

1.2 million
women
coached!

CONTACT



✉ e-mail: media@speron.com

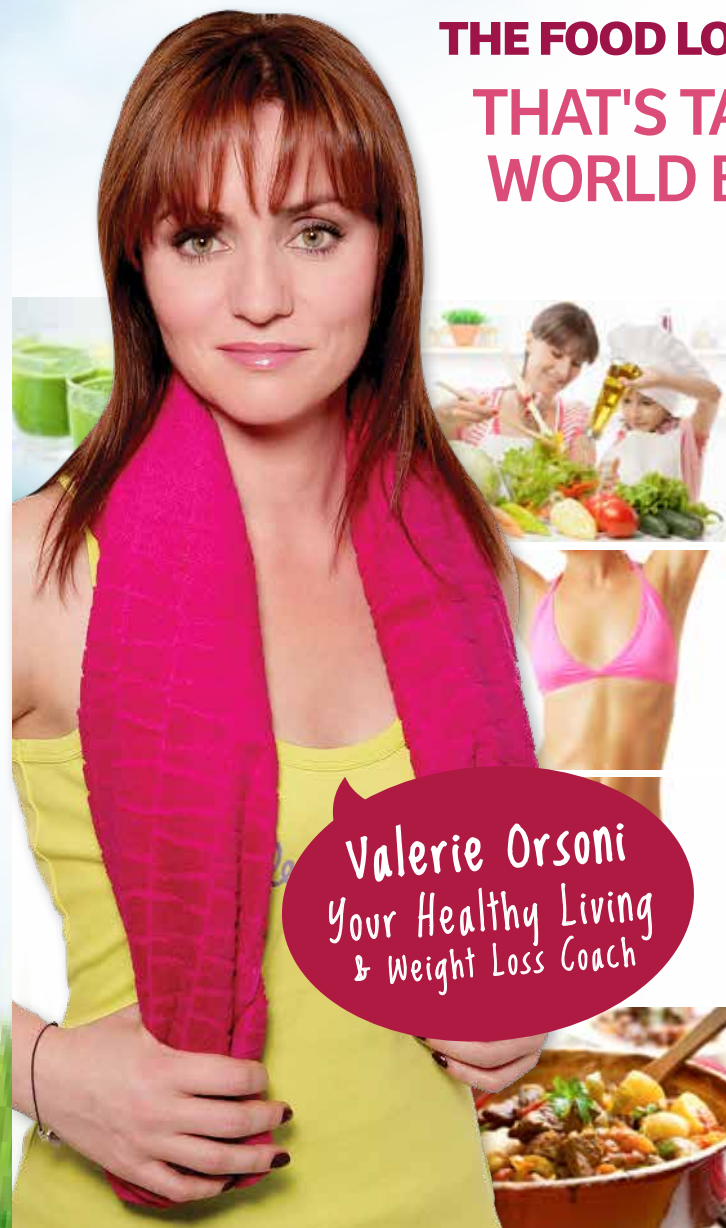
Or visit our website:

www.LeBootCamp.com

LeBootCamp[®]
THE FOOD LOVER'S DIET™

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THE FOOD LOVER'S DIET™

THE FOOD LOVER'S DIET™
THAT'S TAKING THE
WORLD BY STORM!



Valerie Orsoni
Your Healthy Living
& Weight Loss Coach



LeBootCamp - The Pioneer in Online Coaching

What?

LeBootCamp is the leader in online healthy living coaching, offering coaching programs such as Weight Loss, Mom & Baby, STOP Cholesterol, and Anti-Age & Beauty, in many countries and in several languages.

**DIET &
WEIGHT LOSS**

**MOM &
BABY**

**STOP
CHOLESTEROL**

**ANTI-AGE
& BEAUTY**

When?

More than 1 million women have joined LeBootCamp since launching in 2003.

How?

After submitting a free profile and registering for the program, bootcampers receive a daily email with expert advice in nutrition, fitness, motivation, and celebrity secrets. Every week, a complete menu plus seven new recipes created by our Chef Ed are featured in the client's private member space. The core of the program is the exclusive posting of unlimited questions from client to coach (7 days a week) with full confidentiality via the member's secure account. Our personalized and thorough answers from Valerie Orsoni and her team of certified coaches and dietitians have given LeBootCamp its famed reputation, and well explain its incredible long-term success rate.

Who?

Founded by Celebrity Coach Valerie Orsoni, hailing from the sunny island of Corsica. Valerie is accompanied by 126 contributors throughout the world: doctors, certified dietitians, psychologists, athletes, and physiologists who are constantly researching and analyzing what works best in weight loss and healthy living.

