

BEACH IS BETTER

www.beachisbettergroup.com

Journal
Issue 2 2019

**GETTING YOUR
BODY RIGHT FOR
THE BEACH**

LEBO G.

Idia's top 5 things
to do on the beach

+

B.I.B Highlights
from Miami, Lagos
and Capetown





It's been another amazing year

of fun, friendships, laughter and wholesome beach-centric experiences around the world with old and new faces. Our B.I.B family has immensely grown and we are so grateful for that. We couldn't be more excited at the love the brand has received and even more so, our future plans! As we recap our second calendar year in this journal, we would like to say a big thank you to all our B.I.B family, sponsors and partners for the beautiful memories so far - we look forward to an incredible 2020! #BeachIsAlwaysBetter

THE B.I.B GROUP



CAPETOWN

Beach Is Better Capetown Launch,
March 2019.
Special thanks to Grand Beach
Photographed by Lizzy Favaretto





Lipton

Chop Beta Life with

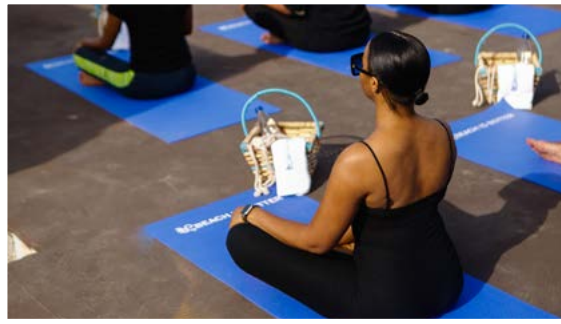


Ice Tea

Sunshine in a Bottle



LIVE ALIVE



LAGOS YOGA CLUB

Yoga Club Launch
Season 1
Special thanks to Sarah, Simply
Green Juices & Moist Beach Club
Photographed by Frank Ugha



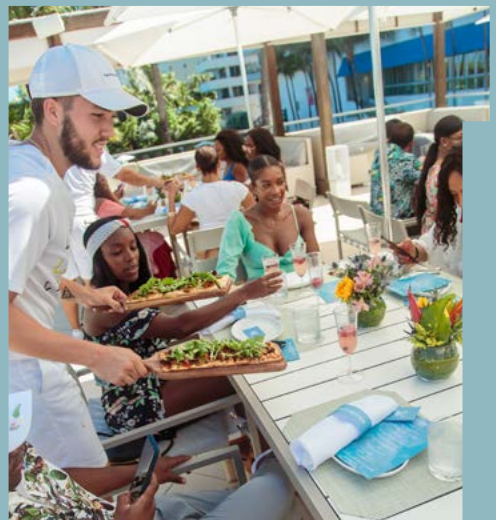


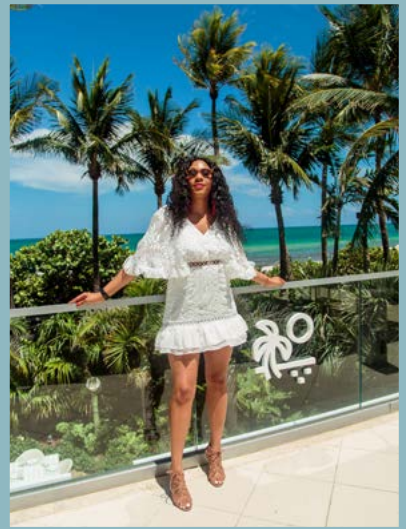




MIAMI
 Beach Is Better Miami, July 2019
 Special thanks to La Cote and
 Fontainebleau Hotel
 Photographed by Stevenson
 Opoku









My top 5 things to do on the beach

by **Idia Aisien**
Lagos Based

Photographed by TSE





1 Read a book

Only a few things could beat laying down on the beach with a book.

2 Picnic with family

I'm such a family girl and this is such a great way to spend quality time.

3 Relax

I'm always working to meet my demanding schedule from red carpets to TV to my businesses so whenever I can, I get on the beach and do absolutely nothing! It's so soothing.

4 Party at Beach Is Better

Cause it's the best party in the world!

#BeachIsAlwaysBetter

5 Water Sports

Jet skiing in Tarkwa bay is one of my favourite things to do on a sunny day, the waves are perfect!





x SCHICK

B.I.B x SCHICK
Annual fashion week party, October 2019
Special thanks to Shiro, Martell &
G.H. Mumm Champagne
Photographed by Frank Ughah









MARTELL

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DISCOVER INFINITE
SMOOTHNESS

