

An Honest, Vulnerable, and a Different Perspective on Fitness & Wellness with Nicole Tremaglio

Julia Chebotar 00:04

Spice up your life with me Health Chef Julia, as I set out on the journey of What is Healthy. In each episode, we'll explore the different meanings of healthy for some healthy means indulging in something decorative and delicious. For others. It's a mental health day and a good workout. There's more to help than just food. It's about living well, enjoying your life and having fun. Having you heard redheads do it best. Come with me, and we'll find out just what healthy is. So, today when the Nicole Tremaglio, and she is a brand architect, she used to work for Alison Olivier corporate, and she's just always there trying to find different ways to have work life balance to like better your life, and always interesting ways of how to like, think outside the box. Like we did an event at where were we in that? That underwear store? Oh, at lively, yes, lively. And we did those, um, you have like little forms for us to fill out. It was like Venn diagrams of like, what we wanted, what we do and how to like incorporate it all together.

Nicole Tremaglio 01:12

Yeah, that's a concept called Iki. Guy. It's a Japanese word. And it loosely translates to your purpose for being. So it has four different sections is pretty much like a large Venn diagram. And so each of the circles says, what you're passionate about what you can make money doing, basically, your vocation and also your mission. And that true purpose for being is at the intersection of those four things. And I absolutely love talking about that. And now that workshop was over two years ago, crazy. I used to talk about work life integration a lot at that point, because it was still aspirational. For me. I was still working on work life integration myself,

Julia Chebotar 02:02

you're using the word integration instead of balance?

Nicole Tremaglio 02:05

Yeah, well, the thing is, people confuse balance with equilibrium. They think that balance is two equal parts, and it's not balances one side up one side down one side over here and one side over there. And we can't ignore certain parts of our life for another, there needs to be some kind of management of your mental health, your physical health relationships with your friends and family and loved ones, your career, your job, your work, you have to be thinking about all of those things every day, of course, you have priorities that come in different order. But in general, you need to have focus on so many things. And I think that learning to integrate those different facets of your life, that's where you can just create realistic habits, and patterns. Because if you feel like with prioritizing, you're always going to have to put something ahead of the other. If you're trying to balance things, more often than not, things will actually be imbalanced. And when I worked in corporate, I really used to compartmentalize my different facets of myself, I would say now I'm going to be the fashion girl. Now I'm going to be the fitness girl. Now I'm going to be the motivational speaker. And now I'm going to be the dancer. It was so stressful, because I never felt like I could show up to any of those places as my true self, because there was always

something some part of me that was being suppressed. And I was not able to be in touch with that part of myself. And then when I quit corporate, that was when I actually learned to fully integrate my life with my work. I think that that comes to with the development of a personal brand. back a few years ago, when I had a fitness platform, we would do speaking panels, dance classes, and workshops. And these events were exciting. But at the same time, I knew that that was just a way for me to channel my fitness persona into something because I felt like I couldn't be my enthusiastic, excited self. When I was at work because I truly resented having to sit behind a desk all day.

Julia Chebotar 04:34

Yeah, 100% I don't know if I could, at this point in my life, go and sit behind a desk anymore.

Nicole Tremaglio 04:38

Yeah, I think that when you are somewhere and you just think about how your time could be better spent elsewhere, to be completely honest. It's time to evaluate what you're doing in your life. And there got a point there got to be a point where I would be asked to do something at work. And it was something I was fully capable of doing, and I wouldn't do it. Mm hmm. And I just wanted to march to the beat of my own drummer. But at the same time, when you tell yourself a story about who you are at work, then you do things, your actions align with your beliefs about yourself. And I always used to say, I want to be innovative, I want to think outside of the box, I want to do things differently. And I knew that I didn't have the resources to do that at my job that only just perpetuated the narrative that I was telling myself that said, you don't belong here. And you do not want to work here anymore.

Julia Chebotar 05:46

Yeah. And that also feeds into like, probably mental health. And like hating your job and being like depressed or suppressed, or like, just not waking up and enjoying what you do every day.

