

A woman with long dark hair, wearing a black headband with the 'NATENGO' logo, a black sports bra, and black leggings, is leaning over a barbell in a gym. She is wearing black and white patterned fingerless gloves and a black wristband. The barbell has a green weight plate with the word 'ESCAPE' and the number '70' visible. The background is a blurred gym environment with a white lattice fence.

MAYA NASSAR

Fitness Entrepreneur



INTRODUCTION SUMMARY

Maya Nassar is a fitness entrepreneur, international fitness model champion and certified specialist in sports nutrition and personal training.

She started her fitness journey several years ago when she transformed from being overweight and unhealthy to getting into the best shape of her life. Maya has lost a total of five dress sizes and 20 kilograms of fat.

She started competing in fitness modeling competitions internationally and has won a total of 9 trophies. Maya is the only athlete in history to be endorsed by an Arab government to compete abroad internationally.

Maya is currently a proud owner of a brand with over 300,000+ followers which encompassed a live TV fitness show, an online platform consisting of a website and fitness mobile app, and a state-of-the-art fitness center with two successful branches.



MINISTRY OF YOUTH AND SPORTS

Maya Nassar is the first female in history to be endorsed by an Arab government to officially represent her country in bikini fitness competitions abroad.

Lebanese Republic
Ministry of Youth and Sports
Beirut, February 20th 2015

Lebanese Ministry of Youth and Sports Endorses Maya Nassar Maalouf as an Athlete to Compete in the Pure Elite Fitness Competition in the United Kingdom in April 2015

The Lebanese Ministry of Youth and Sports announced its endorsement of **Maya Nassar Maalouf** to represent Lebanon as an athlete in the upcoming **Pure Elite** bodybuilding event on April 25th, 2015 in Margate, United Kingdom. After Mrs. Nassar Maalouf's success of winning first place in May 2014 last year, the ministry proudly recognizes and supports her competition this year.

Pure Elite hosts bodybuilding contests in the United Kingdom and attracts participating athletes from around the world.

Maya Nassar Maalouf, a certified personal trainer and sports nutritionist, is a fitness professional who promotes healthy living through balanced nutrition and exercise. Maya is the creator of the website startlivingright.net and the first fitness application for mobile phones in Lebanon.

Ministry of Youth and Sports



Abad Motaleb Hennawi

INTERNATIONAL FITNESS MODELING COMPETITIONS

Maya is an international fitness model champion and has won nine awards in the last four years by competing in bikini fitness competitions abroad. Maya competes in the United Kingdom against other top fitness models from Europe and around the world.

Bikini fitness competitions require participants to be lean and feminine with soft muscle definition which requires three to four months of very intensive preparation to ready to go on stage.



