

MEDIA RELEASE

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CELEBRITY FITNESS EXPERTS LEAD ACTIVE8ME'S NEW CONTENT LINEUP

Staying healthy in body and in mind over the Christmas holiday season will be even easier for users of award-winning Health and Wellness Platform Active8me with the launch of new celebrity workout videos to support Insurers, Health Providers, Employers, and Corporate Health and Wellness organisations promote healthy, active living.

Olympic Gold medallist Amy Williams, Biggest Loser Australia trainer Libby Babet and world-class trainer Andrew Papp lead a high-quality cast of fitness experts featuring in 30 high-energy Active8me workout and running masterclass videos.

The new videos add to the extensive Active8me content lineup across exercise, nutrition, mindset, tracking, live support and health coaching.

“There’s something to suit everyone’s tastes and experience levels in our latest release of 20 new workout videos and 10 new running masterclass videos,” said Jeremy Rolleston, two-time Olympian and founder of Active8me.

“We have fun and functional workouts you can do from the comfort of your own home with mother of two and Olympic Gold medallist Amy Williams, dance-inspired cardio workouts from The Biggest Loser expert trainer Libby Babet, and high intensity, crossfit-flavoured workouts with leading trainer Andrew Papp for those wanting to test their physical limits. [Check out this video for a sneak peak.](#)

“And this is on top of everything else in the app - all our existing workout videos and plans; more than 400 healthy and delicious recipes, virtual consults with a dietician, mindset and mindfulness content, wellness nudges, online coaching, and more. “

Rolleston said the Health Tech Startup was continually looking for new ways to bring fun and functional content to its holistic platform to make healthy, active living easy and enjoyable.

Active8me leverages the latest technology to provide partners with a total health and wellness solution for their customers and employees, with everything you need to support healthy, active living in one place on your mobile. Healthy, active living. Simplified.

The platform combines structured programs, daily plans, behavioural science, gamification and interactive coaching to engage and motivate users.

Rolleston said it was now more important than ever to offer a complete preventative health and wellness solution for its partners.

“The world is facing a chronic disease epidemic. For the first time in history chronic diseases now kill more people than infectious diseases. For the first time in history more people also now die from the impacts of a sedentary lifestyle and eating too much rather than eating too little,” he said.

“Our partners are looking for engaging, scalable preventative health solutions to engage their users and meet a full spectrum of health and business needs.

“Whether it’s supporting and motivating users to stay fit, healthy and well on the inside and out, or providing customised preventative health programmes and solutions to tackle chronic diseases, our platform caters for all health and wellness requirements.

“And if Covid has shown us anything it has shown us that our health and wellness is more important than ever and can never be taken for granted.”

To see more visit [Active8me’s Highlight Video](#)

See page 3-7 for more information and media enquiries.

Media enquiries

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FACT SHEET

ABOUT ACTIVE8ME AND ITS UNIQUE SOLUTION

Active8me is an integrated fitness, health and wellness platform built with passion and purpose by a team of passionate and credentialled health experts - Olympians, exercise physiologists, dieticians and doctors.

In a sea of many fitness and health-related apps, Active8me stands out as a one-stop integrated health and wellness solution that incorporates all aspects of healthy living. Based in science; leveraging technology; and utilizing a proven combination of exercise, nutrition, mindset, tracking and personalised coaching.

For the user it is easy to use. Simple. Convenient. Engaging. Like a personal trainer, dietician and life coach in your pocket.

For insurance, corporate and health provider partners it provides a total preventative health and wellness solution with digital care programs that customize to the user, and that can transform lives at scale.

Active8me is healthy, active living. Simplified. It stands at the intersection of health and technology, to provide a comprehensive, scalable, mobile health and wellness solution at a time when preventative health is important than ever.

For more information, please visit www.active8me.com or view the Active8me [Press Kit](#)

Media enquiries

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KEY FEATURES OF ACTIVE8ME

1. Total integrated all-in-one health and wellness solution – workouts, nutrition, mindset, tracking, coaching and more.
2. Scalable platform for insurers, health providers, employers and consumers
3. Built by a team of passionate and impressive health experts - Olympians, exercise physiologists, dieticians and doctors. All grounded in a behavioral science approach.
4. With a range of programmes to choose from – Lose Weight, Lean Fit & Toned, Running (10km, 21k, 42km), Diabetes Prevent, Post-Baby and Pregnancy.
5. Customised and tailored programmes – the app cleverly adjusts to user's fitness level, nutrition preferences, goals, and where they choose to workout (at home, outdoors, gym).
6. For all adults, body types and fitness levels.
7. Accessible anytime, anywhere.
8. Like a personal trainer, dietician and life coach in your pocket - Active8me is perfect as an at-home solution which is significant given Covid restrictions and low gym membership rates in Asia. No expensive equipment or gym membership is necessary. Active8me is like a personal trainer, dietician and life coach in one convenient mobile app.
9. Great value - anyone can access the expertise behind the Active8me offering for a fraction of the price than it would cost if you wanted to see a dietician, hire a personal trainer and get access to an Olympian.
10. Built for Asians – with hundreds of healthy Asian recipes and tools for healthy eating out.
11. Diabetes Prevent Programme – Asia faces an epidemic of chronic disease including diabetes. Active8me provides a preventative digital solution to help address this issue.
12. Chat with an expert – users can ask unlimited questions to our experts via in-app chat.



