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B10



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## SECTION B

# Look your best

## Fitness experts and stylists offer advice for a long and lean look

Full body exercises are an effective way to quickly tone up. COURTESY OF REVOLUTION FITNESS



BY MARIA CONNOR  
Contributor

**W**hether it's a gala, a wedding or a much-anticipated vacation, a special event will be much more enjoyable if you are looking and feeling your best. But sometimes that date on the calendar creeps up sooner than expected. The good news from fitness experts is that it's never too late to tone up.

"If you are serious and dedicated for two weeks, you can see a huge change in your body," said Solana Beach's Cindy Whitmarsh, a licensed sports nutritionist, owner of Ultrafit Nutrition Systems Inc. and fitness expert for KUSI news.

### Why bother?

"The benefits of a two-week fat blast can be huge," Whitmarsh said. "Better complexion, weight loss, toning, more energy, sleep aid, reduction of cellulite and much more."

Good health and staying in shape relate directly to quality of life.

Working out means better energy, less stress on joints

and soft tissues, and a lean look. There will also be a sense of well-being and more self-confidence.

"Healthy habits lead to a healthy body and a healthy self-image," said Yoana Snideman, a strength coach and fast-loss expert who co-owns Revolution Fitness in La Jolla with her husband, Franz Snideman.

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### Try out a new look

Based in La Jolla, Taaz.com launched in March 2008 as an online beauty and style resource. Drawing more than 1 million visitors each month, the interactive site allows women to upload a digital photograph and then experiment with makeup, beauty products and hair styles. The 'virtual makeovers' can be saved and shared with friends or printed out for a visit to the hair stylist or makeup artist. The site also offers beauty articles and tutorials to achieve various looks.

### 10 QUESTIONS

## Scott G. Kyle works hard, plays hardest



COURTESY

Scott G. Kyle is chief executive officer and chief investment officer of Coastwise Capital Group LLC, a high-end money management firm headquartered in La Jolla. He is also the author of "The Power Curve: Smart Investing Using Dividends, Options, and the Magic of Compounding," a book that shows seasoned and beginning investors

and traders how to enhance portfolio returns and utilize options.

In 1998, Kyle co-founded The Active Network Inc., a sports marketing and technology company that today has more than 3,000 employees worldwide. Kyle holds degrees in economics and international relations from Tufts University (*magna cum laude*, Phi Beta Kappa), a general course degree in international relations from the London School of Economics and an MBA from Harvard University.

Kyle is a two-time world champion sailor, an Ironman triathlon finisher and a third-degree black belt in Shaolin Kempo. He lives in La Jolla with his wife, Carlie, and son, Jet, and serves on the board of several companies and nonprofit organizations. When not working (a rarity), Kyle enjoys running and biking along San Diego's coastline.

### What brought you to La Jolla?

After 30 years of harsh winters in Chicago (growing up), New York (work) and Boston (school), I had my eye on La Jolla as a place to build my career and eventually family. As a sailor and triathlete, I spent many weekends "commuting" from the East Coast to La Jolla during cold winters. I made the permanent move to La Jolla in 1997, coincidentally and fortunately, on my future wife's birthday (May 10). Within days of my arrival, my investing company was launched.

### What makes La Jolla special to you?

The rare combination of

coastal beauty and international sophistication.

### If you could snap your fingers and have it done, what might you add, subtract or improve in La Jolla?

I would cease the wastewater getting poured onto our beautiful beaches and into our otherwise pristine ocean.

### Who or what inspires you?

People who constantly challenge themselves and those around them, regardless of the realm.

### If you hosted a dinner party for eight, whom

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