



Why I run

Good health is a priority for this clean-living female dynamo. **Melissa Kent** reports.

When it comes to providing a healthy work environment for her employees, Perth's green-cleaning queen Barb de Corti does much more than talk the talk.

She walks it. And runs it. And cycles it.

The Enjo founder and self-confessed exercise fanatic will lead a team of 50 staff members through HBF's 12km Run for a Reason around the city on May 26.

It is one of many fitness events de Corti encourages her staff to enter to raise money for charity. Already this year, an Enjo team headed by de Corti has taken on the Perth Colour Run and the 700km Ride for Youth trek from Albany to Perth.

"I'm a passionate runner but I like to have a purpose because it makes it so much easier to get up at 4.30 in the morning when you have a good reason," she says.

"You think of the bigger picture and the wealth you create for those charities or research and people less fortunate than you. I have such a fortunate life and I truly believe in sharing it with everybody and if I can do it with my love of exercise, even better."

One of Australia's pioneer "mumpreneurs",

the Austrian-born former aerobics instructor invested \$40,000 of her savings to buy the Enjo licence for Australia in 1994. The eco-friendly cleaning products, made of microfibres, captured the green market and made de Corti one of Australia's richest women. She now heads a company with an annual turnover close to \$100 million.

Despite her success and hectic schedule, work has always taken a back seat when it comes to her passion for health and fitness.

Every day, de Corti, 50, rises at 4.30am and jogs 10km around the river near her home or tackles Jacob's Ladder in Kings Park, before heading into the office at 8am. Add to that three gym sessions a week, plus a 20km run.

"I just make exercise fit into my life," she says. "I've given up TV, instead I go outside and enjoy the scenery.

"I was born to run, apparently even as a child I never walked. But I only just got back into running last year, so I'm really looking forward to the HBF run."

The next event the Enjo team hope to tackle is the New York City Marathon in November, to raise money for Amnesty International.



Barb de Corti gets in some training. Picture: Gerald Moscarda