



# MICHAEL KLIM

## LIFE BEYOND THE POOL

FROM SWIMMING SENSATION TO PROTEIN BARS, OLYMPIC GOLD MEDALLIST MICHAEL KLIM'S WELLBEING PHILOSOPHY HAS SHAPED HIS SUCCESSFUL CAREER TO DATE.

**I**t is said that we all have at least two careers in us. For former Olympian Michael Klim, however, his first two have both been as a world class swimmer! Klim first retired from competitive swimming in 2007, and then after his brief comeback he hung up his togs and goggles for good in 2012. Now, he is immersing himself in his third career, of entrepreneur and businessman.

Well known for his powerful stroke in the pool, Michael has twice held the 100m world champion butterfly title, won six medals at three Olympic games (Atlanta, Sydney and Athens), and was named Australian Institute of Sport Athlete of the Year in 1998

and 1999, to name just a few of his achievements. After over a decade in the pool, swimming with and against the best, Michael's focus is now firmly on growing his lifestyle brand – Milk.

Never thinking much beyond his life in the pool, it wasn't until the end of his first swimming career that Michael came up with the idea of Milk & Co. 'I started planning for retirement in 2006. I had an interest in architecture and design, but instead of pursuing that path, I took that energy and put it into designing and building my own company, Milk – and here we are today.'

Milk (Klim spelt backwards), began as an online business in 2008, selling a range of men's skincare products

that are made using organic, natural marine-based ingredients such as brown seaweed and algae extracts. After countless hours spent in the pool and training in the gym, Michael is only too aware of the effects that chlorine and sweat can have on the skin. 'I'm always looking for a good moisturiser and a good body wash, chlorine can be really harsh on your skin so I've been quite partial to looking after my skin over the years,' he says.

'Generally men don't like overdoing their skincare regime, but a daily moisturiser is the key.' After a workout he recommends using the double-sided wipes, which is a 'first to market product' that acts as a scrub on one side of the wipe and a cleanser on the other side.

Teaming up with his real-life Balinese princess bride of six years, Lindy Rama (the niece of the King of Denpasar), Michael has expanded the brand to include a range of natural skincare products for babies – Milk Baby. With

“WINNING GOLD IN SYDNEY IN THE 4 x 100m FREESTYLE RELAY WAS ONE OF THOSE MOMENTS I DON'T THINK I'LL EVER FORGET.”

three children under six, the husband and wife team are well rehearsed in the needs of babies.

Milk's newest line, Milk Active protein snacks, recently hit the shelves, carving a spot for Klim's brand in the increasingly crowded pre- and post-workout protein product market. He says the snacks are marketed more to men, but also appeal to health conscious women as they have low kilojoules and sugar and are also low in fat. Michael collaborated with Slim Secrets founder Sharon Thurin to develop the product line. 'Obviously Sharon is quite experienced in this area, so we've been able to work closely together to make sure we got the nutritional content right,' says Michael.

With 20 grams of protein, and tasty flavours such as White Choc & Caramel Crunch and Mint Choc, Michael says 'it's still a high performance product in terms of its nutritional content, but it's more for the weekend warrior, for the guy or girl who doesn't take him or herself too seriously, but still works out.' There are plans for more flavours in the next few months, and for a high-energy bar for those who need to quickly replenish glycogen stores.

As his empire expands, the competitive Milk lifestyle brand continues to embody Michael's total wellbeing approach to health. 'For me it's about looking after myself on the

inside and outside; skincare on the outside and nutritionally from the inside,' explains Michael.

Although he's had a break from the pool since his retirement, Michael says that staying active is an integral part of his life. He does a couple of training sessions a week with a friend who runs a gym in Melbourne, attends a few spin classes and does a bit of yoga. 'I try to work on both my mental and physical health, so I am trying to work out a balanced overall health routine rather than only a physical one – which it was when I was swimming.'

As his 'third career' of developing Milk goes from strength to strength, Michael reflects on the necessary ingredients for success in every sphere of life and health. Whether you want to win an Olympic gold medal or finish a 10km fun run, consistency and commitment is the key and the lack of both could be the undoing of any fitness and health regime, he says. 'People start off the year with so many New Year's resolutions or every Monday they start off with the best intentions,' says Michael, but 'consistency is the key if you want to have a good training routine or a healthy lifestyle.'

### MICHAEL'S TRAINING TIPS FOR SUCCESS:

- Be consistent
- Aim to do 4 x 45 minute sessions per week
- Allowing for holidays, aim to train 48 weeks per year
- Eat a well-balanced diet
- If you fall off the wagon, get back into your program the following week.

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