

Fitness Goes Green

An aspiring actress and filmmaker finds healthy fame in fitness competitions



Frieda Bobay (right) & her trainer, Koya Webb

Frieda Bobay has lived in Hollywood, California, since she arrived from her native Germany ten years ago. An aspiring actress, she dreamed of being "discovered" and finding fame. Unfortunately, so did 50,000 other young, attractive and star-struck debutantes, so she took odd jobs, studied filmmaking, and gained nearly 20 pounds. Her desire to be part of the glamorous entertainment industry never died, however, so she did what so many other people only dream of. She turned her life around dramatically, with the help of good friends, dogged determination, and Purium Health Products' amazing whole food concentrates.

"I used to drink a lot of coffee and lived fairly unhealthily," Bobay explains. "I've always wanted to get in shape, but the drive wasn't there until a friend of mine, a personal trainer, got me to sign up for a fitness competition. I had a deadline. I had to shape up fast." It didn't hurt that Koya Webb (voted America's most beautiful fitness model and recently featured in Muscle & Fitness magazine) was her fitness coach, and Koya is a no-nonsense (but smiling) workout machine!

Her hard work and dedication paid off when she competed in the prestigious Zac Titus "Fame Hollywood 2007" event on September 15 and placed third in the women's division in her very first competition, an amazing feat for someone who by her own admission loved junk food and hated working out! How did she do it?

Bobay learned how muscles react to stress and how a proper low-calorie diet, coupled with superfoods, can help her maintain a strict workout and eating schedule, which included consuming approximately 1,600 calories and working out three times a day for at least an hour each workout.

"In order for my body to perform like I needed it to perform, I knew I had to keep my energy level up," she says. "Coffee was out and that was very difficult for me. I love coffee! So I had to find energy elsewhere."

Enter Purium Health Products' pure, raw superfood concentrates. She knew that at only 1,600 calories with three hours of hard exercise a day, she would need to get the most out of every calorie. So, with a little guidance from David Sandoval, owner of Purium Health Products and fast becoming one of America's leading fitness gurus, they created a plan that included five different highly assimilable and power-packed superfoods capable of feeding her lofty ambitions.

She started with a green workout shake mixing three of Purium Health Products' products: Spirulina, a powerfood of the ancient Aztecs; Aktivated Barley, the potent, sprouted form of this superfood that was historically used by gladiators; and Rice Bran Solubles for gamma-oryzanol, a sterol-rich natural muscle enhancer. "Whenever I had a sugar craving while I was working out, I had a green shake. When I didn't, I'd be lethargic and tired." Bobay also used Purium Health Products' Green Kamut, the world's only commercially available non-hybrid wheatgrass, combined with alfalfa. Green Kamut wheatgrass facilitates the elimination of lactic acid, oxygenates the cells, and contributes to muscle cell growth. "I also think the Green Kamut helped my dandruff because when I started drinking it, my scalp stopped flaking." Lastly she used the patented and worldrenowned Master Amino Acid Pattern (MAP) a non-soy, all vegetarian, clinically proven protein complex that can enhance the muscle tone, size, and definition of even the most dedicated body builder or athlete. So, what's next?

The six-foot-tall actress will soon be competing in the upcoming "Fitness Hollywood," one of the leading fitness competitions for women who want to star in the fitness arena, but who also want the glamour and prestige of a beauty pageant. And with the help of Koya and these amazing superfoods from Purium Health Products products, her chances look pretty good.

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