

NEOM

ORGANICS • LONDON

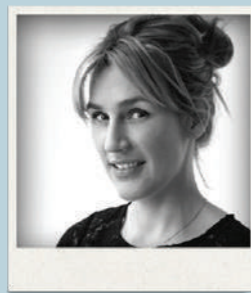


THE GUIDE TO HELP YOU DE-STRESS

"A fantastically practical helping hand, for anyone looking to reduce their stress levels and have a lot of fun doing it."

Eminé Rushton, Wellness Director, Psychologies

100% NATURAL FRAGRANCES FOR THE MIND, BODY & SKIN



Our Editorial WELCOME

Let's talk about that S word. STRESS. When we ran the Neom Stress Audit* two years ago, 9/10 of you told us that you regularly feel it, and that it's having a serious impact on your life. It seems that we can't pick up a paper without reading about how our switched-on lives and work/home juggles are taking their toll on our health. Stress is a very real issue, there's no doubt about that – but what's also true is that focusing only on the negatives stresses us out too!

At Neom, we like to focus on the positives. The really great, exciting, fun and practical stuff that fuels our own natural positivity. We're here to help you re-frame your stress perspective – to boost your resilience and get you through stressful situations – feeling stronger, brighter and calmer.

Our brains and bodies are already equipped with their own incredible stress-busting mechanisms – by tapping into them, and being more aware of our own personal tension triggers, we can not only cope, but truly thrive. And this isn't some fluffy marketing hype – at Neom we base all of our advice on the most exciting scientific studies, which offer a whole new set of ways to counteract stress and safeguard our health and happiness in the long-term too. Now, that's a headline I want to read!

I've learned so much from the advice on these pages – but most of all:

1. That small steps towards self-care can make a really big difference to your stress levels.
2. That developing your own de-stressing practices – from the food you eat, to the exercise you take – is the best way to help you thrive, even on your most pressurised days.

Nicola Elliott

NEOM FOUNDER



You can find us on Facebook and Twitter 24/7.
Share your De-Stress Insights with Neom fans, all over the world
@neomorganics #SmallStepsToDestress

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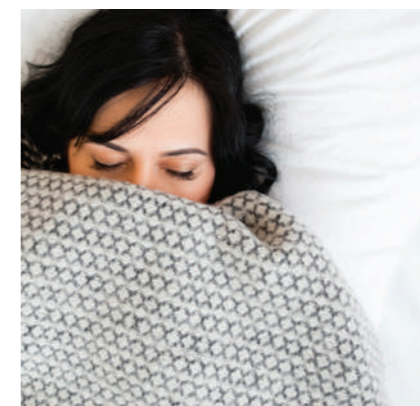


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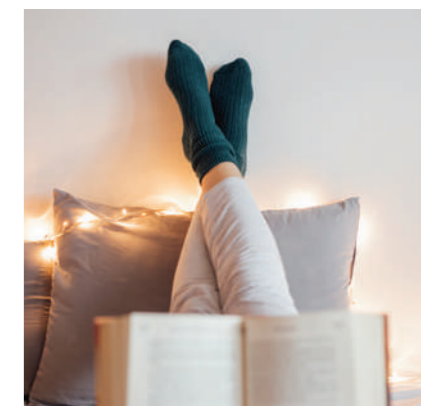


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CHAPTER 1

TUNE IN

Tips & tricks for dispelling stress



What's your Tension Trigger?

Tune in – to stop stress tension in it's tracks

We're all wired differently – which is why stress affects us all in very different ways. A frantic school run might send your heart-rate spiralling while, for your best friend, a to-do list that never gets done can wake them up in the middle of the night.

“Keep checking in,” says Suzy Reading, Neom Psychologist. “Your body’s always giving you signals, and they’re different for everyone.” A tension headache might be your body’s way of saying you’ve got too much going on while, for others, that extra glass of wine tells them that they’re struggling to wind down. Whatever your trigger, and response, by getting smart about your own body, you can nip the cycle in the bud – before it feels out of your control,” says Suzy.

Take a look at the familiar telltale stress signs below. Every time you begin to feel one of them, take one of our 30 small de-stressing steps, on *p.34-35*. Even better, save that page onto your phone, and refer to it whenever you need an immediate tension time-out.

1 For a lot of us, stress can show up in our bodies – we might keep getting ill, feel tense all over, have regular headaches, feel jittery, or overly lethargic. It's time to put some serious self-care into action. Start with one of our small steps, every day, *p.34-35*.

2 If you've been feeling out of sorts and more pessimistic and anxious than normal – even worrying over little things that didn't use to bother you – that's your mind showing you that it has too much going on.

3 Feeling overly anxious and worrying unnecessarily can show that your mind has too much going on. That's why we love mindfulness – it brings you back to one thought at a time and, by the time you've done it, you're already calmer. Result!

4 If you've been stressed out for a while and not really dealt with it, it won't take much to tip you over the edge. You'll probably recognize that 'full up' or 'running on adrenaline' feeling – and you definitely need to find an outlet for that tension (before you fly off the handle at an unsuspecting loved one – yes, we've all done it). Yoga is hand-stands-down, one of the best ways we've found to let it go (without anyone getting hurt in the process). *p.22-23*.

5 Relying on less healthy things to help you 'cope' or feel comforted, from junk food to that third glass

of wine, is your body's way of telling you that your mind is not happy. When you're compensating with the unhealthy stuff, it can feel really hard to dive into a brand new healthy routine. Instead, start small. Accept that you've not been feeling great, and acknowledge that you do want to feel better. Choose one thing from our list of 30 that really excites you, and do that straight away. Then start to add in one or two of our good mood foods, each day, as a way of looking after yourself a bit more. Of course you can still enjoy great coffee, delicious desserts and glasses of wine – but the key is to really enjoy them – not reach for them to make you feel better.

6 Often when we are stressed out and under pressure, any time for ourselves gets relegated to the 'too-hard basket' – and we feel that we don't have the time or energy for it. Go easy on yourself and start really slow. A simple yoga pose like 'legs up the wall' *p.20*, or the P.E.A.C.E meditation, *p.15*, can help you prove to yourself that even small steps can make a really big difference to your mood.

7 The breath is a mirror to how the mind and body are doing so stress is very much reflected in the breath. Watch out for shallow, chest-only breaths. When we're calm, we breathe through our noses and into the pits of our stomach. Learn our simplest and speediest soothing trick – the 7-11 breath (see *p.12*) and you'll have a stress-busting tool, for life.



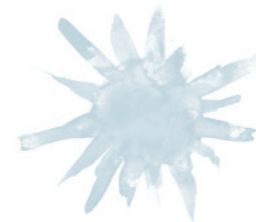


Tips & Tricks

*“Can changing how we think about stress make us healthier?”
This was the question asked by Kelly McGonigal in her famous TED talk
and later, her book – which she answers with a resounding YES*



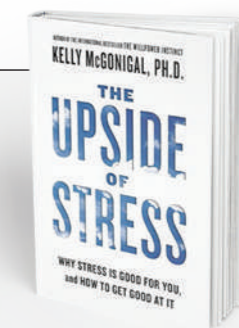
Citing a landmark study of 30K adults, which took place over 8 years, McGonigal found that the main cause of ill health in people who experience high levels of stress was not the stress itself – but rather the belief that the stress was bad for their health.



Those who led stressful lives, but did not worry about the harmful effects of stress, were proven to live far longer and be more healthy than those with a more pessimistic mindset, and – the big surprise – were even shown to be marginally healthier than those who had little to no stress at all within their lives!

#SmallStepsBigDifference

Learn more about a stress-proof mindset with McGonigal’s book: *The Upside of Stress* – Why Stress is Good for You



Super Stress Protectors

As Kelly McGonigal's Stress TED talk showed, stress isn't going anywhere- so the only thing we really have control over, is our own reaction to it.

