

A CELEBRATION OF NATURE, WELLBEING, SKINCARE & FAVERSHAM

SPRING 2024

# The Floragist

A BIENNIAL MAGAZINE BY FLORAGY NATURAL SKINCARE

EDITION 10



THE *Fabulous*  
**SPRING  
EDITION**

Featuring Sahara, St-Germain, Beth Kempton & some amazing female founders in business, wellness, travel tips, recipes, skincare and some useful sustainability advice.

NOTHING EVER SEEMS IMPOSSIBLE IN SPRING, YOU KNOW. - L. M. MONTGOMERY

SPRING EDITION 2024

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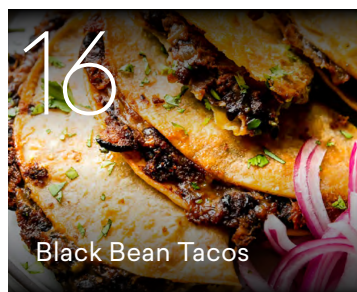
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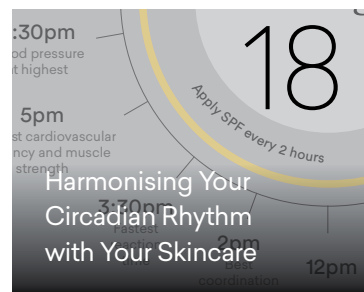
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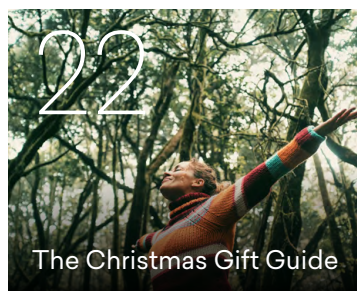
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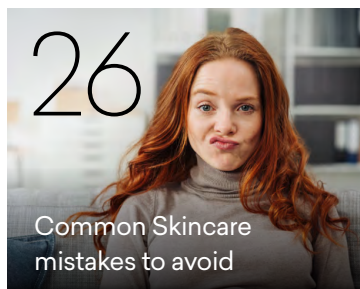
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A WORD FROM THE FLORAGIST

# TIME TO *Bloom...*

Spring has very nearly sprung and I couldn't be more grateful for the warmer weather on the horizon! This is the first winter I haven't had to travel for work as I now have the privilege of working from home full time with Floragy, and I must say I'm finding it both a joy and a challenge.

Working at home and being self employed is a whole different ball game. I have to be disciplined and make sure I plan my weeks to achieve everything I need to and I need to make sure I leave the house and catch a glimpse of sunlight from time to time, which trust me I do forget to do!

I don't know about you but I'm enjoying the lighter mornings and sunnier days and feel like spring is going to bring new opportunities.

We have a bumper edition for you this Spring, packed with content where we delve into skincare routines and mistakes to avoid, the link between the gut and skin health as well as features on some inspirational women namely, Lucy Rutter the renowned potter, Joyce Veheary - Founder of Lend & Tend, incredible fashion director - Shelley Vella and Beth Kempton, best-selling author and podcast host.

I hope you enjoy reading this edition as much as we've enjoyed creating it. A heartfelt thank you goes out to all of our contributors.

*Louisa x*

# Candlelight rituals and *medicinal words*

Finding space and quiet to ponder life is not easy for many of us in the modern world, but solitude is both nourishing and fertile, and the words we spill within it can be medicine, for us and for others.

Dedicating time to writing is a powerful form of self-care, and one of the most effective wellbeing practices I know. Besides the calming effects of a daily ritual, and the benefits of paying close attention to the world around you, writing can also be an anchor in the storms of life.

Writing can also be a tool to help us excavate our lives and begin to understand ourselves and others. It can help us grapple with desire, navigate change, cope with stress, celebrate, grieve, heal, and inspire others. It can remind us of all the things we have to be grateful for, which can draw us away from the anxiety-inducing world of comparison. And it can be a means of escape, or a way to arrive fully in this moment, appreciating the miracle of life in the smallest details. It can be a true pleasure too.

All this is available to us at any time. We just need pen and paper, a few minutes of quiet, a candle and some matches.

I love to write in the earliest hours of the day. I often wake before 5am and go downstairs in the dark. I switch on the fairy lights in the kitchen and put the kettle on. While the water is boiling I do a simple movement sequence to loosen up my body. Then I make tea and toast, take it into my study and close the door behind me. I sit at my desk, where my notebook and pen are waiting, along with a candle and a box of matches. I take a few deep breaths, inhaling the gentle energy of early morning, then I light the candle and welcome a new page.

I write the time, the date and the place, anchoring myself to the moment, a still point in the rushing river of life. 5.10am. Wednesday 6 March. At my desk. Then I write what I notice, without any need for it to sound 'good'. I am just paying attention. Still dark. Condensation is clouding the window. The hot water just clicked on. Something is creaking. Perhaps it's me.

Often I read some poetry, a short passage from a favourite book, or some words of my own. That's usually enough to set the words flowing, but if I don't feel any words bubbling up, I might meditate on the candle for a while and come up with a question. Then I'll respond to that question in my notebook, and off I go. When you approach writing with this kind of ritual, you never really have a blank page.

I like writing in the morning, but anytime is fine. We tend to organise our days as if they are linear, but when you begin a writing session with a ritual, you carve out a circular space off to the side of your day. You leave the day at a given point –and come back to it. A casual observer might think that just a few minutes have passed and nothing special has happened, but you know the truth. For a while you entered a place where time bends, ideas hover and anything is possible. Every time you step into your own sacred writing space to greet your words you change a little, heal a little, grow a little. And then, when you are ready, you close the ritual, come back to your day and carry on, as if you haven't just travelled to other worlds and back.

Beth Kempton is the bestselling author of six non-fiction books that have been translated into 28 languages. She has taught writing online to more than 35,000 people. Her new book, **KOKORO: Japanese wisdom for a life well lived**, a meditation on impermanence and a guidebook for navigating major life transitions, is out now.

Besides candles, her favourite Floragy products are the Revive Facial Oil and the Glow Face Mask.

Instagram [@bethkempton](https://www.instagram.com/bethkempton)  
Substack [@bethkempton](https://www.substack.com/p/bethkempton)  
[dowhatyouloveforlife.com](https://dowhatyouloveforlife.com)

## Try it...

Light a candle, take a deep breath in, and exhale slowly. Sit comfortably, spine tall. Put your hands in your lap and just watch the flame for 10 breaths. Now put your hands on your belly, and imagine a ball of light and heat behind your palms. Keep breathing slowly, imagining you are drawing the fire from the candle into your body to intensify the fire in your belly. Stay here for a few minutes, and let the power of this visualisation fill you. Then pick up your pen and write whatever wants to be written.



# Women's clothing *for the individual, not the crowd*

Sahara is a family-owned business that has been creating its own globally-inspired designs and showcasing artisanal brands for over 45 years. Starting with their very first shop in Covent Garden, their journey has led them to foster meaningful relationships with independent artisans and small companies around the world, many of which are women-owned.

They take ethical responsibility seriously, both environmentally and socially, and are proud to support over 22 global charities and organisations. They also believe in supporting local industry and keeping their carbon footprint small, which means many of their pieces are proudly made in England. At Sahara, their aim is to make beautiful, ethically conscious clothes for every woman to tell her unique story throughout the many chapters of her life.

