

For years, glossy mags and envy-inducing billboards have maintained the idea that getting toned and 'sexy' for the warmer seasons are a top priority. But is this the healthiest way to be living?

#### THE PERFECT ILLUSION

Summer often plays the role of an unnerving catalyst for body image insecurities and angst. Men and women are constantly internalising perfectly curated images of tanned bikini babes and muscular gym enthusiasts.

The media continues to play a huge role in the way in which individuals view themselves and their bodies. This, often at times, results in them shifting their focus from wanting to lose weight (for health reasons) to striving towards very toned muscles and six-pack abs. Now, there's nothing wrong with losing weight. However, it becomes an issue when one decides to starve oneself for a

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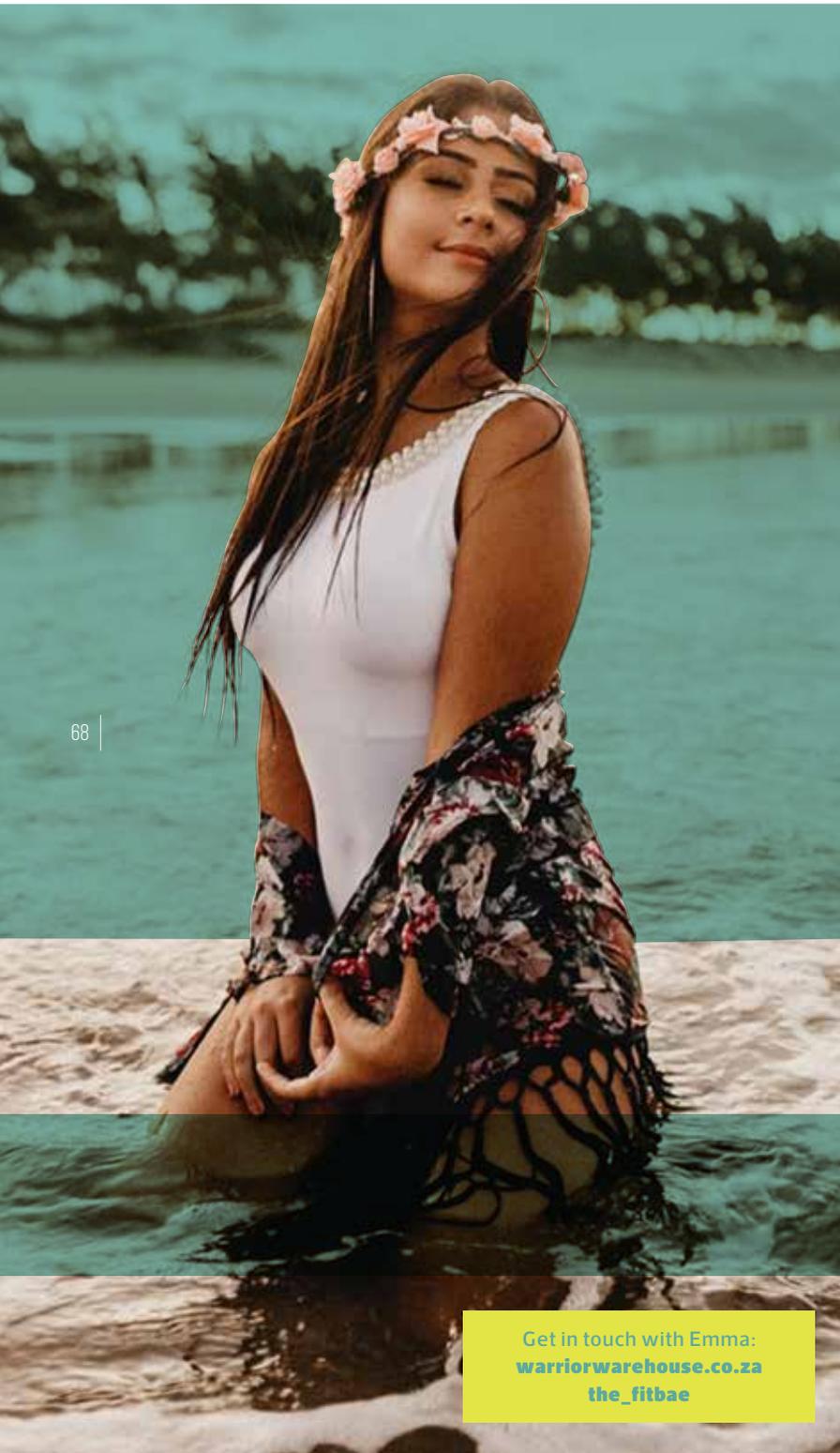
season only and takes trending quick-fix supplements that are detrimental to their health. 'The biggest misconception is that you need to under nourish your body,' says fitness expert and qualified nutritionist Emma Jooste. 'If you want a healthy and sustainable body weight, you need to be consistent and do it the right way.'

#### INTERNAL > EXTERNAL

Firstly, we need to remember that summer is not the end all and be all, there are other seasons in the year. And losing weight to merely look pleasing for others on the beach or at a pool party should not be your end goal. It is important to take a holistic approach, starting with getting your mind healthy. Set realistic personal health goals that'll empower you, rather than break your spirit. This will foster longevity. 'Instead of trying to alter your body to be more like someone else's, adjust your vision and focus on enhancing your own already beautiful features,' Emma encourages. 'Health first, consistency second, and taking care of what you naturally have, comes third!'

# THE SUMMER-BODY SPIEL, SHREDDED!

STOP STRESSING ABOUT THE 'PERFECT' SUMMER  
BODY, IT'S TIME TO GET #EVERYDAYBODY TRENDING



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## TOWARDS BETTER LIVING

Your weight-loss journey is personal. Therefore, it is time to stop comparing your body to that of Insta models and bodybuilders who flaunt their muscles at every chance they get. It's time to let go of 'summer-body ideals' and adopt the notion that the health and wellness of your 'everyday body' (and mind) matters most in the long run.

'Balance is EVERYTHING and health is so much more than appearance,' Emma stresses. 'You should focus on nourishment, hydration, exercise and rest every single day.' X

## TIPS

### Everyday Healthy Habits

1. Drink enough water. Staying hydrated all day – every day – will aid in weight loss and improve the condition of your skin.
2. Get enough sleep. At least 7 hours of sleep is needed to improve cortisol consistency and lower stress levels.
3. Make healthy food choices for YOU. Customise your meal plan according to what your body needs and avoid crash dieting.
4. Take up dancing, yoga, tennis – any social activity that'll get you excited and motivated to get out and workout!
5. Consult your doctor regularly. Having a personal GP, who knows your health history, is beneficial when making any changes to your everyday workouts and nutrient intake – especially when medication and supplements are involved.