"Being positive is what makes us resilient," says Neom Psychologist, Suzy Reading. "It determines our ability to bounce back from stress, and it also has a protective function against future stress. When we are feeling positive and energetic, we are better at finding solutions to stressful situations - it makes us resourceful and creative." Boost your natural positivity with these 6 practices below: they're free, easy and really effective!

Give thanks

Proven to form neural pathways in the brain that get us to FEEL naturally happier, calmer and better about ourselves and our lives, practice gratitude every day with the fun exercises in this section.

Be kind

Countless studies have proven that we do best when we regularly focus attention away from our own worries, towards helping others. When it comes to kindness though, make sure you begin within - you can't serve from an empty jug (one of our favourite self-care sayings!).

Go natural

Perspective is important - and it's the first thing to go when we're stressed. When we step out into nature we absorb natural light, breathe more slowly, take in all the 'green' around us (a colour that is naturally calming), and become mindful of our present moment. All of which calm us down (and help us realise that the world is not going to end if we do not send that email right this second). And, breathe.

Move your mind

Doing anything that requires concentration- such as catching a ball or holding a yoga pose - switches off the worry cycle in the brain: we have to focus on the present, or we'll drop the ball (literally). But exercise also re-connects our bodies back to our minds in a way that a stressful task at work won't - because it feels good!

Make a play date

One of the first things to get shelved when we become 'proper' grown-ups is the wonder of doing the simple, magical, fun and playful stuff. We tell ourselves that it's no longer important, or that we just don't have the time - for sewing or day-dreaming, story-writing or hula-hooping. Which is pretty sad, as tapping back into these activities allows us to savour, delight, cherish and relish - something that so many of us lack in adulthood.

Save your sunshine

Negative people, sapping interactions, work that dulls your spirit or anything that feels 'wrong' - these are the things we should all work toward editing out of our lives. We may not be doing our dream job, but we can choose what we want to invest most of our energy into - and it should be something that makes us feel good about ourselves.

JUST BREATHE IS SOUND ADVICE - BUT THERE'S A BIT MORE TO IT THAN THAT!

When our inhalations become longer than our exhalations, it's a sure sign of heightened stress.

Why? Because inhalation stimulates the sympathetic system (accelerating heart rate and raising blood pressure) and exhalation stimulates the parasympathetic system (decreasing heart rate and lowering blood pressure).

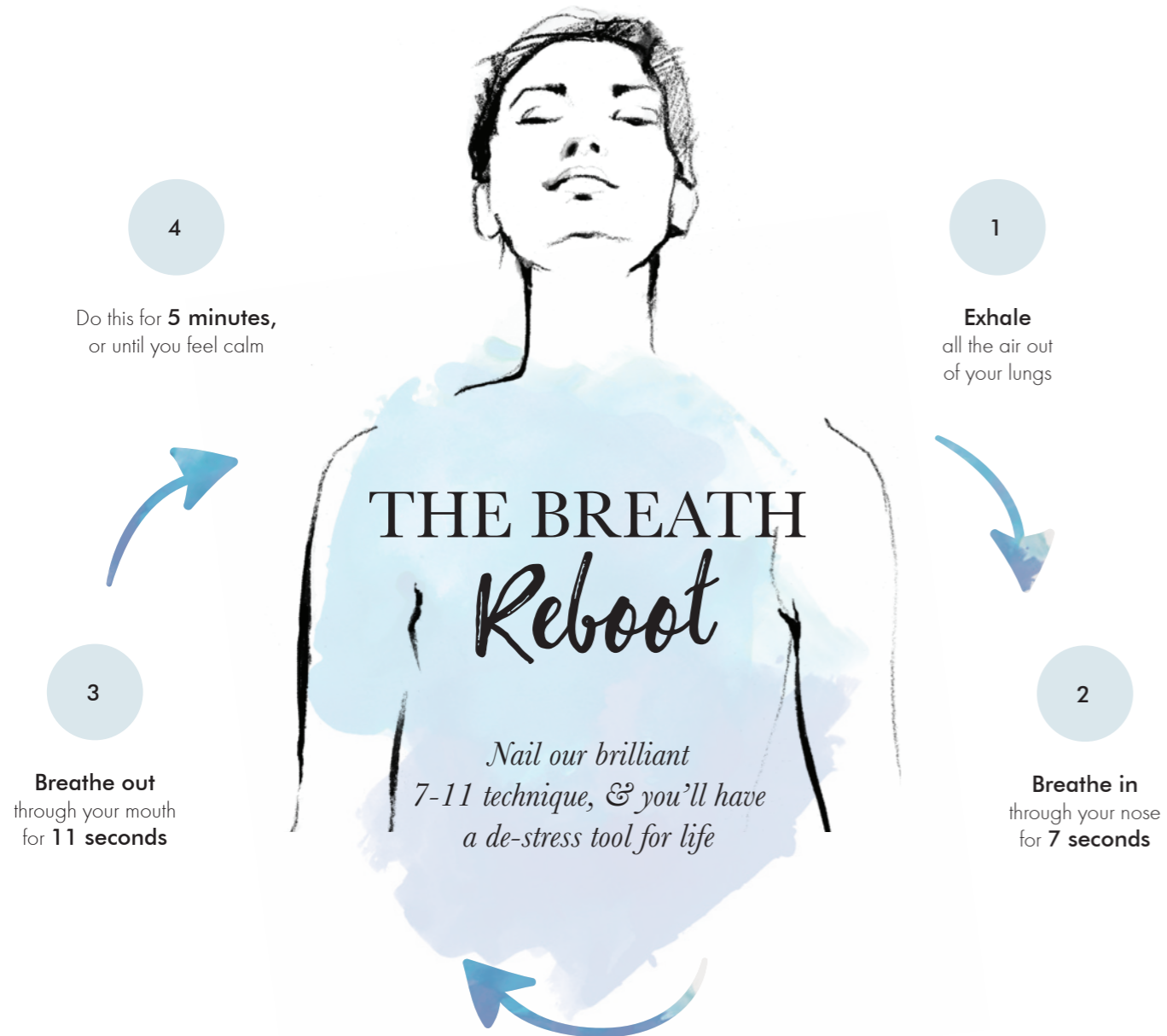
And when the two branches of our nervous system are working in perfect opposition, our in and out breaths are naturally balanced.

By consciously lengthening your exhalation, your heart rate slows, blood pressure drops and your muscles relax. It really is that simple!

You can use this technique anywhere and at any time - it's incredibly easy and takes less than **ONE MINUTE!** Use it to supercharge your resilience, find your focus, clear your mind and raise your game.

We love using it on the daily commute, to calm our minds before work, and de-stress before we get home (but it's also dreamy in the bath and first thing in the morning, before we get out of bed).

Here's how:



WELL TO DO LIST

If you're always worried about the length of your to-do list, it's time to invest in a new sort of planner – one that schedules in wellness alongside work for a better balance, with obligatory daily de-stressors.

THE HAPPINESS PLANNER ▶

Designed to help you focus on the things that bring you joy, the planner uses meditation, mindfulness, journaling and gratitude techniques to de-stress and boost optimism. An ideal gift to self – to help you take small and manageable steps towards daily self-care. **£40**



◀ KIKKI.K WELLNESS PLANNER

Let your creative juices flow with this customisable planner, which features week-to-view diaries alongside ample space (and pretty prompts) for those all-important self-care activities too. **£48**

THE DAILY GREATNESS WELLNESS JOURNAL ▶

With healthy habit reminders, daily mindset coaching and room for everything from shopping lists to inspirational quotes, this holistic journalling ticks every self-care box, and helps you track your positive progress. **£39.95**



3

Three DIY De-Stressors

Neom Psychologist, Suzy Reading, shares her three favourite tools to restore calm to even the busiest day



1 HAVE A WORD

Give yourself a pep talk (not as silly as it sounds) – you can swing your thoughts from stressed-out to soothed, in seconds.

