



BABS STRENGTH AND FLEXIBILITY

**CRAFTING A LIFE OF RESILIENCE
AND VITALITY**

Barbara Rubin, co-founder BABS

BABS BONE BROTH

**“I believe in the
transformative strength of a
well-cared-for body, not just
to survive but to flourish in
the face of life's inevitable
challenges.”**

NOURISH, MOVE, OVERCOME: CRAFTING A LIFE OF RESILIENCE AND VITALITY

At the heart of every storm I've weathered, from the early trials of being a teen mom to the emotional upheaval of divorces, from feeling the sting of loss to the rollercoaster of financial turmoil, and embracing new beginnings at 48, I've learned a pivotal lesson: the bedrock of our ability to face, fight, and forge ahead through life's relentless challenges is a strong and healthy body.

This insight isn't just theoretical; it's the hard-earned wisdom from a life that has navigated the full spectrum of human experience.

So, why did I pour my soul into creating BABS BONE BROTH, spend countless hours writing a 500-page tome on nutrition, and breathe life into the BABS Fit movement? Because I've lived the stark reality that when the world knocks you down—through love lost, jobs vanished, dreams deferred, or finding yourself at rock bottom—a well-nourished and physically resilient body is your lifeline back to the surface.

"The bedrock of our ability to face, fight, and forge ahead through life's relentless challenges is a strong and healthy body. ."

Let's cut through the niceties: you're going to face adversities that test your limits.

You'll encounter heartbreak, career setbacks, disillusionments, and moments when you're scraping the bottom. It's not a matter of if, but when. **And when these times come, your survival, your ability to bounce back, hinges not just on your mental fortitude but critically on the strength and vitality of your body.**

With BABS BONE BROTH, my book, and BABS Fit, I'm not just suggesting a path to wellness; I'm sounding the alarm. This is your wake-up call to prioritize your physical health as if your life depends on it—because, in many ways, it does.

Nurturing your body with the right foods and embracing the transformative power of movement isn't just about looking good; it's about forging an armor that can withstand life's battles.

This message is a rallying cry, a provocation to stir you from complacency. The challenges of life spare no one. But armed with a strong, healthy body, nourished by what you eat and how you move, you're not just surviving; you're equipped to rebuild, to rise, and to reclaim victory from the jaws of defeat.

This isn't merely my story; it's a universal truth.



Ready yourself, because life waits for no one. The time to fortify your foundation is now.

Let's embrace this journey of resilience, wellness, and undeniable strength together.

PROGRAMS FOR PROGRESS

Now, let's talk about concrete steps towards achieving that resilient, strong body you're aiming for. As a professional coach, I possess all the knowledge and experience to bring your desired transformation to life through the programs I've carefully curated.

My programs, spanning 4, 6, or 8 weeks, differ from regular personal training sessions.

They offer you the opportunity to fully immerse yourself in focused movement and nutrition guidance over an extended period, providing comprehensive support on your wellness journey.

During these programs, you'll experience a tailored approach that goes beyond traditional personal training sessions.

Each session is designed to optimize your progress, focusing on targeted exercises and nutritional strategies to maximize your results.

WITH MY EXPERT GUIDANCE, YOU CAN EXPECT SIGNIFICANT IMPROVEMENTS IN YOUR FITNESS LEVELS, INCLUDING ENHANCED ENDURANCE, STRENGTH, AND MOBILITY. HERE'S WHAT YOU CAN EXPECT FROM MY PROGRAMS:

Personalized Intake Session: Together, we'll discuss your health goals and create a tailored plan that aligns with your desires and needs.

Tailored Nutrition Plan: You'll receive a personalized eating plan developed according to the principles of healthy eating and tailored to your specific goals.

Personal Training Sessions: We'll engage in guided workouts together at the Sport City gym and Amsterdamsbos, where I'll ensure you're using the correct techniques for maximum effectiveness.

Expert Recovery Advice: I'll share effective strategies for rest and recovery, crucial for maintaining health and progress throughout your journey.

A close-up photograph of a person's hands tying a red and black sneaker. The person is wearing light-colored leggings. The background is blurred, showing another person in a white shirt. The text is overlaid in the center of the image.

**YOUR MINDSET MUST BE
READY FOR THIS
JOURNEY OF
TRANSFORMATION.**

ABOUT YOUR COMMITMENT DURING THE PROGRAM:

I only work with individuals who are fully committed to their wellness journey. This means dedicating yourself wholeheartedly to the program's schedule for training sessions and contact moments. It also entails maintaining a fridge stocked with the recommended products I provide, ensuring you're prepared for success.

“Commitment is the foundation upon which success is built. It's the unwavering dedication to your goals, even when the journey gets tough, that propels you forward towards achievement.”

Your Commitment During the Program:

To ensure the success of our journey together, it's essential to understand the level of dedication and focus required from your end. Here's what commitment during the program entails:

- **No alcohol, drugs, or sugary foods.**
- **Follow the tailored nutrition plan, including the provided shopping list.**
- **Ensure to sleep before 10 pm and avoid screens after 8 pm.**
- **Attend all scheduled workout sessions without any cancellations.**
- **Once committed, no refunds will be provided.**

CHOOSING YOUR PATH:

BABS PROGRAMS VS. INDIVIDUAL PERSONAL TRAINING SESSIONS

When considering your fitness journey, it's essential to understand the distinction between my programs and individual personal training sessions. The difference lies not only in duration but also in the level of commitment and focus expected from you.

My programs are tailored for those ready to fully commit to their wellness journey.

