

VANITY *mag*

AUGUST- SEP 2019

**PREGNANCY
MYTHS BUSTED**

Learn the art of
Lamaze

MOM AND BABY
Essentials

THERE IS NO PERFECT
PARENTING, SAYS
YUVIKA ABROL

A WORD
FROM THE
FOUNDER



**STRETCH
MARKS?
NO MORE**

**GOOD
MOOD
FOOD!**

**Trimester
Tips**

**DAD'S
THE WAY**



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Dad's The Way

How a father's role has evolved



LETTER FROM THE EDITOR

Hi Readers!

I'm really excited to present to you this very special issue of Vanity Mag. This one is definitely close to my heart as I'm featuring on the cover myself and sharing a little about me with you all.

We have dedicated this edit to the moms-to-be out there so you'll find some great informative content on Pregnancy and Postpartum in the pages ahead. Also, we have popular mom blogger Yuvika Abrol sharing some tips on how to juggle between work and motherhood. And that's not all, there is something for dads too and how they can help their partners during the maternity stage.

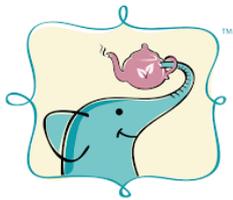
In this month's issue, you will come across some impeccable products for moms and babies and we also introduce you to the new brands that have just joined our wagon.

Hope you enjoy the read!
Lots of Love,

Naina Ruhail
Editor-in-Chief

Vanity Newbies!

Bringing you the best of clean beauty and organic health is one thing we aim to ace at. Raise your cups, soothe your soul and refresh your skin as we add three new brands to our organic kitty. Check them out!



Tea Trunk

Tea Trunk: Calm your guts and up your health with the unique blends formulated with directly sourced ingredients and tested to help de-stress the body. Tea Trunk is a genie for all the artisanal tea lovers.



Chamomile Herb tea

Shoo away insomnia with this perfect chamomile bedtime brew that will help you fall asleep peacefully within minutes.



Marigold Green Tea

Aid your detox routine, improve digestion and give your body a chance to heal itself with delicious marigold and lemongrass green tea.



Rose Oolong Tea

Fall back in the correct weight range, boost your metabolism and achieve clear skin with this delicious rose oolong tea. Add this to your diet and all you will know is great health.



Matcha Green Tea

Get 10X power with just one cup of matcha green tea and boost your system with heaps of energy and wholesome health.

Soul Tree: SoulTree is an affordable and amazing filler of Vanity. It offers ayurvedic formulas for skin, hair and body that are efficacious and certified.



soul tree

1 Sun Protection Cream with aloe and green tea – SPF 30

Shield your skin with this organic blend of aloe vera, green tea, olive oil, vitamin E and more in this soothing and light-weight sun protection cream.

2 Hand and foot cream

Moisturize and nourish your dry and parched palms and feet with rich kokum and honey cream with mountain rosemary.

3 Indian Rose Face Wash with turmeric and honey

Refresh & hydrate your dull and tired skin with a burst of fresh rose, aloe vera, turmeric and forest honey.

4 Hibiscus and honey lip balm

Made with organic ghee, cold pressed oils and lip-softening hibiscus extracts, this lip balm is perfect to lighten, moisturize and hydrate dry and chapped lips in any weather.



Cocomo
natural nourishment for kids

Cocomo: A benevolent range of cleansers and lotions is all that a mom needs to take care of their little babies and Cocomo brings all kinds of solutions to the problem.

Moon Sparkle Face + Body Wash

Let this soap-free potion cleanse the sensitive skin of your baby. Enriched with neem, olive, almond oil, and aloe vera, this face and body cleanser will leave your child's skin fresh and squeaky clean.



Earth Shine Shampoo + Conditioner

Cleanse your baby's scalp and rinse off all the dirt with this gentle and toxin-free shampoo and conditioner that is nourishing, chemical-free and energizing.



Minty Sea Moisturizer + Sunscreen

Protect your baby's skin with a unique blend of natural SPF from rich Shea and Kokum butters, moisturizing Almond oil, Calendula, Jojoba oil, Aloe Vera and Passion fruit oil.