- Observe the way you talk to yourself (both your inner voice and the things you say out loud).
- When you notice yourself doing anything other than talking to yourself as you would your best friend, be gentle, smile, or even laugh. Recognise that changing your behaviour towards yourself can be difficult, but resolve that you won't be hard on yourself anymore; repeat "I want to be a good friend to me."
- If negative thoughts pop up at any time, simply be kind in response. "No, I am not hopeless. It's not easy to do what I do, and I am doing a great job. I am proud of myself!"

2 YOUR BEDTIME BLESSINGS

Instead of thinking about all the things you haven't done today, and what needs doing tomorrow, just stop and write down three good things that happened that day and, importantly, WHY they happened. This will shift your mind from negative to positive in moments.

3 YOUR P.E.A.C.E OF MIND

This is a powerful de-stressing activity care of Dr Amy Saltzman, *Holistic Physician and Mindfulness Coach*. The next time you find yourself in the midst of stress or challenge, try the following exercise:

P E A C E

IS FOR PAUSE

Simply be aware that you are facing something difficult or challenging and pause.

IS FOR EXHALE

Take a long, smooth exhalation, and then take a long, smooth inhalation. Keep doing this for as long as you need to.

IS FOR ACKNOWLEDGE, ACCEPT & ALLOW

Acknowledge this moment or experience for what it is. Accept your reaction to this experience. Allow those feelings, thoughts, and physical sensations to be there.

IS FOR CHOOSE

When you feel ready, contemplate how you are going to respond. This may take some time depending on the situation, so give yourself permission to go slowly and gently. This allows you greater opportunity to respond to the situation with consideration and measure rather than reacting in a knee-jerk manner.

IS FOR ENGAGE

Bring your attention back to the situation, re-engage and take your chosen course of action.



TOP UP YOUR *Calm Cup*

Sometimes the simplest stuff is actually the most radical. To lower your stress levels you have to take action and be nurturing yourself on a daily basis," says Suzy Reading. "I recommend sitting down (with your new wellness planner? *p.13*) and making a list of manageable and pleasurable day-to-day activities that never fail to help you feel more positive and satisfied with life.

Here are my favourites – and the ones I ALWAYS stick to, because of how great they make me feel:



1 *Top of the class*

Look forward to it, savour it, and carry that feeling out of the door with you. If the logistics of getting to a class are too stressful to begin with – load up an online class with Movement for Modern Life, Tara Stiles, or Move Your Frame (N.B. Workout @ Home classes starting this month). Small steps, big difference.

2 *Take 10*

If you live and work in a built-up area, make the most of a river path, garden, communal square, local park or tree-lined street.



3 *Call a friend*

Talking to a loved one kick-starts the body's relaxation response – and sharing our problems has been shown to reduce how serious they feel. As soon as you verbalise your worries, you've taken the first step to confronting them too.



4 *Bathe away*

When the day speeds by at lightning pace, we can reach the evening and realise we've not even caught our breath. Simple acts that slow us down – dimming the lights, running a bath, lighting a candle, and running through the 7-11 breathing technique- will all send stress packing...and encourage a better night's sleep too.

CHAPTER 2

POWER DOWN

Move smart, stretch more & shake off stress



Ready, Set, Slow

....

Why low impact is best for stress

Prepare to be surprised: exercise is not always the best de-stressor. The latest research into adrenal fatigue (a condition where chronic stress leads to impaired health and immunity) has shown that, if you're already depleted, the best thing you can do is go slow and steady.

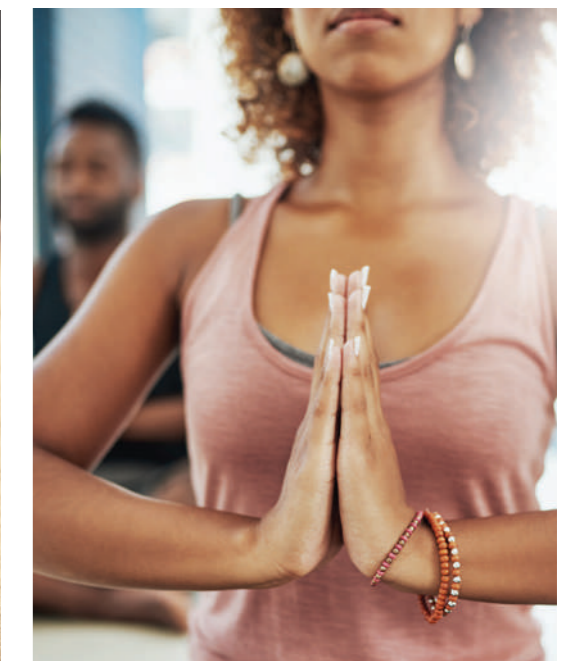
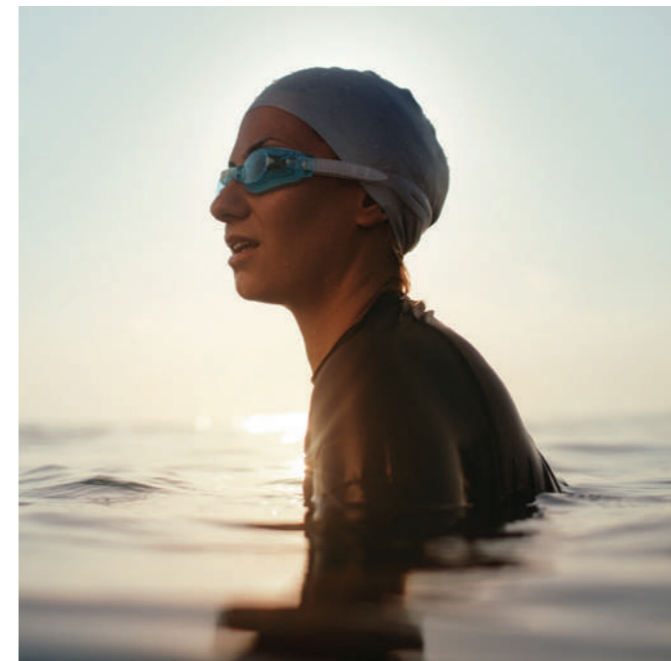
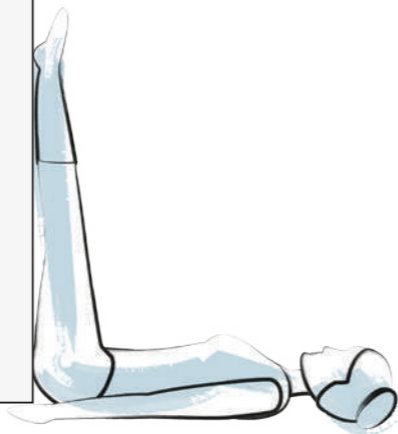
That means shelving the high intensity workouts, lengthy treadmill sessions and hardcore power forms of yoga (which cause us to produce more stress hormones and adrenaline) in favour of stress-relieving outdoor activities, which lower cortisol and adrenaline levels, alongside boosting serotonin, melatonin and tryptophan which are our feel good and sleep regularly hormones.

Ideal de-stressing activities include: walking in the fresh air, open-air swimming, taichi, Qigong, and more meditative forms of yoga. Once you're feeling stronger – and your energy and stress levels have improved – it's okay to go back to a power workout, but ease in – experts say, one a week, for 20 mins, is a good place to start.

#SmallStepsBigDifference

If you're really exhausted, the best yoga pose you can do – which dramatically lowers stress and aids better sleep – is 'legs up a wall' pose.

