

Your Ultimate Beauty and Self-Love Guide

“Butterflies can't see their wings. They can't see how truly beautiful they are, but everyone else can. People are like that as well.” – Naya Rivera

Beauty is focused so much on outer appearance, but there is so much more that makes us feel beautiful from the inside first:

1. **Self-love:** everything starts with you. Know your inner strength, what makes you happy and appreciate what you have to offer the world. If you don't love yourself first, then you don't appreciate how beautiful you really are before anyone else.
2. **Acceptance:** we all perceive certain imperfections in our appearance and personality as things we wish to change, but these are what makes you, you. By all means make these happen if it fulfils your happiness, but know that sometimes it's not necessary to experience negativity when only you see these 'flaws'.
3. **Don't compare yourself to social media:** social media is the greatest source of beautiful imagery which can seem so far away from our ordinary realities. Always remember that this is only a snapshot of a moment, it is not showing the 'perfect' life happening to someone every day. Rather than feeling disheartened, use it as a source of inspiration to create ambitions and goals, to motivate yourself. With the right mindset you can achieve anything.
4. **Be grateful:** so often we forget to be thankful for all that we have in life, whilst we keep striving for the next thing. We encourage you to end each day by thinking or writing down three things you are grateful for that day. You'll be surprised how amazing it feels to acknowledge the good things happening right now.
5. **Live in the moment:** appreciate the special things happening in the present and the people you have in your life to love and care for you. We often keep thinking of the next goal and achieving ultimate happiness, but miss out on experiencing that when it arrives.
6. **Acknowledge your other amazing qualities:** challenge the perceptions of beauty being solely based upon physical attractiveness, and value your own worth in terms of an amazing sense of humour, intellectual prowess and kindness towards others.
7. **Be you:** There will never be anyone else like you, so why try to be somebody else. You can't wear someone else's custom-made shoes – they just won't fit.
8. **Meditation:** we recommend spending at least ten minutes every day sitting quietly and peacefully reflecting on your life. Focus on breathing, relax your body and open your senses to the world around you. In our busy lives, it's incredible how amazing this moment to yourself feels, connecting with your own thoughts, the earth and spiritual beings.
9. **Take care of your body:** ensure you eat a healthy balanced diet and hydrate with water as this impacts all areas of your body, including your skin's appearance.
10. **Skincare:** choose natural and organic ingredients to support healthy, glowing skin that radiates confidence. If you invest in your body, you invest in yourself.

Real beauty should be acceptance of yourself, including perceived flaws, and acknowledging that they are what make you unique. It is about the collective character and spirit you share with others, the strength you have to overcome misconceptions that certain things do not make you beautiful and the self-confidence to be unapologetically you.