Made Easy!

The onset of monsoon brings the showers and the humidity. While one may enjoy the rare pleasant breeze, most days turn one off with the level of excess moisture and the bothering temperature. Want to enjoy your monsoon without scrunching your face, then stack up on these must-haves!

1. Bath Candy Co Feet Treats Healing Foot Spray

Experience spa in a bottle, with the healing medley of Camphor, Peppermint & Tea-Tree essential Oils as this foot spray deodorizes your feet naturally. This anti-bacterial and antifungal sanitiser is also used in energy healing therapies such as Pranic Healing and access Bars. Keep this handy during monsoon and keep infections at bay.

2. Carmesi natural sanitary napkins

Make sure you never catch the unwanted UTI, cervical cancer, yeast infections, rashes, and like. Bring home these 100% natural sanitary napkins and steer clear from moistness, rashes, allergies that are more likely to happen during monsoon.

3. Mama earth Organic Apple cider vinegar

Fermented with the healthy apples from the Himalayas, and formulated for weight loss, add this concentrated potion to your beverages and diet during monsoon for a healthy and clean gut. One is more likely to catch infections during the season of shower and this drink will keep your body detoxified leaving no room for any kind of bacteria to infect you.

You can also add a few spoons of this fluid to your shampoo to remove the build up every now and then.

4. Ilana Organics Refreshing face mist

Packed with nutrients, this face mist is a must-have during monsoon. It provides a mid-day boost to the skin on a moist and hot day. Since monsoon can rip off the glow, one must keep their skin hydrated and nourished at all times.

5. MyGlamm Glow to glamour setting powder

Using heavy makeup products is a no-no during monsoon and one thing that everyone may love using is this shimmer and setting powder set. Mattify your face as you rock the day even while the showers are on. This product also adds dimension and soft glow to the skin.



Mom-to-be?

Here are the essentials you need to stock up!

Pregnancy isn't an easy task and entering mamahood may be even more difficult but with the right preparations and products set in shelf, one can surely make the journey smooth and enjoyable.

You may know what all you need right now, but it also important to stock up on the products that you shall need immediately post-delivery to make things easier.

1

Bath Candy Co. To be Mama Aromatherapy Butter Cream for stretch marks

Soothe the itchy and saggy skin with a rich blend of Shea butter, jojoba oil, sunflower oil, castor oil and couple of essential oils. This nutritive and nourishing cream will moisturize your skin and minimize the appearance of stretch marks that may have housed underneath the skin.



2

Mama Earth C3 Face mask with charcoal, coffee and clay

Uplift the tired new mom skin and deceive everyone into thinking the ease of sleepless nights as this face mask cleanses, detoxifies and nourishes your skin. It is a must-have to boost the collagen and upkeep the hydration of your skin. Use this twice a week and look like a bright mama at all times.



3

Mama Earth Essential Body oil

Restore the nourishment, soothe the itchy and irritated skin and strengthen the worked-up muscles with this essential body oil. Made with caressing properties of sea buckthorn, pracaxi oil and argan oil, this body oil is an ultimate elixir for new moms.



4

Ilana Organics Conditioning hair mask

Is your hair feeling dry, weak and frizzy as you discontinue the health supplements postnatal? Well, however the changes in your skin, body and hair are natural, they are definitely curable. Add heaps of nourishment to your hair with this deep moisturizing hair mask with argan oil and mango butter. It will lend sheen and strength to the hair while preventing split ends and retaining moisture.



Baby Essentials

A mom isn't the only one to be taken care of, the baby is who demands and grabs the most attention, and WHY NOT? So, prep up in advance as you stock up on these baby must-haves.



Neemli Naturals Baby Massage Oil

Regular and gentle massages is the first thing one should take care of and this baby massage oil must make its way in the list of essentials one must buy. Packed with the goodness of almond and apricot, this massage elixir softens the skin, strengthens the muscles and helps the baby gain mobility faster. The potion also has nourishing and antimicrobial properties which are perfect to keep the baby's skin healthy and hydrated.

