

Eugenia Nikiforow



PRESS KIT

BIOGRAPHY

We have a \$60 billion diet industry that sells books, diet food, and drinks, giving people hope that lasting weight loss is within reach. Yet 95% of people who lose weight, regain it back and some more.

We've been made to believe by the society and media that thin is better and equals happiness. Children at the age of 5 already start talking about being fat.

It is estimated that over 1 million Australians currently experience eating disorders and we assume similar numbers in New Zealand. Eating disorders are the second leading cause of disability due to a mental disorder.

Our children experience strong pressure to look certain way, to have certain body shape and size due to the images they are exposed to in social media.

Eugenia Nikiforow, specialises on psychology of eating and the behaviours in the field of food, weight, disordered eating behaviours and body image issues. She knows why diets fail and addressed the underlying behaviours around food and body. She is a Binge Eating and Disordered Eating Coach, a Holistic Nutrition and Mindfulness Coach and a Speaker with a degree in Bsc Business Psychology. She has treated hundreds of people both in her private practice and online program, Food Freedom Formula Program.

Many dieters believe they are addicted to food, especially carbs and sugar, or they think they lack will-power. Eugenia's unique approach is combining a variety of tools such as positive psychology, personal development and brain science to fully transform the mindset and rewire the brain to change their relationship with food, their body and themselves.

Eugenia has been successful helping hundreds of people to let go of self-limiting beliefs, breakthrough roadblocks that kept them stuck and discover their own inner power and strength to profoundly enhance their abilities, their health and their quality of life.

Through this work people find freedom from food issues, weight and body obsession and their body can finally get to a sustainable weight where it's meant to be – without constant yo yo diet rollercoaster.

Eugenia has been featured in Stuff.co.nz, NEXT and NZ Good Healthy Choices, MSN as well as other various publications such as AwesomeInc, Now to Love, Voices of Hope, Seed + Soul, Consciously Living. She has been a few times a guest speaker on Radio Live talking about ending the war with food and body and body image and the shame that comes with it.

Eugenia is the founder of Mindfoodness Ltd and Body Love Yoga. In addition to her private practice based in Hamilton, New Zealand, she offers her unique signature Online Program

[Food Freedom Formula Program](#) and also offers [Online Body Love Yoga](#) Classes to help more people worldwide. On a regular basis you will see Eugenia offering live events and rereats around Body Image and Food Issues which enables her to meet and connect with people in person.

Eugenia's big passion is speaking on stages to inspire and empower people to create a life filled by freedom instead food and weight obsession.

She loves speaking to young adults to help them find their unique path and support them with body image pressures. Recently, Eugenia was invited to speak to over 100 South Auckland High School students about being unique, different and ourselves to help students with body image pressure.

What really sets Eugenia apart is her personal experience of disordered eating. With this unique perspective, she can empathize with the shame, anxiety and desperation of food issues, and she also knows that complete change is possible. It's not about willpower!

PRESS



The diet that takes the focus off food

It's the age-old problem: You go on a diet then the kilos come back, plus some. We take a look at a new weight-loss approach that doesn't put the focus on food

- NEXT (New Zealand)
- 30 Nov 2017
- BY TRUDIE MCCONNOCHIE



YYou've done paleo, Atkins and raw food. You've quit sugar, farted up a storm on cabbage soup and chomped on carrots until your palms turned an eerie shade of orange. You've fasted, attended souldestroying weigh-ins and knocked back expensive juices like your life depended on it. Sometimes you got good results, other times just tiny successes, but before long the weight piled back on – and then some. It's a scenario that plays out in homes across the country time after time – and little wonder, given that nearly 65% of dieters return to their pre-dieting weight within three years, according to the Weight and Eating Disorders programme at the University of Pennsylvania in the US. Which begs the question: even if you

NEARLY 65% OF DIETERS RETURN TO THEIR PRE-DIETING WEIGHT WITHIN THREE YEARS

find a diet you can stick with, if you gain back the weight later, can it really be considered a success?

Nutrition coach Eugenia Nikiforow does not think so, and after noticing how many of her clients were tortured by what they were increasingly viewing as an unwinnable battle with weight, she decided the only way to help them achieve a healthy body mass was to take the focus off food.

“The reason diets don’t work is because they focus on restriction – but as human beings we naturally seek pleasure and avoid pain,” says the Hamilton-based coach. “When you go on a diet you get pain and you avoid pleasure – the opposite of what we’re naturally seeking. That’s why diets are unsustainable.”

