

THE PERFORMANCE PRINCIPLES



Herbalife
Live your best life

As the #1 active and lifestyle nutrition brand in the world¹, Herbalife has been supporting people around the world to lead their best life for the past 45 years. The Herbalife community, led by its independent distributors, is all about fostering personal growth and helping people thrive so they can achieve their goals. No matter what ‘your best’ means to you – running a marathon, finding the perfect work/life balance, consuming a more balanced diet – Herbalife’s global community is all about celebrating being the best version of yourself.

But what are the secrets to unlocking our true potential? Herbalife spoke to a range of high performers from across Europe – from elite sportspeople to everyday heroes – to understand the principles that drive their peak performance. Herbalife’s Performance Principles attempts to distil those insights into ten core values, focussing on resilience, discipline, passion and purpose. We hope The Performance Principles will inspire you on your own personal journey to high performance and support you to live your very best life!

INTRODUCTION

THE PERFORMANCE PRINCIPLES

1. Turn doubt into determination

Don't let nerves get the better of you. There may be times you suffer with imposter syndrome – but look around you, remember who you are and acknowledge the strengths that you have.

2. Your actions inspire others

Whether you're motivated by friends, family or your community, your determination can carry you through life's toughest moments. We're not all born with natural talent, but every result comes from your personal drive – and people around you can see that.

3. Do something you love

When you feel genuine passion for what you're doing, hold on to it. That happiness unlocks a new sense of freedom - fuelling you with the power to push past limits. Go beyond performance and focus on the joy it brings.

4. Age is just a number

Every jump, every skip, every early morning run is proof that age has no limits. Even when training becomes intense, and the world tells you to slow down, keep giving it your best. You have the power to rewrite expectations.

5. Every set back is temporary

Don't be afraid to fail. Treat every stumble as a dress-rehearsal. When you get back up and go again, you'll see that success is achievable.

6. Decide your own destiny

When one door closes, another one opens. If you can adapt, you'll view every obstacle as a gateway to growth. Remember, your mind – and body – can endure more than you think.

7. Stack the small wins

Don't wait for the medals to celebrate success – it's the little things that count. In fact, preparation alone can help build the confidence you need to perform at your best.

8. Train resilience like a muscle

High performance is about preparation, commitment and resilience. When you expose yourself to new challenges, your mind can push past them – your limits are only as strong as you allow them to be.

9. You are your own competition

The biggest barrier you're going to face is yourself. Once you become the master of your own mental game, you unlock the willpower to conquer any uphill battle.

10. Patience is your power

Success won't happen overnight, it takes the right support. Nutrition, hydration, recovery, breathing techniques, visualisation – these routines create ideal conditions that make optimal performance sustainable.

**“ PRESSURE IS PART
OF THE JOURNEY – IF
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THE PRESSURE
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YOURSELF ENOUGH ”**

- Cristiano Ronaldo



CRISTIANO RONALDO

Cristiano Ronaldo, Herbalife Global Nutrition Partner

Cristiano Ronaldo, regarded as one of the greatest football players of all time, has won 36 trophies in his career including seven league titles across England, Spain and Italy, five UEFA Champions Leagues, four FIFA Club World Cups, two UEFA Nations Leagues and the UEFA European Championship.

“High performance is about belief in yourself, discipline and resilience. Talent gives you potential, but without hard work and self-belief it means nothing.

“For me, pressure is part of the journey – if you’re not feeling the pressure then you’re not challenging yourself enough.

“I challenge myself by seeing myself as the best player in the world – and working to those standards. If you don’t believe you are the best, then you will never achieve all that you are capable of.”



SHARLENE MAWDSLEY



Sharlene Mawdsley, Olympic Athlete, Ireland

Sharlene Mawdsley is one of Ireland's fastest women - a World Top 400m runner, European medallist, and Olympian. Known for anchoring Ireland's record-breaking relay teams on the biggest stages, she's faced injuries, setbacks, and the mental highs and lows of elite sport. Since the Paris Olympics, she has rebuilt how she trains and recovers, with her sights set on reaching her peak for LA 2028.

“You can dwell on what might have been, but the key is to keep looking forward, to keep striving to be better”

“It's so easy to replay a race over and over in your head. I know all too well how every second counts - the fraction of a second that can be the difference between winning a medal and missing out. You can dwell on what might have been, but the key is to keep looking forward, to keep striving to be better.

