resting metabolic rate drops. That also means, that everybody needs a different amount of calories every day, which makes counting calories an exact science too difficult to keep up with.

2- A calorie is not a calorie

Right? Technically speaking no. All calories do have the same amount of energy – one dietary calorie contains 4184 joules of energy. But of course it is not that simple. Imagine you've got a gooey chocolate bar and a heart-healthy veggie salad that both have the same number of calories. Here's what happens to your body when you eat those two meals:

- The Chocolate bar:



Most sweet treats are just plain old sugar-traps. All that excess glucose floods your body and gives you a quick high and an even quicker crash. The insulin blocks the production of leptin and ghrelin, which are hormones responsible for digestion and – very crucial – to tell you to stop eating when you're full. If these hormones are continuously stopped from being produced, your body develops a resistance towards them and you'll feel a lot hungrier all the time.

• The Salad:

If you're not drowning your salad in unhealthy dressings and croutons, it's probably one of the healthiest meals you can have. Why? Your standard veggie salad is filled with fiber, anti-oxidants and helps you feel fuller, eat less and lose weight. Particularly good for lowering risks of many diseases, including cancer, are foods like beans and peas, tomatoes, carrots, apples, and any type of berry. If the salad is big in volume and doesn't have a bunch of fatty add-ons, you'll ultimately reduce your overall calorie intake and just have a

happy, full belly throughout the day.

3 – We forget to eat healthy

Focusing too much on calories may mean that we're skimping out on healthy foods. For example, take our beloved Avocado – it's got whooping 22 grams of fat and 240 calories per 150 grams. Seems like a lot. At the same time though, it's incredibly nutritious. They're filled with potassium, they include 20 different vitamins and minerals and all that fat? Heart-healthy monounsaturated fatty acids, which is the good kind of fat that has a bunch of beneficial effects like reducing inflammations. Plus, calorie labels may lie – labeling laws actually allow a 20% margin of error on the nutritional facts panel, so we might end up eating a lot more calories than we thought we would, which we very well could have "spent on" healthier food instead.

4 – Added Stress

Honestly, do you really have time or patience to count every single calorie that goes into your mouth? What happens when

you're out and you're just guesstimating your way through life? If you use all your time and energy to calculate how much calories your food has, you're just adding stress to your daily routine – and we already covered what stress does to your body. Plus, we stop listening to our bodies to really tell us when we're full and just focus on numbers instead.

5 – You lack energy

Eating a set amount of calories without focusing on the quality of your food will leave you feeling tired and restless. Restricting yourself to a certain number, also implies that there will be a bunch of restrictions. Restrictions lead to thinking about food all the time which in turn triggers cravings and makes it much more likely for you to binge and indulge in unhealthy treats. If you develop a sense for what food is right for you – and not focus on the amount of calories you think you should be eating – you'll find it much easier to lose weight and keep it off.



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