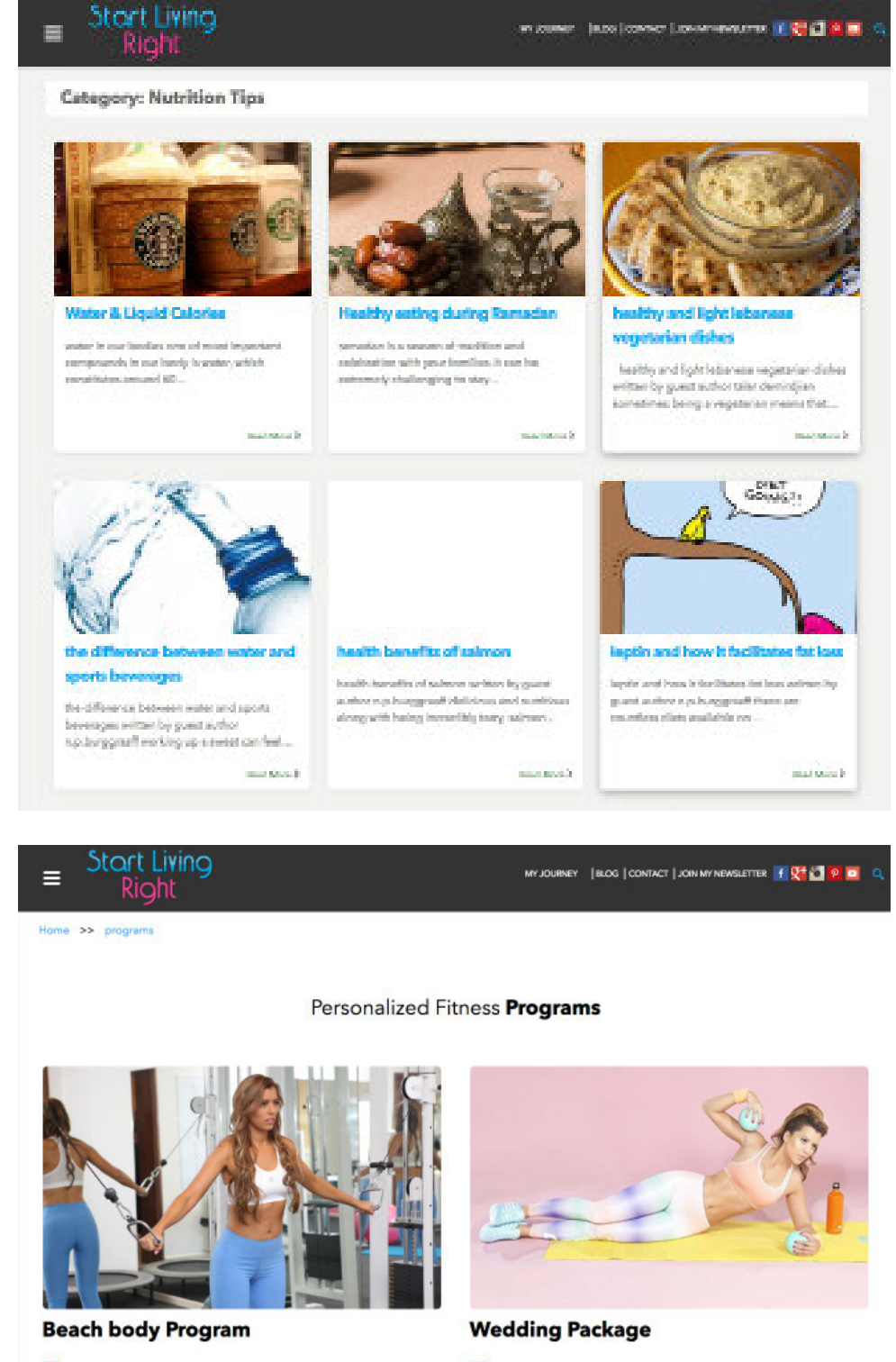
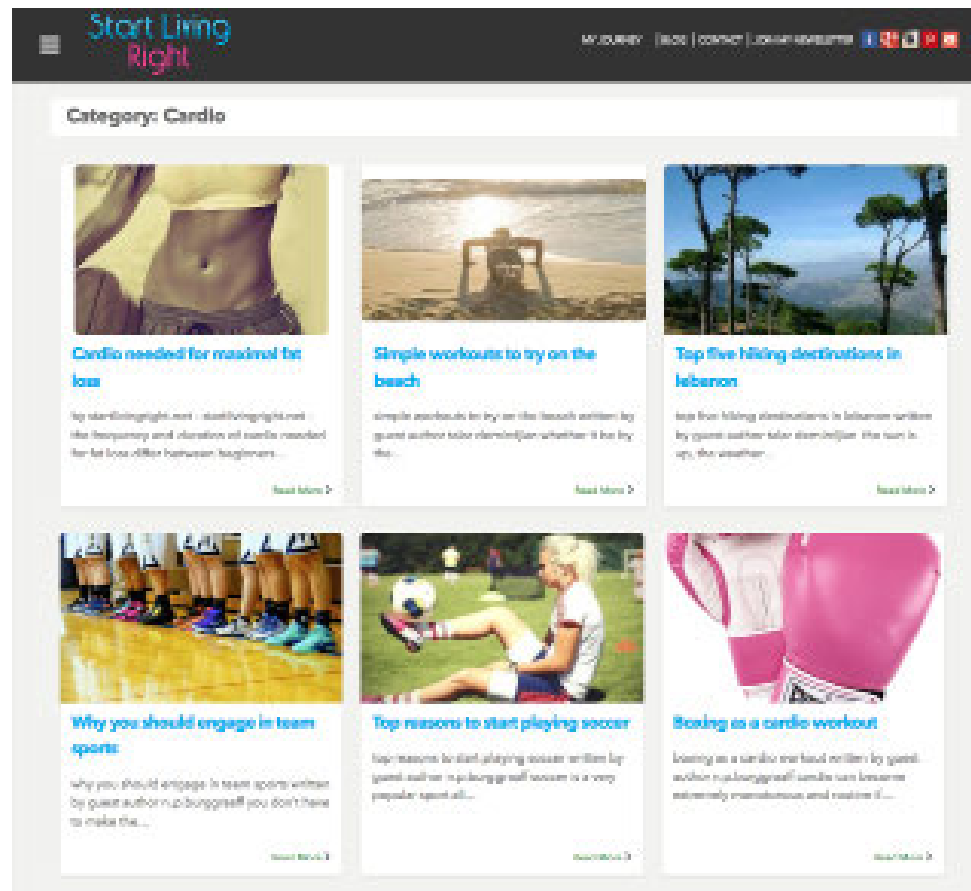


