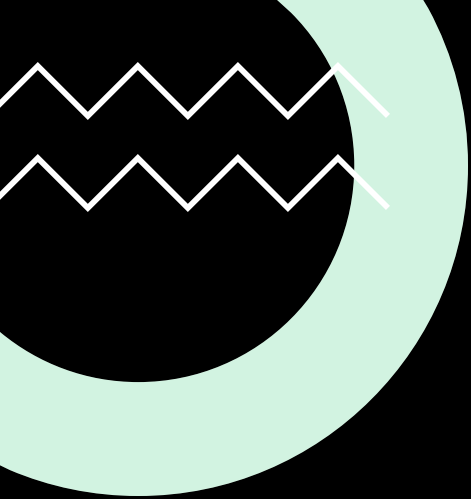




7 THINGS
THE
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TO KNOW!

BY HOLLY HOOKE
EVEN ME AESTHETICS





Hi I'm Holly Hooke, Owner of Even Me Non-Surgical Aesthetics. My job is to make woman feel beautiful and confident from the inside out. Me and my team of outstanding Health & Beauty professionals achieve amazing results every single week, with ladies aged 30-60 creating them individual, bespoke packages of treatments and therapies, helping them to become happier and more confident in the skin they're in!

We all want to hold onto our youth for as long as we possibly can and most of us ladies try many different consumable products to try and do this. Many indorsed beauty influencers and product manufacturers want women to believe there is no turning back the clock unless we use their latest products. I can promise you there are simpler things that these guys are doing in order to get flawless skin and a glowing complexion! Here I'm going to tell you what you can do from the comfort of your own home to help achieve beautiful skin and a calm, happy and confident mind, here are 7 things the beauty industry does not want you to know!