LeBootCamp Worldwide



Valérie Orsoni is the ambassador of the Nestlé Fitness Cereals.



WII & PS3 My Body Coach Game



KINECT XBOX 360
My Body Coach 3
Game



Strong establishment:

- France
- Great Britain
- New Zealand
- South Africa
- USA
- Nigeria
- Australia
- India

Establishment in progress:

- South America
- Germany
- Spain
- Austria

Valérie Orsoni A True Survivor

Millions of people overcome adversity every day. But how many do you know who turn the single greatest problem in their life into their single greatest success? Valerie Orsoni did just that, as the founder and CEO of the largest online healthy living coaching service in the world, www.Lebootcamp.com.

Valerie has always struggled with health issues; as her doctor once put it to her, «you got the worst of the gene pool.» Growing up in a poor home in Corsica - where access to information and health experts was very limited – Valerie was an overweight teen who constantly struggled with her weight. Then, as an adult, a brain tumor and cancer threatened to challenge her life yet again.

The celebrity weight-loss coach recalls some of her early health battles:

“I ate Napoleons like they were going out of style, and eventually packed on a whopping 50 pounds that didn’t belong on my body,” says Orsoni. “But in a way I was lucky, because my dad was also overweight, and due to this we decided to band together in an effort to lose weight,” an experience which ultimately inspired the core concept of LeBootCamp: **teaming up with a coach**. “We tried every fad diet possible (40+!), always losing a few pounds (and sometimes a lot) in the process, but always regaining it all afterwards.” Orsoni and her father - who is now the company’s in-house chef working with LeBootCamp culinary and nutritional experts – quickly recognized the harm those fad diets were causing and resolved to get educated in healthy living.

“At the time, the Glycemic Index studies were being conducted in Australia, and this concept was the springboard to helping me lose a lot of weight with a healthy approach,” says Valerie, “**easy fitness - nothing crazy or dangerous and no sweating for hours at the gym, no forbidden foods, and learning to love my body no matter what**. I have never regained the weight I lost then, and nor has dad!”

But it was not until Thanksgiving Day 2001, as she was emerging from a long battle against a nasty brain tumor, that this vision became a reality.

“While I was fighting against the ‘beat’ as I called it,” Orsoni relates, “I vowed to channel my vendetta against the cancer towards building my ultimate dream: **to make this world a healthier place, one person at a time**. With that, I wrote the first pages of my coaching website from my hospital bed, and launched it as soon as I received my bill of clean health.”

Today, Valerie’s **one million “bootcampers” worldwide** are squeezing their glutes as they ride the train to work and contracting their abs while they talk on the telephone. Lots of them are also carrying her around in their handbag thanks to Orsoni’s exclusive release published by Reader’s Digest: *Le Personal Coach, A French Trainer’s Simple Secrets for Getting Fit and Slim without the Gym*.



Valérie Orsoni, Celebrity Coach

In the media

TV, radio, print, web:



Media Acclaim:

“ Valerie's passion for proper nutrition and wellness allows her to help celebrity clients and regular folks worldwide achieve a better level of health. ”

ABC Good Morning America

“ In just several years, Valerie Orsoni has become the star of international coaching. Her secret: a global method based on well-being and self awareness. ”

France 24

“ If you want to lose weight but hate the prepackaged, expensive, tasteless food that diet programs have, no worries, LeBootCamp can whip you into shape with your tastebuds still being your friend. ”

San Diego Living

“ With your own virtual weight loss coach and fitness trainer, getting in shape is a cinch, even during the holidays. ”

BRIDES Magazine

“ 92% of the women in Valerie's program have lost an average of 26 pounds - and never regained it! ”

DR. OZ GARCIA

“ For all the women out there who need support, but don't want to pay for visits to the nutritionist, life coach, or shrink, this is the answer! ”

TRUE LOVE Magazine

The Food Lover's Diet™

4 Steps to Lose

A diet can only work long-term if new healthy practices are integrated gradually and comfortably into one's lifestyle; for this reason The Food Lover's Diet™ is structured into 4 phases:



Detox: Although the body is naturally equipped to cleanse itself, it is sometimes necessary to help it expel toxins generated by significant stress, chemicals absorbed, unhealthy diet (in particular those who have followed any high-protein or other extreme diets). Hence, in our first phase we focus on eating foods recognized by the medical profession as helpful for the body to excrete toxins, among these, watercress, apple, garlic, grapefruit, etc., with the ultimate goal of eating more healthily without deprivation. Fitness-wise, we start a 30-minute daily walk which also boosts our body to lose our very first pounds with ease. Discover a surge of energy during this phase, starting your days off with naturally proven detox drinks to bring you an amazing complexion and a flat tummy, including freshly squeezed lemon juice, and the celebrated buckwheat grain tea, Soba Cha.

