Based in Los Angeles and Cape Cod, Jeff Costa (CAS’90) has been a healthy-lifestyle coach, personal trainer, and group fitness trainer for more than 20 years. He is most famous for creating Cardio Striptease at the turn of the millennium. With home exercise DVDs, a television infomercial and a CD soundtrack, Cardio Striptease became the most successful and widely publicized program in the history of Crunch Gym.

Jeff has worked as a personal trainer for the likes of Jennifer Love Hewitt, Christina Applegate, and Carmen Electra, and has collaborated with fitness legend Richard Simmons and choreographer Jamie King. He is a featured expert for fitness-related television with appearances on NBC’s “The Today Show,” VH1’s “Rock Bodies,” and MTV’s “Celebrity Fit Club.” In 2012, Jeff produced four home exercise DVDs for Kellogg’s Latin America, advertised on 2.5 million boxes of Special K cereals across nine Spanish-speaking countries!

An English major in college, Jeff interned for the publishing house Editions JMG during PIP spring 1990.

Learn more: jeffcostafitness.com.