Jillian Michaels, Tracy Anderson, Ashley Borden, Simone de la Rue... We're spoilt for choice when it comes to A-list female fitness gurus, but recently, an elite breed of men have entered the picture alongside these energetic women, and proved to be the brains behind some of 2014’s biggest health and fitness movements. When it comes to shaping the best bods on earth, this group of innovators are among the most powerful people on the planet. We tapped the guys who’ve cranked up our health and fitness levels this year, so that you can heed their wise words too.

THE MALE ELITE

WORDS: Sarah Ivory

THE TV STAR

JESSIE PAVELKA

Most of you will recognise Jessie Pavelka as the guy who’s been helping obese Brits slim down on Sky TV’s Fat: The Fight of My Life, but things are about to change. Pavelka is set to hit the big screen when he replaces hard-as-nails trainer Jillian Michaels on season 16 of The Biggest Loser (USA). Expect tough talk and tears.

FAME CLAIM: UK host on Sky TV’s Obese: A Year to Save My Life and Fat: The Fight of My Life. The newest US trainer on Series 16 of NBC’s The Biggest Loser.

SIGNATURE STYLE: His holistic approach. Pavelka promotes the ‘eat well and exercise regularly’ philosophy. ‘You should exercise smartly, rather than to excess. An exercise regime will be more successful if it fits into your lifestyle,’ he says. ‘Set realistic goals and create a convenient schedule. Exercise and healthy eating should not be a chore; it should be a lifestyle.’

EXERCISE LOVE: HIIT (high-intensity interval training). It’s the best way to achieve optimal fat-burning results without committing a lot of time to exercise. Turn to page 98 for Pavelka’s exclusive HIIT workout plan.

TAKE-HOME TIP: ‘Come up with a realistic plan. Look at your schedule and find pockets of time when you can do a bit of exercise, such as a brisk walk or jog to work. Plan ahead and eating will be easy, too. Structure your meal times carefully – have three meals per day, two snacks and plenty of protein. Vegetarian substitutes such as Quorn are perfect foods, because they’re high in protein and low in fat.’

Look out for Jessie’s new health and fitness campaign to tackle obesity – The Pavelka Health Revolution; see pavelka.co.uk.
THE MODEL WHISPERER
JAMES DUIGAN
With a black book full of supermodel clients including Elle MacPherson, Lara Stone and Rosie Huntington-Whiteley, on top of his bustling Bodyism empire (personal-training gyms, nutritional supplements, fitness clothing, recipe books and more; bodyism.com), Aussie trainer James Duigan must have a busy schedule. Huntington-Whiteley recently claimed that the A-list trainer ‘knows exactly how I want my body to look: lean, taut and strong, yet soft, curvy and feminine.’ That’s a big thumbs up for Mr Bodyism’s skills. The main point? When Duigan talks, we listen.

FAME CLAIM: Creating the famous Clean and Lean concept, a healthy diet plan loved by Hollywood and pioneered by Duigan’s Bodyism empire.

SIGNATURE STYLE: Transform your mind to change your body. Duigan believes beauty is the reflection of how you feel inside, not a result of your body fat percentage. It’s a state of mind. Bodyism is built on that philosophy – it promotes making a permanent change through intelligent movement and mindful eating. ‘If I could tell you one thing, it would to be kind to yourself,’ says Duigan. ‘“Skinny” is an awful word and it doesn’t look good.’

SPORT LOVE: Surfing. Born in Oz, Duigan has gone from being a bad to an average surfer, but he loves every moment in the ocean because it’s so good for the body and mind.

TAKE-HOME TIP: Remember that your body loves to move, so move it every day. You only get one body, so don’t destroy it doing dangerous exercises or sitting on the sofa eating doughnuts. Find an activity you love and do it often. You deserve a long, happy and healthy life, so get out there and be amazing!

NEXT MOVE
The cleanandlean.com website’s about to launch, and two new Bodyism gyms will open in 2015. There’ll also be a new cookbook next year.

