

Brooke Burke-Charvet Encourages Mothers Everywhere To Get Fit



By Shannon Seibert

Caelum is Brooke Burke-Charvet's new line of workout apparel, and it comes with the appealing guarantee to help you reach your fitness goals while staying stylish, all for under \$100. Her line will be available at Nordstrom within the next week, and she will be teaching a Booty Burn class at the Nordstrom store in The Grove on May 17th. Celebrity Baby Scoop caught up with the fitness-fanatic mother of four to talk about Caelum, her inspiration for the line, and how she stays in shape.

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CBS: Tell us all about the brand. It looks colorful and cozy.

What inspired the various designs?

BBC: "My goal for Caelum is to inspire women to get fit and dress the part. I always say, if you are going to sweat to do it in style. I created Caelum, derived from the acronym that defines the brand: "core, active, evolve, live, uplift and motivate," for women with active, on-the-go lifestyles. I also believe that fitness is fashion! This line was inspired by seasonal colors and current fashion trends so women can have fun when they are pulling their fitness wardrobe out of their closet!"

CBS: **How do you stay in check regarding body image and staying healthy? How do you bring a healthy message home to your daughters? To your son?**

BBC: "It is very tricky. Right now, my older girls are totally into fitness, which I think is great. I try to never use words like "fat" or "skinny," and instead, I talk about being healthy, strong and getting fit. I try to lead by example, because working out is so much more than just the body. It is about mind, body, and soul as well as the benefits of choosing to be active go so much deeper than the surface."

CBS: **What's with Hollywood's obsession to lose the baby weight fast? What's your best advice to new moms in the postpartum period?**

BBC: "I totally believe in belly binding! I wrapped my post pregnancy belly in a belly binding sleeve I developed, Tauts, for forty days and forty nights. This totally helped support the baggy baby skin and forced me to keep my core engaged. I really truly believe this is the best natural approach to getting back in shape. I will say it takes a miracle to make and grow a baby. All women need to embrace the time and anything that happens to their bodies is so worth it, but it should not be used as an excuse. Stay healthy, stay strong and be positive... remember the pregnancy belly does not have to be

forever.”

CBS: Tell us your best tips for moms wanting to get started in a regular fitness routine. What’s the key to success?

BBC: “I firmly believe you have to be stronger than your excuses. There are a lot of tips and tricks, but no real secrets. Making a commitment with a friend, signing up for a gym membership, purchasing a DVD, signing up for a workout class are all really helping and keep you honest. I also think women need to mix up their workouts, set reasonable goals and make the commitment to start. If you are not sweating, you are not working out hard enough. So push yourself to your limits, write it down and make a schedule which allows you to be as equally important as everyone else is in your life. Make fitness a priority.”

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CBS: What’s your favorite way to spend Mother’s Day?

BBC: “We have a huge family with lots of mothers in it, so I do not always get the selfish me time. This year, I will be on a plane heading home from hosting a charity event, but I am hoping to have a quiet and thoughtful lunch with my mother and children that I do not have to prepare! That is my dream.

For the rest of the interview, visit www.celebritybabyscoop.com/2014/05/08/brooke-charvet-example/!