“After Paris 2024, naturally there was a comedown. You hit such a high at the Olympics, and then you need to find new ways to stay motivated. I'd always planned my career around 2024, and suddenly I had to reset for 2028 and focus on the long game again.

“Life's challenges and setbacks have shaped me, but I'm determined not to let them stop me. The last few years have really forced me to evolve as an athlete. I've started listening more to my body, changed my approach, found a new coach and training group - all to push myself further.

“To me, high performance is all about growth through discomfort. Every race, every session, every choice is all fuel for improvement. LA 2028 is my finish line, and I'm determined to arrive stronger than ever.”

“ WHEN I FIRST STARTED REFEREEING, IT WAS HARD NOT SEEING ANYONE WHO LOOKED LIKE ME IN THE ROLE... BUT INSTEAD OF LETTING IT HOLD ME BACK, I USED IT AS FUEL ”

- Jawahir Roble, MBE



JAWAHIR ROBLE

Jawahir Roble, MBE, Football Referee, UK

Jawahir Roble, MBE, has broken barriers in football, becoming the UK's first registered female Muslim referee. Born in Somalia, she grew up watching boys play the game, but was determined to prove it wasn't just a 'man's sport'. Through passion and persistence, she carved out her own path and now uses her platform to inspire other young women. She was named one of the BBC's 100 Women 2019, and in 2023 she was awarded an MBE for her services to football.

“My younger self is my biggest motivation – the girl who fell in love with football and dreamed of being part of it. Every time I step onto the field, although so many things are out of my control, I strive to make her proud. What I can control is my mindset, my fitness, and my attention to detail, ensuring I'm as prepared as possible. For me, performing at my best means staying calm, communicating clearly, and upholding the integrity of the game from the first whistle to the last.

“When I first started refereeing, it was hard not seeing anyone who looked like me in the role. That lack of representation made me question whether I truly belonged. But instead of letting it hold me back, I used it as fuel. If there wasn't a role model for me, I would become that role model for others. Supporting and mentoring the next generation is how we break barriers – and that, to me, is what high performance is all about.”





DR. RICHARD ALLISON

Dr. Richard Allison, Performance Nutritionist, UK

A former Royal Marine Commando, Richard has fuelled champions as Head of Performance Nutrition at Arsenal Football Club. As a keen ultra-marathon runner, he understands first-hand what it takes to push beyond limits. His work is driven by a genuine passion for helping others reach peak health, performance, and recovery through precision nutrition.

“My greatest accomplishments happen when no one is watching - not on Strava or social media, just me overcoming the doubt in my own head and pushing through”

“Discipline, rather than motivation, is my driving force. I choose a goal, create a structured plan to achieve it, and stick to it regardless of how I feel. I learned this in the Royal Marines: each time you give up, it becomes easier to do so again.

“There have been moments in mountain ultras and long-distance cycling where I’ve ended up in a dark place. I’ve literally said to myself, ‘just one more step’ or ‘just make it to that tree.’ Even during the London Marathon, I knew something was very wrong by six kilometres - but I took it one kilometre at a time. Each time my watch beeped, I reset. One more kilometre.

“Most of us aren’t competing for gold; we’re competing against ourselves... My greatest accomplishments happen when no one is watching - not on Strava or social media, just me overcoming the doubt in my own head and pushing through. Don’t be afraid to fail. Most things are possible if you’re willing to put in the work.”

**“ EVERY SKIP,
EVERY RUN,
EVERY EARLY
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**THAT AGE IS
NO BARRIER ”**

- Rajinder Singh, MBE

RAJINDER SINGH

Rajinder Singh, MBE, 'The Skipping Sikh', UK

Rajinder Singh, MBE – better known as the “Skipping Sikh,” – is a 77-year-old British Sikh fitness icon who became a social media sensation during the COVID-19 lockdown, inspiring older people and South Asian communities to stay active and raising thousands for the NHS. His efforts were recognised with the Points of Light honour from former Prime Minister Boris Johnson and an MBE in the Queen’s Birthday Honours list.

