



HEALTH COACH TRAINING PROGRAM

CURRICULUM GUIDE

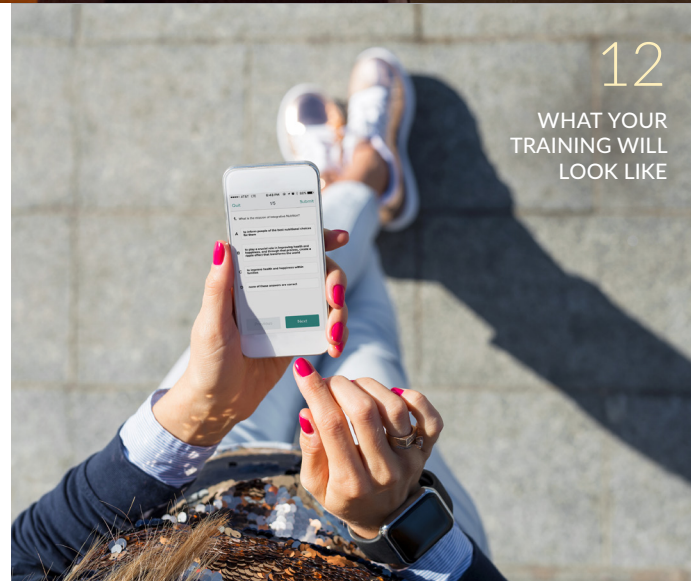
*Discover your potential to transform
your health, launch a meaningful new
career, and create a life you love.*

(877) 730-5444 US +1 (212) 730-5433 International admissions@integrativenutrition.com



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INTERNATIONAL
STUDENTS

A NOTE FROM OUR FOUNDER



Welcome!

Your life is happening right now. What are you waiting for?

Now is the time to take action toward accomplishing your dreams and aspirations. Our Admissions team is available to talk, listen, and prepare you for a powerful education that will open new and exciting opportunities.

The world is in a vulnerable place right now. The standard diet of processed, chemical-laden foods is a global issue being discussed everywhere – from your local community to government cabinets.

Processed, fast foods can be found in every corner of the globe, and some countries once fighting hunger are now finding themselves fighting an obesity epidemic. Solutions typically come in a prescription bottle or through surgery but rarely through long-term, sustainable change.

But there are signs that the model is shifting. Slowly but surely, a Health Revolution is happening. Integrative Nutrition is at the very center of this transformation, leading the charge.

Documentaries and public education campaigns have been spreading awareness around food and health issues. Nutrition-focused topics now dominate social media, magazine covers, and the news. Farmers' markets are now a staple in many neighborhoods. Words like "organic" and "superfood" – once niche terms – are now heard every day. We are waking up to reality and taking back control of our health.

Integrative Nutrition is at the forefront of a healthier future, and I invite you to join our movement.

I have a goal for the year 2020: to have the world see clearly, with 20/20 vision, that food changes everything. For 25 years, we have educated students on the vital importance of true nourishment. In turn, Integrative Nutrition Health Coaches have gone on to educate millions more.

Together, we are creating a ripple effect that is bringing health and happiness to the world.

As you read through this curriculum guide, I invite you to imagine how the education and training you will receive at the Institute for Integrative Nutrition can help you reinvent your career, your relationships, and all aspects of your life. Health and happiness are inextricably linked. The better you feed your mind, body, and spirit, the bigger the impact you can have on the world.

Joshua Rosenthal, MScEd

Founder and Director of the Institute
for Integrative Nutrition



WHAT YOU NEED TO KNOW ABOUT HEALTH COACHING

What is a Health Coach?

Health Coaches fill a vital void in the current healthcare model.

A Health Coach is a wellness authority and supportive mentor who helps clients shift their behavior toward healthier habits. Whether their goal is losing weight, improving digestion, reducing stress, or boosting energy, Health Coaches support their clients to develop sustainable lifestyle changes.

Preventive care is the future, and health coaching fills a void in our current healthcare paradigm. Many doctors lack the time and resources to help patients achieve their wellness goals.

By addressing all facets of wellness in addition to diet – relationships, career, physical activity, and spirituality – Integrative Nutrition Health Coaches take a holistic approach to health and help clients find the unique foods and lifestyle that make them feel their best.

The Health Crisis

Rates of preventable chronic illnesses are skyrocketing around the world. There's a huge demand for a new kind of health professional – the Health Coach. Integrative Nutrition Health Coaches are trained to educate and support people to make lifestyle changes that are sustainable and lead to improved well-being. Health coaching is poised to make a real difference in fighting the global health crisis.

WHY THE WORLD NEEDS HEALTH COACHES

Doctors don't have the time to help patients build a healthy lifestyle, so our coaches fill the void in the current healthcare system. Countless graduates work in offices of doctors and chiropractors around the world.



Nearly 30% of the world's population is obese or overweight.



Less than 1/8 of physical visits include any nutrition counseling.



Each year, 70% of deaths are caused by chronic illness.



One in three American adults have high blood pressure.



Only 3% of our healthcare dollars are spent on preventing diseases.

Are you ready to make a difference?

IS HEALTH COACHING RIGHT FOR YOU?

Thinking about a career in health coaching?
Use the checklist below to determine if a career
in health coaching seems right for you!