Simply lie on your back with your legs propped up against a wall (the underside of your buttocks should be touching the wall, but the small of your back should be flat against the floor). Rest legs in this position (the straighter the better), close your eyes and enjoy.



Improved brain function

Hatha yoga – an ancient form that emphasises physical postures – can improve cognitive function, boosting focus and memory



Better posture

35% increase in flexibility after 8 weeks of practice¹



The Zen Effect

How yoga can calm both body & mind, in minutes

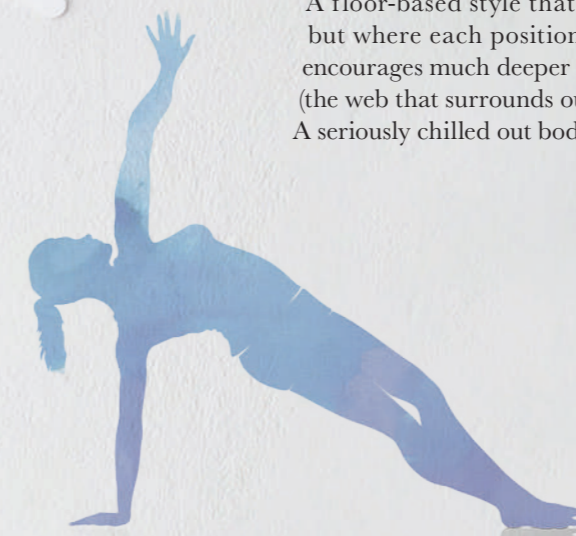
Anxiety relief

Some yoga programmes have been found to reduce anxiety and heighten brain chemicals which combat depression and anxiety related disorders



A sense of calm

Yin Yoga has been called the ‘antidote to mind chatter’ – and is focused on stillness and calm. A floor-based style that involves fewer poses but where each position is held for longer, it encourages much deeper relaxation of the fascia (the web that surrounds our muscles). The result? A seriously chilled out body with a mind to match.



Coping ability

Studies¹ have shown that Yoga Nidra (guided meditation meets Corpse Pose) is highly effective in reducing stress and anxiety levels by “building up the coping ability.” Find wonderful Nidra classes online with www.movementformodernlife.com

¹ Department of Human Consciousness & Yogic Science, Dev Sanskriti Vishwavidyalaya Shantikunj, Haridwar 249411, Uttarakhand



The desk DE-STRESSOR

Stuck at your computer? These speedy stretches will blow off tension within minutes

“Pilates is a brilliant way to release built-up stress and tension in the muscles and, through controlled breathing, we balance out our Sympathetic and Parasympathetic Nervous Systems, which help the body and mind to de-stress too.” says Julia Roberson, Neom Pilates Expert.

HERE’S A GREAT DAILY ROUTINE TO RELEASE TENSION AND DE-STRESS

1

GETTING READY

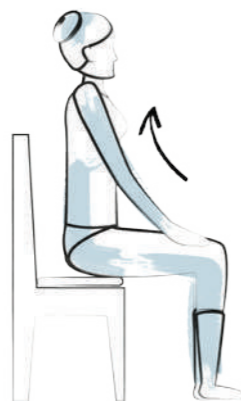


Seated on a chair without arms, feet hip width apart and flat on the floor, **ideally knees at a 90 degree angle.**

Find your sitting bones, they are the bony bits in your bottom that you can feel when sitting on a hard chair. Sit tall with your weight centred through your sitting bones.

2

SHOULDER SHRUGS



Use a deep breath in through the nose to let the shoulders rise up towards the ears. Breathing out softly through the mouth, let the shoulders soften down again feeling the shoulder blades slide down the back.

Repeat 6 times

3

ELBOW CIRCLES



Place your hands on your shoulders, elbows down by your side. Drawing imaginary circles with your elbows, bring them together in front of your chest, then circle them up towards your ears, take them out to the sides and back down towards your ribs. Enjoy a large stretch through the circles whilst trying to keep your shoulders soft.

Repeat 6 times (this direction only)



The Natural Mind-Gym

Why our best de-stressor can be found just beyond our doorstep...

Nothing beats that spirit-lifting high you get at the end of a satisfying workout – but if you’re used to pounding it out in the gym or fitness studio, it may interest you to know that a spate of recent studies have shown that the best combined body- and brain-boosting effects can be achieved when you head outside.

The results of eleven different trials², which compared the results of exercising in natural environments as opposed to exercising indoors,

found that those who exercised out of doors experienced:

- Decreases in tension, confusion, anger and depression
- Greater feelings of revitalization, positive engagement and increased energy
- Greater enjoyment and satisfaction with outdoor activity and declared a greater intent to repeat the activity at a later date

#SmallStepsBigDifference



Why not make a recurring date with friends and family for a weekly game, al fresco? Rounders, cricket, football, softball, tennis... If you need to boost your numbers, try Find a Player – a fab app that connects you with local people, all looking to join or set up teams. findaplayer.com

² <https://www.ncbi.nlm.nih.gov/pubmed/21291246>

CHAPTER 3

BE NOURISHED

Eat your way to calm with these good mood foods





Low Pressure Food
TO RAISE YOUR MOOD

*5 nutrition tips to soothe the mind and de-stress the body,
 by Neom Nutrition Expert, Samantha Paget*

Our stress hormones and our blood sugar regulating hormones are linked – so, by keeping our blood sugar balanced, we can help balance our stress levels too.

A lot of us are more likely to lose our temper and react badly to a situation when our blood sugar is low (think: hungry angry tearful baby!), simply because this causes our adrenaline and cortisol levels to soar. To keep things calm, and the pressure off, follow these simple stress-less guidelines:



Low glycemic load foods

Choose low glycemic-load foods, which include slow-releasing carbohydrates eaten with protein, to keep your blood sugar levels balanced and help you build stress resilience. Try sweet potato, beans, apples, oranges and wholegrains.



Protein with every meal

Stress burns through our protein stores so, if you're undergoing a stressful period, be sure to eat a decent portion of protein with every single meal (palm-sized is a good guide).



Don't overdo the caffeine

Try not to overdo the caffeine, sugar and simple carbs as you need to be reaching for foods that don't overstimulate you. (You're already pretty overstimulated!)



Snack Smart

1. By choosing your complex carbohydrate – raw or lightly steamed vegetables, fruit (pears, apples, bananas) and berries.
2. Then select your protein to go with it – nuts (unsalted and non-roasted), organic and natural nut butters and seeds. Examples include sliced apple with almond butter, or homemade guacamole with crudites. Tasty and satiating – and guaranteed to keep the blood sugar stable and stress hormones balanced.

Stock up on vitamins

When you're going through a particularly stressful period I recommend 'stocking up on' B vitamins, Vitamin C and magnesium, which are all important for regulating the adrenal glands, (responsible for releasing those stress hormones).

Your best sources are:

- Vitamin C – fruit and vegetables such as kiwi, berries, citrus fruits and peas.
- B Vitamins – wholegrains such as oats and brown rice and alternative grains such as amaranth and millet.
- Magnesium – in leafy greens such as kale, broccoli, Brussel sprouts, spring greens and nuts and seeds.





At Neom we trust in the 80/20 rule – loads of wholesome, delicious, nutrient-rich food every day, rounded off with the things we utterly adore that are just too good to give up *(steaming mug of freshly ground coffee and Prosecco – we're looking at you)*



Swap a daily cup of black tea for fragrant tulsi or licorice tea, both of which have been shown to support the adrenal glands, which are responsible for releasing hormones in response to stress.



Swap peanuts and peanut butter for smashed brazil nuts (whizz up with coconut oil for instant butter) which contain selenium – proven to minimise oxidative stress and improve memory function as we age.



Swap processed margarine for organic, grass-fed butter (we like Yeo Valley) which is high in brain-boosting fats and vitamin A, which helps regulate the stress response.



