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## MEET THE HEALTH FOOD BLOGGERS & SOCIAL MEDIA FOODIES CHANGING OUR CULINARY WORLD

By: Kerry McDermott On: July 28, 2015 Topic: food bloggers, Health Location: Pantry Café, Business Bay



Meet the culinary queens-come-social media moguls making healthy cooking cool.

If you whipped up a green smoothie before you left the house this morning, or if you're snacking on raw cacao balls as you read this feature, then you might want to add [Lean Living Girl's](#) website to your bookmarks.

The radiant 23-year-old, real name **Carly Rothman**, is Dubai's answer to the wave of healthy foodies and bloggers flooding our feeds with pictures of quinoa porridge, homemade vitamin water and paleo chia hot cross buns. Rothman is eager to follow in the footsteps of vegan blogging sensation Ella Woodward (aka Deliciously Ella), Get the Glow's

Madeleine Shaw, "nourishing" chefs the Hemsley sisters and others who are leveraging a rapidly expanding online fandom (collectively these girls have a million strong army of Instagram followers) into TV appearances, publishing deals, product lines and pop-up restaurants. Women haven't caused this much of a sensation in the kitchen since Nigella showed us *How to Be a Domestic Goddess*.

But things have changed since Lawson was padding around her fairy-lit kitchen late at night. You won't find the current crop of cooking queens licking buttercream from a spoon in their nighties for a start. Dairy is pretty much a dirty word these days, and midnight snacking won't fly when you're up at the crack of dawn for yoga; spirulina smoothie in one hand, smartphone in the other.

"Social media is so important, especially here in Dubai," says Rothman, who quit her job in PR to focus on Lean Living Girl full time, "Instagram is huge." Carly has already amassed over 16,000 followers thanks to some seriously appetising snaps of her healthy creations, interspersed with fitness tips and motivational quotes. Fittingly, for a member of today's increasingly popular culinary crew, the beaming brunette is the picture of good health.

"I actually had a massive sweet tooth as a kid," says Carly. "My parents were always very health conscious, but they weren't overly strict and we made our own choices. I think what kick-started it was going to university and suddenly being surrounded by fast food; I had to start bringing my own, homemade stuff in. I wouldn't say I was ever overweight, but I'm not someone who can eat whatever I want and look amazing," she says.

Carly started experimenting in the kitchen and quickly fell in love with clean eating, a passion the qualified personal trainer combined with her love of fitness to create Lean Living Girl. Her recipes are virtuous, but Carly maintains she's "all about the guilt-free lifestyle". "I'll go out and enjoy myself," she says. "I won't eat 10 bowls of chips, but I don't restrict myself. I'm not that girl."