☐

I am passionate about health and wellness.

☐

I enjoy connecting with others and talking
about health.

☐

I am driven and a self-starter.

☐

I am concerned about our food supply.

☐

I believe in a holistic approach to wellness.

MAKE A LIVING DOING THE WORK YOU LOVE

Integrative Nutrition Health Coaches do work that is aligned with their heart. Enjoy a fulfilling career where you can follow your passion for healthy living and transform people's lives.

- Have unparalleled career flexibility.
- Find a variety of employment options.
- Earn a generous income.
- Boost your existing wellness practice.

A photograph of two women high-fiving in a cafe. The woman on the left is wearing a white textured top and a black headband with white polka dots. The woman on the right is wearing a light blue button-down shirt. They are both smiling and looking at each other. The background is a blurred cafe interior with warm lighting and other people.

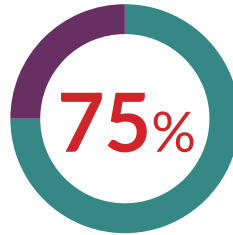
CAREER OPPORTUNITIES – HOW TO MAKE MONEY AS A HEALTH COACH

You want to make a career change and do work that nourishes you and helps the world, but you're afraid you won't make money. Does this sound like you? Well, the good news is that with the right training, a little creativity, and a whole lot of drive, you can do the work you love *and* earn a great income!

Did you know?



The American Medical Association (AMA) supports health coaching and encourages their member physicians to implement Health Coaches into their practices.¹



About 75% of employers (~100,000 companies) now offer **workplace wellness programs**. A majority of businesses surveyed reported that they planned on expanding the scope of their wellness programs, which will provide opportunities for the industry over the next five years.⁴



The **global wellness industry** grew 74% between 2009–2013: from \$1.9 trillion to \$3.4 trillion and is currently at \$3.7 trillion.²



The Bureau of Labor Statistics projects a **21% increase** in health workers focused on preventative health from **2014–2024**.⁵



The coaching industry is worth \$1 billion annually – and growing.³

¹ American Medical Association

² Global Wellness Institute

³ IBIS World

⁴ Rand Corporation

⁵ US Department of Labor



HOW TO MAKE MONEY AS A HEALTH COACH

The health coaching field is booming, and our graduates have found many ways to replace or surpass their previous incomes by working as Health Coaches.

At Integrative Nutrition, we provide you with all the tools you need to start a health coaching practice and earn a great income. But it's up to you to decide what services you'll provide – the possibilities are endless!

Here are just a few of the services you can offer clients. Mix and match them to your business needs to craft a health coaching practice that is unique and helps you reach your income goals!

One-on-One Coaching: Whether you choose in person or virtual, you are trained to earn a Health Coach salary offering one-on-one coaching. Integrative Nutrition encourages graduates to lead clients through a 6-Month Program, consisting of two 50-minute sessions each month where clients learn to make incremental lifestyle and diet changes that will last a lifetime. The more experience you have, the more you will earn!

Group Coaching: This is the perfect way to help anyone who needs you, no matter their income level, and still earn a great salary. Typically, you charge half of what you would for one-on-one sessions when someone joins your group. The more people in your group, the more you earn! This is a great way to have a work/life balance: work less time, make more money, help more people. It's a win-win-win!

Online Programs: Many coaches create online programs, like guided cleanses and seasonal detoxes, specialized to help their niche market. Whether these are offered a few times a year or on an ongoing basis, online programs are a powerful way to make money. Create the content once and you can offer the program again and again, practically making money while you sleep.

Workshops or Webinars: Many Health Coaches teach live classes and seminars on different nutrition subjects. We provide handouts and talking points for workshops on topics from sugar blues to women's health to eating for energy. These classes can be held in person at yoga studios, gyms, doctors' offices, and libraries or online through webinars, live streaming, or even Google Hangouts or Skype! Payments are unique to the coach and are based on the class, location, and number of students in attendance. This is a great way to gain exposure for individual coaching as well.

Health Food Store Tours: When you first started exploring healthy eating, did you ever feel completely overwhelmed by the aisles of new, strange, and exotic foods available? Your clients feel the same way! Be their guide, and take time to walk them through the grocery store, show them how to read nutrition labels, how to find the brand of peanut butter that isn't laden with sugar, and explain the differences between all the types of leafy greens. They'll leave the store knowing how to shop for healthy foods while saving time and money. This service can be offered one-on-one or in a group setting and is a huge benefit to your clients.

Still not sure owning your own business as a Health Coach is right for you? Here are some other ways you can use your training as an Integrative Nutrition Health Coach:

- Become an author of books on nutrition, general health and wellness, cookbooks, etc.
- Offer corporate wellness coaching.
- Consult at gyms, fitness studios, and spas.
- Develop health products (food and beverage, skincare, etc.).
- Work in health advocacy.
- Become a public/motivational speaker.
- Open a health-focused restaurant or health food store.
- Become a school/college health adviser.

WHAT YOUR TRAINING WILL LOOK LIKE

Our students are inspired by experts at the forefront of nutrition, health, wellness, and business. Our visiting teachers offer a wide variety of theories and viewpoints to help students find the foods and lifestyle that make them feel their best.