Swap canned tuna for oily fish such as mackerel, sardines or wild salmon. These are all (whether canned or fresh) filled with essential fatty acids that help to reduce the inflammation triggered by our stress hormones.



Trade up your daily espresso for one with whole organic milk, The added protein slows the absorption of caffeine for a gentler buzz.



Swap wheat for oats, amaranth, spelt or rye – all of which contain B vitamins, which are very important for adrenal support.



Boost an eggy breakfast with a side of organic leafy green vegetables (pan-cooked with the eggs, butter and sea salt – delicious!) which contain both magnesium and vitamin C, two other nutrients important for adrenal support.

ZERO EFFORT

Food Swaps

FOR ZERO STRESS

#SmallStepsBigDifference

We're mad for Ashwaghandha (pronounced ash-wa-gander). This amazing Ayurvedic herb, a smart adaptogen proven to help regulate our hormones, can be taken daily to boost your body's ability to cope with stress.

HAPPY GUT, CALM MIND

How to boost your 'second brain' and raise your game

In the past five years, more than 30 books have been published which focus on the link between the health of our gut (or 'microbiome') and the health of our mind.

We now know that 95% of our serotonin – the hormone responsible for making us feel happy – is manufactured within the gut. We've all felt the negative effects on our mood when our tummies are upset or imbalanced – and it's pretty hard to maintain a sunny smile when your stomach is bloated and tender. Which is why it really pays to invest in your gut health upfront – to build up the good bacteria, boost the natural digestive enzymes and eat to encourage problem-free digestion.

Here are our top happy-tummy tips:

1 FERMENT IT

Studies have shown that the natural lactobacillus bacteria found in fermented foods, such as sauerkraut, kimchi, kefir, kombucha, sourdough and miso, boost our gut's good bacteria and help restore balance to our microbiota.

2 GO GREEN

The polyphenols in green tea have been shown to feed our lactobacillus bacteria too, while the high levels of L-Theanine have been proven to be an amazing natural de-stressor that also encourages more restful sleep. If you find the flavour off-putting, go for a flavoured green tea, or opt for a Matcha Latte instead.

3 BACTERIA BOOST

If you've been poorly or on a course of antibiotics, it's a good idea to invest in a proven daily probiotic which will re-colonise your good bacteria. We like Wild Nutrition Multi-Strain Biotic, £35 and Renew Life Ultimate Flora Critical Care, £32.

4 I SHOULD COCO

A tablespoon of coconut oil a day, ideally first thing (in a smoothie, spread on sourdough, or eaten neat) has also been shown to help boost good bacteria in the gut.

5 DAILY FEED

You can help your good bacteria thrive by feeding them up with prebiotic-rich foods. They contain resistant starch – dream food for our gut's beneficial bacteria! Naturally prebiotic-rich foods include cooked and cooled white rice, cooked and cooled white potatoes, jerusalem artichokes and tiger nuts... bring on the potato salad!

The Neom De-Stress Smoothie

DIRECTIONS

Mix together a base of:

- 250 ml nut milk
- 1 tsp matcha green tea powder
- Half a cup of oats
- A small handful of fresh kale
- 1 tsp honey and
- 1 tbsp protein powder

Blend and drink





1 Mind's eye

When things are getting on top of you, simply close your eyes and visualise yourself somewhere peaceful and calm - by the sea, in your garden, walking in a woodland. A great way to get away, even if you're still at your desk!

7 Listen up

Save one special song on your phone, that always brings a big smile to your face. Then blast it out during those SOS moments, at work or home, when you need to brighten the mood.

13 Club together

Blend a hobby with your community and you have a bona fide mood-lifter - so, why not start a mini movement? From a Sunday book club, to a monthly sewing pool, to a mate's movie night - local libraries are great places to start asking around too.

19 Power your shower

If you don't have time for a bath, that's no reason to skimp on the benefits. Simply run the hot water, sprinkle some Neom Real Luxury Bath and Shower Drops on to your skin, then hop in the shower for a mood-boosting wash, that will really set you up for the day.

25 Get curious

Learning is a surefire way to boost positivity and self-esteem... so whether swotting up on a favourite subject with a good book, or trying your hand at a new instrument, make room in your life to learn.

2 Touch a nerve

Hold your left hand up in front of you, palm turned away - now, place a finger between the bones of the middle and index fingers, in that space between the joint, and press down. This nerve short-circuits moments of panic and helps calm the heart. Good to know!

8 Back-app plan

Keep a series of guided meditations on your phone - some as short as 2 or 5 minutes - to regain focus and calm. If you need to, escape to the loo and take it with you - just sit, listen, breathe.

14 Home stretch

Most of us dash from work to home without catching our breath - so just as you reach your front door, pause, and take a deep breath in, and longer breath out. Then unlock your door - knowing you're taking a more positive energy into your home.

20 Take 20

You don't need to be pounding out hours at the gym to get the mood-boost benefits. Countless studies show that just 20 mins a day of moderate exercise is enough to have a positive impact on how we feel. A brisk walk to or from work, a dash to the shops, or a few sun salutations or yoga poses, and you're done!

26 Don't skimp on sleep

One of the best replenishers we have is sleep. So, if you're sweating the small stuff too much, make a promise to curl up in bed an hour earlier than normal. That extra rest will not only help your body, it will help your mind solve it's problems too.

3 Take a time out

When tension starts to mount, sometimes shifting our location can also shift our perspective. The next time you feel yourself getting overwhelmed, stand up and take a short stroll (even if just to another space within the home or office). You'll break the stress cycle, and be able to return to your task more calmly.

9 Give a small step

Take a moment to really listen to someone. Giving does us good. Numerous studies tell us so.

15 Swipe card

Keep a trumpcard in your pocket at all times with the Neom Stress Relief Pulse Point. A reminder to stop, breathe, and reboot, it's a practical and powerful treatment, that has been proven to lower stress levels.

21 Make a play date

Reignite that hobby you enjoyed as a child. Ballet, painting - what did you enjoy? Bring it on.

27 Forgive & forget

A lot of us carry around past resentments, which do us more harm than those we're resenting. Focus on something that's really been bugging you and talk yourself through moving on... imagine what that person might be going through and why it might have happened. As soon as we tap into our empathy, we cancel out our anger.

4 Room with a view

Studies have shown that being able to see trees - even if stuck indoors - has a positive effect on the brain. Make a point of taking a window seat whenever you have the choice and, if not, looking at a nature-scene screensaver (or even better, a snap from a personal holiday) can have positive effects too.

10 Shake it off

Next time you feel heavy with worry, jump to your feet and shake your limbs and head. You'll be surprised by how liberating it is to do something fun, physical and a bit silly - and making yourself laugh is a failsafe stress-reliever too.

16 Give thanks

Stop negative thinking spiralling out of control by focusing on one simple thing you're grateful for. Simple.

22 Write it out

Sometimes we don't want to talk about our worries - but writing them down can be just as effective in helping us deal with them, and is particularly effective before bed. So, the next time your head's swimming with what-ifs, pick up a pencil.

28 You're blooming

Don't wait to receive flowers - instead, make a point of picking up a handful of your favourite blooms once a month, just for YOU. Self-love is even more crucial when we're stressed out, and each time you see and smell the flowers, your self-esteem will grow too. Yep, you're worth it!

5 Plant positivity

House and office plants not only improve air quality - they also improve mood! Ask your office manager to get some new greenery into your environment, and pick up super-oxygenating peace lilies, bamboo palms and spider plants for your home too.

11 Take a joke

Everyone has a movie or sitcom that never fails to have them in fits of giggles. But when we feel low, we can tend to skimp on the light stuff. Instead, make a point of choosing those favourite funny films, curling up with a cuppa and inviting a bit more laughter into the tricky times.