“High performance is giving your all – every single day – regardless of age or obstacles in your way. It’s about discipline, resilience, and purpose - doing things that make a difference to others as well as yourself, particularly in times of need.

“As a Sikh man in the UK, I’ve faced rejection, racism, and moments of doubt - but I’ve learnt that rejection is just redirection. My faith, family, and mindset keep me strong. I rise at 3am to pray and meditate, keeping my mind clear and my focus sharp. That’s what allows me to perform at my best.

“Every skip, every run, every early morning is proof that age is no barrier. I do this for my family and my community, to show what’s possible when you believe in yourself. Always aim to be the best version of you - and never give up, even when the world says you can’t.”



JEREMY SNAPE



Jeremy Snape, Former England Cricketer & Founder of Sporting Edge, UK

Jeremy Snape is a former England cricketer who has faced the pressures of elite sport and the challenges of reinventing yourself beyond it. From playing before 120,000 fans in India to missing a World Cup through injury, his career was shaped by resilience and mental toughness. Today, as founder of Sporting Edge, he blends psychology with insights from world-class performers to help people and teams unlock their potential.

“Master your mental game, and everything else follows”

“High performance is about preparation, commitment, and resilience. It’s about giving yourself the best chance of success, then committing fully so you have no regrets. When you prepare well, you gain confidence – and that frees you to focus on execution.

“I’ve learnt that the toughest opponent is often the voice in your own head. When I played in India, the noise of the crowd was deafening – but the real battle was internal. Master your mental game, and everything else follows.

“Transitions are where we’re truly tested. Moving from 20 years in cricket to building a business with no playbook forced me to stay calm, adapt daily, and lean on great people. The same tenacity that helps you recover from injury or face down failure is what carries you forward.

“Self-doubt is natural when you set bold goals. But preparation, perseverance, and the ability to learn from every setback – that’s what high performance is all about.”

www.sportingedge.com | Inside the Mind of Champions - Via Apple <https://apple.co/3kLX2N>

Arianna Fontana, Short Track Speed Skater, Italy

Arianna Fontana, one of Italy's most celebrated short-track speed skaters, thrives on consistency and structure. From a young age, she showed a natural talent on the ice, but her success has always come from relentless training, careful planning, and an unwavering focus on improvement. Competing at multiple Winter Olympics and earning numerous medals, Arianna has learned that talent alone isn't enough – true achievement comes from showing up fully committed, day after day.

“Preparation has always been the foundation of my success. When I'm ready physically, mentally, and emotionally, confidence follows”

“Preparation has always been the foundation of my success. When I'm ready physically, mentally, and emotionally, confidence follows. For me, success isn't just about winning, it's the fulfilment that comes from pushing myself to the limit and honouring the hard work that led me to that moment.

“Leaving home at 13 and competing in my first Olympics at 15 definitely shaped me as both an athlete and a person. Those experiences taught me independence, focus, and the understanding that nothing is guaranteed unless you work for it.

“My career has been full of challenges, but over time I've learnt not to let them define me. Instead, I stay focussed, celebrate the small wins, and remind myself why I started in the first place – my love for the sport and the incredible support network around me.”



FEDERICO PELIZZARI



Federico Pelizzari, Paralympic Ski Athlete, Italy

Federico Pelizzari is a Paralympic skier with an unshakable competitive spirit. After a life-changing accident at a young age, he returned to the slopes with a clear goal: to keep pushing limits and perform at the highest level. His journey is defined by courage, adaptability, and a relentless refusal to give up - qualities that continue to inspire both on and off the slopes.

“The toughest moment of my life was my accident... even though I was so young, I was determined not to give up and let it hold me back”

“On the slopes, it’s not just about being strong or precise, it’s about having the determination to stay focussed when pressures are high. Confidence comes from the work I’ve put in, but what really drives me is my will not to lose.”

“The toughest moment of my life was my accident, when I lost half of my right hand. Even though I was so young, I was determined not to give up and let it hold me back. Getting back on skis wasn’t just a goal - it became a mission, and it set the tone for everything I’ve achieved since.”

“I’ve always been fiercely competitive – I want to make my family proud – but ultimately, I do what I do to make myself proud. If I could speak to my younger self, I’d tell him to believe more, to stay focussed, and to push harder. Back then, I never imagined I’d become a high-level athlete, but now I know that limits are only as strong as you allow them to be.”

