

JOAN LIEW LEE TING



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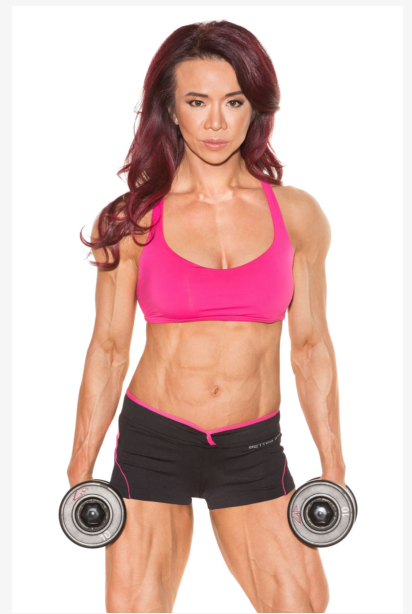
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Hi, my name is Joan. I am a fitness entrepreneur, a personal training coach and a professional bodybuilder in the IFBB Pro League. I discovered my passion in fitness when I was 8 years old, and I started training seriously for bodybuilding at age of 17. I won my first competition at the Women Asian Bodybuilding Championship 7 years later, and continued to compete at the Asia level for 10 years before heading to compete in USA at the NPC and Arnold's Classic in Ohio, Columbus.

In 2014 and 2016, I won the Women Physique and became the first Singaporean athlete to earn the IFBB Pro Card in 2017. In my fitness career, I worked as a fitness instructor and progressed to be a personal trainer, gradually working my way up to the role of a Fitness Manager, leading a team of 30 trainers. I also served as a consultant to True Fitness in Malaysia to set up the Fitness Department. In 2005, With all the prior experience under my belt, I felt armed and ready to start my own boutique fitness gym. Fitness Factory, which specializes in preventive healthcare through well thought of, fitness solutions for individuals.

Over the years, I pursued various certifications including the Certified Strength and Conditioning Specialist (CSCS) with the NSCA, the Certified Sports Nutritionist (CISSN) with the International Society of Sports Nutrition, just to name a few. I published a nutrition guide book in 2019, titled The Skinny Sumo Wrestler, and launched my podcast JOANTalks in 2024 that addresses topics on skeletal muscle, health, general nutrition, sports nutrition, hormone matters, women health as well as other matters related to general health. The podcast is available on Apple Podcasts, Spotify, YouTube and many other platforms.

ATHLETIC ACHIEVEMENTS

- 6th/7th September 2019. Wings Of Strength, Phoenix Arizona, USA
- 22nd September 2018, 4th Place, Hurricane Pro, Clearwater USA
- January 2017: 1st Singaporean athlete to be awarded IFBB Pro Card, IFBB Pro League
- 20th August 2016, 1st Place, Arnold Classic Asia Women Physique. Hong Kong
- 4th March 2016, 4th Place, Arnold's Amateur Women's Physique (Medium Class), Ohio USA
- 6th March 2015, 3rd Place, Arnold's Amateur Women's Physique (Tall Class), Ohio USA
- 28th February 2014, 1st Place, Arnold's Amateur Women's Physique above 153cm class
- 13th August 2013, 2nd Place, HKFBB International Bodybuilding and Fitness Invitation, Heavyweight Division.
- 1st March 2013, 2nd Place, Arnold's Amateur Women's Bodybuilding Championship Heavyweight Division.
- 11th July 2012, participated in Physique Category at the LA Championships, Culver City USA
- 10th September 2011, Tournament of Champions Culver City USA, Women's Bodybuilding Open Category, 1st Place
- 11th September 2010, Tournament of Champions Culver City USA, Women's Bodybuilding Open category, 2nd Place.
- 15th August 2009, Asian Women's Bodybuilding Championships, Gold Medallist for above 52kg category.
- 2006 1st Open Invitational Asian Women's Championships, Welterweight Gold Medalist
- 2002 Asia Heavyweight Gold Medalist, Women's bodybuilding
- 2001 World Games, Women's Bodybuilding Heavyweight, 7th Place
- 2000 Asia Heavyweight Gold Medalist, Women's bodybuilding
- 1997 National Physical Fitness Award