Nicole Tremaglio 05:59

Yeah, you say, this is great for my paycheck. But at what point is because people said to me constantly, when I was talking about making the leap from corporate to entrepreneurship, every single person said, you need to have X amount of money in your bank, you should probably have this much saved, you should have emergency fund. And I'm like, Can we all just stop making our purpose on earth be about money, because the amount that I was making compared to how much my rent was that buffer between those two was so small, the fact that I had the audacity to have a Pilates membership, class as membership on top of that, but

Julia Chebotar 06:44

that's like life, it's like, at what point this is something I think is so interesting, like, we put so much stress on ourselves financially, to afford our rent in New York City, to our for our lifestyle, to be able to get seamless, to go out to eat, to do things to take a workout class. And there's just so much stigma of like a savings, your credit score, all of these things that like, at the end of the day, we went through a pandemic, did any of that matter? Mm hmm. I don't know.

Nicole Tremaglio 07:16

Well, the pandemic is the reason that I was actually able to save money.

07:21

Something that I was not a lot of people

Nicole Tremaglio 07:22

have said that to in New York. But the thing is, I think that with us not knowing what was going to become of 2020. Granted, we still don't, because we're still in it. But toward the beginning, none of us knew what to expect. And a lot of people were thrown off. Because, like me, I had a lot of habits set in place, I had what I thought was a healthy lifestyle, then I am removed from my work environment, my home environment when my lease was up. And all of these different things are changing at once. And you say, Well, how if studios are closed? How am I going to go work out? If I'm not, you know, on my old street? How am I going to go to Trader Joe's every day without having to not every day, but well, practically. But anyway, how am I going to go to Trader Joe's without having to drive almost a half an hour and then wait in line for another half an hour like, but the thing is, you just have to adapt and that it was very difficult for people to see what kind of healthy habits were pandemic

08:41

proof.

Nicole Tremaglio 08:42

Because there's a lot that we can do getting creative with cooking. And I have a pantry at the moment where if we want to buy something because it's on sale, it can actually fit in the pantry. That's new and exciting.

Julia Chebotar 08:59

Yeah, there's actually like storage space you can buy in bulk now.

Nicole Tremaglio 09:04

A Costco membership,

Julia Chebotar 09:05

right? Yeah. What are some of these healthy habits that you have realized were like, not necessary, and then some that you thought like you just need in your life and it will never change?

Nicole Tremaglio 09:19

Definitely. I found that movement is always something that's going to be a really important part of my life. I was never a proponent of working out at home. I thought it was so boring, and terrible. And I was not love it. No. I love it. Now. I do love I've streamed classes as opposed to on demand because it makes it a social experience. Also, I get to see instructors that I know I get to see my peers and friends that I know. And it makes you feel like even though you can't physically be together or people might be across the country from you. They're still Way to all stay connected through doing that activity that you love doing. And that activity just moved from in person to online.

Julia Chebotar 10:12

I love your tic tocs that you do with like the berries background.

Nicole Tremaglio 10:16

Thank you for my zoom virtual background when my home environment is too distracting sometimes I'll just throw on the background and berries. Yeah. The berries class I don't put it up during degrees event. Yeah, so it looks like I'm in the studio again. He gets hilarious. Like I've done this groundbreaking thing. Chicken made it my background because I'm that pumped up about it. And I actually did go back to the studio in Boston, because they are reopen, they have reopened. So I've gone to take classes in person. And that was something that was really, really exciting. And also just going to Trader Joe's is so exciting to me, I

11:11

enjoy

Nicole Tremaglio 11:12

when I go there and I've actually seen two friends recently share videos of their tea Jays Hall. And he would think I was watching my favorite Netflix show. I'm looking at them unpackaging all the seasonal items. And I'm like who knew so much comfort from watching this.

Julia Chebotar 11:37

I love this so much. I love how much you love Trader Joe's because it gives me a panic attack when I walk it. Like little old ladies that fight the cart line.

