



By Analee Matthews

“I LOVE TO CHASE UP FAILED PAYMENTS.”

SAID NO GYM OWNER. **EVER.**

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MEET THE WINNERS OF THE 2015 WNiF & AEFM FITNESS MODEL SEARCH

1

Congratulations to **Dean Wilcox** from Victoria, and **Ana Helena Coppola Coons** from New South Wales!



**FEMALE WINNER:
ANA HELENA COPPOLA COONS, NSW**

When you see her physique and aesthetic beauty, it's hard to believe that the most compelling feature about our exquisitely beautiful female winner, is her megawatt smile and her engaging personality!

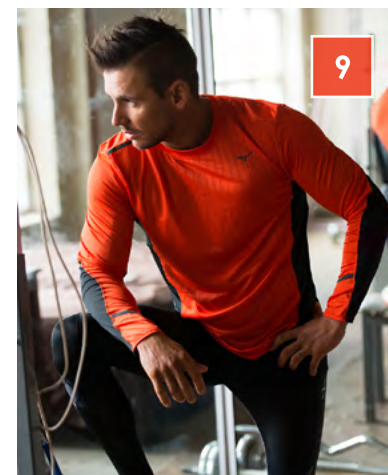
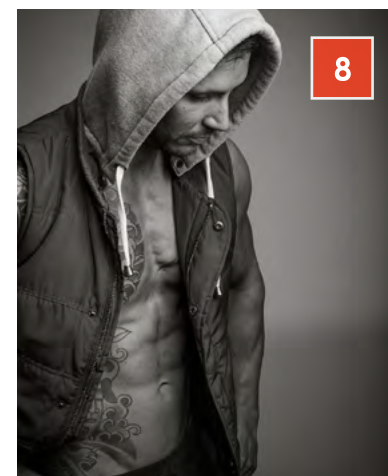
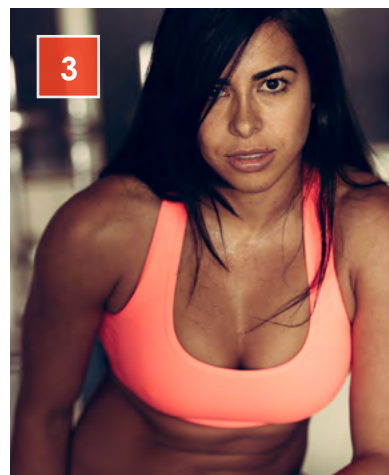
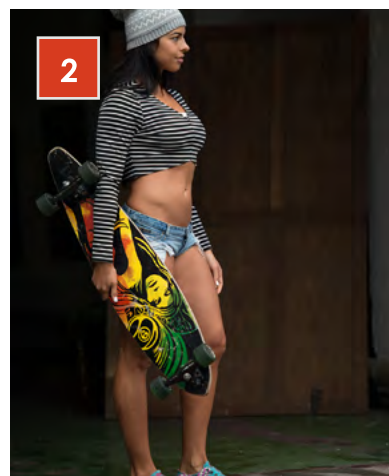
Over the past seven years, this 31-year-old raven-haired Brazilian beauty has carved out a successful niche in the fitness industry as Australia's only Brazilian butt expert (that we know of!) In her Sydney-based personal training business – Coppola Training (www.coppolatraining.com.au) – Ana Helena Coppola Coons delivers unique Brazilian Butt Express training programs and classes, to help anyone and everyone maximise the "junk in their trunk" and create a glute that any Brazilian would be proud to call their own! In fact, just this month, the Sydney-based trainer is launching her own unique training accessory – the Brazilian Butt Express Ankle Strap – which has been shipped directly from Brazil, and is specifically designed to effectively and efficiently train the glutes like no other exercise.

Recently wed to American footballer

Austin Coons, Ana is also a NSW team member for the Australian Ladies' Gridiron League, which – for the first time – is being aired on Foxtel this season. Ana is also the author of the Brazilian Butt Express eBook (www.brazilianbuttexpress.com.au), which contains a fun but challenging 10-week program that promises to help tone and tighten your butt in progressive 20-minute sessions.

