



ASHLEY KOFF R.D.



REGISTERED DIETITIAN AUTHOR HEALTH & LIFESTYLE CONTRIBUTOR

BACKGROUND

- Ashley Koff is a registered dietitian (R.D.) who strives to make better nutrition a way of life for all. Koff has the proven ability to demystify the science of nutrition and communicate the importance of a healthy lifestyle to clients in a way that instills loyalty and trust.
- Her passionate style is effective, resulting in Koff being named among the Top 10 Registered Dietitians in the US, by *Today's Dietitian Magazine*, as well as by *Citysearch* as Best of LA's "Nutritionist/Dietitians," three years running. As a national media favorite, Koff appears monthly on *Good Morning America Health* and as the lead expert for *Huffington Post Living's* 'Total Energy Makeover' with Ashley Koff R.D. *InStyle* magazine featured this work in their coveted December (2009) issue.
- Koff launched AKA (ashleykoffapproved.com) in 2008 as a way to house all aspects of her private practice, her work educating doctors and other healthcare practitioners, her product endorsement opportunities, as well as her corporate consulting company (formerly The HealthXChange). With AKA, consumers of all demographics can readily identify products that meet Koff's standards for nutrition. Her motto is, "Be a Qualitarian" and helps people do so by making the best quality choices (via her AKA List) to achieve optimal health.
- Koff is regularly sought after by the most trusted names in nutrition and medicine. She counsels patients on referral from Dr. Andrew Weil (University of Arizona's Center for Integrative Medicine) and has served as guest faculty for its fellowships. She is also the exclusive R.D. to patients of integrative medicine guru Dr. Soram Khalsa and receives referrals from the world-renowned Tao of Wellness.
- Koff first book; *Recipes for IBS: Great Tasting Recipes and Tips Customized for Your*

Symptoms (2007), a cookbook and treatment plan for digestive wellness. Companies purchase this book for their own distribution and her recipes continue to appear in numerous media outlets.

- Companies routinely select Koff for satellite media tours, webinars and videos.
- Koff regularly contributes to best-selling healthy living books and medical textbooks such as: Dr. Andrew Weil/Dr. Gerard Mullin's *Integrative Gastroenterology, Physician's Desk Reference, American Dietetic Association PocketGuide: Irritable Bowel Syndrome* (all Spring 2011), *400 Calorie Fix* (January 2010) by Prevention Editor-in-Chief Liz Vaccariello, *The G-Free Diet: A Gluten-Free Survival Guide* (May 2009), written by The View's Elisabeth Hasselbeck, and *Food Cures*, the 2008 Reader's Digest publication that examines food-based remedies for the entire range of diseases and symptoms from A to Z.
- Koff's new book, *Fully Charged: A 3 Step Plan for MOM Energy* (Hay House), written in collaboration with celebrity trainer Kathy Kaehler, will be available in Spring/Summer 2011.
- AKA's client list includes entertainment studios, movies and shows such as *Bones*, *Big Love*, *CSI: NY*, *Fame!*, *It's Always Sunny in Larry Crowne*, *Private Practice*, *SpikeTV (Pilot)*, *VeniceTheSeries.com*, and *Weeds*, where Koff works to improve the quality of food selections on production sets and locations. This work has been featured in *Self Magazine*, *The Kathleen Show* and most recently, *ABC News Los Angeles*.
- Companies - big and small - rely on Koff as their spokesperson, including Earthbound Farms, Nature's Path, New Chapter Organics, Nuttzo, Procter & Gamble, Pure Bar, Sambazon and others. She also sits on the advisory board of Episcencial.
- Koff's R.D. expertise and extensive client base have led to her collaboration with numerous media outlets including *The New York Times*, *Reader's Digest*, *CNN*, *AOL*, *Shape*, *InStyle*, *Huffington Post*, *Yoga Journal*, *Teen Vogue*, *Women's Health*, *Natural Health*, *Allure*, *Harper's Bazaar*, *Entertainment Tonight*, *Today's Dietitian*, *Natural Merchandiser*, *Organic Processing*, *iVillage*, *Intent.com* and





Food & Wine among countless others. She also sits on the prestigious advisory board at *Fitness* magazine.

- While Ashley so enjoys her contributory work within the print world, Ashley has also begun to expand her TV presence with two really exciting opportunities. Beginning in Fall 2010, Ashley will be featured as a regular nutrition expert on "Custom Fit," Lori Corbin's (ABC News reporter) new health and wellness program on the LiveWell Network. In early 2011, Ashley will also be featured as the resident dietitian on the highly anticipated, "Shedding for the Wedding," the CW Network's most recent health transformation show.
- Educated at both Duke and New York Universities, Koff 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.
- Recently, Koff combines her love of travel with professional curiosity and "goes to the source" to connect with people from different cultures, explore their native foods and traditional wellness practices as well as see firsthand their farming practices.
- Koff loves to laugh and believes humor provides one of the best learning vehicles. In addition, client reviews site her approachability, genuine caring for their wellbeing, joie de vivre, and ability to their success working with Koff (where other programs/efforts failed).
- As part of her "Qualitarian" mission, Koff emphatically believes in the symbiotic relationship a healthy environment and healthy people. As such, she supports many programs such as: USDA Organic, Non-GMO Project, Seafood Watch, Trout Unlimited, The Organic Center and the NRDC.