Nicole Tremaglio 11:51

I converted to Trader Joe's because I'd been there a few times many years ago. And I was like, Where is everything? Where's everything. There's no aisles with labels. I don't know where anything went here today gone tomorrow, I have no idea what's going on. And then when I moved to New York, I was living up in Hell's Kitchen. And I would shop at the whole foods in Columbus Circle and spend a ridiculous amount of money. And I would have to go to the grocery store. I would every Sunday night at nine o'clock pm, because that was the only time that I could go to the grocery store when it wasn't completely packed. And then I thought this isn't worth it. So let me try to find something else. And I moved a little bit further downtown and started going to TJ kind of got used to it. And then when I lived in Soho, they opened one on Spring Street. It's the best one, that the time I was like this is the best kept secret. Yes, New York Trader Joe's on Spring Street. And even right when the pandemic started their news that an employee at the Union Square and the Soho locations tested positive. And I was so upset. You go to Trader Joe's he went to Trader Joe's clothes. While I was also genuinely concerned for the health and safety of my local Trader Joe's employees. Like I'm invested. I love it. I love it. But now now I love it now, things could literally be on the ceiling. And I'd be like, Oh, that's so great. Love it.

13:40

Everything. Do

13:41

I just love it.

Julia Chebotar 13:43

So you're now like working in this role is like a brand architect. Are there ways that you think that companies need to be structured? On the back end in order to have that? not balanced? You said? What did you call integration integration? Mm hmm.

Nicole Tremaglio 14:04

Yeah, definitely. The thing that I do as a brand architect is really helped build not just fitness studios, but lifestyle brands or any kind of brand that's the the wellness and betterment of bull. So any brand that has a platform that they want to grow and scale and develop. We focus on not just the experience, which of course is has internal and external branding facets to it because with digital it's a new experience for a lot of people apply it to fitness people were used to working out in person. Now they're having to get used to working out online. And so part of it is positioning the brand to offer an amazing client experience and say, Hey, actually client come over to the channel. both side, this is where we are now. So it's about training on the client experience, but then also introducing the client to where you're positioned in their digital ecosystem. Because now the client has all of these patterns themselves. They are shopping online, they're working out online, they're doing everything. So

Julia Chebotar 15:23

Instagram alone, their new upgrade is literally instead of seeing who's liking your photo, it now takes you directly to shopping.

Nicole Tremaglio 15:31

Exactly. And so to be able to help a brand position themselves, where do they fit into this client's new online life? And one of the things that I focus on is systems and technology, because I have a retail operations background. And I think a lot of brands want to grow, but they have the, they don't have the certain tools that they need in order to really thrive. They have a client centric mindset. They are not putting themselves in the shoes of the customer. They're just thinking, Oh, my gosh, how to cut costs. How do we decrease overhead? How do we basically make sure we don't close? And of course, those are valid concerns, but at the same time, as much as as to be healthy. Regardless of what's going on in the world. Do you have to adapt to the changes from this year? And we have to think about it from the consumers perspective. Absolutely.

Julia Chebotar 16:40

So let's say a brand, you know, had a brick and mortar and now wants to go fully digital. Mm hmm. Like, I've also heard, like, a lot of brands that went fully digital from a brick and mortar are trying to have like less salary. They're trying to lower the salaries of their employees, because they're justifying it by there's no commute time now. I have like brands come to you with that suggestion or like idea? I don't know.

Nicole Tremaglio 17:11

I personally don't think it's a great idea to lower people's

Julia Chebotar 17:14

side on either, especially the

Nicole Tremaglio 17:15

pandemic, I thought it was crazy. Yeah, I think that there are a lot of businesses that have a brick and mortar presence that want to make their way into digital, especially with New York City studios. They have high high rents. They have unforgiving landlords, they have really demanding situations, they still have to be paying utilities and things like that.