Attack: Once the initial healthy habits are established, we attack those extra stubborn pounds that are most difficult to lose. Your 30-minute daily walk is now second nature, and we've begun integrating fun and easy 25th Hour™ exercises into daily activities (think contracting your abs while on the phone). The weekly menus have become more diversified, dotted with a detox day or two once in a while to keep you looking and feeling great. With constant support, we work on rebalancing your body as you slim down at a healthy pace.

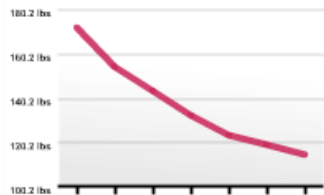
Stabilization: Reached your dream body? We're halfway through the journey with the toughest challenge remaining: to stabilize for life. To avoid the typical yoyo-ing of weight regain, the goal during this phase is to maintain this newly achieved equilibrium; identify obstacles that may challenge our ideal weight; answer any questions which arise during this stabilization period; and finally, learn to fly with our own wings. This period is critical because it guarantees long-term success.

Defense: Learn how to defend yourself against healthy living saboteurs lurking everywhere: fad diets, new gurus, the latest miracle products, etc. You've shed the excess weight and you're ready to enjoy your new body in a world of temptation - but now you know that you can have that chocolate mousse and still look amazing.



The Food Lover's Diet™ A Sample Day

Start off your day with a motivational video from your coach, Valerie! Watch a fun easy move you can do from the comfort of your living room or learn a celebrity diet secret to power your day.



Check in at your interactive weight loss curve: update your weight and see where you're at.



Blog! Feeling energized, stressed, over the moon? Put it all down in your private online blog and stay accountable by logging what you eat, drink, and how much you move. Share your blog with your coach for feedback.



Read Valerie's tips for the day on nutrition and fitness. With a new food or sport to discover, every day brings something unique!



Hmmm...not sure about something? Got a question? Your coach is standing by to answer! With "My Questions" you can send a message to Valerie 24/7 for a personalized response in real-time.



Peruse your weekly menu and plan your meals for the day. We've got it all covered, down to your printable shopping lists.



Looking for something new to tantalize your taste-buds? Our in-house chef brings you an original recipe every morning - always simple to follow with a gourmet touch.



Visit your virtual online gym to choose your integrative exercise routine for the day; print and go!



PLUS

Need to fit into that LBD for an upcoming milestone? Schedule everything in "My Goals" and keep track of the time left to go.



Check out your bonus of the day covering everything and anything from weight loss myths debunked to practical beauty advice and working Hollywood secrets.



Hey, got another question? Just ask your coach! That's right, you have **UNLIMITED** support whenever you need it!

The screenshot shows the LeBootCamp website interface. At the top, it says "LeBootCamp THE FOOD LOVER'S DIET™ BY VALÉRIE ORSONI". Below this, there's a "SIGN UP!" button and a "7 Day MONEY BACK GUARANTEE" badge. The main content area features a woman in a purple dress pointing, with text: "A PROVEN AND PERSONALIZED PLAN TO GET YOUR DREAM BODY IN NO TIME with your private coach Valérie Orsoni". A badge states "92% SUCCESS RATE AFTER 6 MONTHS". To the right, there's a form to "GET IN SHAPE! START WITH YOUR FREE WEIGHT LOSS PROFILE" with fields for gender, weight, height, age, and email address. Below the form is a "GET YOUR FREE PROFILE" button. The bottom section includes a "NEWS" article about "Countdown to Look Hot in Your LBD" and several other articles like "HOW DOES THE DIET WORK?", "VALÉRIE PRESENTS LEBOOTCAMP", "FORMAL LEBOOTCAMP STUDY", and "THEY LOST WEIGHT WITH VALÉRIE". A sidebar on the left lists various links like "AFFILIATES", "CELEBRITY SECRETS", "THE DIET", "VALÉRIE ORSONI", "HEALTHY ARTICLES", "TOOLS", "QUESTIONS", "MENUS", "VIDEOS", "DAILY EMAILS", "CALCULATORS", "WEIGHTLOSS CURVE", "LEBOOTCAMP SHOP", "BOOT MEETINGS", and "MUCH MORE...". At the very bottom, there's a footer with "FAQ | CONTACT US | TEAM | MEDIA | JOB | PRIVACY | LEGAL" and a copyright notice.

Client Testimonials

“ I loved the weekly menus, and found the shopping lists really practical. My LeBootCamp highlight was watching my weight loss curve descend without feeling deprived at all! I've learned to eat balanced meals and move daily - thank you again!