Paul Penders Baby Body Lotion

Just as much as us, the baby's gentle skin needs hydration and moisture as well and all new mothers can rest and rely on this baby body lotion as it is absolutely toxin-free, vegan and gentle for baby's delicate skin.



Mama Earth Deeply Nourishing Body Wash

Cleanse your baby's skin with this deeply nourishing and gentle body wash. This bubbly and toxin-free shower gel will make bath time fun for your kid and gentle for the skin. The wash is safe to be used on the face as well. It leaves the skin soft and supple.

Mama Earth Nourishing Hair Oil for Babies

It's not just the body that needs nourishment and moisture but also the hair. Boost the growth of hair and strengthen your baby's hair follicles with this almond and avocado hair oil. This blend of potent oils sans any chemicals and preservatives will give your baby shiny and soft hair from the first year itself.



Paul Penders Natural baby Shampoo

Add this to your baby's bath kit and let them have nourished and cleansed hair. This botanical baby formula is gentle on the baby's scalp and also does not hurt the eyes and skin. Made without a pinch of chemicals, it will rinse off the dirt, grime and dryness from your baby's scalp and hair.

Bursting the Bubble: Myths about pregnancy!

Once the news is out there, parents-to-be receive a flood of suggestions and cautions to take. The list may be endless and sometimes, the advice may make every being wonder about the logic behind. Let's burst some bubbles too!

01

Myth: A mom-to-be should not work out

Reality: Staying healthy is a must whether or not one is pregnant. It is absolutely safe (unless advised otherwise by your gynaec) and in fact recommended to engage in a light or supportive physical activity to make sure that a mom-to-be is active and ready for delivery when the time comes. Working out helps a mom-to-be stay in a better mood and state-of-mind as well.

02

Myth: A pregnant woman cannot drink coffee

Reality: Most edible items out there do not cause harm to a pregnant woman when taken in moderation. A mom-to-be can consume 200mg of caffeine a day. Limited amount of caffeine is absolutely safe and energizing.

03

Myth: Pregnancy means 9 months of straight glow and happiness

Reality: Research shows that pregnant women are more likely to struggle with extreme mood swings than others. Some even face depression and severe anxiety which can affect the birth weight of the child.

04

Myth: A mom-to-be should not dye or color the hair

Reality: Nothing takes away the right to look beautiful from a woman, not even pregnancy. The chemicals found in dyes and colors do not overrule the safety scale and can be used during pregnancy.

05

Myth: A pregnant woman should not touch or be near a cat

Reality: Cats are no harm to the developing fetus. The only precaution a mom-to-be must take is to make sure that she does not clear the cat feces or empty the litter box as it can result into a birth-defect causing disease, Toxoplasmosis.

FROM BUMP TO BIRTH

Being able to create a life in your body is a miraculous ability woman is blessed with. It is exciting and baffling, both, to be pregnant, nurture a life in the womb and deliver it to the world. Here are a few tips that will help a mother-to-be live easily throughout all the trimesters that are to come!



First Trimester: (Week 1 to 12)

- Start prenatal visits to your doctor to make sure that everything is under control.
- Nap whenever you feel the need.
- Take the prenatal vitamins on time without fail.
- Limit spending time in high temperature.
- Indulge in mild to moderate workout sessions to stay healthy.
- Wear comfortable clothing and eat small meals frequently.
- Watch your diet and avoid smoking and consumption of alcohol.
- Start reading Pregnancy related books to keep yourself well informed.

Third Trimester: (Week 29 to Week 40)

- Shop for yourself and the baby.
- If you want to create a baby nursery, this is the time.
- Enroll in Lamaze or hypnobirthing classes for easy delivery.
- Plan your Baby Shower and Maternity shoot.
- Learn about birthing options and make the required hospital bookings.
- Stretch often and walk in an open, clean and safe environment every day.
- Keep everything ready for the pre-date emergency.
- Learn about postpartum depression and ways to cope with it.