17 Green light

Green tea has been shown to be one of the most soothing tipples out there - thanks to the brain-relaxing L-theanine. If it's not to your taste, pimp your cuppa with some honey or fruit, or buy flavoured green tea instead.

23 Colour for Mindfulness

According to The American Art Therapy Association, "any form of art can have stress-reducing value". When we colour in our mind focuses on a single thing, so we aren't bombarding our brains.

29 Head down

Laying your arms outstretched in front of you, on a desk or table, and resting your head on them is a mini form of 'Child's Pose' that opens up the neck and shoulders and gets rid of all that tension that's locked in there.

6 Switch off

When you're overwhelmed, with way too much to do, accept that you can't be on email and your phone, and doing the many tasks at hand too. Shutting your phone down until your tasks are complete will help you stay focused. Job done!

12 Light relief

Serotonin, the happy hormone, is closely linked to melatonin, which is affected by daylight. To shake off the stress, make just 10 minutes a day to sit in and soak up the sunshine (yep, cloudy days count!).

18 Savour that sweet

Eating something delicious that you really enjoy is a proven mood-booster - just be sure to leave you guilt out of it. There's nothing wrong with the occasional slice of cake, great chocolate, or a creamy mocha - less often simply means you can savour it all the more.

24 Do nothing

We're often so lost in our busy lives that we forget the power and pleasure of doing ABSOLUTELY NOTHING. If your week is seriously intense, carve out 30 minutes at the weekend, to simply sit, breathe, reflect and wonder. Inaction is an action too - and one that feels bloody amazing.

30 Om my goodness

Backbends and twists have been shown to lower anxiety levels more than other yoga poses - because research suggests that bending the spine also triggers the parasympathetic nervous system, for instant stress relief.

CHAPTER 4

STRESS LESS WITH NEOM

*Our award-winning treatments do amazing things to
your mind aswell as your body*



DE-STRESS IN A BOTTLE

Create calm in the chaos

95%
felt
calmer &
less stressed

on the Neom De-Stress programme*

*User trial involving 65 female subjects undertaken July 2015

Taking time to create calm is something we're passionate about. The Neom Scent To De-Stress range has been specially formulated with natural fragrance which not only smells wonderful but also has a deeply calming effect on the mind and body....

HOW?

A complex blend of 24 of the purest possible essential oils including lavender, jasmine & Brazilian rosewood, all expertly blended to help you feel calm and banish stress.

WHAT?

Create some calm amidst the chaos with Neom. During the day with Real Luxury Home Mist (keep at your desk and breathe). Out-and-about. Keep our Daily De-stress On The Go Mist close. Spritz a rain cloud above your head inhale for a few seconds (or keep going until you feel a sense of calm. Job done. Or, kick back in the evening with the award-winning Real Luxury 3 wick Scented Candle and breathe.



CLOCKWISE:
REAL LUXURY BODY SCRUB £34.00
REAL LUXURY HOME MIST £18.00
REAL LUXURY BATH & SHOWER DROPS £40.00
REAL LUXURY SCENTED CANDLE (3 WICKS) £45.00;

GET CALM THE NEOM WAY

OUR DE-STRESS PROGRAMME WILL HELP
TO CALM AND RELAX THE MIND & BODY

To Follow The Programme At Home, Simply Use The Guide Below:



Step 1

Light the **Neom Real Luxury candle** in a quiet room. After 20 minutes, enter the room and make yourself comfortable, the 24 essential oils will fill the room with scent, helping to relieve tension and promote a tranquil state of mind.



Step 2

Once seated and comfortable, roll the **Stress Relief Pulse Point** on pulse points (wrists, temples and behind the ears) to activate the intensive blend. At the same time, breathe in through your nose for 7 seconds and out through your mouth slowly for 11 seconds. Repeat 3 times.



Step 3

Then spritz the **De-Stress On The Go Mist** above you, letting a stress relief scent cloud rain down. Breathe in through your nose for 7 seconds and out through your mouth slowly for 11 seconds. Repeat 3 times.



Step 4

Finally, take a pea-sized amount of **Nourish, Breathe & Calm Hand Balm** and warm in the palm of your hand, before massaging into your hands until fully absorbed. Cupping your hands around your nose and mouth, breathe in through your nose for 7 seconds and out through your mouth slowly for 11 seconds. Do this 3 times.



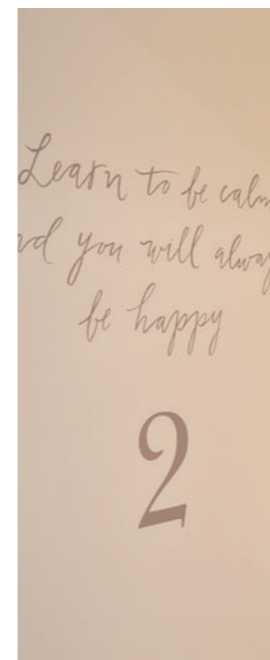
The Neom De-Stress TREATMENT

The complex blend of 24 first pressed essential oils in our Real Luxury™ fragrance, including lavender, jasmine & Brazilian rosewood, creates a de-stressing environment the moment you enter the room, with a peaceful guided meditation, reflex foot sequence and breathing techniques.

Throughout, we drizzle the Neom Intensive Skin Treatment Candle oil over the skin, and provide specialist massage to key stress relieving points of head, face, neck and back. We harness the very best techniques of shiatsu, cranio,

*This treatment allows tension
to drift away & for a calm
new you to be uncovered*

30 minutes £35 60 minutes £70 90 minutes £95



FOR MORE INFORMATION
ON STORE & TREATMENT
ROOMS
0208 947 9776



“ You can’t keep on giving & giving without replenishing the supply ”

POWER UP YOUR POSITIVITY

Forget life-changing resolutions – it’s the small steps that count, says Nicola Elliott

Neom started as a way to help my friends and family – many of whom were burning the candle at both ends and living pretty pressurised lives – slow down, switch off and recognise the need for a bit more balance. The idea came to me when I was working flat out myself – late into the night, across different timezones, jet-setting and running on adrenaline...knowing that I couldn’t sustain the pace, and that – most importantly – my body had started to let me know that too.

The thing is, I absolutely love my job. I love working hard. I love the creative rush that fuels my days and gets my heart pumping with excitement... but there’s a lot of worry, tension, pressure and crazy level of responsibility that comes with the day job too. For me, what’s so crucial is that I find a way to power my own positivity up from the inside – to do the small things, every single day, that make me feel cared for, balanced, energised, well-rested – which then allows me to wake up with purpose, and do a kick-ass job at work, and at home.

Time for yourself is a very basic human need. We’re not dreaming big by wishing

we could eat a meal without having to wash up, feed others, and respond to urgent emails, all at the same time. You can’t keep on giving and giving and giving without replenishing your inner supply. I think of these daily steps as my non-negotiables. My nourishing breakfast. My De-Stress candles in the office and De-Stress Kit in my bag. My weekly 30 minute swim. My mind-clearing evening dog walk with the kids in tow. My digital detox nights. My 7-11 breath, in the bath or shower, every day.

“ Small steps stick because they slot seamlessly into the busiest of lives ”

Small steps stick because they slot seamlessly into the busiest of lives – and you’ll also find that one small step naturally leads to another (e.g. taking a minute a few times a day to breathe more deeply will also make you more mindful which will make you more calm). Once they’ve stuck, too, you’ve formed a powerful de-stressing habit which will be with you for life. And unlike those huge life-changing promises you make yourself, which so often fail – making you feel doubly guilty as a result – small steps offer instant pay-off, so you never have to feel bad about a thing.

It’s win win!