PROFESSIONAL ACHIEVEMENTS

- Head of Women's Strength and Conditioning, NSCA Global Chapter Singapore (since 2023)
- Member of Advisory Board, FitnessSG (since 2019)
- Member of Advisory Board for Fitness, SHAPE Magazine Singapore (Since 2007)
- Appointed Judge for IFBB Nationals 14th May 2018, SOTA, Singapore
- Appointed Judge for IFBB Singapore SHOW OF STRENGTH 2017, held in Marina Bay Sands, Singapore on 7th October 2017
- Appointed Judge for Fitness Ironman, HomeTeam, held at Tampines Hub on 28th October 2017.
- 10th May 2009, Appointed Judge for National Bodybuilding and Fitness Championships held at the Victoria Theatre.
- 17th January 2009, Guest Judge for NUS Muscle and Fitness War : an annual amateur bodybuilding competition jointly organized by the NUS Health and Fitness Sub-Club and NUS Students' Sports Club, and supported by the Singapore Bodybuilding Federation (SBBF), held at VivoCity Amphitheatre.
- 21st-23rd September 2007- represented Singapore in the World Amateur Women Bodybuilding Championships, Spain
- 1st July 2007, Guest Judge for National Junior and Men's Classics Bodybuilding Championship held at West Coast Sports and Recreation Center.
- 6th May 2007, Guest Poser for National Bodybuilding Championships held at Victoria Theatre.
- 20th January 2007. Invited as judge for NUS Muscle War Bodybuilding and BodyFitness Competition held at the UCC Theatre, NUS.
- 15th September 2006 Invited as Guest Judge for Mr Maldives Bodybuilding Championships, in Male, Republic of Maldives.
- 25th July 2006 Invited Guest Appearance in Kaohsiung, Taiwan, for the East Asian Bodybuilding Championships.

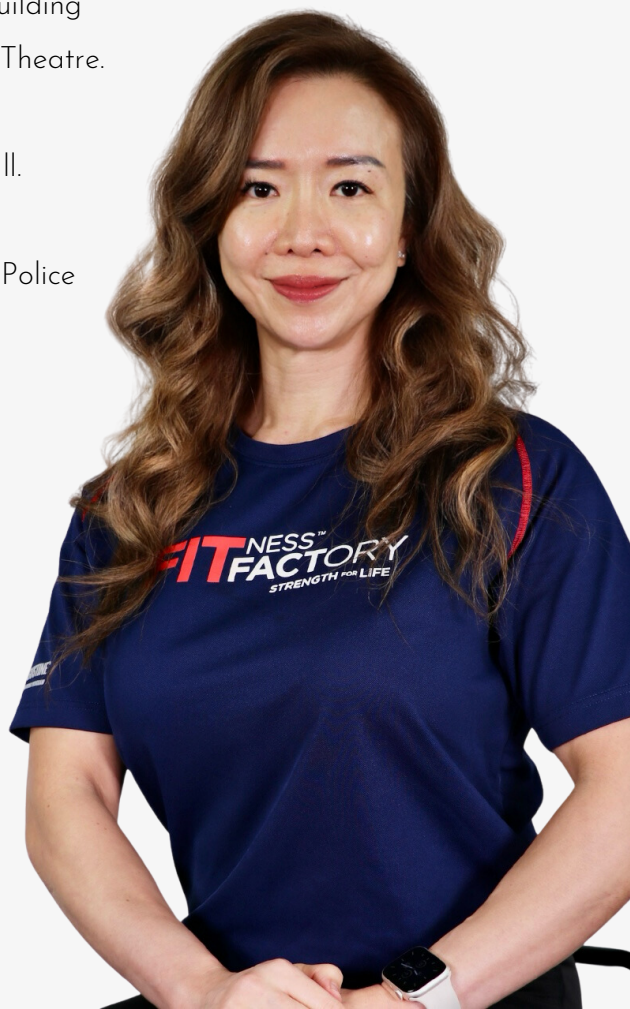
PROFESSIONAL EXPERIENCE

Director of Fitness Factory Pte Ltd (2005- present)

- Personal training and fitness consulting company offering highly focused and specialized personal training, conducting public/ corporate health talks, organizing fitness events, and consulting services for commercial fitness centers. www.fitnessfactory.com.sg
- Author. 'The Skinny Sumo Wrestler- 7 Strategies for Effective Weight Loss'.
- Published 2018.