ACCOLADES

- AKA (previously The HealthXChange), Founder, Personalized nutrition for adults & children; counseling and consultant, 2002 - Present
- University of Arizona: Program in Integrative Medicine, Guest Faculty, The Fellowship Program & Residential Fellowship; Consultant for Online Courses, 2006 - 2008
- Reader's Digest, Advisory Board, 2007 - 2008
- Present
- Cedars Sinai Medical Center, Dietitian, 2004 - 2008
- Journal Reviewer, Journal of the American Dietetic Association

LECTURES (FULL LIST AVAILABLE UPON REQUEST)

- AKA Fish Oil Panel, 2010
- Whole Child Whole Planet Expo, "Creating Healthy Kid's Healthy Eating Habits: Preventing Childhood Obesity," Panelist, 2010
- ExpoWest, "Organic Matters," Panelist, 2010
- ExpoWest Media Breakfast, "The New SHEconomy," Moderator, 2010
- Nature's Path Corporate, "Nutrition 101," 2010
- Optimal Energy: Conversations on Health and Wellness," 2009
- Ogilvy Mather Chiat Day, "Nutrition for Optimal Energy" 2009

- Beverly Hills Boys Summer Basketball Camp, "Nutrition for Optimal Energy/Athletic Performance", 2008-2009
- Saatchi & Saatchi "Nutrition for Optimal Energy", 2008
- U of A Program in Integrative Medicine Fellows, "Nutrition Boot Camp," 2006/2007
- Cedars Sinai Medical Center Patient Forum, "Achieving Optimal Health with Weight Loss Surgery," 2005
- Head Start Los Angeles & Orange County, "A Weight Loss Revolution: PowerPLAY," 2004
- Ernst & Young Accounting, "Health, Practically," 2003
- Children's Hospital (Columbus, OH), "How Much Are You Really Eating?," 2003
- USC School of Nursing Faculty, "How Much Are You Really Eating?," 2003
- LAC + USC Dietitians & Cardiology Staff, "The Case of a Congested Heart," 2003
- NYU: Nutrition & Health Class, "Nutrition & the Media," 2001
- Kellogg's Global Consortium, "Convenience Food Trends," 1997

RECENT PRESS (FULL LIST AVAILABLE UPON REQUEST)

- Today's Dietitian, "Dietitian Dream Jobs" (Celebrity Dietitian), September 2010
- Organic Processing, [Koff's Superfood Picks of 2010,](#) July/August 2010
- Clean Eating, [So Easy to Eat Green,](#) July/August 2010
- O, The Oprah Magazine, "Eating Right for Your Decade," July 2010
- Glamour, [What to Eat to Lose Weight: 7 Snacks Under 200 Calories,](#) June 2010
- Health, [Boost Your Energy,](#) June 2010
- Woman's Day, "Soothe Your Stomach," May 2010
- Good Morning America Health, [Energy Makeover Update,](#) May 2010
- Harper's Bazaar, "You are What You Eat," April 2010
- Good Morning America, "Vegetarian Kids," April 2010
- AOL Living Online, April 2010
- Every Day with Rachael Ray, "Everyday Travel," April 2010
- The Huffington Post, "Kombucha and Kefirs: Hype or Healthy?," April 2010
- Good Morning America Health, [Energy Makeover: Dietitian Ashley Koff updates Month 3 of Marissa Campise's Energy Makeover,](#) March 2010
- Good Morning America Health, [The Newest Natural Foods,](#) March 2010
- Good Morning America Health - [Is There a Doctor in the Fridge?,](#) March 2010
- Chicago Tribune, "Digestive Wellness, How to Reevaluate and Regain Control of Your Digestive Health," March 2010
- Good Morning America Health, [Energy Makeover: Dietitian Ashley Koff Updates Marissa Campise's Energy Makeover,](#) February 2010
- Good Morning America Health, [Huffington Post Living's 'Total Energy' Makeover with Ashley Koff RD,](#) January 2010 (a Koff-created yearlong makeover that includes monthly segments on GMA Health and features advice from HuffPost Living's expert bloggers)
- Glamour, "It's Your One-Week Healthy Detox!," January 2010



- Today's Dietitian, "TD - 10, Meet 10 Dedicated Dietitians Who Are Making a Difference," 2010
400 Calorie Fix, "My Favorite 400-Calorie Meal - Ashley's Berry Parfait," 2010
- Dr. Oz XM Radio, "Probiotics," 2009