**“ Australia's only
Brazilian butt expert
(that we know of!) ”**

Ana was chosen as the winner of the 2015 WNIF & AEFM Fitness Model Search due to her impressive proportions and her unique look. "We really loved the way her personality shone through, in the images she submitted as part of her entry. It's a quality you'll often find in successful fitness models," says Jason Shepherd, founder of Australia's Elite Fitness Models (AEFM).



**MALE WINNER:
DEAN WILCOX, VIC**

After a mere 12 months and two competitions, charismatic Dean Wilcox from the Mornington Peninsula in Victoria, is currently ranked number three in the World Fitness Federation for Fitness Modelling.

Our 33-year-old male winner is also the owner of Edge Constructions Landscaping & Design (www.facebook.com/pages/Edge-Construction-Landscaping-Design/267173963414589), an innovative business that specialises in unique, high-end quality covering all aspects of landscaping, constructions and design.

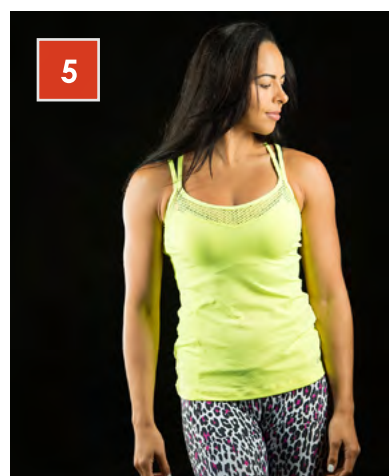
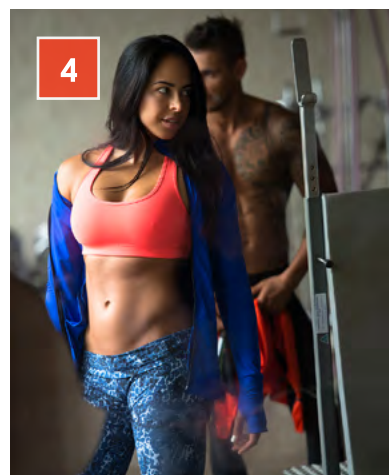
**“ Dean has a strong
personal philosophy
that a successful
life should revolve
around balance. ”**

Sponsored by GNC Live Well (Frankston), this devoted husband and father to a baby boy named Cruz, has a strong personal philosophy that a successful life should revolve around balance.

"Each night I put a meal on the table for my wife, and I sit down and eat with her and my baby boy. It's really important. This is something I learned after my first year of competition, where I really lacked balance."

A committed and passionate advocate for healthy living, Dean is a regular fixture at Adrenalin Gym www.facebook.com/adrenalinalgym24.7. He was chosen as our inaugural male winner because of his impressively chiselled physique and his relaxed demeanour in front of the camera.

Says WNIF editor Analee Matthews, "Just like Ana, Dean is also one of those special people who is as gorgeous on the inside, as they are on the outside – and that's saying a lot for their personalities, given they've just won a contest based on their exterior aesthetics!"



THANKS TO THE FOLLOWING FOOTWEAR AND APPAREL SUPPLIERS WHO SUPPORTED THIS INAUGURAL EVENT.

1. Ana: Russell Athletic Platinum Layered Tank in Black/Silk Road. \$59.99. russellathletic.com.au. Dharma Bums Laser Stripe Printed Yoga 3/4 Legging. \$80.00. dharmabums.com.au. **Dean:** Mizuno Men's Cooltouch® Singlet. \$49.00. mizuno.com.au. SKINS A400 Men's Active Half Tights. \$109.99. skins.net/au.

2. Ana's own outfit.

3 and 4. Lorna Jane Comfort Sports Bra in Neon Tangerine. \$65.99. lornajane.com. Violent Orange Simba leggings. \$119.00. violentorange.com.au. MB Active Venus Trainers. \$39.00. Available at Big W stores nationally. Russell Athletic Platinum Warm Up Jacket in Cosmo Blue. \$99.99. russellathletic.com.au.

5. Lorna Jane Chantel Excel Tank in Hyper Yellow. \$65.99 and Lorna Jane Jungle Fever Full Length Tight in Black/White. \$105.99. lornajane.com. Berlei Electrify. \$54.95. Contour Bra White Print. www.berlei.com.au.

