

# PRESS KIT



Andrea Moss  
Moss Wellness

A

ndrea Moss finds nutrition fun—and her enjoyment is infectious. Whether she’s helping clients curb their food cravings, speaking in front of the camera about foods that help boost the libido, or giving interviews to newspapers and magazines on healthy weight loss, Andrea’s professionalism, expertise, and enthusiasm are unmistakable. These qualities, combined with Andrea’s stellar communication skills, personal warmth, and sunny style, make her a great resource for the press.

Andrea has been a practicing certified holistic nutrition coach since 2008. She received a certificate in Health Coaching from the Institute for Integrative Nutrition in New York/Columbia University Teachers College and is a member of the American Association of Drugless Practitioners. She is also a graduate of the Food Therapy program led by Dr. Annemarie Colbin at the Natural Gourmet Institute in New York City.

Andrea has appeared on Meredith’s *The Better Show* and Veria Living TV’s *Myth Defying With Dr. Holly and What Would Julieanna Do?*, and has lent her expertise to numerous publications.

Andrea is available for media appearances; please contact [info@mosswellness](mailto:info@mosswellness) for booking and interview information.

*Andrea Moss*

# About Andrea Moss

I used to weigh almost 50 pounds more than I do today. I started dieting at age 15, and by my mid-twenties I was obsessed with food, stagnant in my career and relationships, and moody a great deal of the time. My lifestyle, which included a high-pressure job in television news, left me worn out and hungry for a way of living (and eating!) that would feed my mind, body, and spirit.

In my ongoing quest to lose weight and improve my health, I was overwhelmed by all the information out there—about low-carb, low-fat, paleo, vegan, raw food, Mediterranean, and cabbage soup diets. I pretty much tried them all!

But by 2005, after more than 10 years of dieting and juice cleanses, I was done. I was tired of losing the same 5-10 pounds, only to regain them the minute I stopped depriving myself. I wanted to have fun.

So I gave up dieting (gasp! It was terrifying). Instead, I focused on nourishing myself: developing a diet and lifestyle that made me feel satisfied and energized. And I found that when I ate plenty of fruits and vegetables, and avoided the processed, boxed, and bagged products that are so common in the American diet, I didn't have to count calories or eat non-fat yogurt with artificial sweeteners.

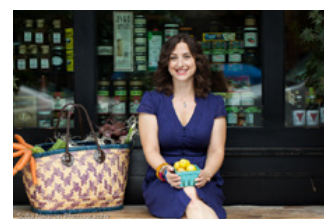
I began to feel better, think more clearly, and actually enjoy exercising. I found myself taking nutrition books to bed, and soon became the go-to person for friends and family seeking nutrition and healthy weight loss advice. Along the way, I also discovered the biggest diet secret of all: There is no one-size-fits-all diet. Your health, happiness, and well-being rely on discovering what works and feels best for you.

In 2008, I decided to help others discover the fulfilling and healthy lifestyle I'd finally found for myself. So I left my media job and became a certified nutrition coach through Columbia University's Teachers College in partnership with The Institute for Integrative Nutrition in New York City. There, I studied with experts including Walter Willett, MD, Chairman of Nutrition at the Harvard School of Public Health, and Deepak Chopra, MD. I'm also a graduate of Dr. Annemarie Colbin's 100-hour Food Therapy program at the Natural Gourmet Institute in New York City.

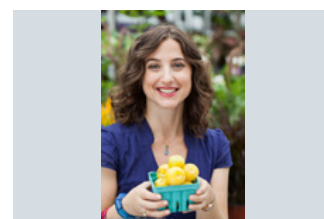
I started coaching clients in my small New York City apartment in 2008. Today, Moss Wellness has two offices and a team of trained nutrition coaches. I've personally coached 200 individual clients, plus hundreds more in group programs. And we get great results, [as you can see!](#)

I live in beautiful Park Slope, Brooklyn, with my husband, Matt, and our three nutty cats. When I'm not counseling clients, I love to travel, bake gluten-free treats, and take early morning jogs in the park.

My lifestyle, which included a high-pressure job in television news, left me worn out and hungry for a way of living (and eating!) that would feed my mind, body, and spirit.



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# About Moss Wellness

Is stress at your job or in your relationship causing you to overeat? Does lack of sleep or low energy prevent you from exercising? Food changes *everything*. The Moss Wellness team can help you renovate your diet—and improve your physical, mental, and emotional health.

**At Moss Wellness we take a holistic approach to wellness, which means that we look at all areas of your life, from your sleep habits to your eating patterns, in order to develop a personalized program that will enhance your health and well-being.**

Certified holistic nutrition coach Andrea Moss and the Moss Wellness team will help you make enjoyable changes based on your individual lifestyle, personal preferences, and body type. Our programs provide support, accountability, and encouragement. Each session with your coach builds knowledge of and confidence in what creates good health for you. Together, we'll work to achieve goals such as:

*Losing and managing weight*

*Curbing food cravings*

*Achieving optimal nutrition for athletic training and performance*

*Developing healthy sleep patterns*

*Improving digestive health*

*Boosting and maintaining energy levels*

Moss Wellness will help you wake up every day feeling vibrant, balanced, and nourished. Most importantly, we'll develop a program you'll enjoy—and be able to sustain in the long-term.

