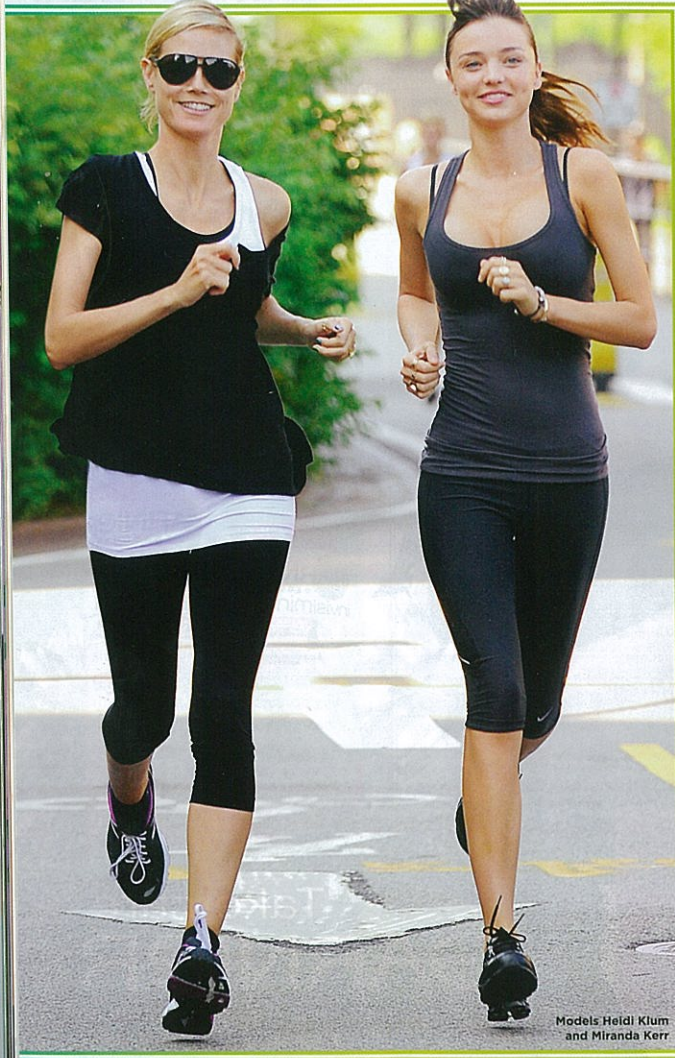


# the healthy life: how clean living became cool.



Models Heidi Klum and Miranda Kerr

**P**icture this: you've managed to sneak into an exclusive party at a million dollar mansion. Some of the biggest stars in the world are there. Katy Perry and Russell Brand are cosy in a corner, Blake Lively and Kelly Osbourne are dancing to tunes spun by DJ Calvin Harris, Daniel Radcliffe is chatting to Jessie J ... Sounds like an epic party, right? Wrong. Unless you envisage a wild night fuelled by organic juice mocktails, because for these stars, drugs and booze aren't part of the celebration equation.

The rise in celebrity soberistas is just one factor in a bigger clean-living trend that's gaining popularity in Hollywood. Former wild childs Lily Allen and Nicole Richie have adopted wholesome, family-focused lifestyles. Other stars like Jessica Alba and Kate Bosworth are getting their om on with meditation. Organic food lovers Miranda Kerr and Olivia Wilde are poster girls for this lifestyle change, their clear skin and yoga-toned limbs a testimony to their virtuous existence (killer genetics don't hurt, of course).

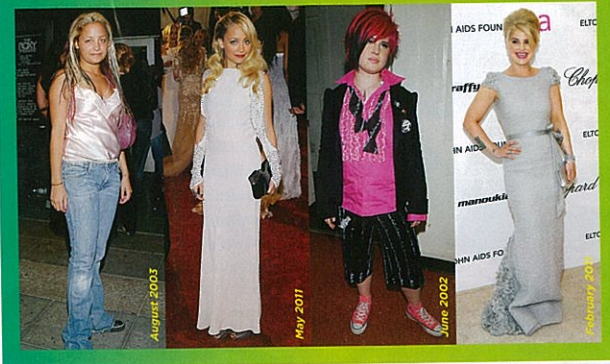
And it's not just A-listers embracing this new health kick - many Gen Y mere mortals are jumping aboard, with fridges full of organic produce, and guided meditations on their iPods. So, how did clean living become the new black?

## from hippie to hip.

We take inspiration from what they wear and the way they do their hair and make-up, so it's not surprising that we're just as interested in knowing how stars keep their bodies looking so good. However, the clean-living trend is about a more holistic approach to health rather than some get-skinny-quick diet. Sam Sample, holistic nutritionist, blogger and founder of natural body products brand Be Genki ([begenki.com.au](http://begenki.com.au)), says that celebrity

## welcome to hol(istic)wood.

Celebrities like Nicole Richie (left) and Kelly Osbourne have traded their hard-partying ways for the wholesome life.



recommendations have played a key role in making this new lifestyle more mainstream. They've helped transform perceptions of things, such as meditation, yoga and organic food, from hippie to hip.

"People look at famous people and think, 'I aspire to be like them because they look so healthy and happy', and then make the connection that the celebrity is doing yoga and meditation or eating well," says Sample. "Miranda Kerr is a great role model for clean living because she's not only physically beautiful but she has a real inner beauty, too. I think this generation is becoming more switched on to the nurturing, self-care thing."

Lucy, 29, is a recent convert. "I used to cut carbs and wouldn't eat anything that didn't have 'fat-free' or 'diet' on the label," she says. "I'd exercise like crazy during the week, but then I'd go out on a Saturday night and write myself off.

But after reading Alicia Silverstone's book *The Kind Diet* [Rodale, \$29.99], I started eating wholefoods and ditched my spin classes in favour of yoga. I can't believe how much healthier I look - and how much happier I feel."

## don't you know you are toxic?

Sarah Wilson, host of *Eat Yourself Sexy* on LifeStyle YOU (Foxtel/Austar), thinks this new health movement is primarily a reaction to everyone "working too hard".

"People in their 20s are coming to these wellbeing realisations sooner than previous generations because they're healthier than ever before," says Sarah. "Health complications that come from toxic lifestyles are on the rise, and a medical scare is often a trigger for change. [Clean living] isn't just a fad or trend, or something that's fashionable."

## cleaning up your act.

Julie Maree Wood's five steps to healthier living.

**1** Adopt a rainbow diet. "The colours of fruit and vegies reveal their nutritional

strength. Boost your meals by eating as much coloured fresh produce as you can."  
**2** Think before you drink. "Drinks can undo the best eating plan. Be aware of what you consume, looking for hidden kilojoules, artificial

sweeteners and caffeine or alcohol. Choose water!"  
**3** Support your liver. "If you've been living hard, your liver will cop it. Carrot, beetroot and rocket will help."  
**4** Relax your mind. "Do something quiet that

brings you a sense of peace. Try traditional meditation or even a walk in the park."  
**5** Move it. "Exercise is the panacea of health and wellbeing. It reduces stress, promotes faster metabolism and sharpens your focus."