Lecturer, Nanyang Polytechnic. (2014-Present)

- 20 Oct 2023: Speaker at Asia Fitness Conference 2023 in Bangkok. (Topic: Aesthetics vs Sports Nutrition)
- 26 Oct 2021: Speaker at World Bodybuilding Coaching Certificate Course (Thailand) organised by Thailand Bodybuilding and Physique Association
- 29th Oct 2017: Appointed Judge for HomeTeamNS BodyBuilding and Fitness Championship at Tampines Hub.
- 7th Oct 2017: Appointed Judge for Show Of Strength 2017 Bodybuilding Championship at Marina Bay Sands.
- 3rd to 6th June 2016: Speaker/ Trainer for the National Fitness & Bodybuilding Training Course 2016, Ho Chi Minh City Vietnam
- 16th to 28th February 2013: Judge (Preliminary class), 14th Start Up @ Singapore
- 8th-29th February 2012: Judge (Preliminary class), 13th Start Up @ Singapore,
- 10th April 2010, Appointed National Judge for National Bodybuilding and Physique Sports Championships at the Kreta Ayer People's Theatre.
- 23rd January 2010, Appointed Judge for NUS Muscle War Bodybuilding and Fitness competition at NUS Multi Purpose Hall.
- 19th January 2010 National Police force
Conducted a half-day Physical fitness Workshop for Singapore Police Force held at Cantonment Headquarters
- 23rd January 2009 National Police force
Conducted a half-day Physical fitness Workshop for Singapore Police Force held at Cantonment Headquarters
- 17th January 2009, Appointed Judge for NUS Muscle War Bodybuilding and Fitness competition at VivoCity.
- 17th January 2009, Appointed Judge for Muscle Explosion Bodybuilding competition at NTUC Auditorium
- 29th July 2007 The Cacao Show
A public presentation on the health benefits of dark premium chocolates, held at VivoCity.



PROFESSIONAL EXPERIENCE (CONT'D)

- 17th July 2007 National Police Force
Conducted half-day Physical Fitness Workshop for Singapore Police Force, held at the Police Headquarters at New Phoenix Park.

April - August 2005: Consultant to True Fitness, Kuala Lumpur

Involved in the setting up of the 50,000 sq ft fitness center in Sri Hartamas including

- Hiring, recruitment of fitness staff
- Developed and conducted training and development programs for the fitness team.
- Assisted in logistics, planning and layout of fitness equipment and floor design
- Achieved in revenue growth from fitness sales by 40% within first 4 months of operation.

Fitness Manager, California Fitness Centers (2003-2004)

Assistant Fitness Manager, California Fitness Centers (2002-2003)

Fitness Supervisor, California Fitness Centers (1999-2002)

Personal Trainer/Day Supervisor, California Fitness Centers (1998-1999)

EDUCATION

- Bachelor of Commerce (Marketing), University of Western Australia
- Diploma in Health Studies (Nutrition), American Institute of Arts and Science
- Diploma in Sport and Wellness Management, Nanyang Polytechnic

MEMBERSHIPS

- National Strength and Conditioning Association (NSCA)-CSCS
- American Council Of Exercise (ACE)
- International Society of Sport Nutrition (ISSN)-CISSN
- University of Western Australia (UWA) Alumni
- IJ Alumni, Auditor (Voluntary)



PROFESSIONAL QUALIFICATIONS

International Society in Sports Nutrition (ISSN)

- Certified Sports Nutritionist (CISSN)
- Sports Nutrition Specialist (SNS)

National Strength and Conditioning Association (NSCA)

