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ISSUE 33 | 2022

WINGMAN

MAGAZINE

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TOTAL BODY BEAUTIFUL

Fitness Moguls

ANDREA ORBECK,

DESI BARTLETT, &

NICOLE STUART

Get Us Fit

Photos Taken At The Huntley Hotel
1111 2nd St, Santa Monica, CA 90403
310.394.5454

Photos by Michael Blank
Glam Touch Ups by Monika Sanchez
Story by Andrew Cristl
Assisted by Carlos Leon



Photo taken at The Huntley Hotel
Santa Monica By Michael Blank

If there is one thing our team here at *WINGMAN Magazine* strongly champions, it is most definitely defying aging stigmas. As people are living longer, and staying fit well into ages like seventies, or even eighties, the very idea of what a person's prime is has rightfully shifted. It isn't just propagandist hopeful fodder when people say that sixties are the new forties, fifties are the new thirties, and forties are the new twenties, as social expectations surrounding these ages have fortunately begun to shift, and coming of age is now accepted at any age as people are always continuing to grow, evolve, explore, and learn more about themselves. Stars like Brad Pitt, Sandra Bullock, Tom Cruise, Keanu Reeves, Julia Roberts, and Halle Berry are all still the same major movie stars they were twenty to thirty years ago, still acting as bankable leads where their stories are as important at these ages as they were when they were in their twenties and thirties – and right there you have a testament to just how much has changed in terms of aging stigmas. In the early sixties, Bette Davis and Joan Crawford were essentially dubbed frighteningly old in their mid-fifties – so much so that an actual horror movie “*Whatever Happened to Baby Jane*” was created in a meta way to sort of illuminate the fear surrounding getting older, and facing potential irrelevancy. We've thankfully come a long way from that, with people like Bullock and Roberts still being cast as the ingénue leading female, which when put under a magnifying glass, the social impacts of those ideals stretch a long way in terms of seeping into society and the way people feel about aging as whole. So with all that in mind, we here at *WINGMAN* are quick to root for and shine the spotlight on any insightful innovators that can perhaps pioneer these very necessary ideals – and that is exactly the kind of powerhouses that “*Better Body Beautiful*” authors Desi Bartlett, Nicole Stuart, and Andrea Orbeck are.

All strong forces to be reckoned with, these fitness juggernauts are each responsible for wielding their own outstandingly powerful swords in terms of health, wellness, nutrition, and fitness, with each of them cultivating an outstandingly impressive resumé to their name, and an ever-expanding empire toward demonstrating by example the importance of staying fit, and defying aging stigmas. Each of them brilliant, well spoken, inspiring, and motivating, this trio of badasses are far more than simply attractive gym influencers who know how to post a good picture. All of them have put in the work, and paid their due, with their platforms being based far more around science, stamina, and experience, rather than empty clout chasing likes and follows. Each one of them an extraordinary Wonder Woman in their own right, they have all led by example, and amassed a wide range of topnotch celebrity clientele that can vouch for their help, guidance, and expertise – each one of them possessing their own unique specialty to boot.

First up on deck, there is the excessively limber Pilates power player Nicole Stuart – whose personal specialty and area of expertise relies on improving the mindset of her clients, and those who seek her help. An unparalleled master of motivation, Stuart possesses a cheery optimism that always comes across sincere and genuine, rather than manufactured, syrupy, or cringe. Dead set on being dedicated toward lifting the stigmas on exercise, and inspiring people toward finding the joy in fitness, rather than making it a chore, Stuart's contributions to wellness seem deeply rooted in powerful psychology without ever seeming like manipulation. Truly the best kind of coach – which is entirely what any fitness motivator should be, Stuart is the best at getting inside someone's head and helping them to rework their attitudes and feelings on their own physical health.

Then, next up onboard, there is genius guru Andrea Orbeck, who serves as a never-ending fountain of abundant and scientific knowledge in all things metaphysical, genial, and hormonal. A living encyclopedia of plentiful and powerful bodily information, Orbeck will undoubtedly reign as jeopardy champion in terms of anything having to do with the making of both inside and outside of the human physique. Possessing an extraordinary passion for her work, the amazing queen of anatomy could leave anyone in awe from a single conversation as she so swiftly launches into a smorgasbord of mind-blowing facts that can help to change anyone's attitude toward fitness as a whole. Impressively well read, with her own knowledge and experience more than there to help back up any hypotheses she may form, the brainy beauty offers incredible insight into all areas of health, making her an invaluable member of the “*Better Body Beautiful*” team.

