

## About Nitin Chhoda

Author of *Total Activation: The New 5 Step Fitness Mantra*



After moving to the United States from his native home of Mumbai, India, health and fitness expert Nitin Chhoda noticed something striking: the number of choices in the American supermarket.

“There were thousands and thousands of products,” says Chhoda, author of *Total Activation: The New 5-Step Fitness Mantra*. “You could find cheese from France and whole grains from the Middle East in the same supermarket. In Mumbai, our local butcher didn’t even have the capacity to freeze and resell meat – so by necessity, everything we ate was completely fresh and local. Nothing was processed. My mother scoffed at canned foods.”

After getting acquainted with American diet and lifestyle, Chhoda realized there was a real need in the U.S. for some of the traditions he left back home – and fresh, healthy foods were only the beginning. He aimed to bring a holistic healing approach to this country, and the Total Activation system was born. Designed to improve well-being on five levels, including physical, emotional, intellectual, spiritual, and social components, Chhoda now helps clients transform their well-being from the inside and out.

In 2003, Chhoda founded Total Activation LLC, a fitness and physical therapy firm with clients in New Jersey and New York. Through the principles of his company, Chhoda and his wife Ritika – also a fitness professional – hope to improve the lives of 100 million individuals. By weaving in practices from Chhoda’s native India, such as yoga and meditation, they help their clients establish a body-mind connection that yields everything from weight loss to reduced stress levels.

A graduate of some of the country’s top health and fitness programs, Chhoda earned his Masters in performance enhancement and injury prevention in 2004 from the California University of Pennsylvania. That same year, he received his certification by the National Association of Sports Medicine as a performance enhancement specialist, and as a strength and conditioning specialist by the National Strength and Conditioning Association. In 2007, Chhoda became licensed as a physical therapist in New York and New Jersey, and this year, he will complete his Doctorate in Physical Therapy from the University of New England.

A sought-after public speaker, Chhoda has been an adjunct faculty member on Health, Wellness, and Kinesiology at Millersville University. In addition, he writes a weekly fitness column for Kearny, New Jersey’s local newspaper, *The Observer*. He has received endorsements for his work by Jillian Michaels, lead trainer on NBC’s “The Biggest Loser,” who called *Total Activation* “the new fitness revolution.” He and Ritika currently live in Hackensack, New Jersey, where they are both living testaments to an active and healthy lifestyle. For more information, please visit [totalactivationbook.com](http://totalactivationbook.com).

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To request a copy of *Total Activation*, or to set up an interview with Nitin Chhoda, please contact Tolly Moseley at (512) 478-2028 ext. 213 or [tmoseley@phenixpublicity.com](mailto:tmoseley@phenixpublicity.com).