- Certified Strength and Conditioning Specialist (CSCS)
- CSCS ID: 201176143

American College Of Sports Medicine

- Mastermind In Sports Nutrition (2021)

American Council of Exercise (ACE)

- Certified Personal Trainer (since 2010)

International Sports Science Association (ISSA)

- Specialist in Performance Nutrition
- Certified Fitness Trainer

Other Courses

- Engaging Newly Hired PMETs in an SME (SNEF) (2019)
- Design and Develop OJT Blueprint (ITE) (2018)
- Sports Nutrition School Level 100: Brand Immersion (2013)
- Trigger Point Performance Therapy (2011)
- TRX Group Suspension Training Course (2010)
- Power Plate Academy Training (2008)

Achieve Global Courses

- Moving the Organization Forward: Defining Your Team's Contribution (August 2004)
- Influencing for Win-Win Outcomes (April 2004)
- Coaching: Bringing Out the Best In Others (November 2003)
- Managing Your Priorities (April 2003)

National Academy of Sport Medicine (NASM)

- Fitness Nutrition Specialist

Federation of International Sports Aerobics & Fitness, Inc. (FISAF)

- Fitness Instructor and Personal Trainer

24Hour Fitness

- 24Hour Fitness Trainer Fit Pro certification

APEX Fitness Group

- APEX Certified Trainer Workshop certification

Singapore Sports Council

- Fitness Instructor Course



Appointed lecturer and examiner for FISAF Certification Courses since 2006

Course facilitator for ISSN Sports Nutrition certification courses in Singapore and South East Asia since 2013

Fitness educator for Fit Singapore 2013 - 2015

ISSN Annual Conference

AsiaFit Fitness Convention, Bangkok

IFEX Fitness Expo, Jakarta Indonesia

ACADEMIC AWARDS

- Book Prize for Outstanding Academic Performance in Written Communication (1998)
- Book Prize for Outstanding Performance in Practical Business Communication (1997)



PROFESSIONAL AWARDS

- 500Most Promising SME 2012 for Fitness Factory Pte Ltd, by Small Medium Business Association Singapore (SMBA)
- 2003 Top Fitness Manager, Singapore
- 2001 Top Fitness Manager of the Year, Asia
- 1999 Employee of the Year, California Fitness Centers
- 1999 Employee of the Month, June

MEDIA / EVENTS / VOLUNTARY ACTIVITIES

TELEVISION / SOCIAL MEDIA FEATURES

- 30 August 2021: The Royal Singapore
- 22 August 2021: Shout.SG
- 6 March 2021: Television Feature on "The Great Escapade: Homebound" on Channel News Asia
- June 2016: Interview with "The Food Detective" on Channel 5 on the topic of Sports Nutrition.
- October 2015: Interview with "The Food Detective" on Channel 5 on the topic of Ergogenic aids/ Sports drink
- July 2015: Special Guest Feature on program "World This Week" on Channel U on the subject matter of Sports Nutrition.
- December 2008 Special Guest feature in OKToLive! Program
- March 2008 Featured in Channel 5 Program Angels in Action, as a representative for one of the competitive National female athlete in Singapore.
- 2006 Featured in ARD German Television as a representative for a report profile of an Asian Female Bodybuilder.
- 20th June 2006 Featured in TV Program Project Y- Health and Fitness Episode on Channel U, as representative of a veteran personal trainer and established athlete for Singapore's fitness industry.
- 2005 Featured on TV Program 'What Women Want Really' on Channel News Asia
- 2005 Featured on TV Program "Special Report- Women Achievers' on Channel 8.