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## SAHARA'S 2024 *Spring* COLLECTION

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Their new Spring collection is captured against the scenic canvas of Ibiza, where the warmth of the sun mirrors the natural joy of their clothing, these garments serve as a harmonious ode to everyday elegance—the heartbeat of their dressing philosophy.

Awash with colour and pattern, these are the must-haves to create a stylish yet soulful wardrobe. Designed to seamlessly weave into the tapestry of your everyday life and existing wardrobe, the collection showcases their signature linens whilst simultaneously embracing the versatility of jersey and viscose, offering a luxurious feel, enhanced comfort and smooth drape.

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## BOHEMIAN-CHIC PRINTS AND PALETTE

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Revisiting their inherent love for prints, the collection takes inspiration from Ikat weaving, Aztec geometrics, and riotous spring florals. For every print, there is a corresponding neutral base carefully chosen to showcase the tactile feel of the fabric and the subtlety of the palette. These neutral separates serve as a sophisticated canvas, allowing the prints to shine in all their glory while offering versatility in styling. It's this thoughtful interplay between dynamic prints and serene neutrals that defines their commitment to creating garments

that are both visually captivating and inherently wearable.

With a palette that builds from meditative neutrals and dances with zesty greens, deep blues, and flashes of geranium red and warming pink, this collection is a breath of new life—a celebration of nature's vibrant hues.

Every garment is carefully crafted to harmonise effortlessly, transforming the act of getting dressed into a daily pleasure. The Spring '24 collection invites you to infuse your wardrobe with a touch of bohemian sophistication, where ease meets enduring elegance.



Sahara has 15 boutiques in beautiful locations in the UK. See link [here](#) to find your local store.

Shop an exclusive 10% off the collection at [www.saharalondon.com](http://www.saharalondon.com) using the code **FLORAGY10** at checkout or in-store.

# Sahara

*“At the heart of Sahara is an adventurous spirit and a desire to leave the world better than we found it.”*

SUZY COPPERSMITH-HEAVEN,  
FOUNDER – SAHARA.

Organza Linen Jumpsuit in Black - £239



The St-Germain Hugo Spritz is the Italian cousin of the classic St-Germain Spritz. The addition of fresh mint and lime brings bright and zesty aromas to this refreshing tasting elderflower cocktail.





# ST-GERMAIN HUGO SPRITZ

The St-Germain Hugo Spritz is the Italian cousin of the classic St-Germain Spritz. The addition of fresh mint and lime brings bright and zesty aromas to this refreshing tasting elderflower cocktail.

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## WHAT IS A HUGO SPRITZ? A DASH OF GLAMOUR

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Sit back, relax, and be transported to aperitivo hour in the Italian Alps with the delicate and beautifully balanced Hugo Spritz. Created in northern Italy in 2005, the sumptuous spritz has won people's hearts and is now one of the most popular drinks in Europe. The secret ingredient? A generous dash of St-Germain elderflower liqueur – mais oui!

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## WHERE WAS THE HUGO COCKTAIL INVENTED? THE HUGO SPRITZ EVOLUTION

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The contemporary classic has taken on a life of its own. Originally named 'Otto', its inventor, bartender Roland Gruber, later settled on 'Hugo' simply because he preferred the name! Change is at the heart of this celebrated cocktail, with its ingredients also evolving with time. First, tangy lemon syrup was replaced by sweeter elderflower cordial, and then elderflower liqueur was found to be the perfect ingredient. After all, a heavenly splash of St-Germain makes every drink better!

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## HOW TO MAKE THE PERFECT HUGO SPRITZ...

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Whether you're hosting an elegant soirée or enjoying more casual drinks with loved ones, there are a few simple things you can do to really set the Hugo spritz apart. First, don't be shy on the ice! Fill the glass right to the top with cubes – it will keep the cocktail colder and your ice will dissolve more slowly. Also treat the mint with care to prevent bruising, which can cause bitterness. Stir gently and avoid muddling.

## INGREDIENTS

40 ML ST-GERMAIN ELDERFLOWER LIQUEUR  
60 ML MARTINI PROSECCO  
60 ML SODA WATER  
8-10 MINT LEAVES  
LIME WEDGE FOR GARNISH  
MINT SPRIG FOR GARNISH

## DIRECTIONS

1. Add ice into a wine glass.
2. Pour in St-Germain and add approximately eight mint leaves.
3. Top with sparkling wine and sparkling water.
4. Stir the drink to combine all of the ingredients.
5. Garnish with a mint sprig and lime wedge.

## PURCHASE

To purchase a 50cl of St Germain click [here](#).



# A Q&A with the lovely *Shelley Vella*

Shelley Vella is a seasoned fashion director who has worked in the industry for 35 years, art directing and styling fashion and beauty shoots, travelling around the world and working with wonderful creative and photo teams. She is currently working with a fellow creative on a website dedicated to the very best and most stylish cleanser, greener sustainable products as well as fashion, beauty and lifestyle.

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**WITH THE BEAUTY/SKINCARE INDUSTRY BEING SO CROWDED, DO YOU SEE SPACE BEING MADE FOR GREEN AND CLEAN BRANDS OR DO YOU THINK THEY'RE STILL NOT BEING TAKEN SERIOUSLY?**

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I honestly believe the last couple of years has seen the biggest push by the beauty industry to embrace cleaner, greener beauty. Some of it is big business green washing but there are also very real changes being made and the people who used to deride my obsession with natural beauty have about turned. There are some fantastic brands making great products - and an indication of how well this section of the industry is doing is how quickly the big beauty companies are snapping up the successful small green companies.

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**DO YOU THINK THERE'S MORE WORK TO BE DONE IN SUSTAINABILITY WITHIN THE INDUSTRY?**

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Absolutely yes. Packaging has come a long way but there's a lot more to be done particularly regarding provenance of ingredients. Messaging is really important and the more we educate consumers the greater the understanding.

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**WHAT DO YOU LOOK FOR WHEN YOU'RE PURCHASING A NEW CLEAN AND GREEN BRAND?**

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First and foremost anything I use must be cruelty free (not sold in China) and preferably vegan. I'm always drawn in by packaging, from design to how clever the recycling is. I'm of course, always searching for products that smell good and feel good when you're using them. At the end of the day efficacy is everything

and that will determine whether you revisit the brand, but as a clean and green obsessive from a very young age I genuinely love trying new brands.

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**WHAT WOULD YOU SAY THE BENEFITS ARE OF SHOPPING CLEAN AND GREEN?**

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*Feeling good about;*

1. Being aware of the environment and how the way we consume, impacts it.
2. Supporting small brands, this is really important to me.
3. Eradicating unnecessary chemicals can only be a good thing.
4. Being kind in our lifestyle choices is imperative. Animals. People. Planet.

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**IF SOMEONE IS LOOKING TO CHANGE THEIR SKINCARE AND BEAUTY PRODUCTS TO CLEANER ONES, WHERE WOULD YOU ADVISE THEY START?**

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I would advise them to do their research - I think to have a facial with a brand to see how the products work on their skin is a great way to see results (try before you buy) if this isn't possible I would suggest people start with something simple like a moisturiser and build into a daily routine. It's important for people to understand that skincare is so much more effective alongside a healthy diet, exercise and water intake.