SIMONE ALESSIO



Simone Alessio, Taekwondo Champion, Italy

Simone Alessio is a Taekwondo champion with an uncompromising drive to be number one. A national and international medallist, his performance is about more than stepping into competition - it's about the relentless work behind the scenes, the daily battles with himself, and the hunger to keep pushing past his limits.

“When you compete, you’re just there to collect the medal; the real work happens long before”

“Giving my best means striving to be focussed and fully present in every aspect of my career - from training to my recovery, from eating well to managing psychological stress. When you compete, you’re just there to collect the medal; the real work happens long before.

“I am my own toughest opponent. I push myself harder than anyone else ever could, because of my determination to fulfil my childhood dream. I’ve faced many challenges, often internal, feeling frustrated that I wasn’t improving - but it was all in my head. The turning point always came when I won a competition. Seeing in writing that I was the strongest gave me the self-belief and boost to keep going.

“I want to make the Simone from ten years ago proud. If I could give him one piece of advice, it would be to enjoy every moment. Because that’s the only way to grow and achieve true success.”

**Massimiliano Rosolino,
Olympic Swimming Champion, Italy**

Massimiliano Rosolino is a former Olympic swimming champion with an incredible 60 international medals to his name. Beyond his achievements in the pool, he continues to promote healthy living and the importance of sport, staying active through cycling, running, and more. A well-known public figure, Massimiliano inspires others with his message of persistence and finding joy in performance.

“To reach your peak, you need time, patience, and a goal that truly matters to you, but above all, you need to put your heart into it”

“I first started my swimming lessons at six years old, and as I reached competition level, I quickly learned that strength and talent aren’t enough, you have to fight to become number one.

“My journey to success has always been about more than results. It’s about finding the balance that lets you love the process. To reach your peak, you need time, patience, and a goal that truly matters to you, but above all, you need to put your heart into it.

“Sport taught me early on that setbacks are a part of progress – you often need to take a step back, in order to reach your goal.”





Serena Chivaroli, Strength & Conditioning Coach, Italy

As both a coach and athlete, Serena has built her career around testing limits - her own and those of the people she trains. With a background in high-level sport and a deep understanding of human performance, she empowers athletes to see challenge not as an obstacle, but as the gateway to growth.

“Performing at my best means working close to my limit – arriving at that moment when the mind says ‘stop’ and choosing to keep going”

“Performing at my best means working close to my limit - arriving at that moment when the mind says ‘stop’ and choosing to keep going. Each time I push a little further, I move the boundary of what’s possible.

“Taking care of yourself every single day is what makes high performance sustainable. Nutrition, hydration, recovery, breathing techniques, visualisation - all these routines create the right conditions to keep giving your best, especially when life or training becomes intense.

“As a coach, I feel a responsibility to nurture that fire in my athletes. As an athlete myself, my motivation comes from that incredible feeling when you know you’ve given everything. Naturally, failure is part of the process: it’s difficult to accept at first, but if you trust yourself, you return stronger, more aware, and ready for the next challenge.

“My greatest strength is that I enjoy effort. I find satisfaction in the challenge, and growth in the setbacks. Sport strips you bare, makes you face your weaknesses, but also teaches you to turn fragility into strength. That’s why I keep pushing forward - because every step taken under pressure is another step toward becoming a better version of myself.”



FILIP GHIORGHI

Filip Ghiorghe, Paralympic Athlete, Romania

Filip is a Romanian paracanoe athlete whose career has been defined by resilience and hard work. Born with a disability, he has challenged preconceived expectations and broken through prejudice to compete at the highest level, proving his belief that there is 'no such thing as can't'. Today he trains not only for himself, but to inspire other people with disabilities to discover the power and beauty of sport.

“What drives me is showing other people with disabilities that they can achieve far more than they imagine”

“My path to high performance has not been easy. I had to overcome prejudice about my disability and push through obstacles in a sporting world that was not designed for people with disabilities. At the beginning I didn't even have the right equipment and doubted whether I'd be able to dedicate enough time and energy to my training. But I chose to invest everything I could.

“What drives me is showing other people with disabilities that they can achieve far more than they imagine. I want to inspire others to discover adapted sports and help change society's perception of what's possible. I firmly believe that disability actually means ability.