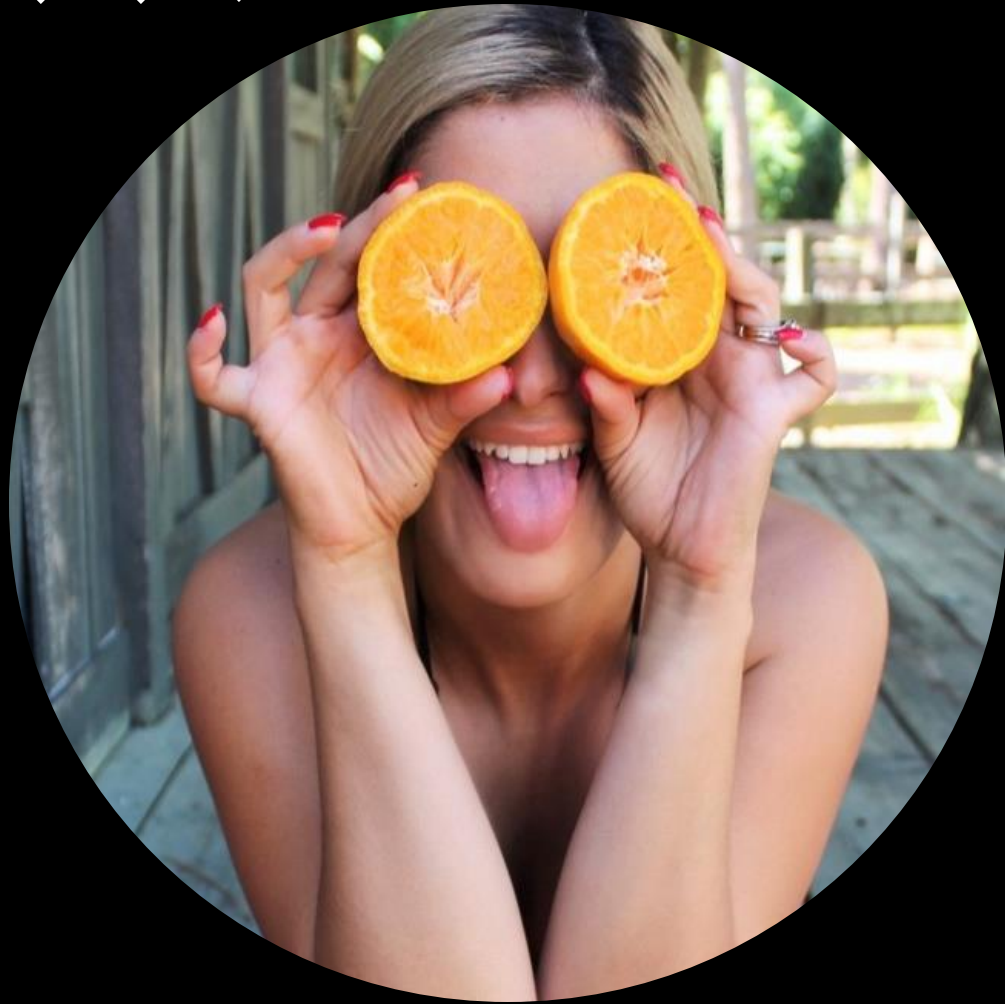




1. CALM MIND, CALM COMPLEXION

We often underestimate how much stress and anxiety impacts our entire bodily function. Stress releases cortisol, which can throw off the other hormones in your body and cause breakouts on your face or body. Stress can also disrupt the balance between the good and bad bacteria in your gut. Too much bad bacteria in the gut can cause your skin to break out and also aggravate skin conditions such as eczema & Psoriasis, whereas good bacteria can help to prevent and treat these conditions and improve overall complexion. Practicing meditation after a hard day will really help you to feel calmer and more relaxed. Also, by adding some Yoga or Pilates to your weekly routine it will not only help to relieve stress and anxiety it will also help tone your body too and improve your body confidence!





2. YOU REALLY ARE WHAT YOU EAT

OK so this is something I talk to clients about a lot! Beautiful skin starts from the inside and what we put into our bodies really has the most impact on what our face and body looks like on the outside. Eat crap and well you've guessed it! We all need a combination of **Proteins, Carbohydrates, Fats, Vitamins & Minerals** but choosing the RIGHT build of these is vital to looking our best.

Look out for foods high in the following which are all great for beautiful skin, hair and nails!

□ **Biotin/Vitamin H** can improve split ends or thinning hair as well as strengthen weakened nails, my favourite foods you'll find it in are Bananas, beans, cauliflower, eggs, lentils, peanuts and salmon.

□ **Omega-3 Fatty Acids** If you want shinier hair and clearer skin, try eating more foods rich in omega-3s. This can also help to treat dry scalp or dandruff. Foods you'll find it in are Eggs, flaxseed, fish oil, mackerel, salmon, sardines, spinach, tuna and walnuts.

□ **Protein** is one of the main building blocks of our body and is really important to keeping us all round strong and healthy. You've probably all heard of keratin, this is a structural protein in the hair and nails which is responsible for maintaining strong hair and nails. Good sources of protein are in eggs, lean red meats (although it's advisable to limit the amount of red meat you have each week), nuts, soybeans, whole grains, or grab your favourite protein shake, I love Arbonne Chocolate Vegan Protein powder! (You can ask me for more information if you'd like to get your hands on some yourself.)

□ **Vitamin A** can penetrate deeply into the skin where it stimulates collagen production, reducing the appearance of fine lines and wrinkles. It can treat acne by unclogging pores, reduces inflammation and increasing skin cell exfoliation. It also evens out skin tone and improves sun damage spots/pigmentation. In addition to these beauty benefits, this vitamin contributes to better eye health and immune system function, which keeps you vibrant and strong from head to toe. My favourite Vit A rich foods are Apricots, broccoli, cantaloupe, carrots, Cheddar cheese, eggs (yolks), mangoes, oatmeal, spinach and sweet potatoes.

□ **Zinc** is another nutrient which really helps to support our immune system function and can help our bodies to make new proteins that will become building blocks of healthy hair and nails. It also has anti-inflammatory effects, so zinc is especially beneficial to help treat inflammatory acne and related scarring. My favourite foods with zinc are Cashew nuts, green beans, soybeans you can also find it in lean beef, lobster, oysters - if that's more your flavour!





3. MOISTURE & HYDRATION KEEP FINE LINES AT BAY

We can all use make up to help cover out imperfections but the real key to looking our best is keeping our skin hydrated and maintaining a good daily skincare routine! Since 62% of our body weight is water its really no wonder that it's really important for us to drink at least the recommended daily amount each day. Water improves your brain function and mood and acts a shock absorber and a lubricant in the body. It also helps flush out toxins through our blood and lymphatic system, and it carry nutrients to cells and hydrates the body.

By drinking the right amount of water every day and moisturising your skin twice daily, it will help to improve your skin tone and will help to slow down the appearance of fine lines and wrinkles. If you are not drinking enough water, your skin can become weak, and wrinkles are likely to form. People with dry skin, lose skin elasticity quicker and wrinkles appear sooner than those with oily complexions or well hydrated skin. So, there's a pro to having oily skin as it will be your friend in the years to come!