Second Trimester: (week 13 to Week 28)

- Indulge in massage sessions as and when you need to soothe sore muscles and sleep better.
- Plan your babymoon.
- Drink ample of water and take medication to prevent constipation.
- Switch to organic and natural products, steer away from chemicals.
- Sleep on your side with a pillow in between your legs to ease discomfort.
- Enrol for Prenatal Yoga or Pilates to improve flexibility and body posture.
- Start learning about baby care and parenting.
- Use creams and oils to soothe itchy skin and prevent stretch marks.

KNOW NO STRETCH MARKS

Stretch marks may be a sign that your baby is growing to come to you soon but visually they aren't a pleasing sight. Though every mama-to-be would want their skin to be flawless, there are certain measures one needs to take for a no-problem situation during and post pregnancy. Make these products your go-to to prevent stretch marks and treat them if any.

Neemli Naturals Organic Coffee Body Scrub

Exfoliating is a great way to not only buff away the dead skin but also renew the surface and pull the blood circulation towards the area. This coffee scrub by Neemli Naturals is a gentle and effective exfoliator that invigorates the dull skin while minimizing and preventing the visibility of stretch marks.

1



Mama Earth Body Crème

Massage your skin gently with this rich concoction of shea butter, peptides and milk protein. This thick crème lets the skin stay nourished and hydrated at all times. It soothes the itchiness, replenishes the moisture and retains the elasticity for a better appearance during pregnancy and post-delivery.



2

Charcoal and kokum butter hydrating bathing bar

This bathing bar makes for a great cleanser to seek relief from the dry, itchy and stretchy skin during pregnancy. It deeply conditions the skin and nourishes it extremely well. While the charcoal draws out the impurities, the kokum butter seeps into the skin and moisturizes it, giving the skin a better look and preventing stretch marks.

3



Ilana Organics Nourishing body oil

Massages are a great way to prevent as well as treat stretch marks. Handcrafted with a potent blend of anti-aging antioxidants and hydrating squalene, this nourishing body elixir moisturises deeply while tightening and toning the skin. It is perfect for an at home spa like massage during and post natal for its calming and tranquil effects.



4



Massages? Here's how they can help the moms-to-be!

Prenatal massages have often been a controversial luxury but with modern and trained professionals, the truth of its safety has spread wide. Prenatal massages are not only a great idea but also an amazing therapeutic way to de-stress the body and calm the mind. Let's see why one should indulge in prenatal massages.

1. Hormone Regulation

Studies show that introduction of massages in a woman's prenatal care can regulate the hormones in a good way. It is known to release the happy hormones and reduce the hormones whose presence is associated with prenatal and postnatal depression. A happy and relaxed mama means easier delivery and better health.

2. Stimulated blood flow

During pregnancy, the lymphatic system of a woman often drops in efficiency and one may also experience fluid collection around the joints. Massages stimulate the blood flow in the body, which in turn diffuses the fluid collection and flushes out the toxins properly.

3. Alleviation of nerve pain

The muscles around the lower abdomen, especially legs, tend to ache during pregnancy owing to the increasing weight of the fetus. Massages are recommended to alleviate the pain in the nerves and to ease out the functioning of the nerves and surrounding muscles.

4. Reduction in swelling

The blood vessels around the joints swell up during pregnancy due to low blood circulation and fluid collection around the joints. Massages are known to release the tension in the stressed joints and reduce the pain remarkably which in turn also reduces the swelling.

5. Controlled stress & anxiety

Mood swings, unnecessary stress and anxiety may wander around a mom-to-be. Massages help one relax and de-stress the mind while focusing on the pressure points which can help a pregnant woman unwind more efficiently. Massages also help with insomnia and restlessness.

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Pure Indian
Ayurveda



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7 DIETARY TIPS FOR MOM-TO-BE

Everything on a mom-to-be's plate and shelf must be scrutinized with care to ensure that she only consumes and uses the best of everything there is. Nutrition plays a vital role especially when a woman is pregnant. Eating healthy should always be a priority but making sure it's a level up for the needs is a must for a mom-to-be. To narrow things down, here are a few dietary tips for every lady who is expecting.

A mom-to-be needs more of calcium, iron, folic acid and protein during pregnancy. So, inclusion of superfoods with these nutrients such as green vegetables, lentils, meat, eggs, low-fat dairy products, is a good way to start.

