

# Nutritional growth

**Chris Montanini**  
Londoner

A former varsity hockey player and rower is learning the small business ropes after getting a government grant to help turn her passion for nutrition and fitness into a career.

"I sound like the biggest nerd," Jennifer Broxterman jokes. "I took one class (at Queens University) and I couldn't stop reading my nutrition textbook. I was just so excited about the topic."

Learning, it seems, is in Broxterman's blood. After finishing her first degree at Queens in 2007, she moved to The University of Western Ontario where she attacked nutrition "with a vengeance," finishing a second four year degree in two years.

She officially became a registered dietician and sports nutritionist, finishing her training at London Health Sciences Centre, last year.

Her foray into the business world started after she was accepted to the Ontario government's Summer Company program. With the \$3,000 grant and face-to-face training, she recently started NutritionRX, a nutrition consulting company that offers a range of packages from diet analysis, meal plans, weight management and more for athletes and regular Joes alike.

"This is something I have daydreamed about for probably 10 years," Broxterman said. "I've always known I wanted to work with people and do something in the health care field.

"Jobs are tough out there. I thought the hospitals are hard to crack into, and I like the proactive, preventative side of things, (so) why not create my own job?"

Broxterman said the government program has helped her with her business case, research and start-up costs, and she's also using specialized equipment at UWO to help clients with diet analysis.

One example is called a "bod pod," which gives a "really precise body fat percentage analysis," Broxterman said. She also does computerized diet analysis, "which gives a really in depth look at how many calories someone's eating, what



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Jennifer Broxterman, a registered dietician, got her start thanks to the Ontario government's Summer Company program just in time to be part of CrossFit's new gym, run by boyfriend Dave Henry.

nutrients might be missing from their diet, and then we (can) go through the results together."

While she's going back to school in September to complete a master's degree in foods and nutrition, Broxterman also sees clients from CrossFit, a local gym run by her boyfriend Dave Henry.

Currently located on First Street, CrossFit is expanding and moving to 353 Bathurst Street in September, Henry said.

"My specialty is the training side of things," he said. "I can advise someone on basic diet protocol... but where it comes to allergies, dietary restrictions, past medical background, all of that kind of stuff ... I appreciate having (Broxterman) as a resource to combine what we're doing."

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