“High performance for me is about setting clear goals, working with perseverance, and finding strength and learnings in every challenge.”

ROXANA CIUHULESCU



Roxana Ciuhulescu, Athlete and TV Personality, Romania

Roxana Ciuhulescu is a TV star, influencer and former Romanian National handball player, with a remarkable background in sport, aviation and extreme activities. She made history as the first Romanian woman to fly civil missions aboard the MiG-21 Lancer and IAR 99 Şoim, and also holds every driving license category, a boating license and scuba certification. An accomplished offroad pilot and competitor, Roxana has never stepped away from sport - from handball and kickboxing, to her current passion, catchball.

“What doesn’t break you makes you stronger - and every setback I’ve faced has fuelled me to come back sharper”

“My constant drive for self-improvement has always been my internal engine. For me, performance is about mindset and energy. What doesn’t break you makes you stronger - and every setback I’ve faced has fuelled me to come back sharper.

“Walking away from the national handball team was one of the toughest moments of my career. I could have quit, but I refused to stop competing and found a new arena for my passion - from kickboxing to off-road competitions and now catchball. It’s important to remember that when one chapter closes, there are always other options out there for you.

“I once thought I was doing this for myself, but now I realise it’s also for my children. I want them to see that their mother is a fighter, not a quitter, and for my family to be proud of me, know matter what I am doing.”



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- Ciprian Bălănescu

CIPRIAN BĂLĂNESCU

**Ciprian Bălănescu,
Professional Athlete, Romania**

Ciprian Bălănescu is one of Romania's most successful triathletes, with more than 400 victories from over 500 competitions. A national champion since he was a teenager and a vice champion in duathlon, his career is not defined just by titles, but by the work he does with the younger generation – encouraging children of all abilities to discover confidence, joy, and freedom through sport.

“Many great athletes say that their motivation comes from their family, but for me it was different. Life, and the hardships I went through, gave me no other choice but to fight for what I wanted. I wasn't born with natural talent – every result came from relentless work and determination. I fell in love with sport, and through it I found freedom.

“People often ask what the secret to high performance is, but for me it's simple - perseverance and determination. The hardest training is the work nobody sees - gritting your teeth, suffering in silence. That's where champions are made.

“I also know how important it is to nurture passion from a young age. That's why I now dedicate my time to working with children with disabilities, helping them discover the joy of sport through swimming, running, and cycling. For me, inspiring the next generation is just as important as winning medals.”



ELISABETA LIPĂ



Elisabeta Lipă, Olympic Rower, Romania

Elisabeta never set out to become a sporting legend – but when she was 16 and first picked up an oar, curious to try something new, she was hooked. Three years later she was an Olympic champion and by 40 she had won five gold medals, becoming one of Romania’s most decorated Olympians. Today she channels that same drive into leading the Romanian Rowing Federation, determined to support the next generation of athletes in her sport.

“Winning Olympic gold at 19 and then again at 40 showed me what’s possible when you truly believe in what you do, and have the determination to keep going”

“If life has taught me anything, it’s that age is not a barrier. Winning Olympic gold at 19 and then again at 40 showed me what’s possible when you truly believe in what you do, and have the determination to keep going. Despite calls for me to retire, I persisted with my dreams and proved people wrong.

“For me, that is what high performance is. It’s having the strength to get back up when life knocks you down, to push boundaries and challenge expectations of what’s possible.

“I have always been motivated by the people who underestimate me. My career has been for myself, for Romania, and for the young athletes who need to see that dreams can be fulfilled through hard work and willpower.”

Dr. Vasile Osean, Sports Medicine Specialist, Romania

Dr. Vasile Osean is a sports medicine specialist with over 18 years of experience working with high performing athletes – including preparing Romania’s rowing teams for the Olympic Games. An athlete himself, he also holds records for rowing across the Atlantic Ocean and the Black Sea. In his medical career, he thrives under pressure – making decisions when the stakes are high and the outcome can influence an athlete’s future.

“I truly believe that limits are mental before they are physical. If the mind is trained, the body can withstand challenges and endure more than we think”

“High performance for me is about contributing in one way or another to the well-being of others. This is how I live my life and what my career is based on. The decisive moment was realising I could combine my experience as an athlete with my medical background to help to contribute to others success – blending two passions!