Green leafy vegetables are a great source of fiber, Vitamin C, Vitamin K, Vitamin A, calcium, folate, iron and potassium. Owing to such varied nutrient richness, it is important to consume leafy vegetables. It helps in digestion, improves the overall health, prevents constipation and also reduces the risk of low birth weight.

Add 2 servings of dairy products to your diet to meet the growing requirement of calcium for the fetus. Start with consuming milk and Greek/ probiotic yogurt every day.

Rely on small but frequent meals to always stay energetic and never full. It also improves the digestion and leads to better energy breakdown and nutrient absorption.

Make sure to eat at least two servings of protein in a day, be it from cottage cheese, lean meat or eggs.

Avoid junk or fast food as they might be filling but have low nutritional value.

Add a glass of fresh fruit juice to your breakfast. Drinking orange juice is a great way to up the Vitamin C levels for better absorption of iron. You can also consume berries for the same as they make a great snack and contain high level of water and fiber as well.





LAMAZE

The art of special breathing technique

With the advent of innovations and knowledge surpassing imagination, professionals have come up with classes, techniques and workshops that can help the parents-to-be learn and make the birthing process easier.

Lamaze classes help a couple understand the basic anatomy and physiology of birth, the medical method of birthing, and teaches special breathing and relaxing techniques to the mom which can replace the need of pain-relief medications induced in the body just before delivery.

Lamaze bestows the parents with child birth information that is empowering and influential when it comes to making decisions about birthing.

How does Lamaze help?

Lamaze basically sucks out the mystery about birthing. It is not just about the helpful techniques but also about easing out the transition to parenthood. Lamaze relies on the fact that birth is normal, natural and healthy. It helps a parent believe and experience the following while relying on these 6 care practices:

- Natural beginning of labour
- Freedom of movement during and throughout labor.
- Continuous professional support during labor.
- No unnecessary interventions at intervals.

- Spontaneous pushing in upright or gravity-neutral positions
- No separation of mother and baby right after the birth with unlimited opportunity of breastfeeding upon will.

Benefits of Lamaze Classes

- Better management of anxiety and stress.
- Pain relieving breathing techniques.
- Labor Support.
- Instant breastfeeding opportunity.
- Natural labor, easier birth and comfortable postpartum period
- Knowledge about positions, importance of breastfeeding and pushing.

With Lamaze, birth giving becomes easier as the relaxation techniques and the controlled breathing on purpose comes to practicality. Every parent must enroll in these helpful classes to make informed decisions about the child and themselves.



Postpartum hair fall? These Hair babies can help!

Once you are off the iron, folic acid and prenatal vitamins, the dense and amazing hair, shift into the phasing out period and start to fall off drastically. The shedding is a temporary and very common situation for new mothers. The hair fall begins a few months after the new born has arrived and does not really require any medical attention. To minimize the trauma and feel confident again, use mindfully formulated hair care products listed below.

1. Mama Earth Argan Hair Mask

Treat your hair with the restorative and hydrating properties of argan in this nourishing hair mask. Made with a unique blend, this hair mask repairs damaged hair, adds sheen, strengthens the roots and minimizes the hair fall. It is also a great product for revitalizing dull hair and promoting new hair growth while deeply conditioning the scalp.

2. Just Herbs Javakusum Hair oil

Resort to the benefits of amla, hibiscus, henna, indigo, a variety of vegetable oils and more to arrest the hair fall and regain gorgeous voluminous hair. This non-sticky, potent oil boosts the hair follicles, deeply nourishes the scalp and the roots and stimulates blood flow.

3. Greenberry Organics Hair fall control shampoo

Using chemical-based hair cleansers can also be an added cause of the unexpected hair fall. Control your hair fall with this hair cleanser crafted with natural amla, aloe, green tea and bringraj extracts. This shampoo helps prevent the hair loss and also promotes the growth of new hair.

4. Mama Earth No More Tangles Hair Conditioner

Tangled and frizzy hair can increase the risk of hair breakage and fall when you try to tame the same. Say goodbye to added hair fall with this gentle, chemical-free and highly moisturizing hair conditioner. The combination of amazing natural ingredients like cocoa and shea butter, tea tree oil, amla, milk protein, argan oil, fenugreek extract and more in this product will leave your hair silky smooth, healthy and tamed, leaving no room for hair fall.

