

Meet Daniele, the A-list's go-to guru

Shake your body
and deep-breathe
before sex. Daniele
Boido sets Lydia
Slater on the path
to enlightenment

Lily Cole connects with his energy, Bryan Ferry finds him inspirational, he's a dear friend to Annie Lennox, and Colin Firth thinks he's wonderful. "Daniele has managed to make me feel better, and look fitter and thinner, without irritating me with any pseudo-spiritual bollocks," Bob Geldof raves. But outside A-list celebrity circles, few have heard of Daniele Boido, the non-spiritual spiritual guru.

Part of the problem is that the therapy he offers is impossible to categorise neatly, as it involves Pilates, yoga, psychoanalysis, massage, hypnosis and neurolinguistic programming (NLP). "I don't really know what to call myself," he admits. "I hate the word 'guru' — it's so overused."

Daniele — like several of his clients, he goes by his first name only — arrives at my door un-starry on the stroke of the appointed hour. A small, neat man of 58, he has the gently cheerful, semi-hypnotic aura one associates with Buddhist monks.

Once he's changed into his yoga kit, he takes me through a brief introductory session, which starts with a five-minute shake to loosen the muscles and free the body energy. Then we do a guided relaxation and some NLP. I'm told to imagine myself as I

would like to be, while pinching my thumb and index finger together. In future, to re-awaken positive emotions, I just need to apply the same pressure to finger and thumb, he says. Ludicrous, I think. But when, a day later, I find myself stuck in traffic and late for an appointment, I squeeze my fingers together and feel a jolt of positive adrenalin.

Daniele's route into spiritual soul-searching was unusual. Born Daniele Boido into a working-class family in Genoa, he was sent to work in the local factory at the age of 14. To combat his boredom, he read Marx and Plato and experimented with mind-expanding drugs. At 19 he arrived in London with his possessions in a shopping bag and spent two years living in a Notting Hill squat, cleaning pubs to earn money.

"But by the time I was 22, I thought I needed to give some direction to my life. At a certain point, it all became boring." He gave up drugs, alcohol and smoking, then got into macrobiotics. "I fasted for 40 days," he says. "I wanted to get rid of all the toxins and chemicals. I never looked back."

Having trained as a masseur, he moved on to study psychoanalysis, hypnotherapy, alchemy and NLP, then added Pilates to his repertoire, which is how he met the musicians Annie Lennox and Dave Stewart.

"I clicked incredibly well with Dave. When we first met, we had a competition about who had taken more drugs. We talked about music all the time."

So Stewart invited Daniele to become his personal guru. "I spent seven years with Dave. I went on tour with him, I'd come over to his house near Haslemere and we'd do meditation, we'd talk, we'd play tennis." He also taught Stewart's guests, including George Harrison and Natalie Imbruglia, and worked with Oasis.

Daniele now counts Geldof as a friend too. "We have a similar background — coming to London, squatting, music." I'm sure that Daniele's celebrity appeal lies in his



Daniele Boido

own racy past: he's living proof that a mispent youth can still lead to a super-healthy middle age.

When Stewart moved to LA, Daniele went with him and took on clients such as Paul Allen, the Microsoft billionaire. But he preferred London. Since returning, he has been teaching Pilates at Body-WorksWest, Notting Hill, and seeing private clients, including Cole and Firth. And now, we can all benefit from his counsel, with the publication of his book, *The Human Being of the Future*.

As a race, Daniele thinks, we are all at an early stage of our evolutionary development. "The brain gets about six million pieces of information every second, but we can only process about 40. I mean, we don't have a clue. And that's OK. We just have to try to do our best to awaken our potential."

To progress, we need to follow a more spiritual path in our everyday lives. This starts, rather unspiritually, with the colon. "You can't be healthy if you're full of toxins," he explains, so he recommends regular enemas, and cutting out what he calls 'dead' foods, such as animal proteins, sugars and bread. (He sticks mainly to raw fruits, vegetables and aloe vera juice.)

The day starts with a five-minute session

of violent shaking to wake up the body, and ends with a period of deep breathing and relaxation, during which you send out messages of unconditional love.

Before making love, he recommends taking a few minutes to breathe deeply while gazing into each other's eyes. Apparently this feeds the Higher Self. He also believes men must learn to accept the innate superiority of women. "Male energy is so self-centred that it takes control but we have reached the point now where if we don't switch to female energy, we're not going to make it as a race," he says.

Daniele is single with no children, and admits he's not easy to live with. "One girlfriend used to get so angry with me because I don't get angry."

He charges from £80 a session, but recently saw a client in exchange for a mango. He lives in rented accommodation and claims to have almost no possessions apart from a computer, a phone and a yoga mat or two. Perhaps that's why the celebrities love him: in his company, the complexities of modern life suddenly seem very simple.

The Human Being of the Future by Daniele is out now. Buy it for £8.54, inc free p&p, at the times.co.uk/bookshop. Visit meetdaniele.com

What to do every day

1. Colon cleanse. You need to go to the toilet every day — twice a day would be perfect to get rid of the toxins.
2. Eat an alkaline-promoting diet, including leafy greens and lemons.
3. Choose foods with life force — anything that grows naturally. Avoid processed food, flour and animal products, which are energetically dead.
4. Exercise. The physical body is like the structure of a house: if it's not strong, it will collapse. Pilates and yoga are best because they release the emotion that's trapped in the muscles.
5. Shake yourself vigorously every morning for five minutes. It unblocks the flow of energy through the body.
6. Breathe. For five minutes every day, try to breathe through your nose, seven seconds in and seven seconds out. As you breathe out, let go of everything you don't need in your life.
7. Relive the day. Before you go to bed, imagine your day as a movie and re-experience it over three minutes. It helps you keep your life on track and make sure it's going the way you want it to.
8. Be kind to yourself. We are not sinners, we are in evolution.
9. Good thought, good word, good deed. Try to achieve all three every day.
10. Unconditional love. Before you go to sleep, think about all the people you know — even people you hate — and send them love energy to fulfil themselves.

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Daniele's celebrity clients