TRANSFORMING HER BODY AND CHANGING HER LIFE

Maya never used to be healthy and had a very poor lifestyle. After reaching her lowest, she lost 20 kilograms of fat and five sizes naturally through a healthy diet and exercise. This is when she found her passion for fitness and made it her mission to help others achieve the same goals. She decided to start competing internationally in fitness modeling competitions to push to her limits both mentally and physically and to become the best version of herself.

START LIVING RIGHT

As Maya began her fitness journey, she started an online website and blog called "Start Living Right" to help change the lives of others by sharing her experience. She shares diet plans, exercise programs and much more to inspire, empower and motivate others to change their lives through fitness the same way she changed her life. Her website was very well received with more than 8000 hits per month.



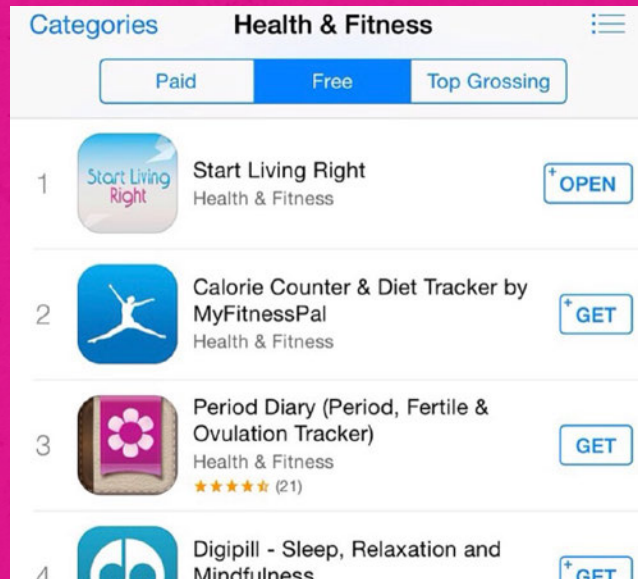
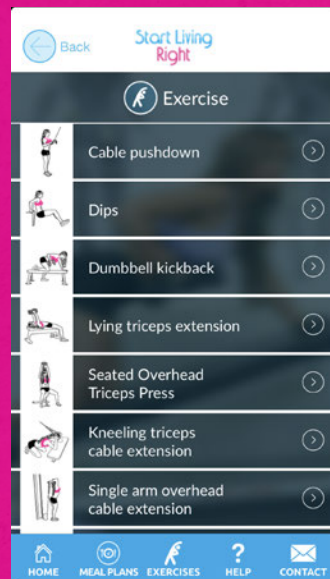
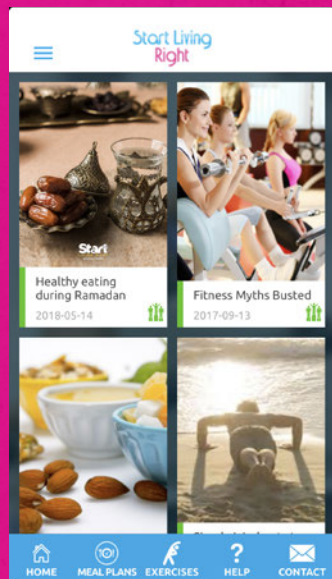


