

Wellness Beyond Fifty Media Kit: Backgrounder

Based in Charleston, S.C., Wellness Beyond Fifty, LLC, provides comprehensive health coaching to individuals across North America. Lisa Burbage, founder and president, holds a M.Ed. in Counseling and is a national board-certified health and wellness coach. Focusing on lifestyle changes, she works with individuals of all ages, groups and corporations to inspire, educate, and motivate others to actively practice wellness, a healthy lifestyle, and disease prevention.

Burbage works with clients to achieve a higher level of physical and mental well-being in the areas of fitness, nutrition, weight management, chronic disease prevention, stress management, and life satisfaction. She encourages clients to make the connection between who they are and who they want to be, and then develops a customized health plan for each one. That personal plan details incremental steps to incorporate more positive, enjoyable, and easy to implement lifestyle changes.

Despite widespread knowledge about the serious risks of unhealthy lifestyles, many people continue bad habits or pursue quick fixes that fail. The demands of everyday life make it difficult for individuals to find time to make major changes or navigate through numerous options for wellness “fixes.” This program helps clients learn new life skills to develop their own blueprint and gain the confidence necessary to learn new habits and kick old ones. Clients develop a whole-person view of their better self, plus a roadmap and guidance to help them navigate life’s complexities.

Wellness Beyond Fifty offers a complimentary 30-minute Wellness Breakthrough session to all prospective clients to see if wellness coaching is a good fit. Other services include the My Vitality Now package, a six-month coaching program for individuals, including seven audio training modules with handouts centered around whole personal health and ten 45-minute in-person or phone coaching sessions.

Wellness Beyond Fifty also offers a Diabetes Prevention and Lifestyle Change program for groups of ten or more. This year-long program includes a curriculum approved by the national Center for Disease Control (CDC) to prevent or delay Type 2 Diabetes. Over the course of the first six months, there are 16 weekly meetings. Over the second six months, participants meet once per month.

Clients who participate in these programs have reported increased self-awareness and knowledge of their inner “self” as core to their success. By acquiring new skills and information, clients are encouraged and trained to take personal responsibility for their well-being and to sustain behavioral changes. Ultimately, that should lead to increased confidence in the ability to achieve desired results. Burbage aims to help each client attain his or her best possible self.

For more information, visit www.wellnessbeyondfifty.com.