JOSHUA ROSENTHAL, MScEd

Founder and Director of the Institute for Integrative Nutrition

For over 25 years, founder Joshua Rosenthal, MScEd, has been the director of the Institute for Integrative Nutrition. His revolutionary approach introduces a wide variety of dietary theories – from Eastern to Western, ancient to modern, and everything in between. He identified that the food on your plate is secondary to healthy relationships, regular physical activity, a fulfilling career, and a spiritual practice – all of which can fill your soul and satisfy your hunger for life. Joshua is a highly sensitive healer with a master's in education and 30 years of experience in the fields of whole foods, personal coaching, and teaching.

MEET YOUR VISITING TEACHERS

With more than 75 world-class educators who are the leading physicians, researchers, and wellness experts at the forefront of the Health Revolution, you will receive a holistic education that cannot be matched.



Founder & CEO
of Thrive Global

Physician & Nutrition
Scientist

Women's Health
Expert, Mind-Body
Medicine Physician, &
Bestselling Author

Nutrition-
Based Disease
Prevention Advocate,
Family Physician, &
Bestselling Author

Motivational Speaker,
Life Coach, &
Bestselling Author

Leader & Pioneer in
Integrative Medicine
& Bestselling Author



Paulette Goddard
Professor of Nutrition,
Food Studies, & Public
Health at New York
University

Surgeon, Bestselling
Author, & Television
Personality

Emotional Eating
Pioneer &
Bestselling Author

Internationally
Recognized Expert on
Cancer Treatment &
Complementary
Holistic Medicine

Professional Tennis
Player, Fashion
Designer, Bestselling
Author, &
Entrepreneur

Psychiatrist, Brain
Disorder Specialist,
Director of
Amen Clinics, &
Bestselling Author



NUTRITION AND HEALTH & PRIMARY FOOD SPEAKERS

Alicia Silverstone
Allison Carmen
Amy Jo Goddard
Amy Kalafa
Amy Pershing, LMSW, ACSW
Andrew Weil, MD
Ann Cooper
Arianna Huffington
Barry Sears, PhD
Bernie Siegel, MD
Catherine Collautt, PhD
Christiane Northrup, MD, FACOG
Colette Heimowitz, MS
Cynthia James, MA
Dan Buettner
Daniel Amen, MD
Daniel Vitalis
Daphne Miller, MD
David Katz, MD, MPH
David Wolfe
Deborah Lewison-Grant, PhD
Frank Lipman, MD
Gary Taubes
Geneen Roth

Harville Hendrix, PhD
Howard Lyman
Jeffrey Smith
Jennifer Esposito
Jennifer Iserloh
Jennifer Mielke
Joan Borysenko, PhD
Joe Cross
Joel Fuhrman, MD
Joel Harper
Julia Cameron
Kate Northrup
Kathie Swift, MS, RDN, LDN
Kerry Bajaj
Libby Weaver, PhD
Lissa Rankin, MD
Liz DiAlto
Liz Lipski, PhD, CCN, CNS, LDN
Manisha Thakor, MBA, CFA
Marc Perry, CSCS, CPT
Marion Nestle, PhD, MPH
Mark Bittman
Mark Hyman, MD
Mark Sisson

Mastin Kipp
Mehmet Oz, MD, FACS
Melissa Bourgeois
Melissa Wolf, MD
Michael Jacobson, PhD
Michelle and Ali from Soul Camp
Neal Barnard, MD, FACC
Nina Planck
Pamela Yee, MD
Pete Evans
Rachel Begun, MS, RD
Robin Berzin, MD
Robyn Youkilis
Rubin Naiman, PhD
Sarah Wilson
Sue Neufeld
Susan Blum, MD, MPH
Taryn Toomey
Terry Walters
Tom Malterre, MS, CN
Vani Hari
Venus Williams
Walter Willett, MD, DrPH
William Davis, MD

BONUS BUSINESS & COACHING SPEAKERS

Eric Barron
Gabrielle Bernstein
Jamie Zimmerman, MD
Jane Ashley, MA

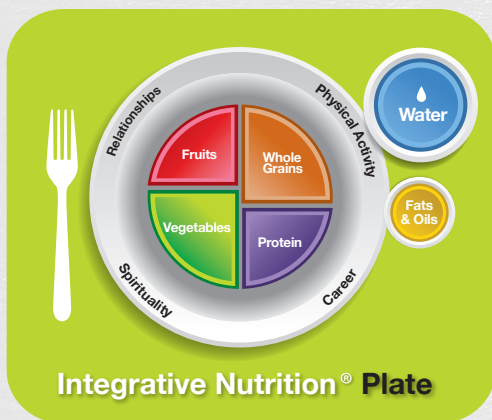
Kara Martin Snyder
Lynn Goldstein, MS, RD, CDN
Michael Ellsberg

Nancy Weiser, MBA
Nitika Chopra
Paul Epstein, ND

Core Concepts

At Integrative Nutrition, your education is built upon several core principles.

Food Changes Everything



The Integrative Nutrition Plate focuses on nourishing food and lifestyle choices.

We emphasize the importance of local and organic produce, whole grains, vegetarian and high-quality animal proteins, healthy plant-based fats, and water. It serves as a general guideline for healthy eating but should be adapted and customized according to what works best for each person.