FIRST FITNESS MOBILE APPLICATION

After the success of her online website, she launched a mobile app with the same name and concept as the website. The mobile app contains special features such as animated exercises, diet plans, workout programs, a fat loss calculator, calorie counter and tons of advice to help anyone with their fitness journey. Her mobile app has more than 50,000 downloads from around the world.

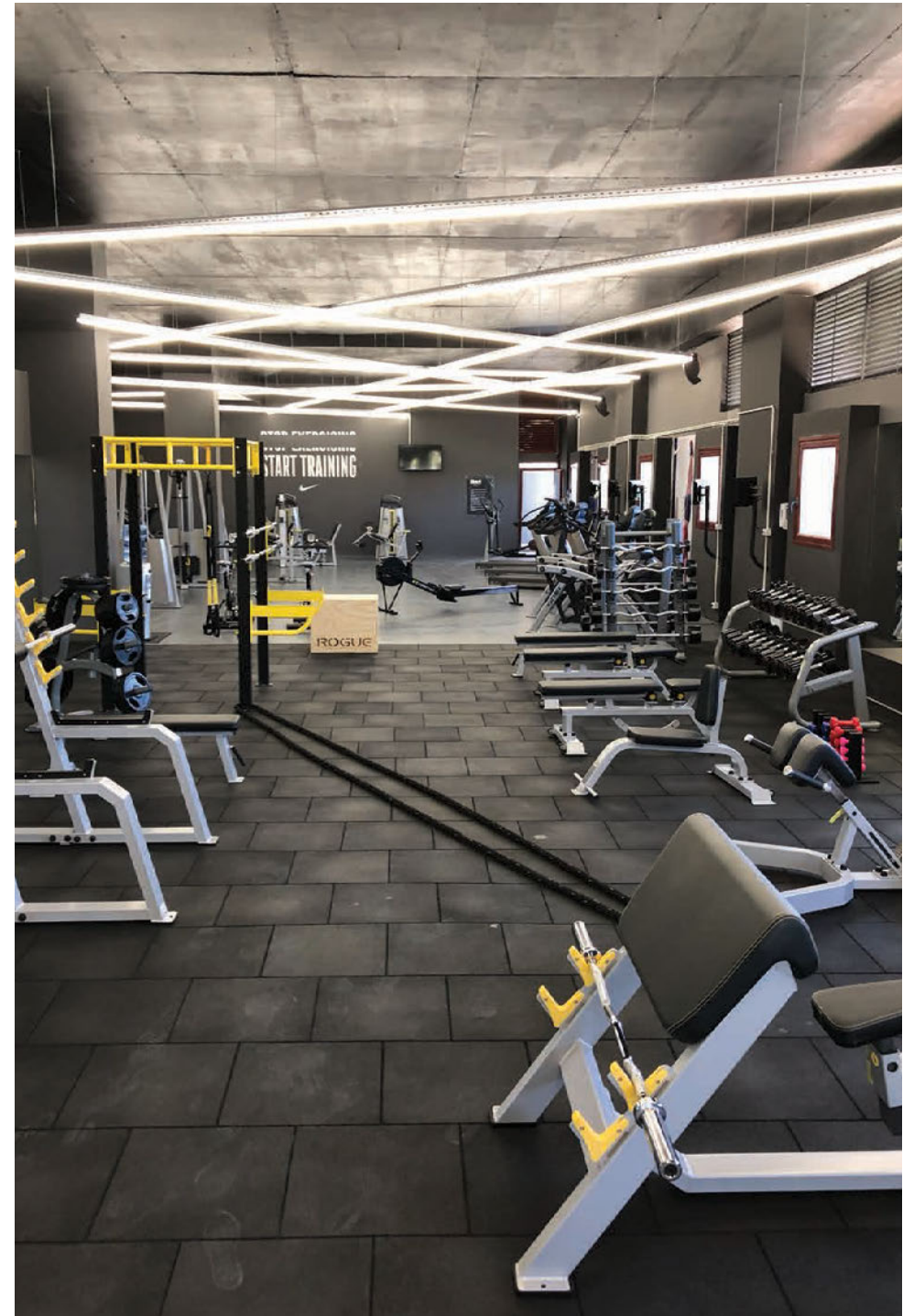
She officially launched her mobile app at a press conference where the Lebanese minister of sports gave a speech and officially endorsed her mobile application. The ceremony had all major TV stations, newspapers and journalists covering this event.