Although she does give food guidance to ensure her clients get adequate nutrients for good health, on the whole Nikiforow is less interested in what you eat than she is why you eat it. Given most of us view food as a reward – as children, we’re given biscuits or lollies when we’ve been ‘good’, or to cheer us up when we’ve hurt ourselves – and a means to express love, it’s not surprising the pantry is the first place we turn when life just isn’t panning out as we’d hoped.

“I had a client who always ate chocolate in the evening,” Nikiforow says. “I said to him, ‘What is it you’d like to have more of in your life?’ He said, ‘Honestly, I’d just like to have a hug from my wife’. A lot of people are looking for love [in food]. He later said to me, ‘I’ve learned if I don’t have that love in my relationship I’ll look for it in chocolate because it doesn’t resent me or reject me.’”

ALL ABOUT EMOTIONS

If all this sounds vaguely familiar, it’s probably because experts have been telling us for decades that only 5% of diets will succeed. Although that figure is now considered tenuous – it was based on a 1959 US study of just 100 people – you’d be hardpressed to find a reputable nutritionist who would advocate crash dieting. So how come we keep eagerly jumping on the bandwagon when a new diet trend emerges, even though we know logically it’s unlikely to work? Like so many of our life choices, it all comes down to emotions.

“When we are trying to lose weight, most of the time we’re looking for something more from our lives,” Nikiforow explains. “For women, when I ask them, ‘Why do you want to lose weight?’ they say, ‘Because I’ll be attractive then’ or ‘I will be happy then’

‘WHEN WE’RE TRYING TO LOSE WEIGHT, MOST OF THE TIME WE’RE LOOKING FOR SOMETHING MORE FROM OUR LIVES’

or ‘I can spend more time outdoors with my family’. It’s the belief that, ‘Once I lose weight and get to a certain number, I will be able to find a partner or my husband will find me attractive’. It’s looking for happiness, love and connection.”

Nikiforow's approach is to teach people to build happier lives where they are now, rather than delaying it until the scales reflect some magic number. Not surprisingly, many women struggle with the notion of being content with something they desperately want to change, but Nikiforow believes the way we feel about ourselves now directly affects our ability to lose weight (or not).

"You don't need to love everything about yourself right now," she explains. "Instead it's about meeting where you're at with acceptance and looking at how you got here. Maybe it's because you didn't look after yourself. Maybe because you prioritised other people. Maybe you're actually really bored and lonely so you use

food to entertain yourself. And from there we can turn that around."

With the body acceptance movement gaining popularity on social media, there is a strong uprising of voices urging us to just be happy the way we are, regardless of our waistline measurement. While that sentiment has its merits, it doesn't resonate for everyone.

"What I hear from women is, 'I know I shouldn't be looking at the number or talking about weight loss but secretly that's all I want'," Nikiforow states. "I'm never going to say you shouldn't lose weight. But it must be for the right reasons – such as for your health – and in a way that is sustainable, because if you don't enjoy it you're not going to sustain it."

SEEKING FUN

After you've identified your emotional triggers that lead you to pull into the Macca's drive-thru, how do you change your responses to them? Nikiforow teaches her clients to incorporate more pleasure into their lives, so they're less likely to seek it in junk food when the chips are down (so to speak).

"One of the things women say is, 'When I lose weight I want to wear beautiful clothes,'" she says. "Do it now – go and buy a beautiful dress. Or add more colour to what you're wearing. When you're wearing beautiful clothes, your posture and the way you carry yourself changes, and you feel more confident and happier within yourself."

She continues, "If you want to lose weight to be more active, find a way of moving your body now, in a fun and gentle way, rather than wait until you lose weight. When you move you feel so much better, and you're not as likely to go and eat junk food as you would if you'd sat on the couch for five hours."

The idea of making time for fun may be difficult for many women, who could have spent years putting others – children, partners, parents and friends – first, and have forgotten how to look after themselves... or even why they should.

"I see a lot of women focused on pleasing others, and they come last," Nikiforow says. "When food is your only

'I'M NEVER GOING TO SAY YOU SHOULDN'T LOSE WEIGHT. BUT IT MUST BE FOR THE RIGHT REASONS'

pleasure in life it will be hard to focus on being healthy. For them, food is all they have at the end of a long day – that’s how they have a break. So instead, look at adding other pleasures to your life.

