

# HOT & HEALTHY



@thebodycoach  
#TeamLean

"OMG!  
YOU'RE IN  
SINGAPORE!"

Tear your eyes away from the torso and listen up! This guy knows how to get you healthy while still packing in the pancakes. And yes, he's our dream man, too...

Within ten minutes of Joe Wicks posting a picture up on his Instagram of a behind-the-scenes image at our shoot at Clarke Quay, the responses go off the scale. 1,300 people off the scale to be exact, and with over 70 comments. His second post receives 2,192 likes; his third post gets 1,175. While it hasn't officially been confirmed,

we wager that the temperature in our Red Dot rose considerably throughout that day.

"Well, this has cheered up my morning!" "WTH? He's here in my country?!" the remarks continued, along with a large sprinkling of "I'm weak..." and "He is just so beautiful!". A pretty extraordinary reaction to a British guy, who lives in the UK and was relatively unknown just over a year ago.

But Joe, 29, is no ordinary man. Let's state the obvious first; he's extremely easy on the eye, has a body to die for and comes with a smile hot enough to charm you to do anything. But a sexier plus-point than any of these is Joe's brain, because he is one clever (protein) cookie.

Just as Beyoncé goes by her alter-ego Sasha Fierce, Joe is otherwise known as The Body Coach, the founder of #Leanin15, and he's transforming male and female body shapes and self-image around the world with his online nutrition, fitness and motivation programmes.

"Last year I was doing personal training and running a bootcamp when I started to upload meal ideas on Twitter and Instagram," he explains, tan all a-glow after a holiday in Vietnam. "It was just a bit of fun, but people started to post their thoughts back."

After a few months of his social media going stellar, Joe quit the personal training job to concentrate on his food and fitness offerings. "Rather than just writing down a boring list of ingredients, or presenting convoluted workout moves, I videoed myself doing stuff like whipping up a snack or lifting weights in the gym—all in 15-second micro-bites."

## LOG ON, LEAN UP... LIKE, NOW!

Sign up for #Leanin15 at [Thebodycoach.co.uk](http://Thebodycoach.co.uk). Enter the code COSMO25 in the world pay box and Cosmo readers will get \$50 off on his 90DAYSSS plan! Plus, we'll be posting Joe's meals up daily on [cosmo\\_singapore](https://www.instagram.com/cosmo_singapore) over the next two weeks. Don't miss 'em!

Download our iPad edition at [Magzter.com](http://Magzter.com) to see Joe's best exercise moves.

He's being modest; his Insta (boasting 161K followers at press time) is all platefuls of gorgeous grub and some serious push-ups, but that's not all. There he is on a selfie stick begging those in a fast food queue to 'save themselves'. Then he's semi-clothed and shouting to strangers from his living room window about the benefits of 'getting lean' while waggling sausages at them. Next up he's singing songs (with 'vegetable microphones') at baffled policemen, jumping out of sheds half-naked, and convincing the vendor at *The Lion King* kiosk to get healthy. Oh, and there's also some very steamy shots of his abs, arms, legs—did we mention abs?

In conjunction with his message and lean-style larking about, Joe pioneered the online #90DAYSSSPLAN (plus a more intensive six-month schedule). "I kept meeting people who were trying to lose weight by starving themselves or reducing calories, but without any calories you're not able to burn fat," he says.

Fat is one of Joe's things, and he believes that "it's wrong to think that you have to cut it out of your life to lean up". His recipes for noodles, stews, burgers, sweet pancakes and chocolate brownies prove it. "I love Asian dishes like curries which are given a bad rap due to saturated fats, but these are essential for healthy weight loss." Know what else he's

adamant on that'll freak you out? Lifting weights. "Women are often scared of bulking up, but that's really not how it works."

Clients sign up to Joe's plans via his website (see above box), and he spends an hour on every person, tailoring programmes based on questions they answer about body composition, lifestyle and goals. The physical results from his plans are astounding to see: 'leanies' post their progress on Instagram, flashing washboard stomachs where wobbly bits were. When they reach their target, many proudly upload shots with a #Leanin15 sign.

Joe is hands-on; personally answering all queries and cries for help when cake is calling. "My philosophy is not about deprivation," he says, admitting that sometimes even he dives into the ice-cream. "I say to my customers: 'If you want a night on the town, smash it on the rowing machine twenty minutes beforehand, then have fun! Just get back on track the next day.'"

He conducts wellbeing lectures, is a regular on TV, has endorsements, ambassadorships and books in the pipeline. As one fan commented online to Joe recently—"Everyone is talking about you! You're taking over the world!" We at *Cosmo* couldn't agree more. ■

### COACHING ALL OVER THE WORLD

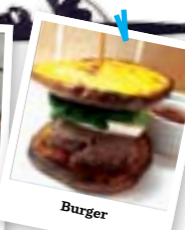
Proof that Joe's plans work.



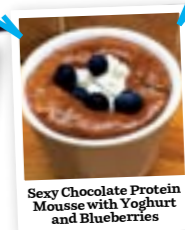
Protein Pancakes



Egg Omelette, Feta Cheese, Green Stuff



Burger



Sexy Chocolate Protein Mousse with Yoghurt and Blueberries



Harissa and Coconut Prawn with Egg and Noodles

TEXT: JUPCRAFT. PHOTOGRAPHY: JOEL LUMICALIBREPICTURES. LOCATION COURTESY: RITUAL GYM.