The mobile app has been ranked number one several times by the Apple Store competing against other international applications.



FITNESS ENTREPRENEUR AND BUSINESS OWNER

Maya has a passion of helping other people and changing their lives, and her dream had become to open a physical location for “Start Living Right.” Less than one year ago, she opened her first branch in Antelias, Lebanon. The gym is a full wellness center with a physiotherapy clinic, sports nutritionist, mentoring and personal training services, classes, a fully equipped space and outdoor rooftop pool. Start Living Right is the second gym in Lebanon to be fully sponsored by Nike and to exclusively give Nike Training Club classes which are free for the public to attend.

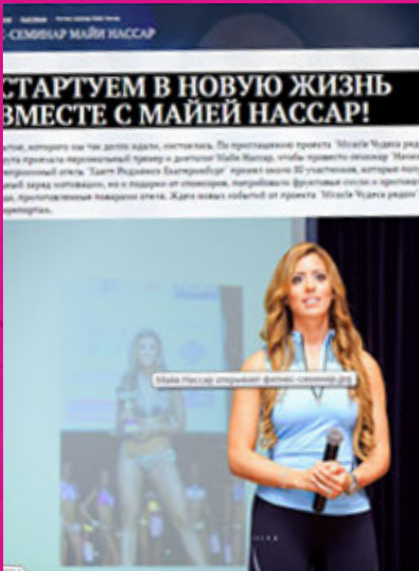




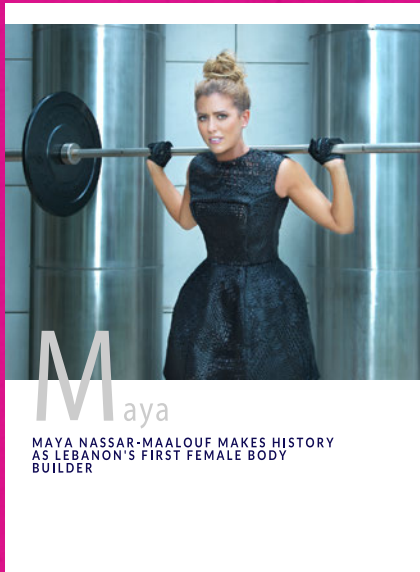
FWD Magazine, India



Oxygen Magazine, Australia



Miracle Magazine, Russia



Interview with CEO Mom, USA



Women's Health, Netherlands



MAYA IN THE INTERNATIONAL MEDIA

Maya has appeared in the media all throughout the Middle East, US, Europe, India, Turkey and more. She has appeared on the cover of magazines, on television shows, newspapers and radio interviews. Some major magazines Maya has been featured in includes Women's Health, Oxygen Magazine, Huffington Post, Muscle and Fitness, Health and Fitness, Elle Magazine among many others.

Maya has been on featured on every TV station in Lebanon and has also done interviews for TV stations in Russia, Hong Kong and just recently a documentary for CNN Asia which will be broadcast all over Asia. Maya has also appeared in the news on many major newspapers and has done interviews on all international radio stations in Lebanon

Empowering
Fitness is more than just a workout, it's a lifestyle. Maya is a personal trainer, fitness coach, and a motivational speaker. She has inspired millions of women to live a healthier, more active lifestyle. Maya is a role model for women everywhere.

MAGAZINE COVERS

Maya has been featured on the cover of magazines all over the world.