Shelley is the creator of The Stylish Stuff, a personal editorial space. Visit [www.thestylishstuff.com](http://www.thestylishstuff.com) Instagram page [@thegreenerooms](https://www.instagram.com/thegreenerooms) is a curated space for clean, green brands. Shelley's own inspirational Instagram page is [@shellyvella](https://www.instagram.com/shellyvella)



*I honestly believe the last couple of years has seen the biggest push by the beauty industry to embrace cleaner, greener beauty.*

SHELLEY VELLA

# Debunking the Essential Oils Myth

One trend that has sparked its fair share of controversy revolves around the use of essential oils. In the realm of skincare marketing, few have been as vocal about this topic as the beloved brand, Drunk Elephant. But is there truth to the claim that essential oils are the villains of skincare?

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## IT'S A CASE OF SENSATIONALISM MEETS MARKETING

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Let's talk about Drunk Elephant - the brand known for its colourful packaging and quirky product names. While they've certainly amassed a loyal following with their "clean beauty" ethos, their stance on essential oils has stirred up quite the controversy. Drunk Elephant's founder, Tiffany Masterson, has been vocal about her aversion to essential oils, claiming they can sensitise and irritate the skin. However, it's important to recognise that this perspective isn't without its critics.

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## SKINCARE EXPERT CAROLINE HIRONS SAYS...

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"Yes, despite DE's 'suspicious six' stance, it is of course possible to be allergic to anything. And therein lies one of the challenges currently facing Drunk Elephant and brands like them in the 'clean' arena. On their website, they state: 'You won't find what we call "the suspicious 6" of any kind in our products (1. silicones, 2. chemical screens, 3. sensitising colourants/perfumes, 4. Sodium lauryl sulfate (SLS) 5. essential oils, 6. drying alcohols), making them appropriate for every skin type.' - This is problematic. It is entirely possible for any skin to have a problem with any ingredient."

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## ARE ESSENTIAL OILS REALLY THE BAD GUYS?

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Let's set the record straight: essential oils aren't inherently evil. Like any skincare ingredient, their effects depend on various factors, including concentration, formulation, and individual skin sensitivity. While it's true that some people may experience irritation from certain essential oils,

many others happily incorporate them into their skincare routines without issue. What you have to remember is that any ingredient can cause sensitivity to any skin type.

In fact, many essential oils boast antibacterial, anti-fungal, and anti-inflammatory properties that can actually be beneficial for your skin. The key lies in how you use them. Undiluted application of essential oils directly onto the skin can indeed cause irritation, redness, and even burns in some cases. However, when properly diluted and used in moderation, essential oils can be a valuable addition to your skincare routine.

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## THEY'VE BEEN AROUND FOR CENTURIES, AND FOR GOOD REASON

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Their use dates back centuries, with historical records showing their medicinal and therapeutic use in ancient civilisations around the world. While it's true that the modern wellness industry has embraced essential oils with gusto, their efficacy and versatility have stood the test of time. From aromatherapy to skincare, essential oils continue to be valued for their myriad benefits.

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## DON'T THROW THE BABY OUT WITH THE BATHWATER

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While Drunk Elephant's stance on essential oils may have sparked a spirited debate, it's essential to approach the topic with nuance and critical thinking. Essential oils can be valuable additions to your skincare routine when used responsibly, offering a range of benefits from hydration to aromatherapy. So, the next time you reach for that bottle of lavender-scented serum, do so with confidence.

*Many essential oils  
boast antibacterial,  
anti-fungal, and  
anti-inflammatory  
properties that can  
actually be beneficial  
for your skin.*

LOUISA TIDY - FLORAGY



# Dubrovnik: *The Jewel of the Adriatic*

Dubrovnik, the pearl of the Adriatic, is not just a city; it's a masterpiece where history, culture, and stunning scenery converge in a spectacular display. This city is so picturesque that even the seagulls pose for photos. But with so many sights and experiences packed into this ancient city's walls, where do you even start? Let's dive into the top 5 must-visit spots in Dubrovnik, featuring a boutique hotel that's so charming you'll want to write home about it, a restaurant where the food practically sings, a bar where the drinks tell stories, and a historical site that's so compelling, you might just feel a part of history yourself.

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## 1. WALK THE ANCIENT CITY WALLS

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Starting with a no-brainer, the ancient city walls of Dubrovnik offer views so stunning, you'll run out of storage on your phone trying to capture it all. These walls, which have stood the test of time and invasion, now stand ready to take your breath away. As you traverse these historic ramparts, you'll see the city in all its glory - from the terracotta rooftops to the azure sea beyond. It's a cardio workout with a view, and frankly, the best history lesson you'll ever get sans classroom.

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## 2. DINE AT KONOBA DALMATINO

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Konoba Dalmatino offers a culinary journey so delightful, you might consider writing a thank-you note to the chef. This restaurant is tucked away in a cozy corner of the city and serves dishes so flavorful, they could resolve feuds. Their seafood is so fresh; you'll wonder if Poseidon himself delivered it. With a charming ambiance and a menu that beautifully blends traditional Croatian cuisine with modern twists, it's a feast not just for your taste buds but for your soul. Remember, the prawns are not optional; they're a revelation.

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## 3. SIP AT BUŽA BAR

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Finding Buža Bar is half the adventure, for it's hidden away like a pirate's treasure. This unique watering hole is perched on the cliffs just outside the city walls, offering panoramic views of the Adriatic Sea. "Buža" translates to "hole" in English, and indeed, you enter through a literal hole in the wall. The drinks here tell

tales of sea adventures and old legends, with a dash of lemon, of course. It's the perfect spot to watch the sunset, but beware, the seats are as sought-after as a seat on the Iron Throne.

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## 4. STEP BACK IN TIME AT RECTOR'S PALACE

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If walls could talk, Rector's Palace would be a chatterbox. This Gothic-Renaissance palace is not just a museum; it's a time machine to the 14th century, showcasing Dubrovnik's rich history and culture. Once the seat of the Rector of the Republic of Ragusa, now it houses artifacts that tell tales of a city that was once a formidable maritime republic. The architecture is a feast for the eyes, and the history is so rich, you'll feel smarter just by standing in its presence.