To complete the picture, the plate is surrounded with lifestyle factors that create optimal health: relationships, physical activity, career, and spirituality. Integrative Nutrition encourages people to look at these aspects of life, which we refer to as primary food, as a form of nourishment that can make life extraordinary.

Bio-Individuality

There's no one way of eating that works for everyone – this is the core principle of the Integrative Nutrition curriculum. Students explore the pros and cons of over 100 dietary theories to help each individual find their optimal way of eating.

We know that diets and one-size-fits-all approaches to wellness don't work, so we prepare our students to address the unique needs of their clients.

Primary Food

At Integrative Nutrition, we have a philosophy about food – the things we eat are really just secondary sources of nourishment. The other aspects of life that feed you are what we call primary food.

We teach you how to improve your own primary food and talk to clients about the following aspects of life as they're essential to good health:

Relationships

You can eat all the broccoli in the world, but the quality of your relationships with family, friends, and coworkers explains a lot about the quality of your life. Cultivate relationships that support your wants and needs.

Physical Activity

Our bodies thrive on movement and quickly degenerate without it. Exercise can be simple, such as getting off the subway one stop early or parking at the far end of the lot. Making physical activity a daily habit greatly increases your health and happiness.

Career

Most people spend 8–10 hours a day, five days a week at work. Are you passionate about your job? Do you find yourself overworked and stressed? Finding work you enjoy is essential to living a healthy, balanced life.

Spirituality

We all search for meaning in our lives, and feeling at one with the world can satisfy that longing. Some people follow their traditional religion of birth while others explore something new. Spiritual nutrition can feed us on a deep level and diminish cravings for the superficial rewards of life.



OUR CUTTING-EDGE CURRICULUM

The curriculum content is broken down into five categories.

A person is performing a yoga pose (Tree Pose) on a wooden pier that extends into the ocean. The person is standing on one leg with the other leg bent and foot resting on the inner thigh. Their arms are raised above their head. The background shows the ocean and a clear sky. The entire image has a teal/green color overlay.

NUTRITION AND HEALTH

- Activism in the Food Industry
- Aging and the Brain
- Ayurvedic Body Types
- Ayurvedic Principles to Support Balance
- Be Your Own Health Advocate
- Bio-Individuality
- Bio-Individuality of Supplements
- Body Image and Diets
- Caffeine and Its Effect on the Body
- Calorie Density and Volumetrics
- Clean Eating
- Collaborate with Health and Wellness Professionals
- Constitution and Condition
- Debunking the “Perfect” Diet
- Deconstructing Cravings
- Dietary Impact of Stress
- Digestive Distress and Healing the Gut Microbiome
- Eat Well on a Budget
- Factors Influencing the Food Supply
- Flavor Through Spices and Condiments
- Food in Functional Medicine
- Food Labels
- Global Dietary Guidelines
- Gluten-Related Disorders
- Healing Power of Food and IIN’s Core Concepts
- Healthy Cooking Basics
- Inflammation and the Anti-Inflammatory Diet
- Integrative Nutrition Plate in Practice
- Kitchen Essentials
- Leafy Greens and Sweet Vegetables
- Macrobiotics
- Modern Versus Post-Modern Nutrition
- Nutrition and Government
- Nutrition and the Menstrual Cycle
- Nutrition for Disease Prevention
- Nutrition Through the Life Cycle
- Organic, Sustainable, and Local Foods
- Physical Activity and the Diet
- Plant-Based Diets
- Probiotics and Prebiotics
- Raw Foods and Superfoods
- Skin Mapping
- Sugar and Its Effect on the Body
- Supporting the Adrenals
- Sustainable Dietary Options
- The Blue Zones Diet
- Traditional and Natural Healing Remedies
- Traditional Foods and Diets
- Vitamins and Minerals
- Weight Gain, Loss, and Maintenance
- Whole Foods A–Z
- Women’s Health and Hormones



COACHING SKILLS

- Accountability Coaching
- Active Listening and Connection
- Coach Complex Clients
- Coach Through Nutrition
- Coach Through Oppression
- Communication in Coaching
- Confidence
- Developing a Health Coaching Program
- Effective Coaching
- Group Coaching
- Health History Demos and Tips

- Listen to Your Inner Voice
- Manage Time and Emotions
- Prepare to Succeed
- Re-evaluation Counseling and Oppression
- Self-Healing in Coaching
- Set Clients Up for Success
- Simple Coaching and Exploring Relationships
- Teach Health as Wealth
- The Role of a Health Coach
- Working with Clients
- Your Inner Voice on Health



PRIMARY FOOD

- Balancing Hormones Through Primary Food
- Basics of Healthy Spending
- Being Highly Sensitive
- Bio-Individuality of Exercise
- Career Congruence
- Cultivating Creativity
- Eliminating Limiting Beliefs
- Financial Literacy
- Fitting Out
- Honor Your Natural Rhythms
- Leverage Your Strengths

- Meditation and Basic Breathing Exercises
- Mind-Body Medicine
- Principles of Masculine and Feminine Energy
- Self-Worth and Self-Love
- Sexual Empowerment
- Simple Ways to Optimize Your Life
- The Circle of Life
- The Power of Connection
- The Power of Self-Care
- Thriving as an Entrepreneur
- Your Relationship with Food