“On the road to high performance, everyone will face obstacles and setbacks, but I truly believe that limits are mental before they are physical. If the mind is trained, the body can withstand challenges and endure more than we think – as long as it has the right support.

“What inspires me most are the athletes who refuse to give up, no matter how hard it gets. Their determination reminds me why I do what I do.”





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- Andrea Medina

ANDREA MEDINA

Andrea Medina, Atlético Madrid Femenino, Spain

Andrea Medina is one of Spain's standout footballing talents – a defender for Atlético de Madrid and already a decorated international player despite being just 20 years old. From starting her career in Seville to debuting in Spain's top division at 15, Andrea has excelled – becoming a Copa de la Reina winner, a World Cup champion with Spain's U20s, and a two-time European champion with the U19 team.

“I was only 15 when I played my first match in Spain's top division. I remember the nerves, but also the excitement. That moment taught me that age doesn't define what you can achieve – preparation and belief do. Every challenge since then, from leaving my home team to signing for Atlético, has been about stepping into the unknown and trusting myself.

“High performance is about giving absolutely everything – not just in matches, but in every training session, every recovery, and every choice I make off the pitch. It's about having the courage and commitment to face the best in the world and know that you are worthy of doing so. When I am on the pitch, I am not afraid of anything.

“My family and those I trust the most instilled this in me and played a huge role in my journey – they believed in me when I was young and are still my biggest supporters today.”





Dr. Julián Álvarez, Sports Medicine Specialist, Spain

Dr. Julián Álvarez is one of Spain's leading specialists in sports medicine and nutrition. Working alongside elite athletes in sports such as weightlifting, athletics, triathlon, basketball, and football, his career has been dedicated to unlocking human potential through nutrition and healthy living.

“The path to high performance has no shortcuts. It’s built on curiosity, the desire to learn and discover, and prioritising the basics”

“Performing at your best means giving everything you have to achieve your goal, leaving no stone unturned. But it’s not just physical – success also comes from truly believing in what you’re doing and the outcome that you’re working towards.

“Like anyone, I’ve experienced fatigue, doubt and setbacks. What gets me through is trust – in myself, in the people around me and in the universe. Meditation keeps me centred and often helps reveal the path forward.

“The path to high performance has no shortcuts. It’s built on curiosity, the desire to learn and discover, and prioritising the basics: training, stretching, nutrition, hydration, and a calm mind.

“And while individual discipline matters, teamwork is where the magic happens. It allows us to reach goals that feel impossible alone. When I row in a masters competition boat, it’s the balance of compromise, trust and, support that makes the experience so powerful.”

Carmen Menayo, Atlético Madrid Femenino, Spain

Carmen Meyayo is one of Spain's most determined and ambitious footballers – a defender for Atlético de Madrid who has not faced the easiest path - marked not just by victories on the pitch, but by the grit required to return after two cruciate ligament injuries. Her journey shows that true success lies in rebuilding, step-by-step, when everything seems uncertain.

“It’s easy to feel strong when everything is going well, but the real test comes when you’re sidelined, doubting yourself, and you have to start again”

“When you are injured for months, you stop thinking about trophies or titles and you concentrate on the basics – going on your first run again, touching the ball again, joining your teammates in training. Physical injuries are also a mental battle, and the smallest steps become your biggest victories.

“Having overcome many challenges in my career, high performance for me is about patience and persistence. Obstacles are part of the journey and the mistakes are opportunities to grow. It’s easy to feel strong when everything is going well, but the real test comes when you’re sidelined, doubting yourself, and you have to start again.

“When I need motivation, I think about the passion I had as child when I first started playing, my teammates who push me every day to do my best and my family who taught me about the value of hard work.”





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- Bengisu Avci

BENGLISU AVCI

Bengisu Avcı, Marathon Swimmer & Coach, Türkiye

Bengisu is a marathon swimmer and coach, renowned for conquering some of the world's most challenging open water swims – including being the first Turkish person to complete the Oceans Seven challenge. She pushes human limits with courage, grit, and unwavering tenacity, turning her fear into strength. Beyond her personal achievements, she inspires others, guiding swimmers to overcome their fears and achieve feats they never thought possible.