Julia Chebotar 17:44

So many yoga studios, any like dance body, like a bunch of places, or

Nicole Tremaglio 17:49

I just wrote a blog post about places that permanently closed or places that filed for bankruptcy during this time. And I'm keeping a running lists because it's not going to get any better anytime soon. And people keep saying, Oh, well, are people just working out? Because it's the pandemic? And the answer is no, this was just the future. And it was brought on earlier than people anticipated. Because some people some people have been doing digital and on demand videos forever. YouTube. We've had YouTube forever. We've even had workout videos forever. Right? That's so true. Like

Julia Chebotar 18:31

Jane Fonda.

Nicole Tremaglio 18:33

Yes, Darren's dance grooves was one of my favorite. Oh, Billy blanks we love. And so it's like, we were already going

18:45
digital.

Nicole Tremaglio 18:46

I think the pandemic just pushed a lot of people into it, who were not ready to adapt. And with brick and mortar requiring such a large overhead. studios are going to have to cut the cord if they really want to be able to decrease costs, especially if studios do reopen at a very limited capacity. Because most of these places. Most of these places were designed to cram 50 people in one room. Yeah. And it's

Julia Chebotar 19:21

number one. Yeah, but number one soulcycle like, Whoa, and I'm telling you right now, like there's no way you can get me into a soulcycle class right now. But yes, they're all outdoors. But even if I go to another state, why would you wouldn't be in a room that's closed off to air with 50 strangers in a pandemic.

Nicole Tremaglio 19:41

It's kind of funny when we think about health in terms of group fitness, because we think of it in a lens of 2020. Now like, wow, we used to be in rooms with 50 other people with improper ventilation.

20:01

With,

Julia Chebotar 20:02

I mean, within with lots of like your own thoughts going through your head, instead of being on a zoom workout where you just see the trainer and yourself. And you know, the other people are kind of not even, they're not like direct contact as if, as it was in a workout class. So you don't have stigma, you don't have like, you know, body conscious issues. I don't have to worry about like a fat roll popping out. I don't have to worry about you know, like, doing the moves wrong. I feel like it's more user friendly in the sense of like, I have more comfort and ease of doing it in my own home. And I'm proud of myself for doing it without group motivation. I'm also less self conscious. And I think that without having that self conscious behind it, I am more comfortable to go out and feel free and really embrace the workout more. Versus try to perfect it.

Nicole Tremaglio 21:03

Yeah, something that I absolutely love seeing is the deconstruction of internalized diet culture. I love seeing diet culture go down in flames. I'm obsessed with the drama. Sign me up.

Julia Chebotar 21:21

Are you do you follow that girl that talks about all the F factor drama? Oh, no, I

Nicole Tremaglio 21:26

don't. I heard she's a little problematic, too. She is but it's like,

Julia Chebotar 21:31

it's like so proper in the health and wellness world. It's it's like, it's like if you need some like, you know, telenovelas style drama.

Nicole Tremaglio 21:42

Yeah, but I think that people working out at home, is giving them more confidence than they ever would have been able to get working out in person. And I think a lot of people are starting to realize, because they just sit at home and wear their sweat pants through like, I actually don't need to look a certain way, in order to feel good about myself. I actually don't even need to put on pants today to feel good about myself. And I think that now with people being at home, and when it comes to being healthy, it can look in different ways than you thought. It's like your version of success, it looks different than you might have thought, the ways that you can nourish yourself, take care of yourself, feed yourself. It's just really interesting seeing during this time, how we're more creative in our approach, due to having a different or limited amount of resources.

Julia Chebotar 22:48

I love that too. I think it like in general, we were all concerned and still are concerned of people's like mental health throughout lockdown and all of this. But I think that a lot of people have learned to move past it and kind of redirect and redo and revamp in all sorts of different ways. Definitely,

Nicole Tremaglio 23:13

my mental health and physical health are very closely related. Because, yeah, now I can't say this about my entire life. But now I work out because it's just something that I love to do. And the reason that I am able to function as a human being every day is because I get my workout in. And the reason that I'm able to just self heal is through my movement. And that's something that's super powerful.