5. First Water Solutions Cold Pressed Extra Virgin Coconut oil

Strengthen your hair and control the hair fall with this concentrated potion of untouched coconut oil from the Malabar coast of India. This 100% edible and topically wonderful cold pressed extra virgin oil is rich in Vitamin E, Vitamin K and iron that boosts the growth of new hair and strengthens the roots on a cellular level.

GOOD MOOD FOOD!

Pregnancy brings with it a lot of emotional and physical changes. Mood swings and emotional extremities is a common sign and majority of moms-to-be face the same while juggling to keep themselves sane.

The task of staying calm can be challenging but here's a list of foods that will help you cope and keep you in a good mood.

Good carbs

Carbs instantly provide energy and uplift the mood. They are high in fiber and keep one full for a longer period of time. They also manage the cholesterol and detoxify the body.

1

Add nuts corn, millets, brown rice, and oats to your diet to get the right dose of good carbohydrates.



2

Omega 3 fatty acids

Omega 3 fatty acids are an amazing mood booster during pregnancy and otherwise. Pregnant women should make sure to add a source of the same to their diet. Omega 3 fatty acids brighten the mood and alleviate anxiety as well.

You can eat walnuts, pulses, soy, and leafy vegetables for the same.

Whole foods

Whole foods are unprocessed and raw, capable of delivering more nutrients to the system. Moms-to-be can try adding whole foods like fresh fruits, beans, peas, milk et cetera to their diet in order to boost their mood.

3

Vitamin D

Vitamin D is known to influence the mood and its deficiency is scientifically noted to cause depression in many people. Pregnant ladies should add foods high in vitamin D to their diet in order to receive the same in moderation.

One can eat cheese, egg yolk, milk, soy milk, orange juice, et cetera.

4

Apart from these foods bringing joy to your pregnancy, we suggest the moms-to-be to **AVOID** consuming excess of sugar, dairy, alcohol, caffeine, bread, pasta, potatoes and white rice.



A
word from the
FOUNDER,
with experience!

The co-founder of Vanity Wagon and a mom-to-be, Naina Ruhail, shares how pregnancy and work life treated her so far. Let's gain some insight in her personal and professional life & how she has managed to balance both so successfully. She lays down the challenges that came her way & how can every mom-to-be overcome the same.



Maternity is a great blessing that I got showered with this year. It's an indescribable and a very precious feeling. It brings along great challenges that test your abilities. Being an entrepreneur is a job of the tough but I tried my best to let nothing come in between my way to success. I've had my days, felt extreme emotions, been sick et cetera but I made sure that I never neglected my professional baby, Vanity Wagon, even for a single day.

Waking up every morning, starting the day with a healthy breakfast, a little work out, listing down the to-do's and making sure I complete them all in the day got a bit difficult but I am glad my team, the people around and the happy audience we serve were of great support.

One thing that I never did was choosing the easy way, whether it's my personal life or professional challenges. I seek inspiration from all those lovely strong women out there who are active on each front even during pregnancy.

It is vital to balance the personal and professional front of your life to maintain an equilibrium. In the modern times like today, the only thing that can get you ahead is strategic work and balance. I suggest every mom-to-be to make room for her health, work, and family in her daily schedule. Concentrate on what encourages you to work harder and motivate you to become a better person. Plan your day in advance and stick by the plan unless you wish to be more productive about anything. Planning leads to better execution and helps you accomplish more than expected. Be it a meeting or dinner date with your partner, a plan makes everything a hit.



Work Look

Outfit & Shoes: Zara

Pregnancy is thought of as a phase wherein a woman gets laid back about everything but on the contrary, I feel more powerful, focused and motivated than ever.

Majority of people are under the impression that a pregnant lady has to put a pause on her style instincts and fashion desires until the baby is born. Absolutely not! I have always been a fashion and beauty enthusiast and now, I speak from my personal experience, that none of the moms-to-be have to ever give up what they want, before, during and after pregnancy.