FEATURES AND INTERVIEWS IN PRINT

- Shin Min Daily News: 21 Nov 2022. Life Of A Female Bodybuilding Queen
- The New Paper: 6 May 2019- "Best Diet is one you do not even notice. Professional bodybuilder publishes first book on long-term weight management".
- Shin Min Daily News 16 July 2019. "Woman Bodybuilder Shares On Diet and Exercise".
- The Straits Times: 5th March 2013- "Singapore Bodybuilders Impress in US Event"
- The Straits Times (Urban): 22nd Feb 2013- "Beauty Secrets"
- The Straits Times (Urban): 22nd Feb 2013- "No Time No Sweat"

FEATURES AND INTERVIEWS IN PRINT (CONT'D)

- RUN Singapore: Jun/Jul 2012 "The Trining Circuit Facts and Figures" pg41
- RUN Singapore: Apr/May 2012 "Strengthening Your Mucsles for Stronger, Longer Runs" pg 26, 27
- Cosmopolitan Singapore: May 2012 "Working in the Same Job or Years" pg96
- GOLF: March 2012- "Resistance Exercises for Power Golf" pg 44,45
- GOLF: February 2012- "Exercise Your Options" pg 44,45
- CLEO: March 2012- "The Right Fit" pg 160
- CLEO: January 2012- "Sculpt Sexy Arms" pg 142- 144
- Her World: February 2011- "Train Right"
- The Straits Times, 12th September 2011- Sports: "S'pore pair muscle in on trophies".
- The Straits Times: 16th December 2010- Life! "Biggest Loser Lost too Much?" page C14.
- The Sunday Times: 23rd August 2009- Sports Profile:"From Body Girl to SuperWoman"
- Monthly Column for SHAPE magazine "Gym Fix" 2009
- Monthly Column for SHAPE magazine "Home Body" 2008
- The Straits Times (Urban): 17th July 2009- "Flab to Fab" Series 4
- The Straits Times (Urban): 26th June 2009- "Flab to Fab" Series 3
- The Straits Times (Urban): 5th June 2009- "Flab to Fab" Series 2
- The Straits Times (Urban): 22nd May 2009- "Flab to Fab" Series 1
- The Straits Times (Urban): 24th April 2009- "A Call to Arms"
- The Straits Times (Urban): 16th Jan 2009- "The Right to Bare Arms"
- The Straits Times (Urban): 28th November 2008- "Stand To Gain"
- The Straits Times (Urban): 31st July 2008- "Fit For A Bride"
- The Straits Time (Urban): 29th May 2008- "Go Figure"
- The Sunday Times (Sunday Plus): 29th July 2007- "BoomTime Singapore: 7 More Things That Money Can Buy".

Hard work pays off as Liew earns pro card

Singapore bodybuilder Joan Liew received a long-awaited birthday present yesterday, a week before she turns 41, when she was awarded a professional card by the International Federation of Bodybuilding and Fitness (IFBB).

She is the first Singaporean to receive this status, which earns her entry into professional-level competitions, including top-level events like the annual Olympia Weekend in the United States.

The coveted pro card is widely-regarded to be very competitive and is earned only after winning at some of the highest-level events in the world.

Since her foray into competition

began in 2000, she has won 15 medals in 15 shows, including a recent win in the Women's Physique (Open) at the Arnold Classic Asia in Hong Kong last year.

While Liew is a veteran in the local bodybuilding fraternity, she said it has taken 24 years of hard work before it finally bore fruit yesterday.

She said: "Being an IFBB Pro is a new beginning for me. It's another journey with a new playing field, as I will now compete with the world's best athletes."

"It has been 24 years of hard work, and I am truly happy that I have finally achieved my dream."

Liew, who runs a local gym, said

she hopes to help develop personal trainers in Singapore and guide other bodybuilders towards earning their own IFBB pro card.

Alex Betts, president of the Singapore Federation of Bodybuilding and Fitness, gave Liew credit for her commitment over the years.

He said: "It takes many years of training and dieting to reach this level in the sport."

"Many on the outside world see the regimen of a bodybuilder (as) very unforgiving and a huge sacrifice, but those who are passionate about the sport and live it day-in and day-out see it more as a lifestyle that they willingly love and embrace."

"We hope to see Joan go all the way and carry the flag of Singapore on the Olympia Stage and truly make her mark on the sport and make Singapore proud."