BONUS BUSINESS

- Build an Online Presence
- Build Your Business
- Business Basics
- Create a Group Program
- Create a Movement
- Create a Social Media Network
- Create and Promote Products and Programs
- Create Your Ripple Effect
- Determine Your Rates
- Engage Your Audience
- Financial Responsibility
- Forge Your Unique Future
- Funnel Clients into Your Business
- Get Clear on Your Target Market
- Healthy Budgeting
- Marketing with Purpose
- Mindful Publicity
- Network and Create Accountability
- Plan for the Future
- Prepare Your Practice
- Start Seeing Clients
- Time Management
- Use Content to Attract Clients



FOUNDATION AND GUIDANCE

- Align with Who You Are
- Alternative Healing Practices
- Authentic Happiness
- Authentic Spirituality
- Exercise for Optimal Health
- Healthy Mind, Healthy Body
- Healthy Relationships
- Love the Life You Live
- Nourishment Off the Plate
- Positive Psychology
- Primary Food in Action
- Setting Intentions
- Total Well-Being
- Understanding Your Value
- Your Relationship with Food

LEARN TO LAUNCH YOUR OWN HEALTH COACHING PRACTICE

No other school offers so much support in getting you off the ground with a thriving health coaching practice or new business.



Marketing

Learn how to identify and target your ideal clients, effectively communicate your message, and build networking skills and referral partnerships.



Business Building

Practice closing the deal, manage and retain clients, set up systems that streamline your business, and manage your money.



Time Management

Learn how to set achievable goals, manage your time effectively, and track your progress toward building a successful practice.



Coaching Skills

Learn how to effectively guide your clients through a 6-Month Program to reach their personal wellness goals.



Listening

Learn the art of active listening, how to ask high-mileage questions that lead to client breakthroughs, and the magic of mirroring.



Public Speaking

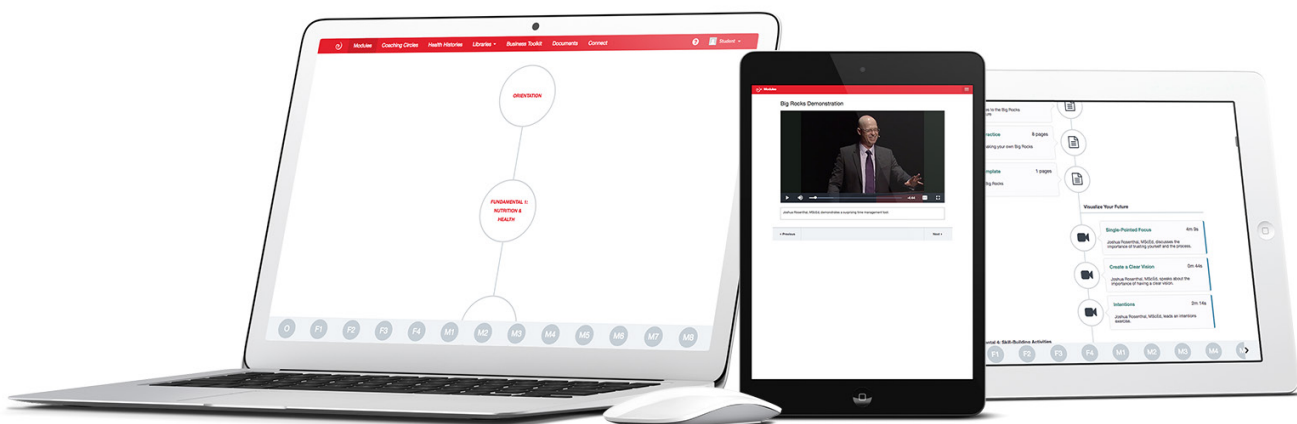
Get tips and motivation to use your programs in other public settings, such as group programs and lectures.



LEARN ON THE GO FROM ANYWHERE IN WORLD

Integrative Nutrition's innovative platform, the IIN Learning Center, is a portable classroom that allows you to study on your computer, smartphone, or tablet.

The IIN Learning Center syncs across devices and is available as an app, so you can sign in from anywhere to study at your own pace. Just as we say that no one way of eating is right for everyone, the same is true of learning. We incorporate a wide variety of teaching styles – video lectures, group discussions, and written assignments – so all types of learners can thrive in a dynamic educational environment.



THE TOOLS YOU NEED TO CREATE A THRIVING PRACTICE

In addition to our business training, we provide you with essential tools and materials to support you in launching your own business. Whether you're working with clients or starting a business, you'll have everything you need.

Website

We have partnered with LiveEdit from American Spirit Technology Group to provide you with beautiful, professionally designed websites with features specifically designed for Health Coaches. You will have until three months after graduation to take advantage of a one-year free trial. The templates offered include some pre-seeded content, and both IIN and LiveEdit offer plenty of resources to help get your website up and running!

Marketing Materials

We've created all the materials you need to market your health coaching practice, so you can save time and attract the clients you want to work with.