“It’s about taking time for yourself, even if it’s just 15 minutes on your own to breathe, have a cup of tea, look through a magazine or read a book. Even if it’s just a hot shower – be really present during that shower and enjoy it, knowing that you’re doing it for yourself.”

Sure, enjoying a hot shower isn’t going to make you lose weight, but Nikiforow paints small gestures of self-love as being part of a larger attitude shift that may help hack our tendency to reach for food as an emotional crutch.

And since knowing what not to eat for years hasn’t done anything to reduce obesity rates, surely taking a different approach has to be worth a try. Anything’s better than enduring cabbage farts, that’s for sure.

PRESS



How to quit emotional eating

Has a bad day left you devouring chocolate when you're not even hungry? These are better ways to beat the blues.

May 18, 2017 6:00pm

Over the week I spent researching and writing this story about emotional eating, I consumed an entire bag of salt and vinegar potato chips and a small block of Lindt chocolate.

I'd love to say it was in the name of research, but the truth is that reaching for high-fat, high-sugar food is a long-running pattern for me – which has nothing to do with my stomach and everything to do with my emotions (in this case: stress and feeling overwhelmed).

If you can relate, take heart – research indicates many of us are in the same sugar-laden boat. American experts estimate that 75 per cent of overeating is caused by emotions, and research across the ditch found more than 90 per cent of Australian women who struggle with their weight also comfort eat.

Yet health and nutrition advice continues to centre around telling us to control our portions, eat more vegetables, and reduce our intake of sugar, salt and bad fats. In other words, it's focused on the 'what' of eating, not the 'why'.

Given that we're arguably more knowledgeable about healthy eating than at any time in history, yet our population continues to grow alarmingly fatter, it would appear something is missing from modern health messages.

Experts such as nutrition coach Eugenia Nikiforow think the connection between our emotions and our eating habits might just be it.

Based in Hamilton, Nikiforow teaches her clients to recognise what the body is really looking for when those Tim Tam cravings kick in.

"The triggers could be sadness, frustration or anger... quite often it's loneliness," she says.

"Nowadays we are connected by Facebook and social media but still very isolated. People are sitting at home on their own, at 6 o'clock in the evening in front of the TV, munching away – it's looking for that comfort in foods."

American psychotherapist Karen Koenig, who specialises in the psychology of eating, says women are more likely than men to feed their feelings.

"Because women are encouraged to take care of others rather than themselves, they are prone to eat for comfort because eating feels like a legitimate need. If they do things like watch TV or take a nap to relax or rest, they feel guilty."

She adds: "There are people with certain personality traits who are prone to misuse food: people who have low self-esteem, have difficulty with self-regulation – especially of emotions – are perfectionists, are people-pleasers and approval-seekers. Also, there is a correlation between trauma survivors, especially of sexual and emotional abuse, and misuse of food."

Unfortunately, it would appear biology is against us. A 2015 Cornell University study found people in negative emotional states tend to crave sweets more than those in a positive frame of mind.

"Foods high in sugar and fat generate dopamine, the feel-good neurotransmitter, which diminishes our discomfort by improving our mood – hence the term 'comfort foods'," explains Koenig, the author of The Food and Feelings Workbook. The desire to eat for comfort starts early. As children, we're rewarded for good behaviour with lollies and takeaways.

We grow up celebrating birthdays with cake and burying the pain of break-ups in a tub of ice-cream (thanks, Bridget Jones).

No surprise that when we're feeling sad, rejected or just not good enough, as adults we instinctively reach for something that'll give us quick pleasure. For a short time, it does. Then we end up feeling guilty, regretful or bloated – it's a vicious cycle.

It was Nikiforow's own journey to develop a healthy relationship with food that prompted her career direction. At age 16, she developed an eating disorder that saw her drop to a skeletal frame in high school, while surviving on just one meal a day.

Years of obsessive dieting followed, and at age 30, she entered a body physique competition. "A nutrition specialist put me on a very strict diet where you lose lots of body weight quickly. I was doing lots of weight training and I got very deficient in nutrients. I craved sugar at any time of the day so I ended up eating so much sugary food that I gained lots of weight. I started emotionally eating, and my hormones were all over the show so I lost my period for half a year."

After overcoming her "disturbed relationship" with food, Nikiforow came to a startling realisation – this tendency to satisfy ourselves by stuffing ourselves is universal. Fuelled by a desire to help people make peace with food, her business Mindfoodness – a play on 'mindfulness' – was born. Instead of dieting, she is teaching people to respond to their body's emotions in ways that don't involve food.