May Chen



Joan Liew is the first in Singapore to earn the competitive IFBB pro card after winning 15 medals from 15 shows. PHOTO: SINGAPORE FEDERATION OF BODYBUILDING AND FITNESS

SHIN MIN 新明日報

Daily News

副刊 21.11.2022 星期一 Monday 农历壬寅年十月廿八 新加坡

健美女王

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

为迈向巨擘迈进

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

健美女王的精彩人生

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

参赛之余 创业出书

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

刘翠婷在健美界征战多年，终于在今年夺得新加坡健美公开赛冠军，成为首位在亚洲地区夺得该赛事冠军的亚洲女性。

FEATURES AND INTERVIEWS IN PRINT (CONT'D)

- The Straits Times (Urban): 6th June 2007- May Says Readers Column
- The Straits Time (Urban): 31st May 2007- "Bag Of Bricks" Special Feature
- The Straits Times (Urban): 18 January 2007- May Says Readers Column.
- The Straits Times (Urban): 28 December 2006- The Best of 2006 for Hot Trend in Fitness
- The Straits Times (Urban): 16 November 2006- May Says Readers Column.
- The Straits Times (Urban): 28 Sept 2006- Show Girl, Beautiful Bodies Part 2
- The Straits Times (Urban): 10 August 2006- Top Spot
- The Straits Times (Urban): 18 May 2006- Watch Your Back
- The New Paper 23rd April 2006
- The New Paper 10th Feb 2006 (Beyond O Levels Special)- Sport discipline help her study for Degree
- Sunday Times 16th April 2006- Sweat- ABSolute Stunners
- The Straits Times (Urban) 2nd Feb 2006- Make an Ass of Yourself: Tips to flaunt Butt Cracks
- The Straits Times 25th March 2006- Special Report: Mad About Fitness. Joan and Augustine (for Fitness Factory) featured as one of "Singapore's Hottest Personal Trainers".
- The Sunday Times (Sweat) 15th Jan 2006: A smart way to get fit
- The Straits Times (Urban) 5th Jan 2005: Butt Out
- The Straits Times (Urban) 15th Dec 2005: Abs Fabs
- The Straits Times Oct 2005: Joan Makes comeback at Asian C'ships

ARTICLES & OTHER PROJECTS (CONT'D)

Contributing Writer for RUN Magazine

- Functional Training for Runners. June 2016
- Race Nutrition. October/ November 2015
- Top 5 Common Running Injuries and Simple Exercises to Avoid them. June/July 2015
- Core Exercises for Better Running Form Part 2, April/May 2015
- Core Exercises for Better Running Form Part 1, Feb/Mar 2015
- Train to Keep Your Muscles and Regain Life, December 2014

Monthly workout feature for August Man Magazine

- December 2012: Travelling Sportsman pg 232-234
- November 2012: Back Action pg 224-226
- October 2012: Fitness, Ahoy! Pg 228-232
- August 2012: Kool Ken pg 152-154
- July 2012: Power Move pg 148-151
- June 2012 Roxk That Body pg 148-151



FEATURES AND INTERVIEWS IN PRINT (CONT'D)

- The PEAK magazine, May 2013- "Fast Fitness" Pg 71
- Guardian Feeling magazine Apr-Jun 13 "5 Fitness Myths Debunked" And the Truth about Weight Loss Pg 58-61
- Elle Beauty Book 2012- "Fighting Fit" pg 190-193
- Her World magazine September 2014, Cheatsheets/Fitness, Pg 312
- Her World magazine, Fit&Fab "Fuel Up Right" Pg 98
- Her World magazine, May 2013- "Boutique Room" pg 314
- Her World magazine, Feb 2011- "Train Right" pg 140
- Marketer@Work, The Singapore Marketer, Jan-Mar 2010
- Consultant of SHAPE's Monthly Column "Gym Fix" for 2009
- Creator of SHAPE's Monthly Column featuring home/ outdoor workouts 'Home Body' since 2007.
- Liahhe Wanbao: 20th September 2009
- The New Paper: 22nd August 2009-"Winning Partners"
- The Straits Times (Digital Life): 29th April 2009- "You Go Girl"
- The Star Weekender (Malaysia): 19th April 2009-"A Beauty with Brawn"
- ELLE Magazine May 2009

Health and Fitness Special: Featured as one of the four ladies in the wellness industry in Singapore

- My Paper 30th July 2008: Featured Fitness Factory and its founders
- SHAPE Magazine April 2010
- Great GAMS special
- SHAPE Magazine May 2008
- The You-Can-Do-It Triathlon Plan-The Training Guide That Every Triathlete Needs.
- SHAPE Magazine March 2008

The Heart Smart Guide- Work Out To Your Heart's Content, Gain Control Over Hypertension With Exercise

- SHAPE Magazine September 2006.