Then, finally, that brings us to the inimitable Yoga instructor Desi Bartlett – an extremely clever entrepreneur that has proved unstoppable in terms of making an impact on the world. A phenomenally dedicated work horse that is a living breathing proof in the pudding and testament to the idea that we are always growing and finding success, this revered expert has taken her empire to the next level as she is going for her doctorate. Also amazingly informed, with just as much of a pep in her step in terms of inspiring others, Bartlett

has more than earned her stripes and her seat at the fitness table – with her most impressive trait being how devoted she is toward finding seats for other powerful women to sit beside her. Superbly savvy in all things business, Bartlett was the orchestrator that brought this terrific trio together, clearly knowing that there is strength in numbers, and that everyone can bring their own important and profound expertise toward the teachings she has dedicated her life to.

Together, these magnificent women join forces to create a powerful platform that helps eliminate aging stigmas, while also attributing to helping people find their own power, and come to be the healthiest version of themselves. Breaking glass ceilings all around them, and kicking down every door that might be in their way, the powerhouses behind *“Better Body Beautiful”* are making major waves- and we are here for it.

With all that said, it thrilled us to be able to sit down with these inspiring women and ask them all about their fitness empires, their hot new book, and their future plans when it comes to building even bigger businesses. Care to know more? Read on to see what Stuart, Bartlett, and Orbeck had to say!

WINGMAN: First and foremost, talk a little bit about your new book, and how you came to be a part of this.

DESI BARTLETT: I wrote a book called, *“Your Strong Sexy Pregnancy, a Yoga and Fitness Guide,”* with Human Kinetics in 2019. I am passionate about empowering women through movement during all transitions in life, and this felt like the next natural progression, helping women move into the next phase of life. I spoke with the publisher and wanted to incorporate all components of fitness, they said yes, and I invited the two most talented, hardworking, amazing trainers that I know, Andrea and Nicole to create the vision. I call us the dream team, because they are truly a dream to work with!

NICOLE STUART: I was invited by Desi to see if I wanted to collaborate with her, and of course I was so excited. I’ve always wanted to write a book, and thought her idea was genius! I was so happy to be a part of this!

ANDREA ORBECK: I was kindly recruited by the amazing Desi Bartlett. She had written a hugely successful book on pregnancy fitness, and Human Kinetics offered her an opportunity for us to collaborate on a fitness book for women over 35. We jumped at the chance to do a collaboration. To me, this book is about combining all the experiences of our collective fields, years in the business and personal experience to provide readers information, insight and support. Our aim is to help women through all the transitions of life and bring insight and programs to meet each one.

WINGMAN: You mentioned on set that each of you has your own specialty in terms of defying aging stigmas and working with clients. What is that specialty, and how did you become an expert in it?

BARTLETT: Yoga is a lifelong love of mine and I was given my first mantra at 6 years old by Goswami Kriyananda at the Temple of Kriya Yoga in Chicago. I have my degree in Kinesiology, my master’s degree



Photo taken at The Huntley Hotel Santa Monica By Michael Blank



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in corporate fitness, and am back in school for my doctoral studies in exercise science. I never tire of learning more about the beauty and mystery of the body. The technology of yoga is natural for me and I love to share the message with everyone.

STUART: My specialty is Pilates and motivation. I like to motivate people, and inspire them to exercise. Especially people who don't like exercise. I try to retrain their brains to have them enjoy it- or at least have fun with it! Not make it so entirely awful, as some clients tend to think. I love meeting someone who's thought; "Yuck! Exercise," but then ends up enjoying themselves and becomes addicted- in a good way- to it.

ORBECK: My background is in Kinesiology. I love everything about strength training, and science. I have a sub-specialty in myofascial work as well. My passion for evolving areas developed as I myself developed. An older mom, a fitness enthusiast who was over 40, and a woman who is starting to feel the personal shifts of hormones. All of these wonderful new experiences require new methods of living and information to translate them!

WINGMAN: In general, how did you get your start in terms of building a fitness empire?

BARTLETT: Fitness empire! Yes! Many years ago I pulled out a piece of cardboard and made a career vision board. On the board I envisioned products, books, videos, magazines, and much more. Step by step, I continue to build more ways of sharing the joy of movement. I believe that feeling good from the inside out is possible and look for ways to share that message daily. I am also deeply grateful to my husband for teaching me the world of business.

STUART: OH, love that; fitness empire! I hope we are well on our way to doing and creating one. Honestly, I just kept showing up for myself and for others. I've always tried to just get my work out there into the

world. Which is why I made a fitness app in 2010- which is now on Vimeo On Demand. I would like to say baby steps. Ya know; one day at a time. Meeting people through the years of doing the work. And I want to be open with people especially women, young women to know that exercise, fitness and a healthy lifestyle is attainable. I want everyone to know they can do it! And it's not just for people who are shooting a movie it's a way a life. Especially now in these times. There aren't any excuses to NOT take care of yourself and eat properly unless of course you don't want to. Then that's an entirely different discussion.

