

# B THE NEWSLETTER

*A Monthly Edit: By Lia Bartha*



## Consistency

*By Lia Bartha*

This month is so special for me. It was on this exact day last year, B The Method went live on all online platforms. So many of you made the transition from five months of daily Instagram live classes, during the height of the pandemic, to our new home without any hesitation. The fact that you trusted my initiative enough to share my method with your friends, family, and strangers during the most confusing and difficult year is beyond humbling. I can't even begin to tell you how your faith in me and my method makes me feel without posting a video of me ugly crying, screaming I love you at the top of my lungs. The energy of our growing community not only inspires me to continue growing B The Method the business but also pushes me to keep evolving Lia Bartha the woman.

This is only the fourth issue of B The Newsletter, and with every issue and theme, I truly feel that we learn and connect deeper as a community by sharing more of the big picture. These themes are inspired by the thoughtful conversations being had by the diverse and beautiful members of our community. I am always taking notes, internalizing the topics on a walk with some music, and reporting back to you once a month for what is hopefully a motivating, communal experience. The consistency of this project has helped me to better understand your needs and I hope it's brought you as much knowledge and joy as it has for me. So on that note, and in light of our one year anniversary, this issue's theme is appropriately, consistency. You all know that I've poured my heart and soul into this past year and as I sit here on this emotional one year anniversary I know this to be true: consistency in practice and consistency in community has shown me the path to strength, health, and happiness.

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## The Focus

### Consistency



Let's be completely honest here: consistency is hard. It helps to make our routines and habits second nature but sometimes those habits aren't necessarily healthy. For me, it's about being honest with myself and setting realistic goals in the areas I know make me feel healthier. Being consistent in certain facets of my life, like food, exercise, hydration, and skincare, are hugely beneficial and absolutely necessary for my overall sense of "wellbeing" on a daily basis. When I'm consistent in these areas, I find myself thriving. In contrast, I find consistency in some other areas of my life to be limiting, and sometimes holds me back from wonderful new experiences. I think it's important to understand where consistency plays a positive role in our lives and to also be aware of moments when spontaneity is better. You can't have one without the other. My mantra on consistency is this:

Focus on what you do most of the time rather than what you do some of the time.

When we're honest with ourselves and practice consistency in what we know we need, those bad habits we know we don't need, can transform into a healthy routine.

## The Pantry

### Checking in on a weekly basis

For me, consistency doesn't just mean exercising regularly, eating healthy, and drinking enough water to stay properly hydrated. It means keeping a balanced life, consistent with what works, and non restrictive elsewhere. I observe general themes of consistency in my life but not everyday looks the same (remember the mantra). Over the course of the week I ask myself questions like: How has my gut been feeling? Have I been staying hydrated? Have I been feeling sluggish and fatigued or energized and focused? These weekly check-ins allow me some leeway from the day-to-day stress (and disordered thinking) of making sure I am filling the entire day with health and create a positive outlook on feeling my best.



While I don't always eat the same things everyday, there are definitely many dishes that are always on rotation each week. I know you have heard me mention numerous times how much I love the recipes that are already on my website, so I won't mention those here. Instead, I am sharing some of my current summer favorites! My mood has been: Hot, sweaty, and in need of all things hydrating.

## Summer Favorites: On Rotation

### Morning

I am definitely a creature of habit in the mornings. I wake up at the same time nearly every day (not always intentionally, ahem kids). The first thing to enter my system is an iced cold brew, always. I have tried to do the lemon water before the coffee concept but to be honest, I need and love coffee first. Everything else follows and I find that this works best for my mental state in the morning. My post-coffee go-to's are almost always a huge glass of water and a bunch of fruit, whether by itself, as a smoothie, or with yogurt and granola.

#### Iced Coffee with Coconut Water

Favorite Hydrating Iced Cold Brew concoction:

- 1 part cold brew over ice
- ½ part coconut water
- Splash of oat milk

Note:

This can also be done as an iced americano, which is my order when I go out.

All-time Favorite!

#### Smoothie Bowl

- The Green: Kale
- The Fruit: Banana, Dragonfruit, Mango
- The Liquid: Coconut Water + Water
- The Add-ons: Flax Seed, Spirulina, WelleCo Veggie Powder, Moonjuice Vanilla Mushroom Powder

Directions:

- Blend into a thick smoothie.
- Top with your favorite granola, nut butter, and Vietnamese Cinnamon (A must try for you all: King Arthur Baker Vietnamese Cinnamon).

### Afternoon

Midday meals are my favorite. I think it's because I carve out this time in my day to relax, regroup, and truly enjoy a meal without multitasking. This wasn't always the case. I used to rush through lunch to get back to work but I found that without that midday break, I had a hard time finishing out the day with adequate energy. My consistent midday go-to's usually involve some sort of leafy green, dense bread, avocado, and chickpea salad situation. I find having a healthy, nutrient rich meal in the middle of the day really helps keep my energy levels in check.