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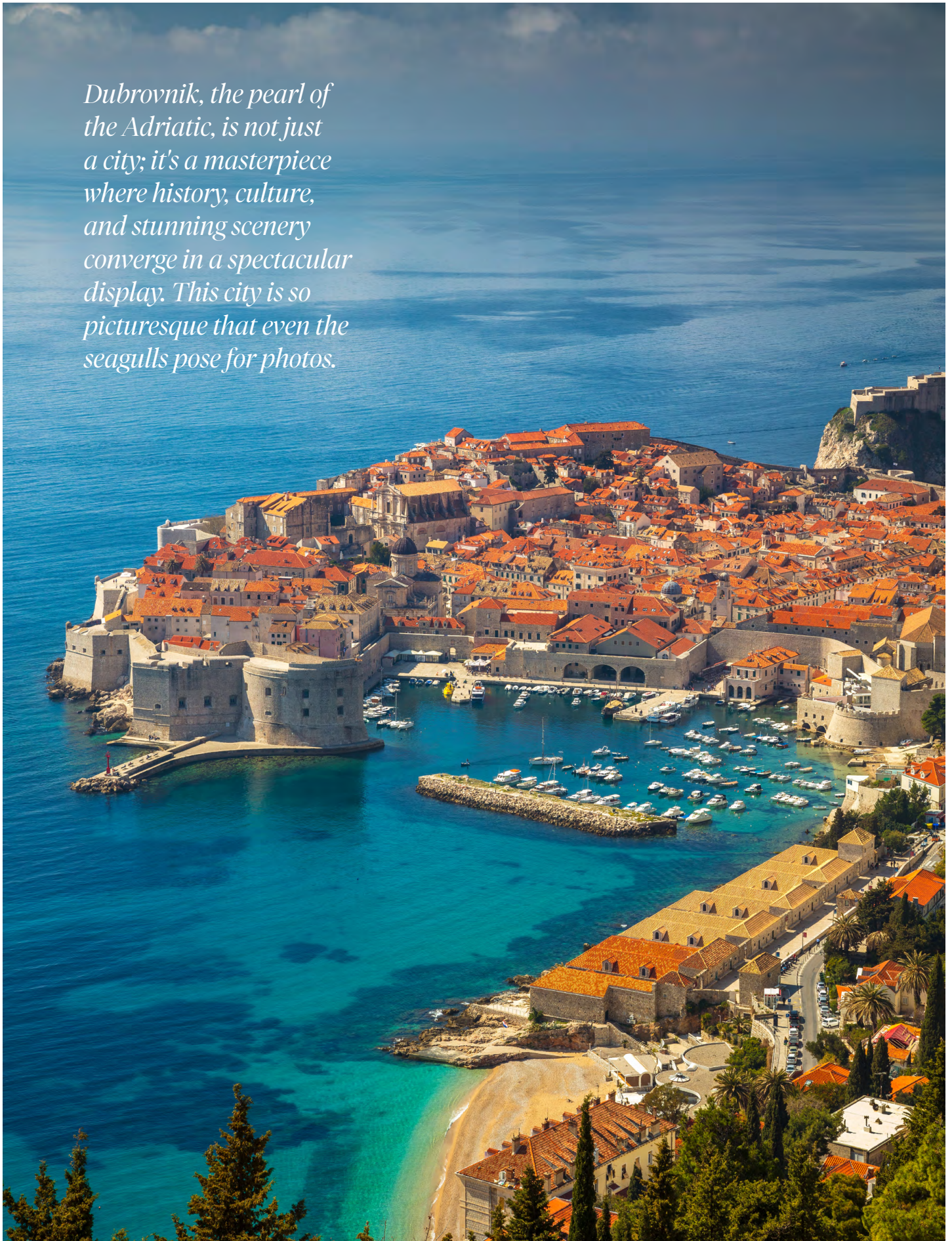
## 5. STAY AT THE PUCIC PALACE

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To fully immerse yourself in the Dubrovnik experience, a stay at The Pucic Palace is a must. This boutique hotel is as luxurious as it sounds, set in an 18th-century baroque palace in the heart of the Old Town. With rooms so elegant, you'll feel like royalty, it's the perfect place to rest after a day of exploration. Plus, the hotel is so close to everything, you could throw a stone and hit a historical landmark. Not that you should throw stones. It's frowned upon.

So there you have it, a guide to Dubrovnik that combines history, gastronomy, leisure, and luxury. This city is more than just a destination; it's an experience, one that will leave you richer in memories and maybe a little poorer in pocket. But as they say, travel is the only thing you buy that makes you richer. *Happy travels!*

*Dubrovnik, the pearl of the Adriatic, is not just a city; it's a masterpiece where history, culture, and stunning scenery converge in a spectacular display. This city is so picturesque that even the seagulls pose for photos.*



# The Gut-Skin Connection

The connection between gut health and clear skin is an area of increasing interest within the field of dermatology and nutrition science. This article explores the emerging evidence that links the health of our digestive system to the condition of our skin, explaining the mechanisms involved, and offering insights into how improving gut health can potentially lead to clearer, healthier skin.

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## UNDERSTANDING THE GUT-SKIN AXIS

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The gut-skin axis refers to the communication network that connects your gastrointestinal tract with your skin. This complex relationship involves multiple systems, including the immune system, endocrine (hormonal) system, and the nervous system, as well as the trillions of microbes that reside in the gut, collectively known as the gut microbiota.

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## THE ROLE OF THE GUT MICROBIOTA

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The gut microbiota plays a crucial role in our overall health, including the health of our skin. These microorganisms help digest food, produce essential vitamins, regulate the immune system, and protect against pathogens. An imbalance in this delicate ecosystem, known as dysbiosis, has been linked to a variety of skin conditions, including acne, eczema, and psoriasis.

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## HOW GUT HEALTH AFFECTS SKIN

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**Inflammation:** A healthy gut helps to keep systemic inflammation in check. Conversely, gut dysbiosis can lead to increased levels of inflammation throughout the body, which can exacerbate or trigger skin conditions characterized by inflammation.

**Immune Regulation:** The gut microbiota plays a significant role in educating and regulating the immune system. Imbalances in gut bacteria can lead to an overactive or improperly directed

immune response, contributing to skin conditions like eczema and psoriasis.

**Nutrient Absorption:** Good gut health is essential for the absorption of nutrients, some of which are critical for skin health. For example, vitamins A, C, E, and zinc support skin repair and renewal. A compromised gut can hinder the absorption of these vital nutrients, affecting skin health.

**Hormonal Balance:** The gut microbiota can influence hormonal balance by modulating the levels of certain hormones, including insulin and estrogen. Hormonal imbalances can lead to skin conditions like acne.

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## IMPROVING GUT HEALTH FOR BETTER SKIN

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Given the connection between the gut and skin, improving gut health can be a strategy for achieving clearer skin. Here are some tips:

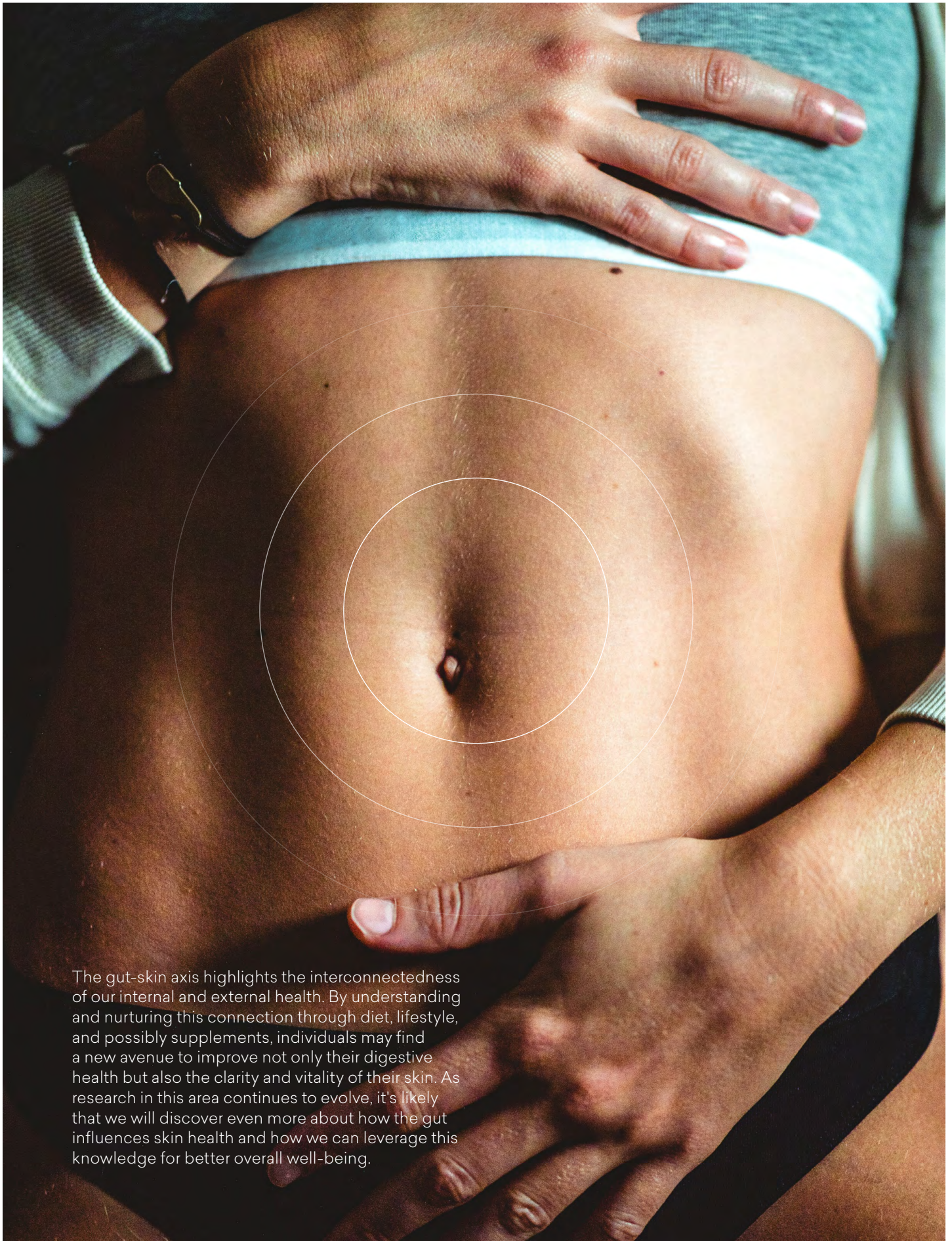
**Diet:** Eating a diverse diet rich in fibre, fruits, vegetables, and fermented foods can support a healthy gut microbiota.