- Personalized business cards
- Brochure templates
- Newsletter templates with pre-drafted content



Health Coaching Materials

You'll receive all the tools you need to coach clients through an entire 6-Month Program and manage your practice with ease.

- Detailed guidelines for coaching sessions, group coaching, and teaching classes
- Healthy cooking resources
- Handouts on topics such as sugar substitutes
- Client forms like Program Agreements and Credit Card Authorization forms

CERTIFICATIONS, COLLEGE CREDITS, AND EDUCATIONAL PARTNERSHIPS

The Health Coach Training Program at Integrative Nutrition lets you start your new health coaching career in just six months!

You'll have the opportunity to gain real-world experience coaching clients and practicing your skills while you complete the program, and you'll receive your Integrative Nutrition Health Coach certificate upon completing the course.



EARN COLLEGE CREDITS

Our Health Coach Training Program allows you to earn up to 29 college credits that can be applied to a bachelor's or master's degree from one of our educational partners. In some cases, as many as 40 college credits can be received.





OUR EDUCATIONAL PARTNERSHIPS

We are currently affiliated with ten degree-granting institutions.
Hello, opportunity!

INTERNATIONAL
HEALTH COACH
UNIVERSITY

 **Purchase College**
STATE UNIVERSITY OF NEW YORK

Saybrook
UNIVERSITY

**Goddard
College**

 **Maryland University
of Integrative Health**

 **California Institute
of Integral Studies**

 **EXCELSIOR
COLLEGE**
Accredited | Nonprofit | Online

 **NCCRS**

 **IAHC** | INTERNATIONAL ASSOCIATION
FOR HEALTH COACHES™

 **QUALIFI**
APPROVED CENTRE

WHY CHOOSE INTEGRATIVE NUTRITION?

Not only did our founder, Joshua Rosenthal, create the field of health coaching, but we're also the largest nutrition school in the world.

Here are a few things that make IIN unique:

Join a Movement You Believe In

We're not just a school; we're a movement! Integrative Nutrition is a mission-driven organization that is creating a Health Revolution. We're committed to advocating for the health coaching profession and fighting the global health crisis.

A Holistic Approach


Our approach focuses on nutrition as well as lifestyle factors that create optimal health: relationships, career, physical activity, and spirituality. You will encourage your clients to look at these aspects as a way to feed themselves in addition to food.

World-Famous Visiting Teachers

Our curriculum features the world's leaders in nutrition and wellness. From physicians to researchers to inspirational speakers, you'll learn from more than 80 world-class educators.

Improve Your Own Health

Learn powerful new ways to heal yourself by yourself. Discover the value of true nourishment, and use these tools when working with family, friends, coworkers, and clients.



“I know what I've been through in my health journey, what my parents have been through, and probably what you've been through, and **we deserve better.** It's not complicated to be healthy.”

Joshua Rosenthal, Founder and Director of Integrative Nutrition

Flexible Learning Platform

This program is designed to fit seamlessly into your life. You can continue working, and you won't need to take prerequisite courses. Access the IIN Learning Center from your computer, smartphone, or tablet so you can study anywhere, anytime.

Earn While You Learn

Start a new career as a Health Coach. Begin seeing clients halfway through the program and earn an income while you learn. Do work that is aligned with your heart and make a meaningful impact on the world.

Over 100 Dietary Theories

Unlike most nutrition programs, we go beyond the USDA government guidelines and provide you with access to more than 100 dietary theories. This will help you understand bio-individuality to support your clients' unique needs.

Bonus Business Support

Learn how to run a successful practice when you graduate. We give you all the tools you'll need should you choose to start a practice.

Live Conferences

Our live events are the best way to experience the inspiring energy of the IIN community. As a student, you'll have the opportunity to attend a live event!



UNIVERSITY PARTNERSHIPS

We have partnerships with various schools that may award you credits for graduating from the Health Coach Training Program. Earn credits toward your undergraduate or graduate degree as well as continuing education units.

A Supportive Community

Join a network of 100,000 students and graduates who are passionate about health and wellness. Chat with your classmates in our online groups and connect live at conferences and meet-ups.

Lifelong Learning

We're committed to continuing education opportunities even after you graduate. There are additional courses on topics like publishing your own book, hormone health, and gut health, and Joshua Rosenthal travels to communities across the globe to teach locally.

Advocacy Efforts

We believe so powerfully in the difference Health Coaches make on the planet that we have a full-time lobbyist in Capitol Hill, working on behalf of Health Coaches in the United States and around the globe. Through these efforts, the US Senate recognized the importance of Health Coaches "in their important work to improve the health and wellness of the people of the United States."

Charitable Giving

We believe in spreading the ripple effect, not just as a school, but as a business. We put our money where our mouth is when it comes to giving back, donating to charities such as City Harvest, Mercy Corps, Habitat for Humanity, Wellness in the Schools, and Get America Fit.

Our Students



Over **100,000** students and graduates
in over **150 countries**.