Summer Favorite!

#### Corn and Arugula Salad

- 2 large ears of corn, grilled, steamed, or raw (I love all versions)
- A couple handfuls of arugula
- ½ red onion, thinly sliced
- Dressing: Olive oil, lemon, fresh basil, fresh parsley, salt and pepper, and a drizzle of honey. I do this all to taste. Blend together.

Directions:

Slice off the kernels of corn and mix with the onion. Mix the arugula with the dressing and add the corn and onion. Top with sliced olives, avocado, and cheese of choice. I love to add parmesan or crumbles of sheep and goat cheese (Meredith Dairy is by far the best ever).

#### Make Any Salad a Wrap!

I love to turn my leafy green salads into wraps or throw on top of a nice dense piece of bread (sometimes it's an avocado toast with a salad on top).

Wraps:

- Ezekiel Sprouted Grain Wraps
- Siete Burrito Size Wraps.

Breads:

- Breadalone Rye Brod
- Planted Foods Veggie Bread
- Mestemmacher Rye Brod.

You can also do crackers!

- Topseedz
- Mary's Gone Crackers
- Ella's Flats

### Evening

I love to cook but find myself a little lazy in the kitchen at night. This could be a little covid fatigue of eating home more, eating out less, and having the same meals week after week. As New York dining has opened up, and the food inspiration is coming back, my husband Justin and I have been trying to expand our repertoire and cook some new dishes. He came up with this incredible tofu scramble dish, inspired by a meal he had while working in Pittsburgh and frequenting a restaurant called b52. To say this is my current favorite is an understatement. We make this at least a couple times a week for dinner!

Current Favorite!

#### Justin's Tofu Scramble



- 1 whole yellow onion, chopped
- 1 package of firm tofu, rinsed and patted dry
- 1 tbsp minced garlic
- 2 tbsp olive oil
- Splash of oat milk
- 1 tsp of turmeric
- 1/4 cup of nutritional yeast
- Pinch of rosemary and thyme
- Salt and pepper to taste
- Optional: Tabasco or Crystals hot sauce

Directions:

Heat up the olive oil in a pan. Once hot, add onions to the pan and cook on medium/high until they are clear. Add a pinch of salt on the onions and reduce heat to medium. Add the entire block of tofu to the onions and press down on the tofu with a fork to break up and smash to look like eggs. Mix tofu with the onions. Add a splash of olive oil and a splash of oat milk. Add the garlic and mix it all together. Add turmeric and mix very well to keep a consistent color throughout. Add rosemary, thyme, pepper, and a bit more salt to taste. Turn heat to low and add nutritional yeast. Serve with a bed of lettuce (or on the side of my kale salad from the website) and some rice.

# The Essentials

Featuring community member Elyse Love

This issue features community member and board-certified dermatologist, Elyse Love. Her approach creates custom routines to help her patients feel empowered, beautiful, and most importantly, themselves. Elyse has been a proud marathon runner but became a B The Method devotee during the pandemic. I'm thrilled to know she has found challenge in and commitment to my method, making it a consistent piece of her movement practice. Elyse has taken over The Essentials, answering valuable questions in a Q&A, expanding on her transition from runner to "methoder," and sharing her post-workout skincare tips and products to keep us glowing and refreshed! I'm so grateful to have Elyse share her knowledge and insights on the importance of consistent skincare check-ins.



**Q: We both share a desire to make people feel their best, inside and out. Is this what drew you to this line of work?**

*A: Absolutely. As a teenager I suffered from severe, painful cystic acne. It took me several years to find the right dermatologist. Once my skin was clear, I realized the slow negative impact the acne had had on my self-esteem. That is the moment when I realized the true power of dermatology. During medical school, I studied the quality of life impact of dermatologic conditions and it solidified that my experience was not a unique experience.*

**Q: How does consistency play a role in your work?**

*A: Consistency is necessary to see results in any aspect of life, including skin health. It takes 6 weeks to start seeing results for any given skincare product, and an additional 6 weeks for continued improvement. The patients who achieve the best results are patients who seek a routine to achieve and maintain a certain goal. That may include daily topicals, quarterly anti-aging treatments, or yearly treatments. I do my best to understand my patients' lifestyles and limits in order to create a plan that is realistic and easy to adhere to.*

**Q: Since this issue is focused on consistency, what are the most important components of skincare you think everyone should absolutely include in their daily, monthly and yearly routines?**

*A:*  
**Daily:** Sun protection. No one is surprised by this answer. UV damage is responsible for the development of skin cancer and most signs of aging, including fine lines and wrinkles, persistent redness of the face, and sun spots. It also worsens any hyperpigmentation on the face. The best thing we can do for our skin is to find a daily sun protection routine that fits with our lifestyles.

