

A natural step to sharing wellbeing...

A chance meeting in 2006 led to two amazing young women creating NutraVida, a new online weight loss program tailored to members' individual nutritive requirements – and available at the click of a mouse.

Glowing with health and with an enviable zest for life, Linda Brown and Danielle McPharlin are the brains and drive behind NutraVida.

Linda Brown's passion for complementary medicine, naturopathy and nutrition was borne out of her own search for wellness.

"I was studying performing arts at university, but spending a lot of time in the medical sciences library trying to understand why I felt so rotten," Linda said.

"Medical practitioners prescribed medication that just made me gain weight and feel more tired." Some wise naturopathic advice changed Linda's life around. Not only did she find relief from her troubling symptoms and fatigue, she found a new career pathway.

Linda graduated from naturopathy in 2001, 10kg lighter and in great health. She went on to complete a Bachelor of Science (Complementary Medicine) and postgraduate studies in psychology. She now helps others struggling to find the cause of often ambiguous symptoms.



From her first clinic in a local Terry White pharmacy to practising in Brisbane's ViveClinic, Linda's energy and enthusiasm haven't waned. "I've researched weight loss extensively, especially ketogenic weight loss," Linda said.

"With NutraVida, we've developed a program that not only gets weight loss results, but will help our members improve their wellbeing for life."

Snap Shot of Linda's Qualifications & Experience:

*Bachelor of Science – Complimentary Medicine
Advanced Diploma of Naturopathy
Diploma of Nutrition
Diploma of Herbalisim
Graduate Diploma of Psychology*

Linda has conducted extensive research in weight loss and has been in clinical practice for over 6 years, involved in all aspects of primary naturopathic health care. For over two years Linda has practiced with the Brisbane based ViveClinic and has grown a client base to over 300 regular clients. She has developed an extensive referral system with multiple medical and allied health practitioners who endorse the practice with stability and a significantly higher degree of patient care.

When **Danielle McPharlin** first arrived in Brisbane, she was looking for a naturopath. ViveClinic was nearby, so she went in. "They recommended Linda and I was impressed with her knowledge and skills," Danielle said. "We soon became friends – now we're business partners."

Danielle's diverse background in hospitality, human resources and marketing are the perfect compliment to Linda's skills. Danielle has worked in hotels and resorts for more than a decade, from gorgeous tropical islands in Australia and the South Pacific to the very heart of Australia's Outback.

Before coming to Brisbane, she was the Director of Sales and Marketing at Fiji's Malolo Island Resort. She has worked at Ayers Rock Resort and on Hamilton Island.



"I've always had a keen interest in Natural Therapies and began investigating and study the area of nutrition for my own personal development a few years ago," Danielle said. "Using my business and marketing skills to create and manage NutraVida with Linda was an obvious step for me."

NutraVida was officially launched on 5 December 2007.