Julia Chebotar 23:50

I completely agree. I think that all of it, all of all of it is so important and integrated and just necessary for your health in all forms. Mm hmm. So something that I've been asking everyone. Last meal, what would it be if you had last day on earth? You got to be fed an appetizer, an entree and dessert? What would it be? And they can be from different restaurants. They can be different dishes. It could be whatever you want. But if entree dessert,

Nicole Tremaglio 24:26

this is me, so I'm the kind of person who I'm like a tapis lover. I'm a top of slobber you'd like to. Yeah, so I would like 50 different appetizers and I can just have one bite of each. So I would have to say I really love fried artichokes. Oh, I would say with some kind of a Ollie like that would be a really good appetizer for my meal. Probably doing bar preemie, cuz I just I obviously love Italian food. And I also am obsessed with everything from shuka. That was my co vocal, their trainee restaurant, and they have these steak skewers. So good. So I would have the steak skewers with my pasta, that would be my main meal. And I can't go into which which specific kind of pasta because that's a completely different tangent that we don't have time. It's a separate podcast.

Julia Chebotar 25:38

And my desert when I started making my own pasta in COVID, like I was like, whatever. I didn't have time for this. So

Nicole Tremaglio 25:46

that sounds absolutely amazing.

Julia Chebotar 25:50

Over Yes, come

Nicole Tremaglio 25:51

over for dinner. Yes, please. Yeah, for dessert, I would pick my local hometown ice cream shop. And we would do a cup of half mint chocolate chip, and half coffee Oreo.

Julia Chebotar 26:06

Oh, so good. Yes. My dessert was abogado which is Express

Nicole Tremaglio 26:14

tea. I introduced that to my best friend. And she's like, Where have I been?

Julia Chebotar 26:22

I know. It's so simple and so amazing. Okay, so another thing that I asked everyone before we finished the podcast is what is healthy to you? Like, how do you take on that? That word?

Nicole Tremaglio 26:36

Yeah, how being healthy is a part of people's identity. And you make decisions based upon how you see health. And I like to think of health as doing what makes you feel good. And in alignment with your mind and your body. Yeah,

Julia Chebotar 26:59

I couldn't agree more. That's exactly how I think of healthy like, it's to each his own, everybody is different, but you just needs to be mindful of it. And just, I also don't like labels. I don't want people on vegan, I'm this I'm that. Do you?

Nicole Tremaglio 27:14

Yeah, whatever you want. I'm a flexitarian which means I eat whatever I want.

Julia Chebotar 27:19

Exactly. say like, I'm gonna I'm not gonna restrict myself. If I want something, I think the process of restriction is like, in and of itself, kind of a mindfuck that you into, God forbid, like some sort of like eating disorder, or dark place with food and having all of these insecurities when, if you just have a little bit of it, you, you know, you satisfy that craving and then you move on.

Nicole Tremaglio 27:45

Yeah, I dealt with disordered eating for many years. And I guess my my rule of thumb now is if I will not feel well, mentally, emotionally, physically, before, during, or after that meal, then it's not worth it. Yeah, it's not worth anything that's gonna compromise your peace of mind. Now, I eat what I like, I leave what I don't, that doesn't mean anything in terms of calories, or portion sizes, or this or that. Because having those kind of metrics rule your life and just constantly placing numbers on your lighting, to validate and make yourself feel worthy. It is so draining and to be honest, a pretty large waste of time when you're trying to live your life. Absolutely. I know that obviously it stems from much deeper things. It's not actually about the food itself. But I'm talking about it in terms of how we use food and controlling our food as a way to have that kind of control and autonomy and independence in our lives. Absolutely.

Julia Chebotar 29:05

I couldn't agree more. I love that. Okay, so thank you so much for being on. I love you and can you tell everyone where they can find you? All the social channels all the things?

Nicole Tremaglio 29:21

Absolutely. So my name is no culture maglio and that is my handle on Instagram and tik tok. Don't forget,

Julia Chebotar 29:31

guys are really funny, actually.

Nicole Tremaglio 29:35

Thank you. Yeah, my website is Nicole aglio.com. And that is where you can find out my abridged life story, how to work with me and anything you might want to know.

Julia Chebotar 29:48

Amazing. Thank you so, so much.