**Monthly:** Self skin exams. I recommend that my patients take a quick look at their arms, legs, chest, abdomen, and back each month. The point isn't to stare at any particular lesion, but the point is to become familiar with your overall skin - what's normal for you. See a dermatologist immediately if you notice a lesion that does not look like the rest of your lesions, a lesion that is very dark, a lesion that bleeds, or a lesion that is changing before your eyes.

## Elyse's skincare tips for the hot summer months

- #1 Find an effective cleanser that works for your skin type. It's important to effectively cleanse the skin of sweat, sunscreen, and make-up without stripping it of its natural moisture. Those with oily skin will likely want to opt for a foaming facial cleanser during the summer, while those with dry skin may prefer a gel cleanser. I recommend cleansing the skin in the morning and before bed; an additional cleanse should be done after working out if it's not adjacent to the morning or evening cleanse.
- #2 Stick to lightweight serums and moisturizers. Oil-free moisturizers are a great option in the summer since oils can compound sweat's pore-clogging effects and cause breakouts.
- #3 Consider adding an exfoliant to your routine. Ingredients such as retinol and salicylic acid can help exfoliate the skin, decongest the pores, and decrease oiliness. They are also more easily added into a routine in the summer when humidity is naturally higher. Of course, those with sensitive skin should start slowly and with gentle exfoliants.
- #4 Consider a salicylic acid containing body wash or body exfoliator to prevent body breakouts and exfoliate the skin.

**Yearly:** Yearly skin cancer screenings with a board-certified dermatologist are recommended to screen for skin cancer. In addition, it's a nice time to check in on your skincare routine and skin goals.

**Q: I desperately need a post-workout skincare routine because I tend to leave sweat, makeup, and dirt on my body for hours (like, all day). Do you have a post-workout skin routine recommendation?**

*A: Pilates is so deceptive with this. The sweat is so delicate that I will sometimes go hours without showering, but it's definitely there and not great for the skin. Sweat clogs pores and can irritate the skin. This can lead to acne and/or eczema breakouts or a condition called tinea versicolor - that presents with subtle to obvious light spots on the upper body.*

**Q: Since this month marks the one year anniversary of B The Method, can you share with us how you found my method and what your experience has been?**

*A: Congratulations!! I am so happy for you. Early into the pandemic, I made an Instagram post asking for fitness recommendations, and B the Method was one of the recommendations. As a runner, I'd always been curious about pilates, but the mat classes I'd taken previously were underwhelming and unable to keep my attention. The fact that every move is full body coupled with the flow of the workouts helped me engage my body and my mind. I became hooked instantly, and I've recommended the method to literally all of my friends. Your method is why and how I stayed active over this past and completed 1.5 years, and it's because I know I'll feel better after the workout.*

To learn more about Elyse, visit her Instagram account [@elyselovemd](#) and [Byrdie Contributor Page](#). To book an appointment with Elyse, click [here](#).

## Elyse's Top Post-Workout Skincare Products

For the  
Face

### La Roche Posay Purifying Facial Wash

"This an effective cleanser but still gentle on the skin: great for post-workout."



### Glow Recipe Banana Moisture Cream

"This lightweight moisturizer contains magnesium, turmeric, & cica to help calm redness & support the skin barrier."



For the  
Body

### Neutrogena Body Clear Grapefruit Body Wash

"A gentle, exfoliating cleanser that gently exfoliates the skin."



## The Movement

### 1 Year Anniversary of B The Method

August 1, 2020, the B The Method platform went live. Well actually, the platform went live on July 27th, but we had a few minor glitches that set me back from officially announcing the launch that day. Though the website was working, the apps were not and I was stressed out, anxious, and nervous to say the least. But of course, in true small business form, it was only one of many obstacles I have encountered in this process that has helped me grow personally and professionally with all of you.

Each obstacle I have faced has deepened my belief in the power of movement: to not only physically transform, but also provide the tools needed to handle moments of stress, tension, and anxiety. It has also helped me realize that not everything will be perfect or go as planned. In fact, the imperfections are the true moments where progress has been made on myself and my business. Rather than letting a moment off course bring me into a hole, I have learned to use it as an advantage, an opportunity to pivot and grow. This shift in mindset is one of the biggest and most valuable pieces I have learned this year and it has a lot to do with this community being open, honest, receptive, and responsive. And most importantly, consistent and committed. I promise to be these to you as well, with each year to come.