Find what suits your taste among the flood of options available in the market now. As a mom-to-be, I have felt more empowered and happier on days when I dressed up well intentionally.

My personal favourites so far have been flowy comfortable dresses, pretty blouses, short anti-fit dresses, oversized chic blazers and shirts, leggings, cushioned flats & sneakers.



Maternity evening wear
Dress: Label Nitya Bajaj

Relax and sleep like your baby!

Insomnia is a common sign during pregnancy and the sleepless nights post delivery are not unknown too. Here are a few sleep-inducing products that will snooze your brain and put you to sleep like a lullaby.



1

Spritz it to your pillow case and let the aroma put you to a peaceful period of sleep like a lullaby.



2

Let the aroma of this calming essential oil fog your room with positivity and relaxation.



3

Cleanse your body and calm your senses as this cleanser works its way to put you in deep slumber.



4

Nothing can beat this body elixir that soothes the soul and mind, both, at the same time.



5

Soak your body in the rejuvenating and relaxing bath salt before shower and know what a relaxed sleep feels like.

1. Bath Candy Co. Pillow Spray
2. Bath Candy Co Lavender Essential oil
3. Luxury Ayurveda Sleep Body Cleanser
4. Luxury Ayurveda Sleep Sleep elixir
5. Bath Candy Co Relax Sleep bath salt



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In Conversation with YUVIKA ABROL

Yuvika Abrol is a wedding consultant and planner, mother, and a famous blogger. Popularly voted as one of the 10 best bloggers in India, she comes with a great passion, lively energy and absolute focus. We are totally overwhelmed with her awesome work. Let's take a peep in her life and hear how she manages it all while letting it look like a cakewalk!

1. Can you please tell us a little about yourself and your blog?

I am a mother of a 4.5 year old girl, Inaaya. Based out of Mumbai, I run my wedding planning firm and a Mom Blog. Considered amongst top 10 Mom Bloggers of India by popular voting.

My blog is mainly about having fun with your child and learn a bit from each other in the process. If you specifically ask me the USP of my page, it's my good quality pictures along with fun and witty captions (I get a lot of compliments on that). I write about Fashion, Parenting and a little bit of health and nutrition.

2. What according to you is the way to perfect parenting?

There is no perfect parenting. Everyone is striving for perfection whereas what one should do is just be themselves and work on their instincts. One must never compare their style of parenting with others and definitely should never compare our kids with others. They are different hence, our parenting too, can't be the same for them. I feel it's a lot of trial and error with my child. By the time I master one aspect of parenting, she grows up a bit and her interests, demands and challenges change leaving me to struggle again with her new 'changed mind.' Perfection is always a Work in Progress.

3. As a Mom blogger, what are the challenges you face? How do you overcome it?

Being perpetually on the phone, most of the time, in front

of your child which is ideally not a good thing for a child to see on a daily basis. They learn what they see. I am trying to limit my phone time in front of her (which is very difficult for a blogger) by finishing my work when she is in school or when she goes for a class. Having said that, there are always unanswered emails, messages and DMs that need instant replies. As a professional, I feel I should instantly reply to them. As a mother, I control and wait for the right time.

Another huge challenge is – shooting with kids. I don't think I need to explain this! They have a mind of their own and don't bother about deadlines and products and picture quality.

4. What's that one beauty product you swear by and would recommend to all the mamas-to-be out there?

Not a product but a regime I would like to stress on – CTM everyday. 5 min of skincare everyday with CTM and see the difference. Also, using a good sunscreen - irrespective of the weather. A few brands I swear by – Olay, Nivea , Neutrogena, Kama Ayurveda , Clinique.

5. What inspires you and what do you wish to impart through your blog?

I am a very creative person and get inspired by the creativity of other moms. I want to use my time in creating good content – virtual or written and speak about topics that are relating to one's daily life. Hence, my page is a reflection of our daily lives, just put in squares in a more aesthetically appealing way. I like to keep it real and relatable. The messages from my followers inspire and motivate me to do more and more and create good content with every post.