Don't Worry Be Happy- Survival tips for Common Stressed-Out States of Mind.

- SHAPE Magazine, July 2006.

Age Proof Your Body- "Dumbbell-less resistance training exercises: Joan's Age-Resistant Workout"

Home Gym Buyer's Guide

- The Sunday Times, Email Interview with Wong Kim Hoh, 2004

- The Straits Times 4th Sept 2002. SportsPeople-

Muscles outside but Joan's all woman inside

- Lianhe Zaobao, 24th July 2002

PHYSICAL FITNESS | 2009

Denmis Mitchell finds out how boutique gym Fitness Factory aims to find its niche

The name Fitness Factory belies what the boutique gym really is. Tucked away into the top floor of a corner Road One building, you don't see the usual fitness equipment, but a range of state-of-the-art equipment to offer a range of workouts – but not too much to clutter the space – ensuring the Fitness Factory is able to check out a fitness home gym. That was exactly what the owner, exercise expert and Joan Lee, wanted to convey. In case you don't know them, Lee and Lee just happen to be national bodybuilding champions. With three gold medals in the Asian Women's Bodybuilding Championships under her coaching belt, Lee is as personable as her competitive achievements are long. And fitness Lee is a giant in the world of bodybuilding, having secured an eight-medal tally over 22-year period in various bodybuilding events like the Asian Men's Bodybuilding Championships, Asian Men's Masters' Championships, the SEA Games and the Mr Asia Classic in 1995.

With a background as national fitness managers in the California Fitness group, where they first met, these national athletes, along with three other trainers (one of whom, Vincent Ng, is also an Asian Men's Bodybuilding Champion), offer personalised gym training under the appointment. The heart of the Fitness Factory, officially opened in July '08, became a demand for such a service, after fitness enthusiasts were told to wait a good decade (Lee, 33, elaborates: "In the late 1990s, mega gyms were to wait a good decade for fitness is important, it's a social thing with our bodies as well as an environment of fitness enthusiasts wanting to be healthy. So, Singaporeans now have many more choices. The government has set up lots of sports complexes and, in HDG centres, there are small gyms as well.

[But] it has now come to a stage where we feel that individuals get lost in a sea of gyms. Especially for women, they don't want to start exercising, there will be a fear factor. That's all, physically, they have to really motivate, your clients and get them to exercise and to help them realise the benefits of exercise. Over the years, we realise that people appreciate the personal touch in gym training."

Lee says that people appreciate the personal touch in gym training. Over the years, she has seen how personal trainers too, so what's the difference Fitness Factory offers Lee says: "First, we don't require you to join a gym, something that you do just looking for assistance and service (not like a gym) with a good workout with a trainer. The last thing they want to worry about is 'What am I going to do today with a trainer?' Or worry about waiting for machines, shower facilities, and so on." Lee further added to one client at a time.

He added: "For us, it's by appointment. We have five trainers, so the maximum is only five people training at a time. Our clients don't have to wait to use machines, don't have to wait to use a shower. Once they are done they can just shower and go out, just like busy executives. It's a really convenient service. We don't have, everyone knows everyone here."

Lee says: "The main aim was an appointment basis, it makes the exercise experience more effective, as efficient and as convenient as possible."

The personalised attention enables for



Small is beautiful

Denmis Mitchell finds out how boutique gym Fitness Factory aims to find its niche

Physical threshold

However, Lee draws the line at their exercise intensity on setting the maximum from the shorter period of time: "We always advise our clients that this is not a short-term goal but a lifestyle. So, this exercise has a two-week lease and for weeks to do a certain amount of time. We never recommend that because once he starts working again, he goes back to square one!"