My journey began many years leading up to Summer 2018. I had been teaching classical machine pilates for many years until I had my two children. I took some time off, nearly 3 years to be exact, to focus on growing my family. During this time, I dabbled in group classes and online workouts but didn't find anything that resonated with my new life as a mom. I remember telling myself, "just stick to what you know," but that meant travelling to a studio to get on a machine, finding a babysitter, and being gone for hours. That wasn't going to work. So I started incorporating traditional mat pilates workouts, but found the sequences monotonous and lacking variety. I was a stay at home mom with limited access to props and quantities of time so I needed something effective and efficient.

I looked at the stability ball in my bedroom, the only prop available to me at the time, and immediately yet unknowingly, began developing my method. It was just for me but it was fun, new, and brought me life.

# B The Method Journey

## September 2017

- Development of B The Method's group class format begins after years of creating and testing on myself and my private clients.

## October 2018

- We move out of the store space and into a boutique fitness studio in SOHO, New York. People can now sign up on their own time via MINDBODY.
- B The Method is named. Now having a home studio in a buzzing NYC location, the need for my own, distinguishable title, namely for those unfamiliar with me and my method, became essential for visibility and class sign ups.

## March 2020

- I officially sign on to develop an app.
- Daily Instagram live classes continue while my husband researches and purchases all of the equipment needed.

## May 2020

- A new format is added to our Instagram live classes: the 15 minute Focused series.
- Electrical plug gets filled in, and then disappears, taking my OCD with it.
- I sign on to add live-streaming to the app. The ability to connect and chat is a priceless element to me.
- www.liabartha.com goes live.
- Stability Ball becomes available for purchase and sells out in a couple hours!
- www.bthemethod.com goes live (secretly... but so many of you found out anyway).

## August 2020



- I start teaching again.

## Summer 2018

- I begin teaching bi-weekly, in-person classes out of a converted store space.
- My method is gaining visibility solely by word of mouth.
- People sign up for class by Instagram messaging me.

## September 2019

- 3/12/20: My last in-person class.
- 3/14/20: My first Instagram live class. The only format at this time is the 60 minute Classic.
- A room in my house is converted to a "studio."
- I choose a wall color, which would become the entire vibe.

## April 2020

- Equipment finally arrives after a long wait due to Covid.
- Website development is underway plus a lot of brainstorming.
- Stability Ball development and production begins.
- Start filming our daily Instagram live classes on a separate camera to build content for the online video library.
- A new format is added to our Instagram live classes: the 30 minute Express series.
- Electrical plug gets painted (if you know, you know).

## June / July 2020

- B The Method officially goes live!
- And... the stability ball gets restocked 3x due to all of your huge support.



## B The Method Journey Continued: A Year in Reflection

That first week after the official launch was beyond humbling. I saw our community, that grew on Instagram during the height of the pandemic, continue to reciprocate love and support by transitioning with me to our new home without any hesitation. Most of you fully committed and signed up for the yearly membership. As I saw those memberships activate, I promised myself that I would forever commit, just as you all did. I would be consistent in every way possible because that is where transformation lives. I would show up every week for our community just as you have shown up for me, for each other, and most importantly, for yourself.

Since that week, we have consistently grown as a community and have welcomed new members from all around the world. I have seen so many amazing conversations on the forums that prove we are here to help and support each other no matter when you have joined.

Thank you for being my inspiration.

### B THE METHOD NEWS & PROMOTIONS

#### 1 YEAR ANNIVERSARY PROMO

B The Method is having a 33% discount for all and renewable yearly subscriptions throughout the month of August!

This deal is active now today and can be applied exclusively on the web.

Promo Code: 1YEAR

[Click here to sign up](#)

Have questions?

Please email <mailto:hello@bthemethod.com> or contact support on the platform.

#### THE PROPS

In just a few days, all B The Method props will be available for purchase! Items will be sold separately and also as a bundle.

- Mats
- Foam Rollers
- Stability Ball

[Click here to shop the props](#)



### Coming Up This Month

- Friday 15 minute Instagram lives this month will focus on Foundational movements of B The Method! We will take it back to the basics where we began in 2020. Tune in Friday's at 12pm EST, IGTV, and the B The Method App
- Our limited release of mats and foam rollers will be available. Make sure to check your inbox for a separate notification!
- Monday, August 2 at 8pm EST - I will be hosting an evening Instagram live to chat with our community! This means I will be bringing some of you on the live if you are up for chatting face to face. Hope to see you there.

## THANK YOU FOR READING

This newsletter is for our community, by our community.  
Send us a message with any questions, comments, and feedback.

JOIN OUR AFFILIATE PROGRAM!  
Interested in being part of our program? Email us to chat.

[hello@bthemethod.com](mailto:hello@bthemethod.com)