Africa



Middle East



Lebanon



USA



Turkey



United Kingdom



Egypt



Jordan

TV SHOW

Maya has been a guest on all major TV stations in Lebanon and has been featured on TV stations in Jordan, Russia, Hong Kong and CNN Asia.





MTV LEBANON SHOW

Maya hosted own TV show Get Fit on MTV Lebanon live twice a week every Tuesday and Thursday at 10:00 am for the last 2.5 years. Maya used this platform to empower her viewers to exercise with her at home. Her TV show had a large following and is broadcast all over the Middle East.



Femme Magazine, Netherlands



BOXROX, USA

ONLINE MEDIA

Maya has been featured on major online websites around the world including the Netherlands, Belgium, India, Pakistan, Russia, the United States and much more.



Knack Magazine, Belgium



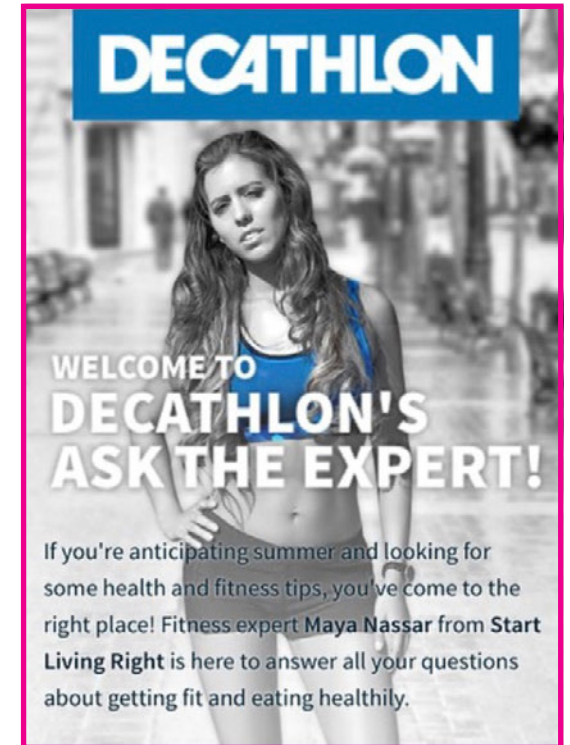
Huffington Post, Arabia

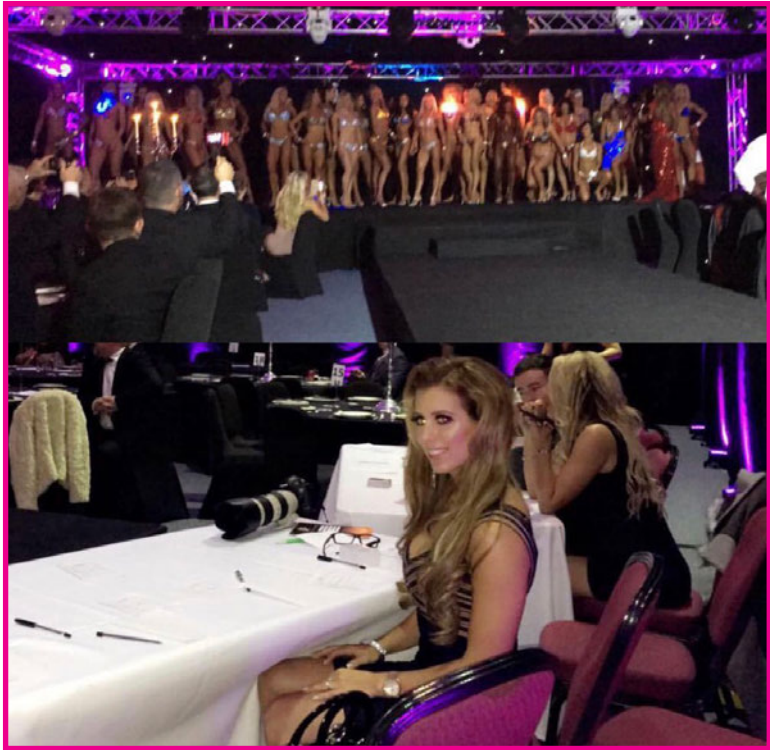


Somethingb Haute, Pakistan

BRAND COLLABORATIONS

Maya has collaborated and promoted major international brands on her social media including Nike, Decathlon and Vichy.