VERONIQUE, - 48 lbs



“ I've tried lots of diets in the past: Scarsdale, Stewardess, Starvation & Weight Watchers. They worked briefly, but I always regained the lost weight and more...With LeBootCamp, my husband I lost 48 lbs together, and I am now at my ideal weight. We have totally changed the types of food and the portions we eat. Who would have thought at this mature age I'd have a life-changing experience that fills me with such joy, enthusiasm and renewed energy!

Nancy & Jeff, - 48 lbs

“ I've been overweight since childhood, and tried all the diets out there with no success. When I discovered LeBootCamp, I was amazed by the simplicity of the program. The menus are easy to prepare and the recipes are delicious, which I so appreciated, being the food lover that I am. What's more, nothing is forbidden!

Chizuko, - 22 lbs



“ My coach has been amazing! From the first day I started LeBootCamp, Valerie has been there as a big supporter and my personal cheerleader. She truly cares about my success.

Kelly, - 20 lbs

LeBootCamp Programs Launched in Europe

Anti-Age & Beauty:

LeBootCamp Anti-Age & Beauty helps you rediscover the fountain of youth with anti-aging menus and recipes based on the latest studies. Replete with an anti-aging gym, you'll be moving to brand-new fun exercises designed to awaken and re-energize your body. Valerie Orsoni also reviews both invasive and non-invasive anti-aging techniques on the market, and guides you in making the right choices for your needs. *(*Available in French)*



Mom & Baby:

LeBootCamp Mom & Baby is a unique program created by Valerie Orsoni and Sandrine Dury, Certified Psychoanalyst specializing in mother-child relationships.

This program offers new moms a specific regime designed to replenish natural reserves of vitamins, trace elements and minerals to help fight the baby-blues and improve skin quality. Accompanied by balanced meal plans and physical activity specifically adapted for the post-baby body, to slim down, tone up, and regain energy.

*(*Available in French)*



Stop Cholesterol:

To fight the rampant "cholesterol plague," Valerie Orsoni partnered with nutrition expert, Nathalie Hutter-Lardeau, to create LeBootCamp Stop Cholesterol.

This structured program focuses on the re-balancing of cholesterol levels and is now prescribed by cardiologists in France. *(*Available in French)*



Some dates

➔ **2003** Creation of
LeBootCamp



➔ **2009** - **TROFEMINA**
Award Finalist
- **My Body Coach**
Game in Europe
- **Nestlé**



➔ **2005** **2006**



➔ **2010** **#8** in Outside
Magazine's Best
Places to Work



➔ **2007** Award
enterprising
Women

➔ **2011** - **Stevie International**
Business Awards
Distinguished
Honoree



➔ **2008** Goddess
Artemis
Award



- **Tefal** Partnership

➔ **2012** **2012**
Silver Stevie
Winner



➔ **2012**
My Body Coach 3



LeBootCamp Exclusives:

Le Personal Coach, by Valérie Orsoni, published by Reader's Digest: A French Trainer's Simple Secrets for Getting Fit and Slim without the Gym. "Le Personal Coach" is the perfect guide to staying toned and fit while on the go - keep this one in your handbag!



Les 101 recettes de la Coach des stars published by MPC Publishing: healthy and gourmet recipes from Celebrity Coach Valerie Orsoni to keep your taste-buds happy and your body in great shape!

Secrets de Coach Box published by Reader's Digest: the book "Secrets de Coach" by Valerie Orsoni, packed with two dumbbells and an exercise elastic band to help you get in shape effortlessly without the gym!



iPhone Application «*Secrets de Coach*» : An essential companion for the everyday woman looking for an hour to take care of herself amidst a busy schedule!

MyBodyCoach 2 on Wii and Sony Move



MyBodyCoach 2 is a fun gym-dance & fitness program to burn calories and tone up without even realizing it! Produced by BigBen, in collaboration with Valérie Orsoni.



My Body Coach 3 on Kinect for Xbox 360®

Over 170 detailed diet menus, 140 fitness moves, 90 exercises for pilates, stretching, and breathing, all fully customizable according to your preferences and needs, My Body Coach 3 is the absolute must-have at-home coaching reference!

The CoachingBox

Coaching in a box – what could be better? Presented in elegant gift boxes, sold online and in-store, The CoachingBox offers programs in Weight Loss, Mom & Baby and Anti-Age & Beauty coaching. Each CoachingBox contains tip cards from experts in the field; a pocket-blog; an activation card for your online coaching program; and in the 6-month CoachingBox, an additional one-hour telephone consultation with a certified coach.

2011 : co-branding operation with Tefal to offer these gift boxes with certain Tefal household products, such as the famous ActiFry!