**Probiotics and Prebiotics:** Incorporating probiotics (live beneficial bacteria) and prebiotics (fibers that feed these bacteria) can help balance the gut microbiota.

**Hydration:** Drinking plenty of water supports the mucosal lining of the intestines and the overall balance of gut bacteria.

**Stress Management:** Chronic stress can negatively affect gut health, so practices such as mindfulness, yoga, and adequate sleep are beneficial.





The gut-skin axis highlights the interconnectedness of our internal and external health. By understanding and nurturing this connection through diet, lifestyle, and possibly supplements, individuals may find a new avenue to improve not only their digestive health but also the clarity and vitality of their skin. As research in this area continues to evolve, it's likely that we will discover even more about how the gut influences skin health and how we can leverage this knowledge for better overall well-being.



### **Black Bean Benefits**



Black beans are naturally gluten-free and vegan, and high in both protein and fiber. They are loaded with vitamins, minerals and antioxidants, and have been linked to reductions in disease risk

# Crispy *Black Bean* Tacos

These delicious vegetarian tacos start with a simple black bean filling made with fragrant aromatics, spices and chipotle peppers for a kick of smoky heat. Tuck the filling into warm corn tortillas with a handful of cheese, then pop them on a sheet pan to bake until the tacos are crispy, golden-brown and oozing with gooey melted cheese. A weeknight-friendly dinner made with pantry staples, ready in 45 minutes max! This quick and easy vegetarian dinner starts with humble canned black beans with simple taco spices and smoky chipotles to create a black bean taco filling that's equally satisfying and flavourful.

## HOW TO MAKE CRISPY BLACK BEAN TACOS

The secret to making simple meals taste great is to build tons of incredible flavour into every component of the dish. This is especially true for plant based dishes, which don't have the built-in rich, umami flavor of animal protein. Keep this in mind as you make these tacos – every step of seasoning makes a big difference!

**1. Cook the aromatics.** Sauté onions until soft and golden-brown, then stir in garlic, chipotle pepper, spices, and tomato paste and cook until the mixture is super fragrant. Why? Canned black beans are packed with protein, but a little bland all on their own. Adding a few aromatics and spices is key!

**2. Build the black bean filling.** Add black beans to the frying pan, then add the vegetable stock – the liquid helps create a soft taco filling consistency. Lightly mash the black beans with a wooden spoon to bind everything together, then let the mixture simmer and absorb all of the flavours.

**3. Steam the tortillas.** Wrap corn tortillas in a damp paper towel and microwave for about 30 seconds. Why? The wet paper towels create steam and add moisture back into the tortillas, which makes them more pliable and prevents cracking or breaking.

**4. Assemble the tacos.** Lightly coat a large rimmed baking sheet with oil. Place the warm tortillas on the sheet, flipping them a few times to coat in oil. From there, build the black bean tacos: spread the black bean mixture over half of each tortilla, sprinkle cheese on top (or vegan cheese if you prefer!), and fold the tortillas into a taco, with the filling and cheese nestled inside.

**5. Bake!** When you transfer the sheet pan to a hot oven, the oiled tortillas turn golden brown, puff up, and get nice and crispy. Halfway through baking, carefully flip the tacos so both sides toast evenly! Taco Tip! Give the tacos a few minutes to cool once they come out of the oven – this helps the black bean mixture set and also adds a final bit of crispiness.

## INGREDIENTS

- 3 tablespoons olive oil, divided
- 1 medium yellow onion, diced
- 4 cloves garlic, finely chopped or grated
- Optional:** 1 chipotle pepper (from a can, packed in adobo sauce), finely chopped OR 1 tablespoon adobo sauce for less spice
- 2 tablespoons tomato paste
- 1½ teaspoons chili powder
- 1½ teaspoons ground cumin
- 1½ teaspoons smoked paprika
- two 400g cans black beans, drained and rinsed
- ½ cup vegetable broth or stock
- 1 lime, juiced
- 8–10 corn tortillas
- 170g Pepper Jack or melty cheese of choice, freshly shredded
- Kosher salt and ground black pepper, to season

*For serving, as desired:* shredded lettuce, mashed avocado or guacamole, sour cream or cashew crema, pickled red onions, chopped coriander, salsa of choice, lime wedges, etc. evenly between each of 4 plates. Garnish with additional herbs, if desired.

# Harmonising your *Circadian Rhythm* with your Skincare

The concept of the circadian rhythm, a natural, internal process that regulates the sleep-wake cycle and repeats roughly every 24 hours, is not new. However, recent advancements in dermatological science have shed light on how this biological clock not only affects our sleep patterns but also plays a crucial role in the health and vitality of our skin. Integrating the principles of circadian rhythm into your skincare routine can enhance skin health, promote repair, and optimise the effectiveness of skincare products.

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## UNDERSTANDING CIRCADIAN RHYTHM AND SKIN

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Circadian rhythm influences the functionality of skin cells, dictating their repair, renewal, and protection mechanisms at different times of the day. For instance, during the day, skin cells focus on protecting themselves from UV radiation, pollution, and other environmental stressors. Conversely, at night, the emphasis shifts towards repair and regeneration, with increased cell turnover and collagen production.

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## MORNING SKINCARE: ENERGISE AND PROTECT

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**Energise:** In the morning, your skin is emerging from its nocturnal repair phase and preparing to face the day. Our gentle Oil-To-Milk Cleanser can help remove any remnants of night-time products and oils, leaving your skin fresh and ready to absorb morning skincare products.

**Protect:** Morning is the time to focus on protection. Antioxidant-rich serums, such as those containing vitamin C, can offer protection against free radical damage. Following up with our Rejuvenate moisturiser keeps your skin hydrated throughout the day. Most importantly, applying a broad-spectrum sunscreen protects your skin from harmful UV rays, a crucial step given that UV exposure can counteract the skin's natural circadian rhythms.