We offer many of our coaching services by phone, which means that you can work on your health and wellness goals from the comfort of your own home or office.

For information about nutritional coaching, please contact [info@mosswellness.com](mailto:info@mosswellness.com).

The Moss Wellness team can help you renovate your diet—and improve your physical, mental, and emotional health.

# Recent Publications & Appearances

## Television

Andrea Moss, certified holistic nutrition coach, has been a guest expert on several television programs, including Meredith Publishing's The Better Show, which is broadcast *throughout the country*:

*The Better Show*: **"Libido Boosting Foods,"**  
broadcast on 2/8/2012.

*The Better Show*: **"Eating Well,"**  
broadcast on 3/30/2012.

*The Better Show*: **"Best Foods to Eat to Get a Little More Rest,"**  
broadcast on 4/13/2012.

## And Veria Living TV:

*Myth Defying With Dr. Holly*: **"Spices,"**  
broadcast on 2/5/2013.

*Myth Defying With Dr. Holly*: **"Type 2 Diabetes,"**  
broadcast on 7/5/2013.

*Myth Defying With Dr. Holly*: **"Organic,"**  
broadcast on 8/12/2013.

*What Would Julieanna Do?:* **"Eating Healthy on a Budget,"**  
broadcast on 12/2/2013.

## Print

Andrea has been featured in these articles:

**"New Year Nutritionista,"**  
*Honey Magazine*, published 2/9/2009.

**"Grocery-Shopping Tours Pick Up Steam,"**  
*Well+Good*, published 1/26/2011.

**"Healthy Ways to Drop the Weight,"**  
*New York Press*, published 5/11/2011.

**"Behold the Deep-Fried Twinkie Burger,"**  
*The Today Show*, published 10/30/2013.

## Awards

Andrea's "Reboot Cleanse" was named one of the **three best health cleanses for spring** by Well+Good NYC, 4/01/2011.

For press and booking information, please contact  
[info@mosswellness.com](mailto:info@mosswellness.com).

## Story Ideas:

### Renovate your recipes:

Do you avoid chocolate chip cookies, milk shakes, and lasagna because that food isn't "good for you"? Learn how to make many of your old favorites in new ways that are so much healthier for you, yet still so delicious!

### Healthy breakfasts you can make in 5 minutes or less:

Learn to make quick and easy breakfasts that will leave you feeling vibrant and energized throughout the day.

### Top pantry items that will boost your immunity:

Stay healthy this winter by reaching for some common kitchen foods that serve as powerful antibacterial immunity-boosters.

### Nature's natural stress

**relievers:** Feeling stressed out? Learn about the stress-relieving power that can come from natural foods like cashews, salmon, or a simple mug of hot water.

# Andrea's FAQ

## Q: Who are your clients?

**A:** I work with busy men and women who want to boost their energy levels, improve their digestive systems, and reach their ideal weights—without torturous dieting!

My clients are looking to improve their health through natural, sustainable, and enjoyable shifts to their diet and lifestyle. They want to see real, lasting results without having to resort to ultra-strict dieting and deprivation.

Many of my clients see me to reduce or get off of their medications for conditions like type 2 diabetes, depression and anxiety, digestive issues, high blood pressure, high cholesterol, and thyroid and auto-immune disorders.

I also work with many athletes who are looking to improve their endurance, stamina, and performance through a healthy diet, proper fueling, and natural supplements.

## Q: What is your nutritional approach?

**A:** Contrary to what every diet book out there may try to convince you, there's no one-size-fits-all-approach to health and wellness. I support my clients using the principle of bio-individuality: One person's food is another person's poison.

The work that I do with my clients is highly customized; I consider myself a bespoke nutrition coach! I look at all areas of my clients' lives to see where they can use support to feel their best. Together, we review their sleep habits, digestive wellness, weight, energy levels, diet, mental clarity, and cravings to create a customized action plan.

I believe health and wellness should not be a chore. For instance, if you hate Brussels sprouts, serving them for dinner is not a good way to get more greens into your diet. Instead, I can help you find and prepare nutritious vegetables that you'll actually like to eat! I encourage my clients to make healthy changes that they'll enjoy, and can sustain in the long-term. I deeply believe you deserve to wake up every day feeling vibrant, alert, balanced, and nourished!

## Q: How can I naturally boost my energy?

**A:** Food changes everything. The food we put into our mouths becomes fuel for our muscles, our focus and concentration, and our nervous system.

When we feed our body foods that make it thrive, energy levels naturally balance out and soar. When we eat foods that don't work well with our bodies, we can experience energy dips and fatigue.

