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Kayla ItsinesBorn (1991-05-21) May 21, 1991 (age 29)^[1]Adelaide, South Australia.^[2]NationalityAustralianOccupationPersonal trainer, author, entrepreneurNet worthUS\$486 million (AFR 2019)^[3]Partner(i)Tobi Pearce (2012–2020)Children1Websitekaylaitsines.com Kayla Itsines (/ˈtəsi ənəs/ it-SEE-nəs;^[4] born 21 May 1991) is an Australian personal trainer, author and entrepreneur with Greek heritage. She is the creator of a series of fitness ebooks titled *Bikini Body Guides*, and a program for meal planning and exercise, *Sweat by Kayla*. In 2016, *Sweat* and *Kayla* generated more revenue than any other fitness app. [5] In March 2016, *Time* named Itsines one of the 30 most influential people on the Internet, noting her success in promoting social media to promote her brand. As of October 2016, Itsines had eight million followers on Facebook and 12.5 million on Instagram. [8] Itsines' early life follows her interest in fitness to playing basketball and other sports. [9] She recalls that she was initially bullied and overwhelmed by the gym until a personal trainer encouraged her to start somewhere. [10] Enjoying the way she felt about her workouts, she left out her original plans to become a beauty therapist, [11] graduating from the Australian Institute of Fitness at the age of 18^[6] as a master trainer. [12] Itsines' career found work in a women's gym in Adelaide. [6] Itsines considered that most women were looking for three specific training results: smaller inner thighs, a flattering abdomen and more stretched arms,^[13] while worrying that it would become too covered. [14] She also began coaching her sister's friends, who wanted to improve their fitness so that they could play Netball on her high school team,^[6]^[15] with an emphasis on building a core of strength and strong legs. [6] She lectured them on nutrition and asked them to imitate their photos before and after to track their progress. [6] Her 12-year-old cousin suggested using Instagram as a way to share photos. [15] Within a few months, Itsines gained thousands of followers and received regular requests for advice and assistance. Her partner, Tobi Pearce, suggested that her routines be moving into ebooks that could be sold online. In March 2013, Itsines was established as CEO and Pearce as CEO. [6] The following January, the first two *Bikini Body Guides* were published, with Itsines's workout in one volume, and nutrition information from dietitians Julie Dundon and Anne Schneyder from *Nutrition Professionals Australia* in the second. [6] Itsines will later offer guides through an affiliate program. [6] By October, the guides had been downloaded more than a million times. [16] The *BBG* programme is based on 28-minute high-intensity workouts that are completed three times a week. [16] Workouts built from repertoire 150 movements of motions with various sports and other physical training sessions. [16] Meal plans initially provided as much as 1,200 calories per day, but were updated to provide 1,600 to 1,800. [6] The general strategy describes that it is not aimed at weight loss or muscle gain, but rather to create a certain appearance. [11] The programme is aimed primarily at women, because Itsines believes that she has a particular understanding of the goals of women's health and preparedness. [8] In 2015, she went on a world tour, the *Kayla Itsines Bootcamp World Tour*, leading free group fitness courses. [13] The tour included the Australian capital,^[17] New York City, Los Angeles and London. [6] In February 2015, Itsines filed a legal action against another personal trainer, Leanne Ratcliffe, and Ratcliffe's partner Harley Johnstone over comments they posted on their YouTube channels. [19] Ratcliffe, who publishes under the pseudonym Freelee the Banana Girl, claimed that the *BBG* had asked users to starve themselves, and Johnstone, who publishes as *Durianrider*, claimed pearce was using steroids. [20] Itsines claimed that the statements were truncated. [18] She obtained a barrel to prevent further publication of the videos. When the appeal was heard in the Supreme Court of South Australia on March 23, Judge Withers steered the case to trial, but the case was eventually heard outside court. In April 2015, Itsines displayed the product's heart rate monitor feature in an Apple Watch ad. [21] In November 2016, Pan Macmillan published Itsines' first printed book, *The Bikini Body 28-day Eating and Lifestyle Guide*. [19] In August 2017, she published her second book, *The Bikini Body Motivation & Habits Guide*. [22] Itsines credits her success on social media for focusing on her followers and their fitness journeys, rather than on themselves and their journeys. [13] Part of her strategy on social media is to keep attention on body transformation, so she rarely posts photos of her face. [16] She is also careful about how she is visually represented by other publications, rejoicing at photo clips that she finds inaudible with her image. [19] In a statement about her own values, she says she would never promote something she personally does not believe in, pose provocatively or sexually, or post advice that is only relevant to her own lifestyle. [8] She is the only person to post on social media accounts. [15] As of 2018, her fortune was \$63 million. [24] Itsines' personal life is the daughter of Anne and Jim Itsines, both teachers. She has a younger sister, Leah, who is a personal trainer and food stylist. [19] Her family heritage is Greek, and she identified herself as Greek. [15] [19] Attributes much of its food for her Greek upbringing. [17] Itsines met her fiance Tobi Pearce at the gym. They've been living together since 2012. They got engaged in April 2018, but announced a split on August 21, 2020. [25] Itsines quit drinking alcohol and hasn't had a drink since 2012. In May 2019, she gave birth to her and Tobin's daughter Arno. [required indication] Net worth In October 2016, Itsines and her partner Tobi Pearce joined brw Young Rich list of the richest Australians aged up to 40 who did not inherit their money. Their net worth was reported at \$46 million in 2016. [26] The net worth of Itsines and Pearce was estimated at \$486 million on the 2019 Rich Financial Review List. [3] Itsines' net worth failed to meet the \$472 million reduced amount for the Rich Financial Review List 2020. [27] References ^ Itsines, Kayla (May 21, 2015). Happy birthday to... He 👉👉 🎂 🎉 24 today l. ... kaylaitsines.tumblr.com. Retrieved 2 January 2017. ↑ Itsines, Kayla. About. *Kayla Itsines. The Bikini Body Trading Company*. Retrieved 2 January 2017. ↑ a b Bailey, Michael (30 May 2019). 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