



Core Concepts



Our Health Coaches are purposed with helping spread the ripple effect of empowered health and happiness because there is no one size fits all approach to health and wellness. SOA Wellness uses a multifaceted approach that is guided by the following core concepts:

Bio-individuality

It's the idea that everyone has different needs. Just as we are all unique in mind, body, and spirit – we are also unique in the things that support our individual health and happiness. When it comes to diet, lifestyle, and what makes you happy, what works for you won't necessarily work for your family members, friends, or coworkers. Health is multi-dimensional and there's a lot more to it than just making the "right choices." It's about experimenting to find what the right decisions are for you – the right environment, diet, or workout that helps you thrive right now at this point in your life.



Secondary Food



Secondary food refers to the nourishment we derive from the food we eat and explores the intersection of nutrition and health. Our secondary food choices are driven by many components – some of which may not seem connected to diet at all like: Health, Lifestyle, Environment, Physiology and Psychology, Society, Culture and Economy, Personal belief system, food relationship, and knowledge of food. This is why if we're only looking at diet, we're only seeing a piece of the puzzle.

Primary Food

Primary food refers to what nourishes us off the plate. We call it primary food because wellness goes beyond the food we eat. We know that we all need food to survive, but primary food emphasizes that we're multidimensional beings and we need more than just food to thrive. It's a powerful concept because it helps bring awareness to the full picture of health and reminds us to take a step back when we are feeling imbalanced and look at our health from a big-picture perspective.