6. One Active by Michelle Bridges shoes. Liquido Pattern Legging Life Under Water. \$91.00. www.liquidoactive.com. Lorna Jane Comfort Sports Bra in Neon Tangerine. \$65.99. lornajane.com.

7. Violent Orange Raincloud Racer Back. \$83.50. violentorange.com. Lorna Jane Comfort Sports Bra in Neon Tangerine (underneath). \$65.99. lornajane.com. CW-X Pro Women's Compression Tights in Black/Raspberry. \$159.00. cw-x.com.au. Vivobarefoot Trail Freak Women's Shoes. \$179.95. vivobarefoot.com/au.

8. Dean's own outfit.

9. Men's Drylite® Cooltouch Long Sleeved Tee. \$69.00. mizuno.com.au. CW-X StablyX Men's Joint Support Tights in Black. \$189.00. cw-x.com.au. Vivobarefoot Trail Freak Men's shoes. \$179.95.

10. Mizuno Men's Drylite® Square 5.5 Core Shorts. \$59.00. mizuno.com.au.

11. Mizuno Men's BT Impermalite Performance Jacket. \$119.00. mizuno.com.au. CW-X StablyX Men's Joint Support Tights in Black. \$189.00. cw-x.com.au.

12. SKINS A400 Men's Top Short Sleeve. \$129.99. skins.net/au. CW-X StablyX Men's Joint Support Tights in Black. \$189.00. cw-x.com.au.

13. Mizuno Men's Cooltouch® Singlet, \$49.00 and Mizuno Wave Hitogami 2 shoes. \$179.00. mizuno.com.au. CW-X StablyX Men's Joint Support Tights in Black. \$189.00. cw-x.com.au.

14. Ana: Icebreaker Women's Atom Long Sleeve Zip in Red/White. \$249.95. au.icebreaker.com. Skins A400 Women's Speed Crop. \$64.99. skins.net/au. Lorna Jane Comfort Sports Bra in Neon Tangerine (underneath). \$65.99. lornajane.com. Violent Orange Leap of Faith 3/4 Tights. \$119.00. violentorange.com. Mizuno Wave Enigma 5 shoes. \$249.00. mizuno.com.au.

Dean: Mizuno Men's Cooltouch® Singlet. \$49.00. mizuno.com.au. CW-X StablyX Men's Joint Support Tights in Black. \$189.00. cw-x.com.au. Mizuno Wave Hitogami 2 shoes. \$179.00. mizuno.com.au.



CONGRATULATIONS ALSO, TO THE 2015 PEOPLE'S CHOICE WINNER, KIKO DOS SANTOS

Having accumulated the most LIKES on the photo that he uploaded to the WNIF & AEFM Fitness Model Search Facebook page, 23-year-old Kiko Dos Santos from Victoria is officially our "2015 People's Choice" winner! In his entry submission, Kiko says, "I am living proof that genetics is just another excuse and that negativity is all in your mind. Just over five years ago, I was nothing but 53kg of skin and bones. Fast forward to the present day, and people who I knew back then don't even recognise me, or when they do their jaw drops in disbelief at how my physique has changed. I am now more confident, strong and far from self-conscious. This message is your reminder that it's never too late to change your life around."



BEHIND THE SCENES

Check out the entire photoshoot at joom.ag/9dap



AUSTRALIA'S ELITE FITNESS MODELS (AEFM)
 Founded in 2013 by Jason Shepherd, Australia's Elite Fitness Models (AEFM) represents an exclusive group of multi-talented fitness models. AEFM is a young, vibrant and elite agency at the frontline of professional talent management agency. Strong is the new skinny and AEFM is here to prove it. To find out if you've got what it takes to be a fitness model visit www.aefm.com.au or phone 0450 66 33 57.



WNiF

WHAT'S NEW IN FITNESS

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MAGAZINE

THE ULTIMATE GO-TO FOR WHAT'S NEW

WINTER 2015

MEET THE 2015 WNIF & AEFM

FITNESS MODEL SEARCH WINNERS
Dean Wilcox & Ana Helena Coppola
See awesome photo shoot inside!

HOW TO LIVE

like a pro athlete

UNDERSTAND

the benefits of stair climbing

DISCOVER

a global mission
to enhance body image

6 WAYS

to manage your business
more efficiently

