



ashleykoff 

*Internationally-renowned registered dietitian Ashley Koff is leading the conversation on nutrition and healthy living through her frequent media appearances and ongoing work with patients, doctors, government officials, celebrities, athletes, chefs and corporations.*

*As a contributor to scores of national TV, print and online media outlets, respected author, and assistant faculty member at the Continuum Center for Health and Healing at the Beth Israel Medical Center in New York, Koff continues her “Qualitarian” mission of educating the public on best practices for high-quality food consumption.*

[www.AshleyKoffRD.com](http://www.AshleyKoffRD.com)



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## About Ashley Koff, R.D.



### Celebrity Dietitian, Author, Health & Lifestyle Contributor

Ranked among the Top 50 Natural Health Influencers in Social Media, one of the Top 10 Registered Dietitians in the US by *Today's Dietitian Magazine* and Best of LA's "Nutritionist/Dietitians" by CitySearch three years running, Koff appears regularly on national media outlets including Dr. Oz, Good Morning America Health, CNN, The Doctors, AOL and E!, and was the lead expert for the *Huffington Post Living's* 'Total Energy Makeover' with Ashley Koff, R.D.

Koff is also frequently featured in national publications like *The New York Times*, *InStyle*, *Reader's Digest*, *O! The Oprah Magazine*, *Every Day with Rachael Ray*, *Redbook*, *Women's Health and Shape*. She is a contributing editor for *Natural Health Magazine*, the dietician for espnW and presently sits on the advisory board of *Fitness Magazine*. Koff was the featured dietician on the CW's couples health transformation show, "Shedding for the Wedding," and Lifetime's "Love Handles," as well as a regular nutrition expert on "Custom Fit," ABC News Reporter Lori Corbin's health and wellness program on the LiveWell Network.

Koff maintains a private practice, regularly lectures, is a spokesperson for several national brands, and has been a nutrition consultant on sets of shows like: *Private Practice* (ABC), *CSI: New York* (CBS), *Big Love* (HBO) *It's Always Sunny In Philadelphia* (FX) and *Bones* (FOX). With one successful book on digestive wellness already under her belt, Koff's latest book, *Mom Energy: A Simple Plan To Live Fully Charged*, written in collaboration with celebrity trainer Kathy Kaehler, was released in September 2011. Koff is also a member of the Natural Resource Defense Council's Leadership team, one of the nation's most effective environmental action groups.

Koff was educated at both Duke and New York Universities and trained at LA+USC and Columbus Children's hospitals. Koff completed coursework for certified clinical nutritionist (CCN) and continues her education with online integrative medicine modules and conferences. Koff was a dietician at the Cedars Sinai Medical Center, where she continues to serve as a frequent guest lecturer. She also lectures at prestigious universities across the country, including NYU, University of Arizona, and USC, among others.



# Ashley's Philosophy



Koff is committed to helping consumers, healthcare practitioners and the media easily identify products that can contribute to a healthy lifestyle. Her “Qualitarian” philosophy is based upon the consumption of the highest quality food available. By choosing organic over non-organic, non-GMO over GMO, and preservative and artificial ingredient-free foods and beverages, people optimally fuel their bodies while committing to long term health.

In 2008, Koff developed the AKA (Ashley Koff Approved) List as a tool to help people recognize products that meet a high standard of nutrition, and marketing integrity. This ranking system and subsequent list of approved products meet Koff’s standards for nutrition. AKA was started as a tool to aid in the selection of groceries, beauty products, dietary supplements, prepared food options, restaurants and lifestyle accessories.

The AKA stamp confirms that each product has been evaluated and approved by Koff as a better quality and healthier choice. More specifically, it means that the product does not contain any nutrition “no, no’s” (artificial stuff, too much of something, not enough of another), its marketing message is truthful, it fits into a nutrition plan for optimal health and provides consumers across all demographics with knowledge and understanding to readily identify products that allow for optimal health.

**The AKA stamp cannot be bought, it must be earned.** AKA-approved products are constantly reevaluated to follow updated marketing messages, ingredients and sourcing methods, while focusing on truths in nutrition, as opposed to trends and fads.



# Mom Energy: A Simple Plan to Live Fully Charged

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Being a mother today takes the strength and stamina of a superhero. The rewards are limitless, but so are the demands. Without a foolproof way to recharge, productivity and patience start to wane. You sacrifice one thing to accomplish another. Or you struggle simply to get through the day. Eventually, your health and well-being take a hit. What can a fully committed but overextended mother do?