Love Nicola x



5 WORK BAG DE-STRESSORS

Grab-n-Go essentials for the busiest working weeks

1 THE APP

Smartphones now offer some serious self-care solutions. We love the stress-beating app, Pacifica. Start small by simply plugging in and listening to the guided breath and meditation exercises on the way to, and from, work. or swot up on amazing anxiety advice from leading doctors.

2 THE SNACK

Keep some slow-release, B-vit-rich, oat-based bites in your bag to keep you going when the going gets tough. We like the whole foody snack bars by 9 Bar, Larabar, KIND and Dove's Farm. We also like Prêt's dairy-free Coconut Bites – next to no sugar, but packed with brain-boosting oils from the coconut oil and cream, and magnesium from the dark chocolate. Yum!

3 THE SUPP

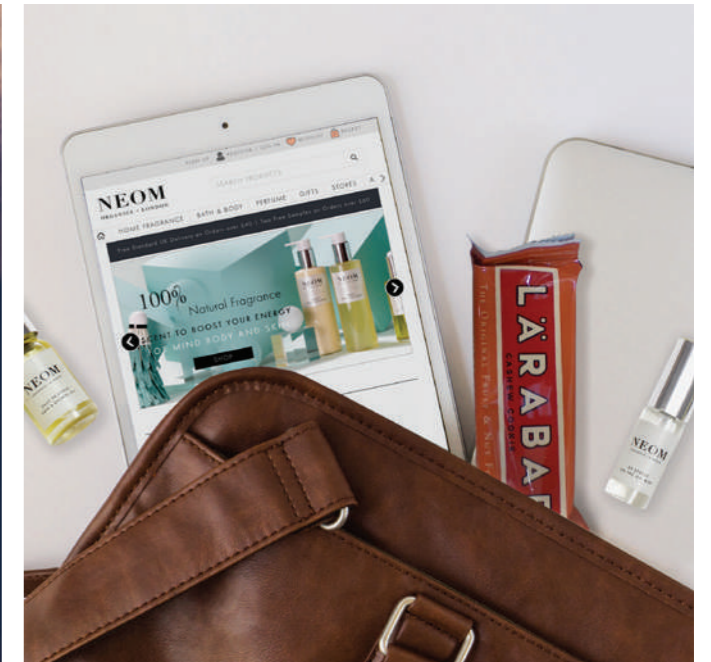
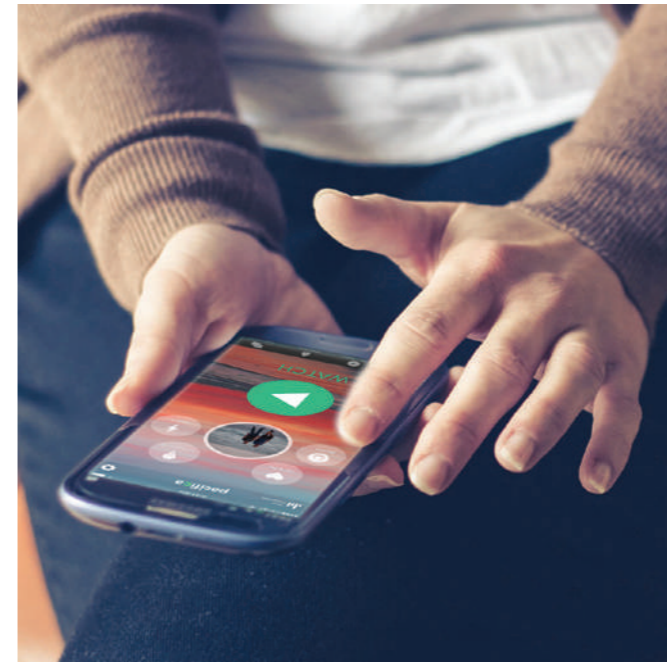
Want to counteract stress with a supplement, but not sure where to start? Ginseng has been proven to boost mood and mental clarity; rhodiola is an age-old and highly effective mood-balancing and stress-relieving aid; cordyceps is a mega-mushroom that regulates stress hormones and aids immunity; and ashwaghandha is a super-smart adaptogenic herb which has been proven to help our bodies better cope with stress. Get them in the smart combined supp, Adreset, from Nutri Advanced.

4 THE DRINK

Green tea may not be the most exciting, but let it cool, stir in a spoon of honey, pop a few berries or apple slices into the glass, and you'll have a refreshing and tasty tippie that's high in soothing and de-stressing L-Theanine too.

5 THE KIT

It takes just 5 minutes to enjoy the three targeted treatments in the Neom Essential De-Stress Kit, £20 – which leaves you soothed and beautifully scented.



Hands Up if you need time out?

Our portable but powerful Nourish, Breathe & Calm Hand Balm is designed to encourage a moment's pause throughout the day – just #remembertobreathe

Step 1.

Warm a pea-sized amount of balm between your hands before massaging into the skin

Step 2.

Cup your hands over your nose and mouth and breathe in through your nose for 7 seconds and out through your mouth slowly for 11 seconds

Step 3.

For an extra dose of super-calming scent, try a spritz of the daily De-Stress On The Go Mist



NOURISH, BREATHE & CALM HAND BALM £15.00
50ml / 1.69 fl oz

CHAPTER 5

WISE UP

*Empowering advice & practical inspiration,
for the digital age*





THE STRESS SECRET

We all feel it, but how to beat it? Here's how 4 super women manage their stress



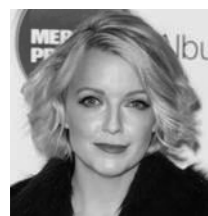
GOLDIE HAWN

Stress is something that's created in the mind. It's how we look at things. So our greatest defence against stress is the ability to change our minds; to change our thinking.



MICHELLE OBAMA

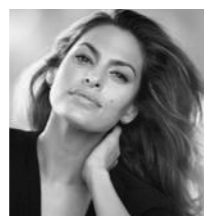
If I'm ever feeling tense or stressed or like I'm about to have a meltdown, I'll put on my iPod and head to the gym or out on a bike ride.



LAUREN LAVERNE

I always try to switch off, but I'm not perfect at it. Like everyone else I can end up with my laptop on my knee working when I should be winding down, or 'reading clothes' online.

I've gone back to a paper book at bedtime when I want to retain the information more deeply (after reading *The Shallows*, which outlines the neurological differences between reading on paper and onscreen). I really try not to do that double-screen thing where you're tweeting about *True Detective* whilst watching it!



EVA MENDES

Meditation really helps create not only a sense of balance... but serenity and kind of a calm state of mind.

LET'S TECH ADVANTAGE

The best new stress-relieving apps – helping us thrive



RELAX: Stress and Anxiety Relief. Voted a Top 10 app by health professionals, this deep breathing and guided meditation app begins with just 5 minutes a day, but you'll begin to feel a difference immediately.



HEADSPACE: A pioneer in digital meditation, fans of Puddicombe's offering swear by the calming benefits. We like the relaxing design and seamless nav too.



HAPPIFY: A great little app which helps quell negative thoughts with brain-training and science-based activities, proven to boost happiness. Fun, thoughtful and nicely designed too.



CALM: From the lovely Sleep Stories that "the help you drift off into dreamland" to the relaxing sounds and scenes from nature, this leading meditation and sleep-support app remains a favourite with Team Neom.



GLOW GUIDES: A one-stop-app for meditation, nutrition, yoga and exercise, Madeleine Shaw and Shona Vertue guide you through with this seriously slick program – designed to take the stress out of wellness (you can even send your entire glow guide shopping list to Ocado, to ensure you have all the ingredients you need to cook the delicious recipes). Impressive stuff.