THE EXPERTS OF ACTIVE8ME



Backed by a team of experts from former Olympians, to dieticians and doctors who are all renowned in their fields of fitness, health and nutrition, the highly credible content in *Active8me* has been thoroughly curated and updated for today's needs. Backed by science and decades of experience, users can trust the expert guidance and place their transformational journeys in capable guiding hands.

Jeremy Rolleston – Founder, *Active8me*

Sydney-born Jeremy Rolleston is a two-time Olympian, investment professional, motivational speaker and author of 'A Life That Counts'. Jeremy represented Australia in both bobsleigh and rugby while maintaining high stress, high profile corporate positions in firms such as Goldman Sachs, ANZ Investment Bank and Perpetual. He is passionate to motivate and equip other on their health and wellness journeys.

Amy Williams MBE – Olympian, Fitness expert

Amy is a British Olympic Gold medallist Skeleton racer and qualified Personal Trainer. She was Britain's first solo Winter Olympics champion in 30 years and the first female individual Gold Medallist for 58 years. Her workouts help motivate and inspire people to become a stronger version of themselves, mentally and physically, allowing them to achieve the results they strive for.

Ben St. Lawrence – Olympian / Running Expert / Exercise Physiologist

Australian long distance running royalty, Ben St. Lawrence is a two-time Olympian, as well as former Australian and Oceanian 10km record holder. Ben is a qualified senior exercise physiologist with a Bachelor of Human Movement and Bachelor of Social Science-Psychology. He is also co-founder and coach of 'The Run Crew'.

Jaclyn Reutens – Nutrition Expert, *Active8me*

Jaclyn Reutens (BND, SDA, ISAK) is the dietician behind the daily meal plans and recipes for *Active8me*. She is a clinical and sports dietician and has 15 years of experience in the nutrition and dietetics field and is the founder of APTIMA Nutrition & Sports Consultants. She was formerly employed at the Health Promotion Board Singapore and has been a regular contributor on nutritional issues for a number of media including Channel News Asia, Shape magazine, Women's weekly, Men's Health and more. She is a nutrition expert in the areas of weight management, diabetes, hypertension, heart disease and sports nutrition.

See www.active8me.com/team for information on more Active8me experts

CUSTOMISED PROGRAMS OF ACTIVE8ME

These programmes are suitable for all levels of fitness experience with the programmes tailored for beginners to advanced level participants.

1. Lose weight
2. Lean, fit & toned
3. Diabetes Prevent
4. Kickstarter Express
5. Pregnancy
6. Post Baby
7. Running (10km, 21km, 42km)

HOW THE ACTIVE8ME PROGRAM WORKS

Active8me has a range of programs you can choose from and caters/customises for all levels of experience – from beginners to advanced. Our core programs start with a 12 Week Transformation program, but what we really hope is that this is just the start and you'll continue on with us.

Everything about Active8me is designed to help you succeed – however you define success.

THE ACTIVE8ME APPROACH – 4 KEY PILLARS AND MORE

The *Active8me* integrated mobile health solution comprises customised workouts, nutrition plans, mindset lessons, community bonding and tools to track progress - all in one app. The key sections are as follows:

My Workout: Daily workout plans developed by Olympians, exercise physiologists, and personal trainers with step-by-step instructions suited according to the user's program, level of experience and workout location choice. Users can choose to exercise at home, in the gym or outdoors and follow a workout video or a recommended workout plan.

My Nutrition: Daily healthy meal recipes (breakfast, lunch, snack, dinner) designed and curated by dietitians and catered to lifestyle and calorie preferences. The meal plans are nutritionally balanced, whole food dense, calorie-controlled and Asian-based.

My Mindset: Weekly mindset lessons with advice and lessons to motivate, challenge and shift thinking. They will push good intentions into action, break bad habits and empower one to make lasting changes.

My Life: Weekly life nudges to bring inspiration, perspective and a whole-life context. It brings a real-life, balanced, holistic view of life and health.

Live Chat with a Coach: Our professional nutrition and fitness experts will be there to support, guide and coach users every step of the way. Our unlimited Live Chat with a Coach ensures additional advice and encouragement is there when it's needed the most.

My Progress & Tools: Users can track their health and fitness progress. Calories, body weight (with before and after images), heart rate, sleep and activity are just some of the personal statistics and results that can be closely monitored.

Community: Users can connect with fellow members in the forums and interact with like-minded people in the programme who have similar goals, stories, backgrounds and aspirations. It is a space for encouragement, support and motivation from others along their individual journeys.

Library & Resources: Users can access more education and self-help tools including instructional videos and reading materials contributed by the Active8me team of experts.

Jeremy Rolleston will be available for interviews.

For Media Enquiries:

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To try Active8me:

Please download Active8me from the [Apple](#) or [Google](#) app stores. You can try the free version immediately.

For More Information:

Please visit <https://www.active8me.com/wellness/>