I work with my clients to help them discover the best fuel for their specific bodies, whether it's boosting their healthy fat intake, an increase or decrease in protein, the addition or removal of grains in their diet, finding healthy sweet treats they'll enjoy, or simply discovering vegetables they like and can easily prepare. You may also want to make lifestyle changes to address low energy levels, since stress at work, trouble sleeping at night, or a lack of physical activity can cause fatigue, too. And if you're not budgeting enough fun and play-time into your life, you can quickly burn out.

Finding a healthy balance between food, work, relationships, and play is essential when it comes to having vibrant energy all day long!

## Q: How can I kick my sugar cravings?

**A:** Sugar is sneaky: It's in everything from bread to tomato sauce, and it's highly addictive! It's also responsible for creating and exacerbating many health conditions, from type 2 diabetes to high cholesterol.

Taking a break from sugar may feel impossible at first. But it can be done with the right support, and lowering your sugar intake will really benefit your whole body.

In addition to discovering what triggers your sugar cravings, I encourage my clients to swap highly processed white sugar for more natural, gentle sweeteners, such as fruit, raw honey, maple syrup, and coconut sugar.

I also recommend developing a relationship with sweet vegetables like winter squash, roasted carrots, sweet potatoes, roasted parsnips, or roasted beets. These sweet veggies really help to tame cravings for treats after meals.

### Q: I want to lose weight but I hate to diet—what do I do?

**A:** I'm so glad to hear you say that. It's time to stop dieting and start living!

Dieting is torturous, difficult, and usually very short-lived. With strict dieting, you might lose some weight, but as soon as you stop, you'll gain it all back—and then some. Trust me, I have had a lot of experience on the diet roller coaster!

I help my clients end dieting misery by finding a way of living and eating that is super enjoyable, very fun, and very delicious. And it's also highly effective.

It comes down to two things:

- 1) Finding the healthy foods that work best for you and your specific body, whether it's a plant-based diet or one with a greater emphasis on animal proteins. I also stress the quality of ingredients and the enjoyment factor: If you don't find it delicious, you're not going to eat it.
- 2) Approaching healthy eating from a place of love and nourishment. We should view the care we give our bodies as a gift to ourselves, not an annoying obligation.

When we focus on these two key factors, the weight usually begins to melt off.

### Q: Can food really help reduce my stress levels?

**A:** Yes! And the wrong foods can also cause stress. When we eat foods that cause a big spike—and subsequent dip—in our blood sugar levels, we can be left feeling drained, cranky, hungry, and stressed out. Just try tackling a big work project after a couple of donuts and a big, sugary cup of coffee!

When we eat foods that create balanced blood sugar levels, with healthy amounts of protein and good fats, we feel more focused, calm, and ready for action.

Some of my favorite de-stressing foods are:

- 1) Hot water: Excellent for settling a stressed or queasy stomach, and for relaxing and cleansing the body by stimulating our intestines and helping move waste out of the body. A simple, magical remedy that really works.
- 2) Cashews: These nuts are nature's Prozac! Cashews contain relaxing magnesium and tryptophan to help you feel more chilled out. Cashews also supply a healthy dose of your daily zinc needs, and zinc helps to boost your immune system, which can falter in times of stress.

- 3) Fatty fish: Wild salmon, mackerel, sardines, herring, and kippers are rich in vitamins B6 and B12. Fatty fish also contain high levels of omega-3 fatty acids, which are known to benefit the heart and help protect it from stress-induced diseases. Fatty acids also help regulate moods and promote brain health.

- 4) Whole grains: Complex carbohydrates boost serotonin levels, and thus have a calming effect. Whole grains are digested more slowly than more highly processed ones, and will keep you feeling fuller for a longer period of time. Go for brown rice, steel-cut oatmeal, quinoa, and millet.

- 5) Selenium-rich foods: Selenium is a mineral that acts like an antioxidant in the body. Good sources include beans, seeds, and nuts (especially Brazil nuts—eat two and you've met your selenium needs for the day), seafood (oysters, clams, crab, sardines, and fish), and mushrooms.

- 6) Dark chocolate: Small amounts of chocolate can provide a real boost. Chocolate prompts the brain to release feel-good chemicals called endorphins, and can lower blood pressure and rates of heart disease. Not all chocolate is created equal, however! Dark chocolate has more cocoa solids and less sugar than milk chocolate, which makes it a better bet, health-wise. Look for chocolate with a cocoa content of 70% or more, and buy organic whenever possible.

### Q: I have a super busy life: how can I find time to nourish myself?

**A:** Like everything we do, it comes down to prioritizing. Most of us have a gigantic to-do list, but very often taking care of ourselves is at the bottom of that list—if it's there at all! But the better you take care of yourself, the more energy you'll have to do everything else!

Nourishing yourself can start with simply scheduling 10 minutes in the morning to make yourself a healthy breakfast. Take 10 minutes at lunch time to leave your desk and take a walk in the fresh air. Block off five minutes on your calendar to do some deep, slow breathing before going into a meeting. Read a favorite book in bed (instead of watching another TV show) so that you can drift off feeling calm, peaceful, and relaxed.

