

NATALIE DAU

Founder and CEO of The Daily Escape | nataliedau.com/programs.html

DOES LIFE HAVE to go downhill after 40? Not if you are Natalie Dau, founder and CEO of fitness website, The Daily Escape.

Ms Dau, who recently turned 46, says she is the healthiest and fittest that she has ever been in her life. "Regularly beating people half my age at races and competitions is proof," she says.

The certified personal trainer offers several fitness programmes through her website. Among them is The 40's Project, created for anyone aged 40 and above who is keen to improve their fitness level or change their usual routine.

But why a programme specifically for those 40 and above? "Being older, we have the advantage of knowing what we enjoy, the ability to choose what we want to do and being mentally tough enough to get through it," says Ms Dau. "There was nothing in the market that catered for this demographic, which is too often forgotten when it comes to fitness, and yet is one group that will invest money to improve their health."

Participants pay S\$39.95 for the 28-day workout programme, which they can access via the website or the Rockstar Fit app.

There are daily workouts with video and written instructions. The workouts don't require equipment and are bodyweight focused, such as dips, push-ups and wall sits. They are either time- or repetition-based. "The programme is varied so you are never bored during the 28 days, and they can be done anywhere," says

Ms Dau. Each exercise comes in two variations for different fitness levels.

The 40's Project also focuses on helping clients make small changes that will become long term healthy habits. Recipes are provided and they can be a healthier version of a favourite food, such as a recipe for fried rice that uses cauliflower in place of white rice. There are also smoothie and healthy snack recipes.

"Being 40 is not too late to start on your fitness, it can actually be your peak," says Ms Dau.