“Performing at my best isn’t about medals or applause - it’s about facing the ocean on its terms. Every swim demands total focus, every stroke tests both your body and mind. Giving everything, even when the odds are against you, is where I find my real victory.”

“I’ve faced hypothermia, jellyfish stings, and complete exhaustion, but I’ve learned that fear can be trained. I’ve swum through darkness, endured extreme cold, and sometimes the ocean has got the better of me. But failure isn’t defeat - it’s a lesson that sharpens your next attempt and builds trust in yourself and your team.”

“What really drives me is the ocean’s unpredictability and the thrill of its challenges. Each swim is unique, testing me to adapt and do better. Helping others conquer their fears and cross channels reminds me why I began this journey: using courage, persistence, and passion to turn the seemingly ‘impossible’ into reality.”



EMİNE BAŞARIR



Emine Başarir, Athlete and Coach, Türkiye

Emine Başarir is an influential athlete and coach in Türkiye who inspires others by sharing her journey and encouraging people to find the strength and motivation to live healthier lives.

“There are times I have suffered with self-doubt and imposter syndrome, but then I remind myself of who I am, what I have already achieved, and who I am doing this for”

“Peak performance isn’t just about pushing yourself physically, it’s about mental resilience, discipline and consistency. Do this, and the results will follow. But it’s also about patience. You have to enjoy the process, trust your path, and it will all fall into place.”

“There are times I have suffered with self-doubt and imposter syndrome, but then I remind myself of who I am, what I have already achieved, and who I am doing this for.”

“My biggest motivation is my children – I want to show them what it means to be strong, be determined and be healthy, not just in sport but in life. Being a role model they can be proud of keeps me going.”



Dr. İsmet Tamer, Healthcare Specialist, Türkiye

Dr. İsmet Tamer is a leading academic and physician in Türkiye, dedicated to improving public health and inspiring people to make healthier lifestyle decisions. A respected voice on how sleep and nutrition can impact performance, whether you're a professional athlete or an everyday high performer, he has built his career on turning science into simple, practical advice that helps people to thrive.

“For me, performing at my best means living in alignment – when my mind, body, and purpose move together in harmony”

“For me, performing at my best means living in alignment – when my mind, body, and purpose move together in harmony. It’s not about doing more, but about doing what matters most to you.

“During my career, being surrounded by elite athletes, I’ve learnt that health isn’t about perfection, it’s about consistency. It’s the small daily choices - like getting enough sleep, eating well, and protecting your mental health, that can completely transform your life.

“I always say to people, fuel your body like an athlete, rest like it’s sacred, and never forget why you started, no matter how hard it gets. Resilience is a muscle and the more you train it, the stronger it gets. I’ve faced long nights, tough decisions, burnout and doubt in my career, but reminding myself that my work is about helping others, not proving myself, has pushed me through. In the end, it’s about balance.”



**“ FOR ME,
DISCIPLINE IS
EVERYTHING...**

**IF YOU HAVE IT,
YOU’LL ALWAYS
BRING OUT YOUR
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- Çağrı Ünal

ÇAĞRI ÜNAL

Çağrı Ünal, Athlete, Türkiye

Çağrı Ünal is a Turkish triathlete who thrives on pushing boundaries and testing his physical limits across multiple disciplines. Sport has always been a constant in his life since childhood, and at 40 he is still competing professionally. Away from competition, he is also known for his science led approach to training.

“For me, discipline is everything – if you have it, you’ll always bring out your best self. I prepare for my race for four – eight months, focussing on training, nutrition and rest. My whole focus becomes my upcoming event and I give it everything I have.”

“However, these long preparation cycles can of course bring fatigue and doubt. There have been moments where I’ve asked ‘Can I really do this’ or ‘Is it worth it?’ In those times, I think of the countless hours I’ve trained and the goals I’ve set, and that always pushes me forward. I only do this for myself – I am my only competitor.”

“I think my greatest talent is my willpower. No matter the conditions or circumstances, I do everything I can to achieve what I set out to do.”





¹Source: Euromonitor; CH2025ed, active & lifestyle nutrition as weight management & wellbeing, sports nutrition, and vitamins & dietary supplements definitions; combined % RSP share GBO for 2024

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