INTERNATIONAL GUEST JUDGE

Maya has been invited twice to be a guest judge at The Miss World Classic, one of the largest fitness modeling competitions in the United Kingdom in 2015 and 2016. Maya was among a panel of famous fitness figures in the United Kingdom and selected the winners of each category in the competition. Being invited to judge at a competition is a major honor for any fitness competitor.

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Maya Nassar Fitness Model - Guest Judoe

INSPIRATIONAL TALKS AND WORKSHOPS

Maya frequently gives inspirational talks and workshops to share her story and inspire others. She also gives talks about nutrition, exercise and health and boot-camps. In 2015, Maya traveled to Russia to give a talk about health and fitness in front of an audience of 100 people. Maya's event was broadcast on billboards and covered by TV stations.

Maya was also a motivational speaker at the regional senior leaders' conference for Henkel Middle East and North Africa where she motivated their leaders to become their best self. The women's empowerment initiative Elle Fiesta asked her to run a motivational workshop to inspire women to become their best self. Maya has also been giving pregnancy workshops to train women on how to diet and exercise safely during their pregnancy.





PREGNANCY AND MOTHERHOOD

Maya gave birth to a baby boy and exercised all throughout her pregnancy. She empowered other pregnant women to train with her on her TV show on MTV Lebanon and received pregnant women in her gym. Maya exercised right until the day before she gave birth and used her story to raise awareness about the importance of exercise during pregnancy. Maya shared her story of pregnancy and fitness and appeared on the cover of two Egyptian magazines during her pregnancy. Just recently Maya took part in a new program for MBC discussing pregnancy and fitness which will be aired this spring.

Maya has also given several workshops for pregnant women to educate them on the right way to stay healthy during pregnancy.

After her son was born, Maya brought her baby onto her TV show on MTV Lebanon so other moms could join in a mom and baby workout.




Maya Nassar's Fitness Empire





Regional fitness celebrity Maya Nassar started her fitness journey like many of us-with a desire to get fit and healthy. After leading an unhealthy lifestyle for years she finally decided to turn her life around. However after reaching her goal of losing weight, and where many would have stopped and been happy with the results-Maya went even further. She turned her personal journey into a fully-fledged fitness empire. Over the years she has amassed over six trophies including the first place at the 2014 Pure Elite UK Championships in the bikini category. More recently she has launched a website, a fitness application, as well as her very own gym which opened earlier this year. With a TV show on MTV Lebanon as well, we chat with the "Bikini Babe" and the newly crowned mother of a one-month old about fitness, pregnancy and more...

LEBOUQUET
Galerie pour bébé
X MAYA NASSAR

JOIN ME THIS SATURDAY
DECEMBER 2ND
FROM 11:00H TILL 13:00H
AT LE BOUQUET FOR
A PREGNANCY, MOMMY AND
ME SPECIAL CHRISTMAS
EVENT WITH FUN FITNESS
CHALLENGES

LOTS PRIZES TO BE WON!



MAYA AND CHARITY/NGOS

Maya is heavily involved in NGOs and giving back to the community and regularly takes part in awareness campaigns.

In 2015, Maya took part in a sports calendar featuring 12 athletes to raise money for the NGO Braveheart which helps children with heart conditions.

Maya is currently a board member at the not-for-profit organization Animals Lebanon, which is the largest animal welfare NGO in the Middle East. Previously, she worked alongside the



RUN WITH MAYA NASSAR FOR ANIMALS LEBANON

NOV 8.2015

DONATE TODAY

Your generous donation goes straight to helping animals where it is needed most. For more info visit: startlivingright.net/marathon

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MORE LINKS ABOUT MAYA

Wikipedia:

https://en.wikipedia.org/wiki/Maya_Nassar

Maya winning first place in a fitness modeling contest:

https://www.youtube.com/watch?v=9sQVpTlz_SU

Introductory video about Maya:

<https://www.youtube.com/watch?v=Mrpy6xw6fW0>