During these programs, complete focus and engagement are expected, and you receive a comprehensive package of guidance and support.

This includes personalized intake sessions, customized nutrition plans, scheduled training sessions, and regular check-ins for feedback and adjustments.

The goal is to build a strong, healthy foundation together and achieve sustainable lifestyle changes.

PERSONAL TRAINING SESSIONS

On the other hand, my individual personal training sessions offer **a more relaxed approach**. These sessions are designed for those seeking a flexible schedule and less intensive involvement. While we still work together to strengthen and improve your body during these sessions, it's without the full focus and dedication expected in the programs.

You won't receive personalized nutrition plans or extra check-ins, but you'll gain valuable knowledge and guidance during the sessions.

With individual personal training sessions, you have the freedom to schedule appointments at your convenience.

Together, we work on building a stronger and more mobile body while offering the flexibility that suits your lifestyle

SELECT YOUR BABS PROGRAM OR PERSONAL TRAINING PACKAGE

Now that you understand the commitment and dedication required for success, it's time to take action.


Choose the program or personal training package that aligns best with your goals and level of commitment below.

Select
Babs Program

Select
**Personal Training
Package**

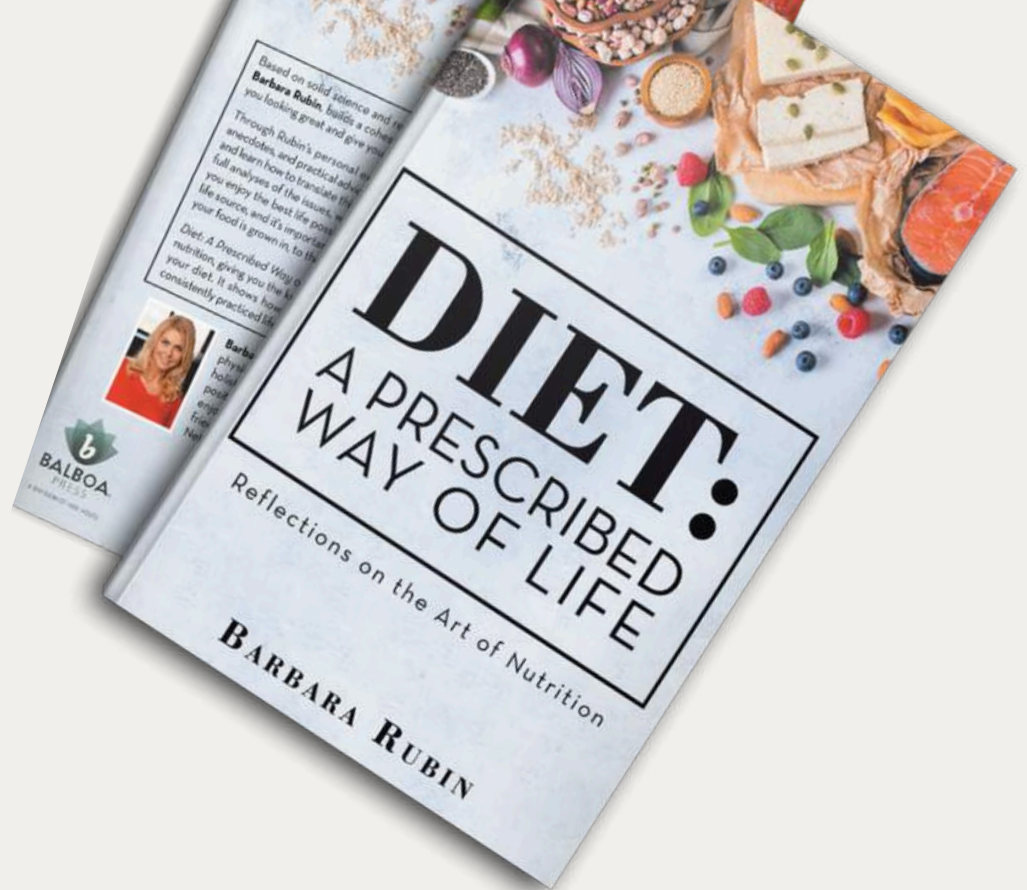
If you'd like to discuss further or have any questions, feel free to schedule a personal conversation with me. Click here to schedule a call.

Schedule a
15-minute call

A close-up photograph of a woman with long blonde hair, wearing white boxing gloves and a red top, in a boxing ring. She is looking down with a determined expression. The background is blurred, showing the ropes of the ring and some lights.

**LET'S EMBARK ON
THIS JOURNEY
TOGETHER TOWARDS
A STRONGER,
HEALTHIER YOU!**

BABS BONE BROTH



DIET: A Prescribed way of life presents a transformed perspective on food and nutrition, giving you the knowlegde you need to make well-informed choices about your diet. It shows how everyting is the result of a consciously selected and consistently practiced lifestyle – the best way to keep your body working as it should.

Based on solid science and research, *Diet: A Prescribed Way of Life*, by author Barbara Rubin, builds a cohesive, tested concept for healthy eating that will keep you looking great and give you true vitality and a real appetite for life. Through Rubin's personal experiences and observations, examples, humorous anecdotes, and practical advice, you'll discover the power of food as a tool for healing and learn how to translate this power to your plate. She offers clear explanations and full analyses of the issues, which not only focus on educating, but also on ensuring you enjoy the best life possible. She discusses that food isn't just medicine. It's the life source, and it's important to understand every part of the process – from the soil your food is grown in, to the way it's cared for, and how it is processed.

AVAILABLE ONLINE
WWW.BABSBONEBROTH.COM