



**RITA CATOLINO
DINA MANSOUR
PAULA TIZZARD
FLORENCIA TAYLOR**

**4 WEEKS
TO FAB!**

FITNESS, PHOTOGRAPHY,
FASHION AND A
FLAWLESS GLOW

**4 MOTHERS
INSPIRING
CHANGE**

**WOMEN
POWER
& AGELESS BEAUTY**

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WOMEN TO
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COME TRUE

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NUTRITION
IS MEDICINE
FOR THE
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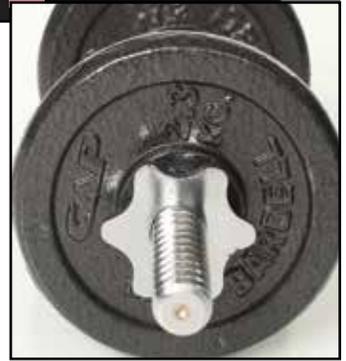


DINA MANSOUR

PAULA TIZZARD

FLORENCIA TAYLOR

RITA CATOLINO



For more information, visit www.ritacatolino.com or contact one of these 4 fabulous ladies for information on the next session.

4 WEEKS TO FAB!

Meet Rita, Dina, Paula & Florencia - four local London Ontario women who have joined forces to create an uplifting, transformation program including a celebratory photo shoot with all the bells and whistles. Between these four "mom-preneurs", they have eight children, four businesses, a HUGE vision and passion for each of their respective trades; a certified trainer and motivational coach, a Salon owner who is a Certified Expert in Custom Air Brush Spray Tanning and Eye Lash Extensions, a photographer with a unique vision and a makeup artist specializing in photography and weddings.

"The Four Weeks to Fab Program started as a tiny seed that is growing, and continues to grow beyond our expectations," states Rita, the founder of the program. "Many times, fleeting ideas are often ignored or discarded, but when you decide to take action, amazing things will happen!"

After years of training successful clients, one of the most asked questions presented to Rita is "how do you continually stay motivated and true to your fitness goals, year-in and year-out?" Upon pondering this question, Rita came to the realization that having to participate in shows, photo shoots and appearances around the clock was her external motivator to push beyond the norm and to not accept complacency. "Why not give my clients that same accountability and end goal? I decided to put my vision into action and create a program that included a photo shoot; not only keep my clients accountable to the program, but to also give them a way in which to preserve and celebrate their accomplishments."

Rita attributes much of her success to the powerful women she has by her side, including her own mother who showed her that there is nothing in life you cannot achieve. "I am lucky enough to have worked with some of the best professionals in the industry, who happen to be

women, and decided to take my local London, Dream Team along for the ride with me." Rita, and her team, believes that every woman deserves a day of primping and pampering after all of their sacrifice and hard work.

"I reached out to **Dina Mansour** owner of Hollywood Tan and Spa who has been one of my exclusive sponsors for years as well as a good friend and amazing inspirational woman herself. Dina ensures that I always have the right skin colour for the harsh white lights of a photo shoot via her Custom Air Brush Spray Tan, and the most amazing Mink Eye Lashes for the ultimate eye."

MEET RITA, DINA, PAULA & FLORENCIA

Florencia Taylor, Rita's close friend and skin care specialist, was next on the hit list. The program needed a local make-up artist who could work under pressure and deliver Rita's vision. "She has definitely exceeded my expectations and is a consummate professional in her field. Whether the client wants a sultry dramatic look or a clean, bright face, Florencia delivers. Florencia also embodies the right balance of encouragement and honesty that the program strives to achieve.

The final piece of the puzzle is the one who captures it all on film - **Paula Tizzard** is one of the best photographers in the industry. Her unique flare and talent go beyond the lens. Paula makes Everyone and Everybody feel as if they were a star and highlights every woman's strengths and makes them feel at absolute ease during the shoot. Paula herself exudes strength and grace. Everyone who meets Paula falls in love with her innate nurturing qualities.

Participants of the 4-week training and nutrition program are supported individually by Rita, online, with fitness instructions including reps,

sets, videos, recipes and more. The workouts are tailored to the individual's level of fitness, specific needs and equipment availability, as well as tips and tricks to get ready for the photo shoot. The program is also a sustainable one, avoiding the quick fixes of powders, pills and long hours on a treadmill. Instead, Rita promotes and teaches a lifestyle which can be sustained day in and out with lasting results and no extreme protocols. Participants also receive a skin prep guide formulated by Florencia to make sure their skin is glowing on that special day. The private support group page on Facebook, allows the women to "get to know each other" and support each

other through their struggles on this journey. Rita states, "this transformation deals with a lot more than a losing few pounds of fat, I promote confidence, mental and physical strength, embracing yourself and body and most

importantly creating a judge-free atmosphere." Participants in the first program range in age from 22- 58 years young.

There are no boundaries or limits when it comes to this program. The primary goal of this formidable foursome is for women to feel their best and celebrate their accomplishments, which is why the finale photo shoot is so important. The final Saturday of the program includes a customized air brush tan (for those bright lights) by Dina, as well as make-up and hair by Florencia. Paula uses her magic to make the women not only look, but feel like a superstar. The results speak for themselves.

The inaugural program launched last January, and was sold out in a matter of days. The second program has doubled in size, and the dream team is looking at adding at least 3 more sessions before the end of the year. ①



4 WEEKS TO FAB TESTIMONIALS!



"I really had no idea what I was signing up for. I hoped to lose a few pounds and tone up my nearly 40-year-old body. I needed a boost; I needed to learn about food and what exercises were best for me to make that difference. And, I didn't just lose a few pounds; I lost 10 and 6 inches!! I never dreamt that I would be doing the photo shoot in a bikini! I did it! I smashed my goals and feel amazing! I could never have done this without Rita's help. She is unbelievable, she is accessible, she is so knowledgeable, and she is real! I think it is a wonderful thing what these women are doing which is to help REAL women feel fabulous and doing it in the healthiest way possible."

- Jen Le Clair



"Over the past four weeks I have learned how to eat and train to support my goals and see results. With hard work and dedication I have surpassed my original goal, and have actually lost 14 pounds! I have more energy, feel more confident and am so much stronger both physically and mentally. I am so thankful to Rita for teaching me all of the above and for being a great support system along the way. Her knowledge will stay with me as I continue to make this new lifestyle an ongoing journey.

This program was a genius idea to make woman feel like a million bucks like I did on Saturday, and still feeling this way now, loving the new me. Thanks for helping me and so many other woman to become better versions of themselves."

- Joanne Tower

Photography by Sherry Lemcke



4 WEEKS TO FAB!

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