"[People who come to see me] are constantly on a diet, they've been to Weight Watchers, they've been to Jenny Craig, but nothing helps so they are tired, lacking energy and very stressed," says Nikiforow, who works with clients around the world via Skype and also runs workshops in Hamilton and online.

"They go from restricting their food to 'I've had enough, I just want to enjoy food' and binge eating. Then they gain weight, hate their body and go looking for the latest diet."

Teaching people to be mindful about what they eat, and why, is at the heart of Nikiforow's transformational work. Part of the reason this idea seems foreign is because we've become a society of absent-minded eaters, wolfing down food while staring at our phones, working at our desks or running around after the kids.

"Mindfulness in eating is about understanding what the body is asking for and making a mindful decision, 'do I crave this because I really would like that piece of chocolate, or because my body is needing energy right now?'"

If you are actually physically hungry, allow yourself to be present with that meal – paying attention to the texture, the flavour and the smell," she says.

Sometimes, just taking time to tune into your body, instead of blindly responding to an emotion by feeding it with food, is enough to allow the craving to pass, Nikiforow says.

"Scan your body: do you feel tension somewhere? Create that awareness and connection to yourself by asking, 'what are my physical sensations, my emotional sensations?'"

By the time you've done this, most of the time the need for food goes. You're taking time rather than reacting. Because what often happens is 'I feel like this' then you go and eat it and then it's 'I actually didn't need that!'"

As well as helping us make better food choices, mindful eating can also help with portion control. Because as Nikiforow points out, emotional eating also leads us to overeat.

"If you were not hungry in the first place, how do you know when to stop?" she explains.

"Unfortunately, it's only when you're uncomfortably full or the packet of chips has run out."

****How to curb emotional eating**

1. Eat with awareness**

Avoid distractions while eating – turn off the TV, put down your phone and focus on the experience of nourishing your body with food. "Pay attention to the smell, look, texture and flavour of the food, stopping when you've had enough instead of being uncomfortably full," says Nikiforow.

2. Boost your EQ

When you feel an unpleasant emotion, take time to identify the exact emotion instead of rushing to bury it with food.

"Some emotions we can do something about, such as loneliness," says Koenig. "Others we can only go through, such as grieving for someone who has died. So we need to know whether we would be better off experiencing an emotion because it's inescapable or taking action to respond to what it is telling us we need in that moment."

3. Look for alternatives

Reach for other ways to create comfort instead of food. "Try going for a walk, going to bed with a book and reading for a bit, calling a friend, joining a club or getting a hobby,"

Nikiforow suggests. "If it is loneliness, ask 'how can I create more connections in my life?'"

4. Stop dieting

As a reader of *Good Health Choices*, you probably already know punishing diets are a bad idea. And here's further proof: it disrupts healthy appetite signals, says Koenig, making you more likely to feed your feelings.

Words: Trudie McConnochie

PRESS

RADIO
LIVE



Radio Live Interview – Binge Eating
Link to the recording.

https://audio.mediaworks.nz/content/radiolive/AfternoonTalk/18053_LongLunch_EugeniaNikiforow.mp3

PRESS

Ditch the New Year's diet pressure - for now and evermore

OPINION: It's that time of the year again when everyone makes those big promises to themselves. After all the scorched almonds, cheese and endless 5pm nibbles and wine, we all vow to go keto, paleo, sugar free - or maybe all of them at the same time - so we can look good in our summer clothes.

Don't let the diet industry play on your body loathing in 2019. No more crazy restrictions - instead make this year all about understanding what's actually causing you to carry more weight than you want, so you can be healthy without eliminating whole food groups or torturing yourself in some kind of deprivation situation.

I've studied the reasons people overeat for many years now, and I wholeheartedly believe that nobody is lazy, or lacking discipline or willpower. There are so many other reasons people are overweight.

Some are numbing feelings, using food like a drug; some are focusing so much on what they are not allowed that it becomes all they want and think about, resulting in a binge; some are skipping meals and therefore not eating enough calories causing their body to go into starvation mode and actually store body fat; some are eating for entertainment when they are bored. There's always something else underlying an overeating situation.

Clients come to me asking me to give them a diet plan and tell them what to eat but when we look deeper, most of them very quickly realise that they actually know what to eat, they are just not doing it. A strict diet plan would be like ripping the weeds out and leaving the roots in, and then wondering why it has grown back again.