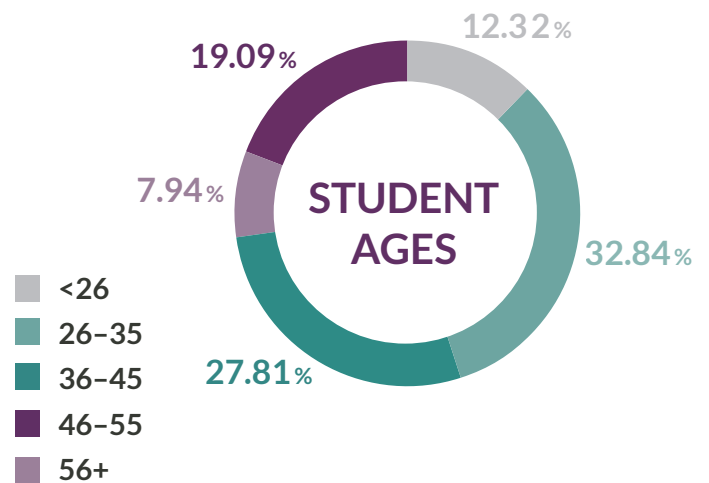


Top 3 Areas Health Coaches Are Practicing



- Private practice
- Doctor's office
- Corporate wellness

64% of students practice health
coaching upon graduating.



26.2%
of students live outside
the United States.

Top 3 Reasons Students Enroll at IIN



- To start their own health coaching practice
- Self-enrichment
- Professional advancement

MEET THE ALUMNI



Integrative Nutrition empowers graduates to transform their health, start health coaching practices, and so much more! Our graduates own their own wellness centers, health coaching practices, and healthy food restaurants. They have launched nationally distributed health food products, starred in movies, and written bestselling cookbooks. They are creating a ripple effect of health and happiness around the world, and here for some of their stories.

"What I most treasure about my IIN education is the rich curriculum and IIN's hands-on engagement and emotional investment in our success. Ever since I published my first book and companion journal, it has won four awards, and I have done several speaking events and book signings. My coaching practice is busy with both local and long-distance clients. And I've made a lot of friends through IIN – people with whom I have values and goals in common. Another treasure!"

Sally Stone



Virginia Rodriguez Perlado

"I've been inspired by IIN from the moment I started the course. I launched my health coaching practice a few months before graduating, and I now have clients in New York, Spain, England, and Texas! I am also partnering with a chiropractic doctor and giving talks to keep increasing my practice."



Lisa Lewtan

"I want to give a big shout-out to IIN and their book course! The program gave me the impetus to get a book done sooner rather than later. Today I had the honor of talking about my book at Google, as part of their Author series!! I've also had the opportunity to interview experts like JJ Virgin and Terry Jacob Walters and be on TV for my book!"



Laura Rokosz

"IIN provided me with the skills I needed to create a business – a remarkable feat, since I never took a business class in my life. IIN also provided the experiential learning to make me a much better Health Coach than I ever thought I could be. Less than a year after graduating, my healthcare practice received awards from both my state and my local town. IIN also facilitated the building of friendships that are sure to last a lifetime."



Erin Jennings Paruszewski

"I'm so excited to have completed the course and to have launched my group health coaching program. We've had hundreds of people go through it and expect to improve the lives of many more!! So grateful for IIN and the education it has given me to pursue my dream of owning an integrative health and wellness brand!"



“Tomorrow I launch my first corporate wellness program. It has been a dream to navigate and work in this space and tomorrow it's a reality. I couldn't have done it without IIN!”

Brooke Brennan



Rebecca Hirst

"I graduated from IIN in 2015 and left my job as a senior marketer at Coca-Cola in London. Yes, I used to work for Coke, which always raises a few eyebrows. It's been a huge career change (understatement!) and one that I'm really passionate about. I'm now a full-time Health Coach, speaker, and adviser to life-enhancing brands. I was recently invited to speak at the global TEDxWomen conference about gut health...and trusting your gut, which is exactly what I did when I enrolled at IIN. It's been a life changer."



Lawrence Mitchell

"I'm happy to report that I won the Best Corporate Health and Wellbeing initiative. The CIPD is the UK HR association, and their awards are the ones to win. I was delighted to get the validation just 18 months after the initial launch. It wouldn't have happened without IIN."



Laura McDermott

"IIN has played such a vital role in my life, and I am so grateful for this partnership with such a supportive school. Since graduating, I've been working as a Health Coach for an executive search firm, where I've been involved with monthly health presentations and discussions, creating a more nutritious kitchen, and planning physical activities. I also joined the Garden Committee Team for my daughter's new school. IIN has inspired me so much. Thank you, IIN!"



Cindy Santa Ana

"I got into health coaching because I was once very sick, overweight, and on a lot of medication. I had such an amazing transformation with my own Health Coach that I decided to become one, too. I've been in health coaching for five years now, and I have a thriving practice. I wrote a book a couple of years ago, and this year I'm working in a doctor's office to help their patients implement the lifestyle changes they need!"



Clarissa Kussin

"I'm now coaching in private practice for two female functional medicine MDs in Raleigh, NC! It all started with IIN. Best time of my life. THANK YOU!"

JOIN A GLOBAL COMMUNITY OF HEALTH COACHES

Make Lifelong Connections with a Passionate Community

Our students are passionate, health-minded people who are changing the world. You'll find them sharing successes and inspiration, helping each other, and discussing the latest wellness trends. No matter where you live, you'll feel connected to your fellow classmates.