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## EVENING SKINCARE: REPAIR AND RENEW

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**Cleanse:** Evening skincare begins with thorough cleansing using either our Nourish Multi Balm or Oil-To-Milk Cleanser to remove the day's accumulation of sunscreen, makeup, and pollutants, which can interfere with the skin's natural repair processes if left overnight.

**Repair:** Night is when your skin is most receptive to repair and renewal. This is the ideal time to apply products with active ingredients such as retinoids, which can boost cell turnover, and peptides, which can stimulate collagen production. However, because these ingredients can make skin more sensitive to sunlight, they are best used at night when your skin is in its natural repair mode.

**Hydrate:** Finally, spritz a hydrating toner such as Bloom to give skin a refresh then use a heavier night cream or a hydrating serum which can help lock in moisture, such as our Rejuvenate Face Cream containing hyaluronic acid, followed by a protecting face oil such as Calm, Revive or Nurture, providing the necessary environment for your skin to repair itself.

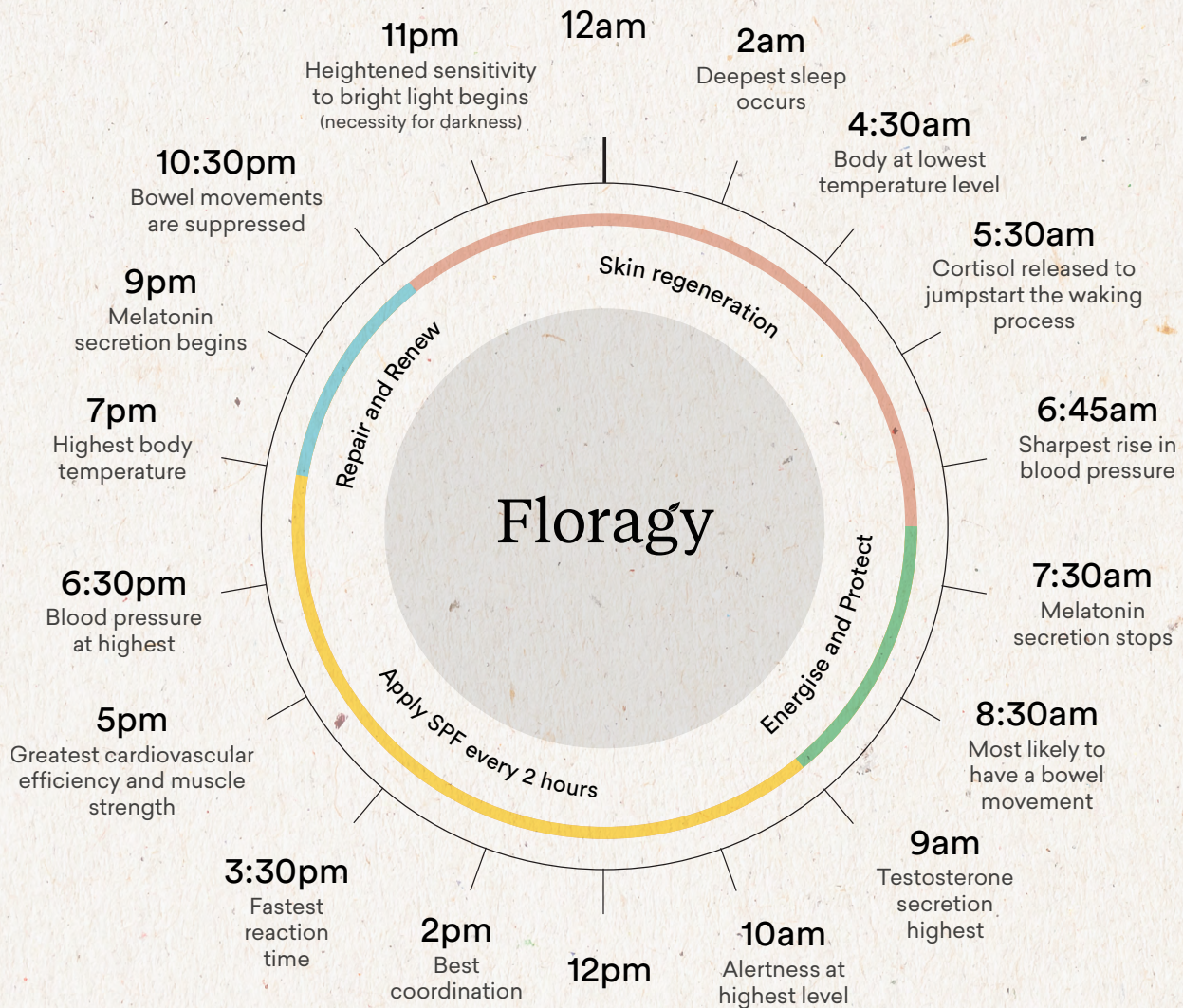
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## ADJUSTING YOUR ROUTINE TO YOUR RHYTHM

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It's important to note that individual circadian rhythms can vary, influenced by factors such as genetics, age, and lifestyle. Listening to your skin's needs can help you adjust your skincare routine accordingly. For example, if your skin tends to be drier or more irritated in the morning, consider incorporating a more nourishing moisturiser or reducing the use of harsh active ingredients at night.

# The Circadian Rhythm and your Skin



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## IN SUMMARY...

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By aligning your skincare routine with your circadian rhythm, you can harness your body's natural processes to enhance skin protection during the day and maximise repair at night. This approach not only optimises the effectiveness of your skincare products but also supports the overall health and appearance of your skin. Remember, the key to a successful skincare routine is consistency and understanding the unique needs of your skin at different times of the day.

# The impact of the *beauty industry* on the environment

The beauty industry, valued at hundreds of billions of dollars globally, is an integral part of modern society, influencing trends, culture, and personal care routines. However, its impact on the environment is significant and multifaceted, encompassing issues such as waste production, water usage, and the sourcing of ingredients. This article delves into the environmental footprint of the beauty industry, highlighting the challenges it poses and exploring potential solutions for a more sustainable future.

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## PACKAGING WASTE

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One of the most visible environmental impacts of the beauty industry is the enormous amount of packaging waste it generates. The industry is notorious for its use of non-recyclable materials, multi-layered packaging, and single-use products. According to the Environmental Protection Agency (EPA), the cosmetics industry contributes significantly to the world's plastic waste, a large portion of which ends up in landfills or the oceans, posing a threat to marine life and ecosystems.

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## WATER USAGE AND CONTAMINATION

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The production of beauty products is also water-intensive, from the manufacturing process to the water used in the products themselves. Moreover, the industry is a source of water pollution, with chemicals from beauty products washing into waterways. Ingredients such as microplastics, used in exfoliating products, and harmful chemicals like parabens and sulfates, are particularly concerning due to their potential to disrupt aquatic ecosystems and harm wildlife.

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## UNSUSTAINABLE INGREDIENT SOURCING

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The sourcing of raw materials for beauty products can have detrimental effects on the environment and biodiversity. The demand for natural ingredients often leads to overharvesting, habitat destruction, and the depletion of resources. For instance, the production of palm oil, a common ingredient in cosmetics, has been linked to deforestation in tropical regions, contributing to the loss of habitats for endangered species and increased greenhouse gas emissions.

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## THE SOLUTION TO ENVIRONMENTAL IMPACT

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Recognising the environmental impact of the beauty industry, many companies, consumers, and regulatory bodies are pushing for change. Sustainable practices, eco-friendly packaging, and the formulation of products with safe, natural ingredients are becoming increasingly important to environmentally conscious consumers.