THE PEOPLE’S TRAINER
SHAUN THOMPSON
This is the mastermind behind the internationally infamous Insanity workout which, FYI, is considered one of the most effective DVD exercise programmes in the world. Shaun T, as the American is affectionately known, has had a busy couple of years: launching the time-efficient Focus T25 programme; hitting UK gyms with Insanity classes; making an online presence with ShaunTFitness.com, and even dressing those in the US with fitness apparel from his Shaun T Store. Phew!

FAME CLAIM: The ever-expanding Insanity brand. Insanity certification workshops are available in the USA, Canada and UK, while the DVD has fans worldwide.

SIGNATURE STYLE: Shaun T lives by the 80/15 philosophy – he eats healthy food 80 per cent of the time and enjoys the odd treat 15 per cent of the time. The workout genius claims, ‘Everything should be done in moderation because that is what will help you be successful in your health and fitness goals. This means doing a physical activity that you enjoy, whether that’s playing tennis, dancing or following my workout programmes.’

SPORT LOVE: Tennis. It’s a great workout that boosts speed, power, agility and strength. Playing tennis is the best part of Thompson’s day because it combines activity, stress relief and time with his husband.

TAKE-HOME TIP: Try new things. If you don’t like going to the gym, try working out at home. If you don’t like working out at home, find a group exercise class to try. There is no right or wrong way to work out as long as you’re moving more, sitting less and having fun while doing it.

NEXT MOVE
Shaun T is launching Insanity Max:30. Watch him at the Toronto Shauntervention on May 23, 2015; shauntervention.com.
THE WEB GURU

JOE WICKS

Rising Instagram star Joe Wicks is best known for his no-nonsense approach to healthy cooking. His cheeky and chirpy 15-minute #leanin15 recipe videos have made him an instant internet sensation, netting a whopping 23k followers in a mere nine months. With a bootcamp and personal training company under his belt, Wicks is set for big things.

FAME CLAIM: UK-based trainer Wicks is one of the top 10 most influential people on social media for health and fitness.

SIGNATURE STYLE: A frank and honest online fitness movement, combining easy-to-follow nutrition advice with speedy workout plans. The web wonder launched his 90-day Shift, Shape and Sustain plan in January this year (see thebodycoach.co.uk) and has already helped over 2,000 people, from all over the world, meet their body goals. Impressive.

EXERCISE LOVE: The barbell walking lunge. It’s not fun or easy, but it does challenge a lot of muscles at once, building a really strong set of legs – essential for a good physique.

TAKE-HOME TIP: ‘Eat your way to a better body. You can’t exercise your way out of a poor diet, so focus on learning as much about nutrition and macronutrients (I’m talking carbs, fat and protein) as you can. Do this and you’ll soon start fuelling your body correctly.’

THE WELLNESS WARRIOR

JOE CROSS

This man turned a health crisis on its head and created a juice detox that really works! When Joe Cross’ 22-stone body started to succumb to obesity and chronic autoimmune disease, he set out on a juicing mission to lose 100Ibs. That journey was documented in the hit film Fat, Sick and Nearly Dead and revealed how losing six stone in five months overhauled his health. Thousands have similarly transformed their health following Joe’s Reboot diet plan (get tips or buy a guided reboot on the website) and from his Reboot with Joe Juice Detox book (Hodder & Stoughton, £9.99).

FAME CLAIM: Seven years ago, Cross set out to reclaim his health. Since then, 20 million people have watched the film Fat, Sick and Nearly Dead.

SIGNATURE STYLE: Cross is an average Joe who wants to stay healthy. ‘My goal is simply to stay healthy and well, while enjoying myself,’ says Cross. ‘Most of the time I eat plant-based food, lean protein and plenty of micro-nutrient-dense juice. But from time to time, I indulge in treats that make life more fun – whether it’s birthday cake or a burger at the beach.’

JUICE LOVE: Mean Green is Cross’ go-to juice. View the recipe on his website.

TAKE-HOME TIP: ‘The number one thing I hear from women who reach out to me is that they are taking care of everyone but themselves. Tune out from the judgement and make your health a priority.’

NEXT MOVE

Love rapid recipes? Wicks plans on releasing his first cookbook next year, as well as launching a #Leanin15 TV show.

NEXT MOVE

Cross’ next film Fat, Sick and Nearly Dead 2 launched on November 18. Cross is also finishing his next book, out in 2015.