Lee further explains that intensive training will be a shock to the body, instead, he recommends a sustainable regime because our bodies can only accommodate a certain amount of muscle fibre and it needs to recover. The last thing you want is to injure or damage your ligaments."

Lee adds: "To change from a sedentary kind of lifestyle to a healthy lifestyle is really a transition. When you make a 360-degree change, the body goes into shock. So you have to become a new lifestyle, your family, your social life, your motivation."

Lee warns that you cannot train non-stop. Personal training is not only about training; it involves nutrition and the motivation to change the mindset and stretch to bring a healthy lifestyle. The fitness instructors will explain the importance of understanding the fundamental fitness

character of the body and how your body and muscles work so that you can reap the rewards of a good workout that incorporates a lifestyle change.

Healthy approach

Fitness training is not just for the physical benefits, but the cognitive and psychological ones as well, which are equally important, says Lee, who maintains that the boutique approach towards fitness training is what counts. She says: "Our clients want to get fit and look good as well. [But fitness training] builds confidence for the client, self-motivation or pushing. They want to see the motivation, they want to look and feel toned, so feel and look younger. So, resistance training is a form of self-empowerment. It shows down your ageing process because as you age, you lose muscle mass. That's why your body starts to inch forward. So, these are areas in which we can exercise muscle fibre to bring the body back to what it should be. So, there's a nice cosmetic aspect. And this is the safest way – instead of old methods such as bodybuilding."

It is hard to believe, but this eight-time bodybuilding champion was once a sedentary guy looking to put on some muscle. Then, at 16, he was working in the oil fields. He discovered a gym called Bodybuilding and a class called Bodybuilding in Mount Emily in 1984.

"That was the turning point. I loved the great feeling after a good workout and wanted training different, stretching the experience of the gym management, who persuaded him to experience it in his own person. He did not qualify for the fitness tests, but his experience inspired his career in the fitness industry. Even at 30, his enthusiasm for body building and fitness is still insatiable. Looking at that oil fields, with a super-oxidized, blow-dry and a string of medals to boot. He introduced the fitness community in Singapore and his life story resonates that. And, Lee's dedication, hard work and their dedicated team, their achievement simply go to show that motivation takes you a long way."

Denmis Mitchell is a freelance writer who enjoys the gym life.

OTHER PRINT FEATURES (CONTINUED):

- The Straits Times, "Poster Girl to the musclemen" 24th July 2004
- Lianhe Wanbao 24th July 2004

RADIO FEATURE:

- Live Radio Interview with 938Live, "Body and Soul" Program with Daniel Martin 3rd October 2008
- Live Radio interview with Symphony 92.4FM, Evening Drive-"The Good Life" segment with Sharon Chen. 11th April 2008
- Live Radio Interview with FM94.3 in Kaohsiung, Taiwan.
- Radio Interview with LIVE91.3 13th April 2006
- RSI Interview. October 2001- Healthy Living In Singapore



SPECIAL EVENTS:

- 13th December 2009, Guest Speaker and Presenter for Clarins Beauty Workshop, Hortpark
- 5th-7th December 2008, Guest appearance at the Cacao Show, Centerpoint.
- 19th January 2008, Prize Presenter for NUS Muscle War, Tertiary Classic Bodybuilding 178cm Category.
- 17th July 2007, Fitness Workshop for Singapore National Police Force with Augustine Lee.
- May 25th and 26th, 2007: Guest Speaker for Christian Dior Summer Workshop on Exercise and Nutrition Tips.
- 2005 Award Presenter for Motorola Street Fashion Awards At Zouk (Sports Award Category)
- 2004 Guest Appearance for Singapore Fashion Festival FCUK Runway show

VOLUNTARY ACTIVITIES:

- 1996 Certificate of Appreciation, National Healthy Lifestyle Campaign
- 1995 Certificate of Appreciation, National healthy Lifestyle Campaign