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## SUSTAINABLE PACKAGING

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In response to the problem of packaging waste, some beauty brands are adopting more sustainable packaging solutions. These include using recycled materials, offering refillable products, and minimizing packaging. For example, solid shampoos and conditioners that do not require plastic packaging are gaining popularity, as are beauty products sold in biodegradable or compostable packaging.

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## WATER CONSERVATION AND CLEAN FORMULATIONS

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To address water usage and contamination, the industry is seeing a rise in waterless beauty products and formulations that are free from harmful chemicals. Waterless, or anhydrous, beauty products not only reduce water consumption during manufacturing but also result in lighter products that require less energy to transport. Moreover, the shift towards clean beauty formulations—products made without substances suspected to be harmful to health and the environment—is helping to reduce the industry's chemical footprint.

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## ETHICAL SOURCING AND BIODIVERSITY PROTECTION

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The ethical sourcing of ingredients is another area where the beauty industry is making strides. Brands are increasingly committed to using sustainably sourced ingredients, supporting fair trade practices, and ensuring that their products do not contribute to deforestation or the loss of biodiversity. Certifications such as Fairtrade, Rainforest Alliance, and COSMOS Organic are becoming more common, helping consumers make informed choices that align with their environmental values.

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## THE WAY FORWARD FOR THE BEAUTY INDUSTRY

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While the beauty industry's impact on the environment is undeniable, the growing awareness of these issues and the steps being taken towards sustainability are promising. Consumers play a crucial role in this transition, as demand for eco-friendly products drives companies to adopt more sustainable practices. However, for meaningful change to occur, it is essential for the industry as a whole to embrace sustainability, from the sourcing of ingredients to the disposal of packaging.

Regulatory changes can also spur industry-wide shifts towards sustainability. Governments around the world are beginning to implement regulations that require more transparency about the environmental impact of beauty products and restrict the use of certain harmful ingredients. Such measures not only protect the environment but also ensure consumer safety.

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## IN CONCLUSION

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The beauty industry's journey towards sustainability is ongoing, with challenges and opportunities lying ahead. By prioritising eco-friendly packaging, water conservation, clean formulations, and ethical sourcing, the industry can mitigate its environmental impact. As consumers continue to advocate for sustainability, and as companies innovate to meet these demands, the beauty industry can evolve into a force for positive environmental change.



# 120B

Estimated units of packaging that are produced every year by the global cosmetics industry, most of which are not recyclable.

# Top 10 Tips to Reduce Your *Carbon Footprint*

As the effects of climate change become increasingly evident, it's more important than ever for individuals to contribute to environmental sustainability. In the UK, where efforts to reduce carbon emissions are a priority, individuals can play a significant role in making a difference. Here are our top 10 tips for reducing your carbon footprint in 2024.

**1. Embrace Renewable Energy:** Consider switching to a green energy provider that sources electricity from renewable sources like wind, solar, and hydro power. Investing in solar panels for your home can also significantly cut down on carbon emissions, making it a sustainable long-term investment.

**2. Reduce, Reuse, Recycle:** Implementing the three Rs in your daily life can have a significant impact. Reduce your consumption of single-use plastics, reuse items whenever possible, and recycle waste correctly. In 2024, with advanced recycling facilities, more materials can be recycled than ever before.

**3. Opt for Public Transportation:** The UK's extensive public transport network offers a greener alternative to private cars. Utilizing buses, trains, and trams not only reduces congestion but also your carbon footprint. For shorter distances, consider walking or cycling, both excellent for your health and the environment.

**4. Eat Locally and Seasonally:** Food transportation contributes to carbon emissions, so eating locally-produced and seasonal foods can make a big difference. The UK has a rich array of local produce that can reduce the need for importing food from abroad, thus lowering your carbon footprint.

**5. Reduce Meat Consumption:** Agriculture, particularly meat and dairy production, is a significant source of methane, a potent greenhouse gas. By reducing meat consumption and exploring plant-based alternatives, you can drastically cut down your carbon footprint. Even one meat-free day a week can make a substantial difference.

**6. Enhance Home Efficiency:** Insulating your home to prevent heat loss, installing double-glazed windows, and using energy-efficient appliances can significantly reduce energy consumption. Smart thermostats can also help in efficiently managing your home's heating.

**7. Cut Down on Air Travel:** Air travel is a major source of carbon emissions. Consider vacationing closer to home or using trains for intercontinental travels within Europe. If flying is unavoidable, look into offsetting your carbon emissions through reputable schemes.

**8. Use Water Wisely:** Water treatment and heating consume a lot of energy. By taking shorter showers, fixing leaks, and using water-efficient fixtures, you can significantly reduce your water usage and, by extension, your energy consumption.

**9. Embrace a Minimalist Lifestyle:** Buying less and choosing high-quality, durable products can significantly reduce your carbon footprint. This approach not only minimizes waste but also reduces the energy and resources used in production and disposal.

**10. Engage and Advocate:** Finally, engage with your community and advocate for sustainable practices and policies. Supporting green initiatives, participating in local environmental groups, and voting for policies that aim to reduce carbon emissions can amplify your impact.

*In 2024, each of these steps can contribute to a healthier planet. While individual actions might seem small in isolation, collectively, they can drive significant change. By adopting more sustainable lifestyles, we can all play a part in the UK's transition towards a greener future.*





# Skincare Routines for *Every* Schedule

In the hustle and bustle of our daily lives, finding the right balance between self-care and time management can be a challenge. Whether you have 5, 10 or 15 minutes to spare, we've crafted personalised skincare routines for you to achieve that radiant glow effortlessly.

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## THE 5 MINUTE FLORAGY REFRESH: (DAILY, AM AND PM)

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**Cleanse** (2 mins): Start with our gentle Oil-To-Milk cleanser to remove impurities and all traces of make-up to prepare your skin.

**Moisturise** (1 min): Use our lightweight Rejuvenate moisturiser to nourish the skin and for a hydration boost.

**Protect** (1 min): Finish with one of our face oils to help lock in moisture and protect the skin's barrier.

**Sunscreen** (1 min): Apply a good SPF as part of your morning routine.

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## THE 10 MINUTE FLORAGY GLOW-UP: (DAILY, AM AND PM)

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**Cleanse** (3 minutes): Begin with our Oil-To-Milk cleanser, apply to damp skin and use wet hands in gentle circular motions to remove make-up and impurities.

**Toner** (1 minute): Spritz some Bloom onto face and décolleté or spray onto reusable cotton pads to balance your skin and remove any remaining cleanser.

**Moisturise & Eye Serum** (3 minutes): Apply our Brighten eye serum by patting around the eye area followed by our Rejuvenate moisturiser to hydrate and soften fine lines.

**Protect** (2 minutes): Finish with one of our Face Oils, to help lock in moisture.

**Sunscreen** (1 minute): To finish, apply an SPF as part of your morning routine.

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## THE 15 MINUTE FLORAGY SPA EXPERIENCE: (ONCE A WEEK)

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**Cleanse** (3 minutes): Start with our Oil-To-Milk cleanser using circular motions to remove all traces of impurities and make-up.

**Toner** (1 minute): Apply our Bloom Rosewater Toner to prepare your skin and provide a burst of hydration.

**Clay Mask** (7 minutes): Apply one of our Clay face masks to help draw out impurities, gently exfoliate and detox the skin.