Advertisement

[Advertise with Stuff](#)

Instead I get them to try and put their detective hat on and start being curious about why they eat, how they eat and how much they eat. It's only when we get to the root of the problem that we can make lasting change to their weight.

Some good questions to ask yourself are:

- * Am I actually hungry? What are my physiological hunger signs (lightheadedness, grumbling stomach, headache, grumpiness)? Is that what I'm feeling?
- * What am I hungry for - is it really food or something else?
- * What do I really need if it is not food? What's missing that I'm trying to fill with food? Is it something to do? Is it energy? Is it company?
- * What am I feeling and why? Is there sadness? Uncertainty? Nerves?
- * How can I satisfy my needs and desires in other ways other than food? Do I need to call a friend so I'm not so lonely? Do I need to occupy myself so I'm not bored? Do I need to get more sleep or reduce my stress so I don't look to food for a boost?

My ultimate dream is that nobody should feel the need to count calories, change their body, and deprive themselves of feeling beautiful, loved and accepted - only to end up eating secretly when nobody is watching.

Life is too short to spend it caught in a cycle of overeating and hating yourself for it. Talking constantly about good and bad food will get you nowhere as there is no such thing, only more nutrient-dense foods and less nutrient-dense foods.

Spend this year trying to integrate nutrient-dense foods into your daily diet and give yourself the permission to consciously indulge in less nutrient-dense foods some of the time. You'll be amazed how your body will change once you understand why you've been overeating.

**** Eugenia Nikiforow is the founder of MindFoodNess and Body Love Yoga. She has a BSc in business psychology and works as a nutrition coach and yoga instructor.***

PRESS



Health, Mind & Body: Body image

Eugenia Nikiforow, body and mind transformation coach, joins The Long Lunch today in the studio for Health, Mind & Body talking about body image.

Link: <https://www.magic.co.nz/home/archivedtalk/on-demand/long-lunch/2018/07/the-long-lunch--in-case-you-missed-thursday-12-07-18.html>

PRESS



There is no day where we don't see a picture of a “perfect” body, “perfect” doll like face, living a “perfect” life.

When walking through the mall, standing at the check out or sitting at the hairdresser, waiting until we look human again, we are bombarded with messages and images why we need to change our body, our face, or our entire look.

It seems like with today's pressure portrayed by the Media and Social Media, many feel not good enough and inadequate the way they look and live their life. Believing Instagram and Facebook, people seem to be always happy, have the “perfect” body, eat only salads, drink green smoothies, and work out six times a week.

I definitely know myself, I had and still have days when I mindlessly scroll through Instagram and don't even notice how on some days I feel so much worse after scrolling than I did before. It is subtle and yet prominent, but subconsciously we seem to compare ourselves with others, what they eat, what they wear and how they look.

We ask ourselves: *“What am doing wrong?” “Where have I gone wrong?”*

We believe that we are the only one who feel that way. Others seems to have it all sorted. “I am the only one, I am just lazy and useless”. We feel ashamed talking about it, even to our partner. We don't feel understood and are scared to feel judged.

We suffer in silence.

The truth is – we are not alone, you are not alone. On a daily basis I speak to women who feel very similar and are craving to share their pain.

It is time to speak and to break the stigma around Body Image Pressure and the shame that comes with it:

Speak about it

It is hard to be vulnerable. It is hard to speak about it and the longer we keep to ourselves, the bigger and heavier is the burden. As soon as we open up, we realize how many other people feel very similar to us. They, too, just feel ashamed and fearful to be judged. Choose a person you trust who will listen without judgment. Share with them how you feel and what you are going through. Speaking to others can help us to get perspective and share the load.

You are not alone

Sometimes, just knowing that we are not alone can provide relief. There are a lot of amazing groups and communities where we can connect with other people who are experiencing similar struggles. Ironically, but there are great free support groups on Facebook where women share their journey from body war to self-love. Also, reading [other peoples' stories](#) can be encouraging and motivating.

Feel your feelings and accept your thoughts

Accept the thoughts you have about yourself. Feel the feelings you have. Fighting and judging our thoughts can create further problems and deepen our pain. We need to remember that our thoughts are the consequence of the messages we receive from the environment around us – TV, magazine, social media. We have been conditioned to have those thoughts. Recognizing and acknowledging that they are there, without acting on them can feel empowering. It seems like when we do that, we take the power away from them and stop allowing them to control our life – “Ok I hear you. I don't believe you, but I hear you.”

