About us

Owner and founder James Reese created the company with the hopes to encourage natural health and fitness. There is currently no other company that certifies individuals for completing the necessary steps of the Authentic Strength natural certification. This certification further enhances a fitness influencer’s ability to stand by their claims of natural lifting and diet, proves a fitness enthusiast natural state, encourages the dedication and satisfaction of natural gains and promotes longevity over short term results. Most would say that you don’t have to prove anything to anyone. Most would say “why would I need a certificate to prove my natural gains”? In reality, there has never been a certification until now, so now you can if you want to.