



'Look Good Naked' 57 Year-Old Cover Model Takes Media by Storm

Professional fitness trainer and LA celebrity health and weight loss expert Wendy Ida is now the go-to guru for sex, health and fitness for women over 40.

Los Angeles, CA ([PRWEB](#)) April 16, 2010 -- Professional fitness trainer and LA celebrity health and weight loss expert Wendy Ida is now the go-to guru for sex, health and fitness for women over 40.

Wendy Ida – the “Fitness Warrior” – is the owner of Wendy Ida Fitness in Los Angeles, CA. She was quoted in the April 2010 issue of Essence Magazine in the article, “40 Ways to Get a Fresh Start for Spring.” Ida will be on the cover of So Real magazine in the August 3rd 2010 issue for an article on her life story. Her article, “Cleanse Your Body Inside,” is the So Fit feature for April. Ida writes a monthly article on women’s fitness, health and weight loss for So Real magazine.

Wendy Ida’s new advice column, “Youthful You with Wendy Ida” for Kalon Women magazine will feature the health and fitness tips that made Ida a top trainer and champion at age 56. Ida is a Nationally Certified Master Trainer and a nutrition Manager Consultant who specializes in helping women over age 40 to achieve fitness results.

Decisive Magazine featured an article by Wendy Ida, “Avoiding Heart Disease,” in its April print edition. Ida is a regular contributor of blog posts and articles for Decisive Magazine’s online edition. Ida has also been a recent guest on several podcasts and radio shows, including “Straight From the Horse’s Mouth,” “1680AM Educational Outreach Show,” “Coach Me Well,” and “The No Antics Show” on fitness topics.

Ida began her own fitness training at age 42. Her passion for fitness transformed her body and launched a career in fitness training to help other women regain control over their lives and bodies. At age 56, Wendy Ida was the winner of the top three trophies in the 2009 NPC San Diego Bodybuilding, Figure and Bikini Championship, the top organization for amateur bodybuilders in the United States.

“Working out makes me feel strong and sexy,” says Wendy Ida. “It makes my whole body smile. I believe that the power of fitness can set you free and help you 'cheat the clock.' I want to inspire others to take back their lives through health and fitness.”

Ida is the author of the upcoming book, Take Back Your Life: Wendy Ida's 'No Nonsense' Approach to Health, Fitness and Looking Good Naked! The book shares Ida’s approach to health, nutrition, fitness, sex and motivation. Her book is endorsed by Cindy Popp, Producer and Director of CBS’s “Bold & the Beautiful;” Actress/Recording Artist, Eloise Laws; Professor Sidney E. Morse, Publisher, “In the Black” California Magazine; Tina Treadwell, Entertainment Producer & President of Treadwell Entertainment; Rickey Ivie, Esq., Ivie, McNeill & Wyatt and others. The book shares Ida’s approach to health, nutrition, fitness, sex and motivation.

Wendy Ida is nationally certified by ACE (American Council on Exercise) and NCEP (National College for Exercise Professionals). For two seasons, Ida was the assistant Strength and Conditioning coach for the LA Avengers football team.



Wendy Ida is available for interviews, guest blogs, articles and podcasts. She's also a lively, quotable expert for fitness-related topics. Media inquiries are welcome.

To get 10 Free Tips from Take Back Your Life: Wendy Ida's "No Nonsense" Approach to Health, Fitness and Looking Good Naked! visit <http://wendyida.com/text-news.html>.

###



Contact Information

Wendy Ida

562-716-9300

Online Web 2.0 Version

You can read the online version of this press release [here](#).