

# Award Winning Entrepreneur Alexandre Rigaud Shares Insights on Achieving Positive Longevity in New Book

July 3rd 2023 - Alexandre Rigaud, a dedicated advocate for a healthier lifestyle, announces the release of his latest book, "Introduction to Positive Longevity: How to Live Better for Longer."

**Dubai, United Arab Emirates Jul 3, 2023 ([IssueWire.com](https://www.issuewire.com))** - This compelling work delves into his personal journey towards improved health, shedding light on the link between well-being and longevity. Rigaud's book not only serves as a guide for individuals striving to enhance their overall wellness but also aligns with his business venture, STEP, which promotes healthier living through motivational incentives.

In "Introduction to Positive Longevity: How to Live Better for Longer," Alexandre Rigaud shares his hard-earned wisdom gained through years of experimenting with various diets, exercise regimens, and stress management techniques, as well as studies in various fields. Overcoming obesity and eating disorders, Rigaud's transformative journey has provided him with a unique perspective on achieving lasting health improvements.

The book underscores the crucial connection between physical health and mental well-being, emphasizing the importance of maintaining a holistic approach to wellness. Rigaud dives deep into practical tips and strategies for enhancing diet, fitness habits, and stress management, all of which contribute to a healthier, more fulfilling life.

Moreover, Rigaud explores the groundbreaking concept that aging is epigenetically determined, rather than solely reliant on genetic factors. This discovery has far-reaching implications for the treatment of age-related diseases, offering hope for therapeutic interventions to combat the effects of aging.

"Introduction to Positive Longevity: How to Live Better for Longer" acts as a catalyst for the "Living Better for Longer" movement, complementing Alexandre Rigaud's venture, STEP.

STEP, short for "Self-care Technology Engagement Protocol," is a dynamic organization that empowers individuals to embrace healthier lifestyles through motivational incentives. The insights shared in Rigaud's book further reinforce the core mission of STEP, inspiring individuals to prioritize their well-being and pursue a path toward positive longevity.

The book is available for purchase on Amazon at the following link: [Amazon Link](#)

For more information on Alexandre Rigaud and the STEP initiative, please visit [www.stepplatform.com](https://www.stepplatform.com).

## About Alexandre Rigaud:

Alexandre Rigaud is an award-winning entrepreneur, and dedicated advocate for a healthier lifestyle. Overcoming personal challenges, he has successfully managed to go beyond obesity and eating disorders, inspiring others to pursue their own paths toward better health. Rigaud's book, "Introduction to Positive Longevity: How to Live Better for Longer," shares his insights and knowledge, offering practical guidance on achieving lasting wellness improvements.

## About STEP:

STEP is a dynamic organization co-founded by Alexandre Rigaud, aiming to empower individuals to lead healthier lives through positive engagement incentives. By encouraging positive lifestyle changes, STEP helps individuals take steps towards improved well-being and ultimately, their longevity.

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