Accountability Coaching

Pair up with another classmate to discuss what you've learned. Refine your coaching and listening skills and guide each other through a 6-Month Program. Use this experience to get a sense of what it will be like to work with future clients.



Coaching Circles

Receive guidance from a small group led by a successful graduate of the Health Coach Training Program. Connect on scheduled phone sessions to discuss what you've learned, celebrate successes, and work through shared challenges.



Live Events

There's nothing like the energy of an Integrative Nutrition conference! As a student, you'll have the opportunity to attend a live event. Listen to live lectures from our visiting teachers and get inspired by our supportive community.



INTERNATIONAL STUDENTS

Our Community Spans the Globe!

Integrative Nutrition Health Coaches are needed all over the world. We have 100,000 students and graduates in over 150 countries! While the list keeps growing, the incredible members of our community are working to improve the health and well-being of their families and communities around the globe.

“I started running wellness food and yoga retreats in Bali with a fellow IIN graduate. I’m creating a healthy eating school program for indigenous children in Australia. I’m also about to start writing the proposal for my next cookbook.”

Jody Vassallo



Karen Wojciechowski

“I have been running my practice virtually and seeing clients over Skype while traveling in North America, Asia, and Europe. I am also in the middle of running my fifth online group program, which is going really well, and have started the [master’s program at the International Health Coach University] this year!”



Natalia Lara

“Not only has IIN helped me with own self-healing process (in modern China – one of the most challenging countries to do so), but I am launching my practice with a focus on corporate wellness programs and health retreats! IIN has given me the confidence to embrace my authentic self and live a fuller life! Thank you!”



Rumbidzai Mukori

“I am an IIN graduate based in Zimbabwe and the founder of a company that focuses on healthy eating through all stages of life. My articles are published in South African and Zimbabwean newspapers, I was featured on a local TV station promoting health and wellness in hospitals and clinics, and I represented Zimbabwe in Building Bridges Entrepreneurs from Africa and as one of the top 10 most innovative businesses. I also host webinars with clients from the UK, South Africa, Zambia, Botswana, and Zimbabwe. My desire to see a healthier Africa is the driving force for the work I do.”



Sofia Campos Pereira

“My IIN learning and life as a Health Coach have been amazing. Coming from a scientific/research background, I am loving the practical application of knowledge toward increasing health in my community and for my clients. My youngest client is fourteen, and my oldest is eighty. I am also volunteering at a local community center and helping people make the healthy food/lifestyle choices with serious financial limitations. Soon I will also be hosting my first workshop. All in all, I am very happy to have taken the course and to be coaching here in Portugal. Thanks, IIN!”

FREQUENTLY ASKED QUESTIONS

How much time do I need to complete the program?

Students can expect to spend about 10 hours per week on course material to be successful. The program is 100% online and can be accessed from smartphones, tablets, or desktops through our learning platform, the IIN Learning Center. Once a module is open, it can be accessed anytime, so if you head out on vacation with your family or have an emergency, don't worry – you'll be able to catch up!

Why choose IIN when I can go to another program for less money?

IIN is licensed by the New York State Board of Education. We're confident that our comprehensive approach to health and coaching is well worth the investment. We've been training people to be Health Coaches for over 25 years; no other program can say that.

For a full year, you'll be trained by industry leaders in over 100 dietary theories and supported by amazing peers (~100,000 fellow students and graduates from over 150 countries) and our in-house Education team.

When you graduate, you'll be an Integrative Nutrition Health Coach, a title you can't receive anywhere else. In addition, you will automatically be eligible to sit for an optional certification exam with the International Association for Health Coaches.

Can I really make a living?

Yes, absolutely! How do we know? We've seen it firsthand. Our graduates are total rock stars who go on to do some pretty incredible things. From one-on-one coaching, corporate wellness, and online programs to healthy food products, skincare lines, and books, IIN grads are everywhere.

In case you're a numbers person, here are some stats:

A total of **96%** of our students consider themselves an expert in health and wellness.

Almost **75%** of our students have clients before they graduate.

Heard of Purely Elizabeth, NibMor chocolates, Suja Juice, or Square Bars? They're all IIN grads!

What requirements do I need to enroll?

Passionate. Driven. Determined. Our only academic requirements are a high-school diploma, GED, or equivalent.

Required: a commitment to health and wellness, a desire for a transformative personal experience or career change, and the determination to make a difference in the world. If you fulfill these, you'll find success within our program.

STILL HAVE QUESTIONS? [VISIT OUR FAQ PAGE.](#)

HOW TO APPLY

Are you ready to take the first step
toward changing your life?

TAKE A SAMPLE CLASS.

Take a sample class to experience the Integrative Nutrition curriculum for yourself and get a taste of our online learning platform in action.

[Click here](#) to sign up for your free Sample Class.

LEARN HOW WE MAKE THINGS AFFORDABLE.

We understand that financing an education is a commitment. That's why we have flexible financing options to make this education affordable.

CALL AND SPEAK WITH A GRADUATE RIGHT NOW.

Our Admissions Representatives are all graduates of the program and can answer any questions you have about the Health Coach Training Program.

Your path to a happier, healthier life is waiting...



Give us a call!

(877) 730-5444 U.S.

+1 (212) 730-5433 International

www.integrativenutrition.com