Turn to the Mom Energy experts.

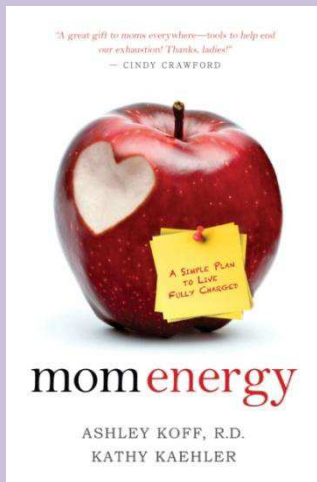
Celebrated dietitian Ashley Koff and celebrity fitness trainer Kathy Kaehler join forces in *Mom Energy* to prove that chronic exhaustion and deprivation do not have to be permanent conditions of motherhood. Whether your kids are in diapers or heading off to college, *Mom Energy* provides realistic, practical strategies that will rescue any mother seeking solutions to easily incorporate into her busy life. Starting with a quick quiz to determine your personal energy profile, the authors guide you through a simple three-step process to help you *reorganize, rehabilitate, and recharge* your life.

Highlights of what you'll discover include:

- Surprising facts about common grocery-store traps and how to avoid them
- Savvy time-management secrets that work (even in today's 24/7, plugged-in world)
- Healing energy solutions to correct imbalances triggered by common health conditions
- Realistic strategies to fit energy-boosting movement into each day
- Customizable action plans to help you know what and when to eat for optimal energy
- Step-by-step guidance on a total recovery protocol, from diet detoxes to restorative sleep ideas
- Insider tips from Hollywood's most energetic, do-it-all mothers

These tips and techniques—plus many others—easily fit into any mom's lifestyle. And best of all, you'll achieve a host of other unexpected benefits: fat loss, better sex, happier friendships, heightened immunity, glowing skin, improved stress-management skills. So what are you waiting for?

Don't you feel better already?



*Hay House,  
September 2011*

## Ashley Koff is a nutrition expert and media Spokesperson for the following national brands:

- New Chapter
- Earthbound Farm
- Always
- ONE Coconut Water
- Stonyfield Farms
- Samabazon
- Nature's Path
- Procter + Gamble (Align)
- Natural Vitality
- Sunshine Burger
- Manitoba Harvest
- Redwood Hill Farm
- Happy Belly Bags
- Pure Bar
- Freshii



## Ashley's Media Affiliations



Koff is frequently featured in national publications such as *Real Simple*, *Redbook*, *Health*, *InStyle*, *Reader's Digest*, *O! The Oprah Magazine*, *Every Day with Rachael Ray*, *Women's Health* and *Shape*.

She is a contributing editor for *Natural Health Magazine*, dietitian for *espnW* and presently sits on the advisory board of *Fitness Magazine*. Additionally, Koff is a blogger for *EmpowHer* and *Healthy Bitch Daily*.

She was also the featured dietitian on the CW's couples health transformation show "Shedding for the Wedding."

**Natural Health**

*feel good » look good » do good*

*Contributing Editor for Natural Health Magazine*

Mind, Body + Spirit  
**fitness**

*Member of the Fitness magazine advisory board*

**EmpowHER**

Improving Health. Changing Lives.

*Contributing blogger to EmpowHer*



*Contributing blogger to Healthy Bitch Daily*



*Dietitian for espnW*

# Ashley Koff, Making Headlines

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HUFFPOST LIVING



People weekly



fitbie

GLAMOUR

REDBOOK  
love your life.

WebMD EM



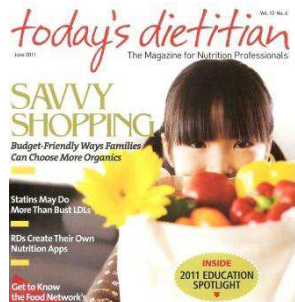
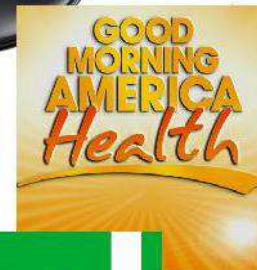
Mind, Body + Spirit  
fitness



Health <sup>®</sup>



FOX



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