Practice mindfulness and compassion – reconnect with your heart, rather the mind. In our heart we know that our thoughts are not true. In our heart we know who we truly are.

Counter-Conditioning

We have been conditioned to think our bodies need to look like like plastic, like a manikin or like a Barbie. We have been brain washed.

Now, it is time to counter-condition ourselves. We need to immerse ourselves into the messages we want to think, instead of the ones we don't want to think or the ones that makes us feel uncomfortable and inadequate.

Follow people who share body positive messages and health at every size. The more we begin to see body-diversity, the more we can appreciate women of every shape and size. With the time it will become easier to accept our own body and see that we are all the same, with similar struggles, hopes and needs. We just experience them at different times.

Just in case you don't know where to start, my personal favorite people I love to follow are: [Ashley Graham](#) and Katie Willcox

Eugenia

PRESS



The False Friend - Dieting and Restricting

Eugenia Nikiforow is a Body and Mind Transformation Expert with a BSc in Business Psychology, a Nutrition and Mindfulness Coach and a Yoga teacher. She specializes in Distorted Eating Recovery including binge eating and emotional eating, distorted relationship with body and food and mindset coaching. Eugenia has a three pillar approach to wellness considering physical, emotional and nutritional perspectives. She is trained in more than 100 dietary theories, a variety of practical lifestyle coaching methods such as Mindfulness, NLP, CBT and positive human psychology.

When everything else in life feels out of control – when you hate your job, your relationship is broken and all your friends have moved apart, well, then at least there is still that one thing that you have control over – food and your body. Dieting and Restrictive Eating Disorder is that one loyal “friend” that you can rely on.

1. It’s all about control

In those years, when distorted eating was that false friend of mine, I always had a reason why I needed to go on another diet or why I needed to change my body. I was in a job I truly despised and my long term relationship was on the verge of crumbling to pieces. Every time I was experiencing lack of control and uncomfortable emotions and feelings that I didn’t want to explore, I would turn my focus to dieting. It was the one thing I knew and it was always there for me. It can be overwhelming to look at what truly causes us pain as we don’t know what we are going to discover and what it will mean. Too many times we are scared to be honest with ourselves so avoid uncomfortable emotions by finding distractions and something we can get our teeth into.

2. We all just want to be happy

I believed that once I had a perfect body, everything would change and I would be so much happier. Looking back, I was craving love, affection, purpose and happiness. But I didn’t know that then. I fell into the dieting trap and the false friend trap – EVERY TIME. And then, there was a day when I asked myself: If the “perfect” body was supposed to make me

happy, why wasn't the way I was feeling about myself changing, even when my body was? Did it mean that dieting and restrictive eating weren't giving me anything? I realized that were. They gave me a sense of control, familiarity, a friend who was literally going through thick and thin with me and they gave me a false sense of hope for a better future.

3. It's all about what we believe we will get

So many people are convinced that controlling food and how their body looks will give them confidence, happiness, love, connection and purpose. What I realized is that it is not about the body or food, it has never been and will never be. When we look beneath the surface, it is about what we believe we will get. For some it is confidence, love and affection, for others it might be career, happiness, success.

But let me ask you this: How many times have you lost and gained weight and how many times did you get all that you believed you would get once you had the body of your dreams?

4. Let's turn it around and take charge

That realization changed my entire outlook on life. Instead of waiting for love, purpose and happiness, it was up to me to take empowered actions to create my life. I started asking myself how I envisioned my life to be and what made me happy. I integrated 15 minutes of meditation and visualization into my morning routine and started taking action daily. It was incredibly empowering to let go of the illusion that controlling my body and food would give me love, purpose and happiness. In fact, it was tiring and exhausting and it wasn't leading me anywhere.

Now, I feel so much stronger within myself knowing that I am in charge of my life instead of being on another diet.

Since then, I quit my job, separated myself from my toxic relationship and have started my own business. I am living my passion and purpose every day supporting women and girls recovering from disordered eating and body image issues.

I no longer control my body shape through dieting and restrictive eating because I know that it is just a false friend who is trying to create the illusion of being my best friend.

And yes – I even found the love of my life.

CONTACT DETAILS

Web: www.mindfoodness.nz

E-Mail: Eugenia@mindfoodness.nz

Phone: 0220 68 19 28