

Beauty & Wellness: True Body Transformation

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BY MARITZA COSANO
PHOTOS: ADDIEL PERERA

Beauty is... Wellness is... Google, and you will find numerous quotes, pages, products, and Instagram posts worldwide. Self-care is Brazil's best definition of beauty and wellness; perhaps they're on to something.

Because we're close to the water, our lifestyle in South Florida revolves around beauty, health, and fitness. Being the Sunshine State has a lot to do with it. Its big boon is its climate, which presents multiple opportunities for the health and beauty-building movement.

So, it's unsurprising that Miami has emerged as the next big center for the beauty industry due to its lifestyle and demographic diversity. Like Miami, beauty and wellness are a huge part of our culture in the Palm Beaches.





Let's face it: we're a community focused on living and aging well—following timeless, old Eastern traditions blended with Western science or new health breakthroughs like tapping on the natural powers of roots like ginger and turmeric and flowering plants like garlic and marine plants like seaweed. We enjoy exercising indoors in a gym/studio, outdoors around the city, or in a serene scene with the fresh ocean air igniting our senses and restoring our minds.

Call it self-care or self-expression, but everyone is on a personal beauty and wellness journey or a body transformation, as Brie Mazin, a Boynton Beach-based lifestyle influencer and yoga teacher better known as Florida Yoga Mama, likes to call it.

"Everyone has their unique way that they feel their best. I think there are no rules when it comes to self-expression. I might live a life of Yoga, but I'm not vegan. I get Botox. I'm comfortable in my skin, so I share that—everything is transparent. But for someone who maybe has an autoimmune disease, maybe they wouldn't want to put Botox in their system," explains Mazin. "Maybe they prefer to use natural essential oils, and there's no judgment because that's what works for that person. So, for me, the beauty on the outside, as long as it is compatible with how you feel on the inside, is cohesive."

Meaning they work hand in hand. It's like a merry-go-round, Mazin adds. It doesn't matter where you hop on as long as it's going in a circle. Walking on the StairMaster in a gym or five miles in your neighborhood—you're part of the wellness movement in a coastal area.

Mazin has always been in the wellness space. She recalls her life as a 20-something living in New York City, conducting TV interviews for the stars. Like a film reel rolling fast, she sees herself years later as she moves back to Florida, meets her husband, and has three children. Fast-forward, and then the film stops. COVID happens.

"COVID stopped things—some for bad, some for good. For me, it was a time of self-reflection. I was always wondering how I could be a mom and a wife, but also how I could incorporate my passion for being in front of a camera with an audience and helping other people feel good about themselves through fitness," recalls Mazin.

In 2020, she taught spinning classes and Yoga but realized the latter fulfilled her more. So, she started doing Yoga in her backyard and inviting others virtually, bringing her worlds together—her family and work. And that's how her brand, Florida Yoga Mama, was born.

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As a mom of 3 little ones, I believe you can feel a 'Mazin on the inside out and the outside in. While yoga helps with mindfulness, a bit of vanity assists with stylishness.


Brie

"It encompassed everything I was doing," says Mazin, who suddenly realized there was something extraordinary about it all. "I was always into beauty and into feeling good. But I quickly realized that if you don't feel good on the outside, you will not feel good on the inside. But if you only focus on your health and the inside but don't feel pretty on the outside, that doesn't work either."

The pandemic propelled Mazin to get creative. Since she couldn't teach at studios, she started having classes at hotels, restaurants, and on the beach. Florida Yoga Mama began having a good following, inspiring Mazin to create a series of networking brunches after her classes, which produced deep connections with her students. And just like the TV Faberge shampoo commercial from the 80s, "And they told two friends, and so on, and so on . . ." her business exploded.

"People would bring their business cards, creating a beautiful community where people were coming from Fort Lauderdale, West Palm Beach, Boca Raton, and Delray Beach. It was more than just getting an exercise in and then leaving the class," she says.

Soon, her reach went beyond Palm Beach County. Today, Florida Yoga Mama has followers from California to Chicago and other



Doing Yoga Exercises Across Different Venues. Embracing wellness and community, Brie Mazin frequently leads yoga sessions on the lush lawn of the Ben Hotel in downtown West Palm Beach, CityPlace, and Hilton West Palm Beach. Even when she teaches yoga, she always shares her favorite finds and inspirational messages about beauty and fashion.





areas. Whether she teaches three or 300 people at a mall or a 40th birthday party, she can teach as long as there's room for a yoga mat.

Mazin has over 150K followers on Instagram alone. Her blog, Florida Yoga Mama, discusses family, wellness, lifestyle, travel, and everyday life. Playing with her surname, she writes, "I believe you can feel a'Mazin on the inside out and the outside in. While Yoga helps with mindfulness, a bit of vanity assists with stylishness."

So, what is it about Yoga that helps transform bodies? And how can this calming exercise help someone who wants to lose weight?

"Good question," she says. "Diet is an important part of that transformation, as they need to eat right. Yoga is a form of exercise that will help that person reach their ideal body image. You don't want to feel full before any physical activity. Yoga makes you think about it. It's like you have this beautiful movement of your mind and body, making a connection you don't want to waste. So, when you're putting a bad choice in your mouth, you'll think about it differently than if you just burned 200 calories on the Stairmaster. Yoga can help weight loss because it's like the yin to the yang, which includes exercise and nutrition," explains Mazin.

With that in mind, eating foods that grow—fruits and vegetables, fish, and lean meats—is good, while processed foods packed with chemicals and seemingly unknown ingredients are not. She says that eating nutrient-rich foods and practicing mindful eating will fuel your systems to perform at their maximum capabilities.

"Don't get me wrong," Mazin quickly adds. "I have a sweet tooth, so I still love my chocolate and ice cream, but everything is in moderation."

Her followers are primarily women who listen to Mazin's recommendations and teachings—not just about health and wellness but beauty and self-expression.

"I've got a daughter who's entering middle school, and she doesn't understand why I'm not letting her on social media, and how come I get to, and her friends do too," Mazin says. "I am protecting her as long as I can because I don't want her to compare herself to these filtered images the same way magazines use airbrushing techniques. It's not real."

Her beauty talk has led to her own Florida Yoga Mama products. While she attests she never imagined that the beauty industry would be interested in her, in a case of serendipity, Grafton Cosmetics, a three-generation company based in Boynton Beach, reached out to her.



Mazin enjoys a relaxing moment with her dog at Elisabetta's Ristorante, a beloved family spot known for its welcoming atmosphere and delicious cuisine.

"My Florida Yoga Mama sparking lip gloss and eye shadow can be shipped anywhere nationwide. It's a clean line with natural ingredients," says Mazin with a hint of pride. "It's not a main part of my business; it's just an extension of my brand."

And true to her personality and lifestyle, the soft, pinky lipsticks and eye shadows are meant to enhance a woman's beauty. Her brand is clearly defined as an ordinary mom and wife, daughter and friend, helping others figure out what makes them happy—an alignment of mind, body, and soul. "A total body transformation," she says.

You can connect with Brie Mazin by visiting her website at floridayogamama.com or by reaching out on social media @ [floridayogamama](https://www.instagram.com/floridayogamama).