6. What does a typical day of yours look like?

Waking up at 7 – get myself and my daughter ready and dropping her to school. Come back and have breakfast along with making a TO-DO list for the day. Catch up on mails and messages. Write a post on my page. Finish everything relating to Blogging/Weddings by the time she comes back from school. In case of shoots, I try to keep them in the

afternoon after she is back so that she can be a part of it too. Evening time is majorly for Inaaya and with Inaaya. I like to take her outdoors for playtime with her friends.

In the season time, there's no routine because we all know how Indian Weddings are.

Inaaya is taken care of by her grandparents. I focus all my energy on my wedding business in the season time and blogging takes a back seat. Whereas all year round, it's mainly Blogging.

7. What has given you the most joy as a mother? What has been the hardest part?

The fact that you have an innocent mini version of you both who not just looks like us but also acts and reacts just like one of us or both. It's fun to see them grow and experience a world from their eyes which is far more simple, innocent and forgiving. The fact that you mean a world to someone so tiny , is a heartwarming feeling in itself.

Oh, and the challenges are many! Time management, being good role models for them to be good kids (I find it very difficult) and also, somewhere, your freedom that you enjoyed earlier gets limited. Last but not the least, very little time for the partner.

8. What tips for balancing work life would you like to offer other moms?

Time Management. What has been the role changer for me is – maintaining a simple TO-DO list on everyday basis. Also, saying 'No' is something that I have learnt along the way and it has been one of the best gifts I have ever gifted myself. We all need to do that more often to make time for things that make you happy and your life easier.

I am a firm believer of Self Love. My child will be happy if I am happy. Having said that, we all have our tough days and feel it's okay if you can't balance one day. Try again the next day. Work life balance doesn't happen everyday because all the days aren't the same. The idea is to keep trying.

9. Any piece of advice you would like to share with the new moms out there?

The best thing you can give your child is your time. By time I mean – not the quantity but quality. I agree, our lives aren't as simple as our parent's lives used to be and we have far more commitments, bigger social circle, distractions or stimulation (in the name of shopping, dining out, self care etc). Moms today are far more self loving than our moms who gave up almost everything to raise us. This leaves us with a little time with our kids (we want to achieve more and more from a day). My suggestion is to give them undivided attention after your other commitments are over and let that time be worthwhile. Maybe teach a skill, or dance together, or just talk to them and tell them stories. The more you take interest in their lives today, the more they are likely to involve you in their personal lives when they are older.

DAD'S THE WAY: HOW A FATHER'S ROLE HAS EVOLVED

Gone are the days when daddies used to wait outside the labor room to see their baby's face. The modern times have bridged the gap and now the fathers are equally participative before, during and after labor time. There is a new equilibrium that has bubbled the responsibilities of parents.



Here's what all dads-to-be and new fathers do and should do to support their better halves and babies.

1. Be accessible and available at all times: Nurturing a life in the body is not a joke and your wife may be going through major indescribable changes. Though not much can be done physically to help her but being emotionally present, available and attentive can make a huge difference. Emotionally satisfied and stable women are also scientifically known to have a normal delivery with less requirement of pain relief, medication, labor support et cetera.
2. Join prenatal or preparation classes together to make sure that your better half is supported, happy and comfortable. This will also give the father an insight of what actually he should expect and do in certain situations, during labor and post delivery.
3. Distribute the household chores and contribute as much as you can. As your wife is going through major health and body changes, even the easiest of things might take all her energy. Communicate with her and help her with things that she finds difficult and otherwise. This will also instill a sense of physical support in her.
4. Plan a babymoon in the second trimester when the baby is growing and the risk of premature birth is at the least. Travelling can help uplift your partner's mood and it will also give you a chance to bond better as you are about to start a family.
5. Shop and prepare an emergency basket together. Make sure you have an emergency baby kit ready around the eighth month to avoid any last minute hustle and panic moments. The kit being handy will put you at ease and will let the beginning of labor be panic-free.
6. Take paternity leave as soon as the baby is delivered or before. The baby might depend on the mother for the physical and feeding needs but helping with the surface chores can be of great help. Your presence will make your better half more comfortable and it will also give you time to bond with the baby better.



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