ORBECK: I joke that it was built one glute at a time [laughs,] my company growth has been a combination of luck and availability. Like any Hollywood story, I was at the right place at the right time. I started working with Heidi Klum way back when, and that became a wonderful line to the opportunities with Victoria Secrets and celebrities beyond.



WINGMAN: You each train celebrity clients! What do you look for in a client, and what keeps you from working with someone?

BARTLETT: I love working with women that are pregnant, new moms, peri-menopausal, and/or have transitions in life- a big move, a new company, a new role, etc. It is my joy and my honor to support women- and men- through life's changes. I truly believe that when we feel strong, flexible, and inspired in our bodies, we can feel that way in our minds and hearts as well.

STUART: I like to work with people who want to really stay healthy and do the work. If someone is willing to commit to the work and show up time and time again, that's a great working relationship.

ORBECK: For me, there is a chemistry that works: Commitment and rapport. To spend hour after hour, year after year with a client requires a mutual love and respect, like any successful relationship. It also requires trust. I am an element in a very successful

person's life that will push them to a limit and for that to work, we need a mutual belief to get us there. I have always been extremely grateful for the courage and humility that a client gives me in the requirement of success that is beyond fame, beauty, and wealth.

WINGMAN: These days, it seems as though social media has quadrupled the fitness industry, with many people believing that they too are an expert in the field. What do you think of the relationship between social media and fitness, and do you utilize it?

BARTLETT: Social media is a wonderful tool to share quick tips and to share your passion for health and fitness. I'm old school when it comes to the word expert. If someone has 10,000 hours in their field, to me, that is an expert. There's some social media personalities that are focused on how their own body looks, and I get it- no judgment, but for me, I am more interested in those that have put in the work to refine what works for others. As a team, we are dedicated to how fitness can make you feel, the look is the external expression of the inner work.

STUART: I think it's so great to be able to just pick up your phone for inspiration and motivation. The access you have to so many types of exercise and knowledge is incredible. And if it can help motivate people- which I think it does, it's awesome. But there's always the other side to things and the opposite is... it cannot be so great, when people compare themselves to others. Especially with young girls and anyone really, who wants to look like someone famous or look like anyone else. Comparing themselves physically and their lifestyles with someone else on Social, is not good at all.

ORBECK: Social media to me is a catch 22. If you become famous there, you now have 2 jobs- doing what you do, and maintaining the business of being known for what you do. If used as a tool to teach and motivate, I'm all for it as a resource! If it's a source of obsession over the unrealistic world of filtered bodies and lives; it's dangerous. I'd hope that like in the actual world of fitness and wellness, the observer always considered their source.

WINGMAN: When it comes to defying aging stigmas, what do you think is the



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most important thing the world should know?

BARTLETT: During the research process for this book, we learned that it is very common for women “of a certain age,” to feel invisible. To me that is not ok. We must learn to use our voices, to show up with our whole self: body, mind, and heart. Each person has their own gifts, and the world needs your gifts! As we age, these gifts are often very refined- expert level, or screaming to be expressed. Either way, I am here for it!

STUART: Age is only a number. We can be as youthful as our minds will let us. And how we take of ourselves mentally and physically attributes to 100% of our age. Whatever that number may be. People can be 40, and look 80 and vice versa, literally. I’m shooting for 40 forever!

ORBECK: Acceptance. Acceptance to those you are happy with the organic changes of age and embracing them the acceptance of those who are fighting like hell to slow it down.

WINGMAN: You three have all built phenomenal empires – and those empires seem to be growing every day! What else would you each like to add under the umbrellas of your empires, and what else would you like to tackle in the future?

BARTLETT: I have two years left in my doctoral studies, and I really want to be, “Dr. Desi.” In addition to continuing to learn and grow, I want to show my two sons that with commitment, passion, and hard work, you can create the life and career of your dreams. Si se puede!

STUART: AGAIN; EMPIRE!! Love it. It’s funny I don’t think of it as having built an empire but I’d like to think we are all on our way. I’d like to do more books, a show and help inspire more people. Getting Pilates in more schools and meditation to younger kids. A healthier way of being always to more and more people. More knowledge about mental well-being and getting more tools to people. Knowing if they can do 15-20 minutes of movement a day can help change their mental well-being.

ORBECK: Great and fabulous question! Mine would be the extension of the availability in the



science of bio identical hormones, therapies like myofascial work and its effect of mobility and mortality and the expansion of the awareness of menopause and women in the workplace.

And we know one thing- all three of these women will continue to grow their empires to phenomenal new heights! □