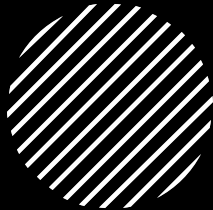




4. DON'T FORGET YOUR HANDS, NECK & DECOLLETE

So, we now know how hydration and moisture keeps our skin more youthful looking, so don't forget your hands, neck and décolleté too. Keep hand cream on you ALWAYS and try to use it after you've washed your hand to help keep them soft and well nourished. The neck and décolleté are equally as important as these areas can make a huge difference in helping to keep you looking younger for longer. If you find products rich in Vitamin A then that's an added bonus (although always test them on a small area of your skin first as Vitamin A products aren't suitable for everyone!)





5. MASSAGE YOUR FACE

Not only is this a relaxing, stress relieving way to end your day, it's a high value bonus to your daily skin care routine! Facial Massage improves facial muscle tone and enhances product absorption. I can help reduce fluid retention and puffiness and boosts circulation leaving you with a radiant glow! You don't have to be an expert to do this and you can find some really simple DIY facial massages online.

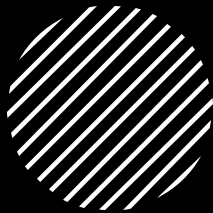
After a stressful day I love a self-facial in a hot bath with Antonia Burrell's "Facial in a Box" which comes with facial cups and instructions along with the full range of luxurious products, and not only do I feel fantastic but my skin looks amazing too!

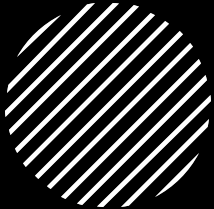


6. DOUBLE CLEANSE BEFORE BED

You may not know this but when us pros do a facial in the salon, we ALWAYS start with a double cleanse to ensure we've removed all make up and pollutants on the skins surface before we move onto doing anything else.

Pollution from our daily environments can damage and age our skin and If you wear makeup or heavy sunscreens, your skin will need that deep cleanse even more so! It's particularly important to double cleanse before bed.



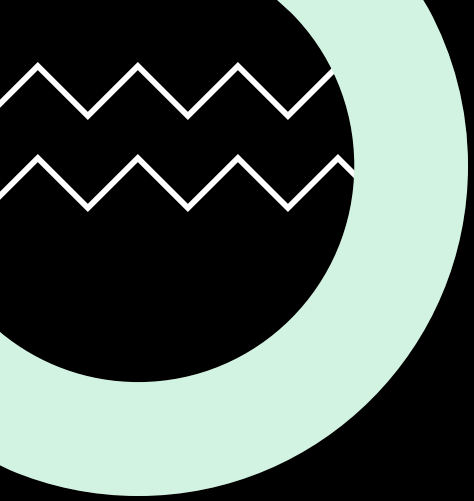


7. BE SURE TO GET ENOUGH BEAUTY SLEEP

Sleep is the most powerful rejuvenating treatment of them all and lack of sleep, or poor-quality sleep, has a really bad effect on the way we feel - and on the way we look! When we are asleep, our cells rebuild and repair themselves (the growth hormone functions only at night). If you don't sleep, this function is impaired which will affect all skin rejuvenation as well as other cellular rebuilding. If you sleep badly, you are also more likely to become stressed, and this can cause the capillaries to tighten up, affecting the flow of nutrients to the skin and scalp and causing the skin and hair to look dull.

To help prevent fluid accumulation causing puffy eyes try sleeping on your back and keeping your head raised well above your body in bed. (This may be difficult at first - but it's worth persevering (I also like to sleep with a pillow under my knees for added comfort).

Also, if you do not have enough oxygen in your bedroom it will affect your blood flow to your skin, potentially causing puffiness. Try to make sure the room is not too warm - switch off the heating, and open a window.



HERE FOR YOU!

I hope you've got some value from this guide, if you follow these tips I guarantee you'll see improvements in how you look and feel. However, if you're looking for something more, then please get in touch and we can arrange a call to discuss how the Even Me Aesthetics Team or myself can help you achieve major results in as little as 3 weeks with one of my courses specially designed to target the area of your face or body that you want change with guaranteed results!

Email: www.evenmeaesthetics@outlook.com or text 07890299541 to arrange a call back.

Me and the team would love to see you soon!

Holly

Owner

Even Me Aesthetics