THE COMFORT BLANKET

FOR THE BRAIN

*Find comfort and calm with life's simplest pleasures,
says How to Hygge author, Signe Johansen*

A modern approach to hygge is about stepping back from the frenetic pace of life and savouring the simple things, in the company of others...hygge isn't something you can buy



◀ NURTURE YOURSELF

Forget the picture-perfect Hygge 'fad'. It's not about surrender or retreat, or endless cups of cocoa whilst wearing cashmere socks. "What Hygge is really about it understanding the value of looking after ourselves. When we manage this, we really build up our own resilience."

HYGGE IS WHAT YOU MAKE OF IT ▶

If it means just sitting down in the morning and taking the time to have a proper breakfast, or taking a brisk walk to clear your head during the day then that's all you need. That's hyggelig! We Nordics don't believe in dwelling, we still have to live our lives as best we can.



◀ INDULGE AND ENJOY

In my experience people are getting tired of the asceticism of "clean" eating and living. They want to live a little. 2016 was a year of uncertainty, and when things happen which are largely out of our control, it seems to make us want to look at the way we live, to start taking care of ourselves more.



SWITCH OFF ▶

In our digitally wired age, it's one of the most important things we can do, and it's deeply restorative. We definitely reap the rewards of a "digital detox", switching off from the relentless pressure of work, trying to achieve everything, having it all (what does that even mean?!) – it's so vital to reset, to calm your mind and to step back from everything. Learning how to manage the incredible technology we now have is an essential life skill.



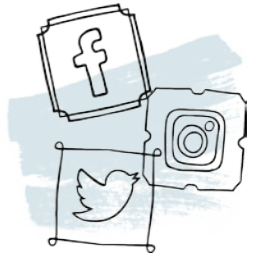


DO YOU HAVE DIGITAL
Anxiety?

YEP it's a thing – here's how to stop stressing, and start enjoying your online time, in 5 easy steps

1 *Social Edit*

Begin with a speedy edit of all the people you follow across Facebook, Twitter, Instagram etc. Remove any people from your feed or circle who do not make you feel good about yourself. Simple.



2 *Email Action*

Restrict email to set windows each day – studies have shown that juggling between work tasks and email dramatically reduces productivity. When emailing, answer urgent things immediately, important things that day, and less important, that week. Delete everything else. Allocate your last working afternoon of the week to clearing the inbox, to help you go into the weekend with a clear mind too.



3 *Get to the point*

Save yourself time by always getting to the point i.e. don't apologise for the delay in responding (because we all get it – we're all busy!). Instead, go straight to the heart of the matter with kindness and purpose, press send, and move on to the next email.



4 *Desk til Dawn*

We know that sometimes we all have to work longer than we'd like. To minimise the impact of an all-nighter, invest in a blue-light guard for your desktop (it sits over the screen) and ensure that all your other gadgets automatically switch into night mode after 8pm (this moves the backlight from blue to amber-based, which is far less disruptive to our awake/sleep cycles).



5 *PA to go*

If you've left work with lots of 'unfinished business' – use your journey home to finish up urgent emails, online shops and update family logistics and diaries (we like Cosi) – with the express promise of putting your phone away in a drawer when you get home.



CHAPTER 6

WELL CONNECTED

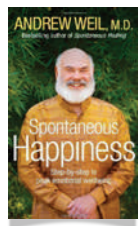
Best books, stats and smiley science to boost your mood





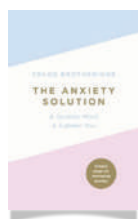
TIME FOR Shelf help

Science-backed stress relief in book form



Dr Andrew Weil is one of the world's leading integrative health experts – combining traditional general medicine with science-backed, alternative health approaches. In this landmark book about depression, he asks what happiness really is, and offers an 8-week program to help shift the mindset and support more positive mental health, for life.

Dr Andrew Weil, Spontaneous Happiness



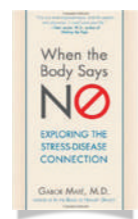
Having suffered from crippling anxiety herself for many years, Chloe trained as a hypnotherapist and focused on helping others with low self-esteem, anxiety and highly stressful lives. Her first book, The Anxiety Solution, offers a very simple, step-by-step guide to dispelling stress and includes lots of personal experience along the way.

Chloe Brotheridge, The Anxiety Solution



Based on Kabat-Zinn's highly successful stress-reduction programme at the University of Massachusetts Medical Centre, the author introduces easy and enjoyable mindfulness and meditation techniques, all of which have been proven to significantly lower stress levels.

Jon Kabat-Zinn, Full Catastrophe Living



In this groundbreaking book which fleshes out the link between our minds and bodies – and shows that repressed emotions and ongoing, pent-up stress can indeed lead to disease – Gabor Maté also proves that a positive mindset is the best tool we have for overcoming illness and maintaining good health.

Gabor Maté, When the Body Says No - Understanding the Stress-Disease Connection

THE SCIENCE OF Smiling

1. You may not be feeling brilliant - but FORCING a smile fools the brain into thinking that you really are happy about something. Which causes the brain to release neurotransmitters, dopamine, serotonin and endorphins - all of which, yep, actually make us FEEL happier.
2. Smiling also releases neuropeptides, which work to counteract the negative effects of stress. So, smiling through a stressful day is actually a very effective way to dispel stress. Amazing!
3. When you smile, you don't just get neural feedback, you also get social feedback. And when someone smiles back at you, you get another wave of neurotransmitters being released, which help you to feel even less stressed.
4. A 2011 study at the Face Research Laboratory in Aberdeen, found that almost everyone finds a smiling face to be more attractive than a non-smiling face. And - seeing a face smiling at you actually activates the orbitofrontal cortex in the brain - so you feel rewarded too. This not only dispels stress but also boosts self-esteem. Who knew you could get such powerful pay-off from such a simple thing!
5. The same study also found that, when presented with a picture of someone smiling, it took conscious effort to frown back at them. Proving that our natural response is to mirror others - and that we can all spark our very own positivity cycle, simply by smiling more.

Raise a grin,
to raise your mood
— here's how:



THE NEOM DE-STRESS DIRECTORY

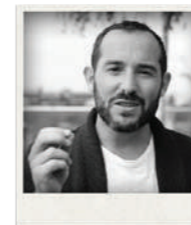
Where to go and who to learn from – your zen state awaits



Suzy Reading

www.suzyreading.co.uk

Neom's very own Psychology Expert is a chartered psychologist, a yoga teacher and a health and fitness coach. She runs popular weekends near her home in Berkhamsted and also offers private counselling, yoga and coaching sessions. A true oracle of wellness, it's her kind and down-to-earth nature that makes her such a wonderful guide.



Will Williams

www.willwilliamsmeditation.co.uk

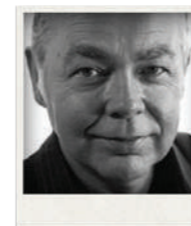
Bringing the wonderfully effective art of Vedic Meditation to a wider audience, Will is disarmingly warm and bubbly, and cuts through the mysticism of this powerful de-stressing tool to get to the heart of how it really works – which he then teaches over the course of 3 days (weekends available too). Affordable and life-changing, Vedic Meditation has been proven to be one of the most effective stress-relieving tools we have at our disposal. Worth every penny.



Akcelina

www.akcelina.com

A wise and warm holistic wellness expert, Akcelina blends many disciplines, from Ayurveda and NLP to nutritional therapy and hypnotherapy. Though it may sound a bit overwhelming on paper, to meet her in person, it all makes sense. Her astute and sensitive questions open you up to accepting help, and she then equips you with a raft of self-care and self-development tools which dramatically reduce stress levels and improve wellbeing.



Christian Dunham

www.christiandunham.net

A solution-focused hypnotherapist, Dunham immediately puts you at ease, specialising in building positive neural pathways in the brain. He helps clear negative thoughts, past baggage and shift stress, before working to fill the mind with more positive thoughts and associations. Based between Bath and London, he can also work very successfully over Skype.

Small steps.
Big difference.