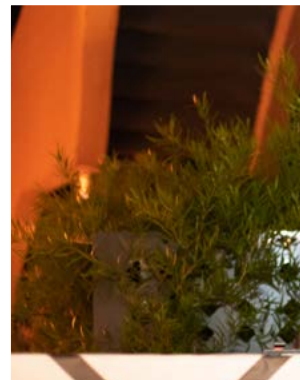


18+ DRINK RESPONSIBLY

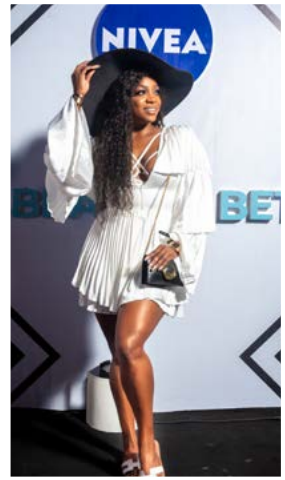


x NIVEA

B.I.B x Nivea , October 2019
Special thanks to Nivea &
Circa Club
Photographed by Frank Ugah









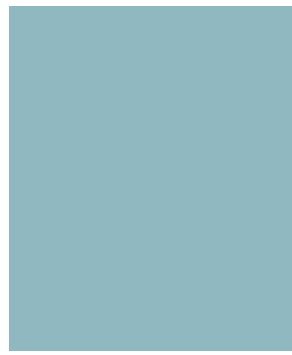


GETTING YOUR BODY RIGHT FOR THE BEACH BY LEBO G.

● Capetown based

Photographed by Lizzy Favaretto





Getting into the gym can be very intimidating in the beginning as everything seems so unfamiliar and there are so many unspoken rules, complicated machines and a certain gym etiquette that everyone else seems to know but you. However, getting a good tour and a personal trainer and creating a workout plan after doing my own research helped me find the gym one of the most satisfying place to be.

My basic routine is complied with a bit of cardio (20 minutes) and then weight training. Different things work for different people but I think incorporating weights into your routine while getting heavier and heavier as you are building strength is the best way to tone up, burn fat and build lean muscle all in one. My target areas are usually legs and glutes but it is very important to have a holistic program that concentrates on all areas of the body to see real progress.

On Monday I will do 20 minutes of cardio and 45 mins of legs. On Tuesday I will go for a 3km run to loosen up the tight legs and then do arms and back. On Wednesday I start off with a good cardio warm up of 20 minutes and then I will do high intensity hit exercises that cover the whole body but still focus mainly on legs. On Thursday I will do glute focused exercises mixed with abs and on Friday if I still have steam left, I try to push for a light workout; either a jog or interval training with and without weights again focusing on legs.





Diet has to be the biggest challenge but once you start making eating clean a lifestyle, it becomes so much more enjoyable and the rewards are even better. Carb cycling works the best for me in terms of maintaining and losing weight. 2 days of the week I eat heavier carbohydrates such as pasta and bread (usually the day before a hectic leg session). And the rest of the week I keep it to minimal healthy carbohydrates with a healthy

intake of protein. There are so many interesting healthy recipes which can make it fun if you enjoy cooking. I would also highly advise meal prepping to ensure you are eating correctly and don't get tempted to eat take-out. However, a cheat meal once a week is perfectly okay. I would advise you to cheat with an actual meal such as a burger or pizza vs chocolate and sweets as those are empty calories and you will still want to eat more.



Overall consistency in the gym and to eating healthy is the hardest to master. It is still something I battle with from time to time when life throws me off my routine. Stick to your plan and stay consistent, I promise you with in 2 - 3 months you will fall in love with your results and want to keep going.







ART BASEL

Beach Is Better Miami
Art Basel Edition
December 2019
Special thanks to Amara
Photographed by Phylicia D



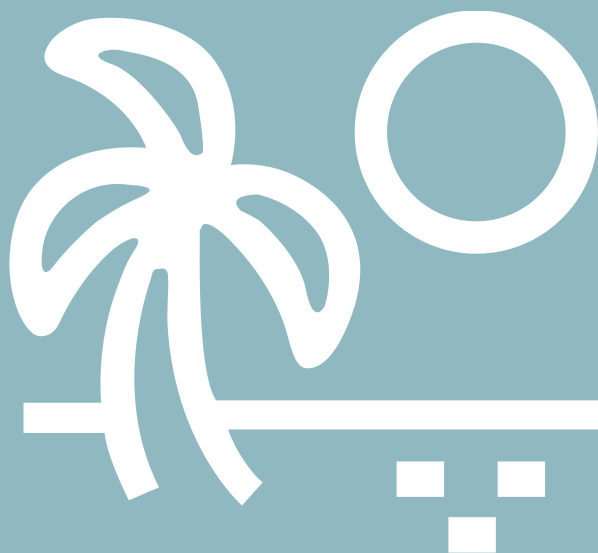

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DISCOVER A RICHER
COGNAC EXPERIENCE



18+ DRINK RESPONSIBLY





@BeachIsBetterHQ

┌ Beach Is Better Group is a global
collective that curates and
facilitates beach-centric lifestyle,
and wellness experiences └