**Moisturise and Brighten** (2 minutes): Gently pat on Brighten eye serum and Rejuvenate moisturiser to nourish and hydrate your skin.

**Protect** - (1 minute): Gently pat in one of our face oils to protect the skin's barrier and lock in moisture.

**Sunscreen** (1 min): Apply a good SPF as part of your morning routine.

Taking a few minutes each day to pamper your skin will help you maintain and achieve that 'Glow Natural' look. Choose products which are suited to your skin, keep yourself hydrated throughout the day by drinking plenty of water, eat a balanced diet and no matter how busy your schedule is your skin will love you for it.



*Glow*  
NATURAL  
in 10 minutes

# Q&A with *Lend & Tend*

We caught up with the wonderful Joyce Veheary, the Founder of Lend and Tend, a platform to help people share garden spaces around the UK and asked her some questions...

## 1. CAN YOU TELL US ABOUT YOUR PROJECT IN MORE DETAIL?

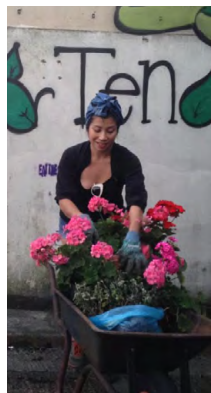
With Lend and Tend, the idea is that you can volunteer to Lend your garden if you don't or can't use it. Or you can volunteer to Tend to someone else's garden if you wish to garden, but like me, don't have anywhere to do that.

A recent milestone is that it's actually now my 10th year running the project by myself, but I've just recently brought a team together to hopefully help me continue doing this for another 10 years.

## 2/ WHAT'S THE MOST CHALLENGING PART OF RUNNING AN ORGANISATION LIKE THIS?

Well, previously it was doing everything myself, trying to be everywhere and everything to everyone, however, in the same breath I also have difficulty delegating. A double edged sword realising I needed help and didn't know how to ask for it or accept it.

The biggest challenge though, was having a baby. I always prided myself on my capability for spinning a lot of plates and taking on a lot of work and being happy to do so, I even brought my laptop in my hospital bag and was scheduling emails before the juggernaut of my baby arriving. But fast forward 18 months and I only just feel like I'm able to string a sentence together again, and no matter how much I wanted to be productive, my daughter had other plans for my time.



A huge number of Lenders and Tenders have been so kind and supportive though. A mixed blessing but a huge job is that I contact people directly, all the comms are me, there's no chat gpt, it's not AI, it's just me, usually me burning the midnight oil scheduling/ replying to emails. But when I get really lovely replies of encouragement, even if people have been waiting a long time to be matched, it's so nice to know that the act of garden-sharing, which is such a real kindness; comes from really kind people and that's why I love doing it.

## 3/ WHERE DO YOU SEE THE FUTURE OF THE PROJECT?

I'd love to follow peoples stories about how their garden sharing projects are going in a kind of documentary way, but most of all I just want to 'Patch-Match' as many people as possible.

I'd love for Lend and Tend to be a way to feed people; create micro-farms in communities, havens for wildlife and where biodiverse and pretty places can thrive where they might not otherwise if the garden was left untended.


I'd like it to connect different generations, old and young and help people feel less isolated, for it to help in some capacity with mental well-being. Essentially bringing people together via the shared interest of gardening.

## 4/ CAN YOU DESCRIBE THE IMPACT YOUR PROJECT HAS ON THE LOCAL COMMUNITY?

I'm yet to Patch-Match in Faversham, but there is a presence of Lenders and Tenders across the whole of the UK. We were lucky enough to be featured on the BBC One Show last year and it was a lovely example of where the garden Lender was a busy mum of young children who had no time to garden (I totally get that now) and the Tender was someone who wished they could be green-fingered but had nowhere to express that passion. Their garden sharing project helped them both equally and also gave them a lot of fresh produce.

Other Lender and Tender partnerships include examples of where a garden owner has a disability and cannot garden, but they have the passion and the skills but just want someone to help with the heavy lifting, in that way lots of sharers who share their space get support in the garden and their Tender gets somewhere to grow and learn how to garden. It means that not only people can benefit in lots of ways but nature also benefits too when we garden with care.

If you're interested in being part of Lend and Tend you can sign up to either share, lend your garden or offer your availability to tend to someone else's garden at [www.LendandTend.com](http://www.LendandTend.com)

A portrait of a woman with long, dark, wavy hair, wearing a light purple t-shirt and a gold necklace. She is looking slightly to the right of the camera with a gentle expression. The background is a solid, muted green color.

*'I was living in London and it was born out of the perennial frustration of not having a garden of my own and seeing lots of gardens around me untended which I longed to be spending time in. I started garden sharing myself and it just grew from there.'*

JOYCE VEHEARY

# Common Skincare *mistakes to avoid*

Skincare is a crucial part of our daily routine, aimed at not just enhancing our appearance but also at maintaining the health of our skin. However, with an overwhelming amount of information and advice available, it's easy to fall into habits that might do more harm than good. Here, we outline common skincare mistakes to avoid, ensuring your skin remains healthy, radiant, and resilient.

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## HOW TO PROTECT YOUR SKIN

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### 1. Over-Cleansing

While it might seem intuitive that clean skin is healthy skin, over-cleansing can strip the skin of its natural oils, leading to dryness, irritation, and even an overproduction of oil as your skin tries to compensate. Stick to cleansing twice a day, morning and night, and opt for gentle, pH-balanced cleansers that respect your skin's natural barrier. Double cleansing is fine in the evening but skip the double cleanse if you have sensitive skin, rosacea or eczema.

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## USING SPF DAILY IS A MUST

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### 2. Skipping Sunscreen

One of the worst skincare mistakes is neglecting sunscreen. UV exposure can cause premature ageing, hyperpigmentation, and increase the risk of skin cancer. Apply a broad-spectrum SPF of at least 30 daily, even on cloudy days or when indoors, as UVA rays can penetrate windows.

### 3. Using Too Many Products

In a time where skincare routines have become elaborate rituals, it's tempting to layer multiple products in hopes of maximising benefits. However, using too many products can overwhelm your skin, leading to irritation and diminishing returns. The best thing to do to counter this is to adjust your routine to just the essentials: cleanser, moisturiser, sunscreen, and targeted treatments as and when needed.

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## UNDERSTANDING YOUR SKIN TYPE

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### 4. Not Tailoring Skincare to Your Skin Type

Using products that aren't suited for your skin type is a common pitfall. Oily skin types may benefit from lightweight, non-comedogenic formulations, while dry skin requires richer, more emollient products. Understand your skin's needs and choose products accordingly to avoid exacerbating issues like dryness, oiliness, or sensitivity.

### 5. Exfoliating Too Frequently

Exfoliation can reveal radiant, smooth skin by removing dead skin cells. However, over-exfoliation can damage the skin barrier, leading to redness, sensitivity, and breakouts. Limit physical or chemical exfoliation to 1-2 times per week and listen to your skin's response to adjust frequency.

### 6. Neglecting the Neck and Décolletage

Skincare doesn't stop at your jawline. The skin on your neck and décolletage is thinner and often exposed to the elements, making it susceptible to signs of aging. Extend your skincare routine to these areas, applying the same serums, moisturizers, and sunscreens you use on your face.

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## RESEARCH INGREDIENTS IN YOUR SKINCARE

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### 7. Ignoring Ingredients

Not all skincare ingredients play well together, and some can be too harsh for certain skin types. For example, retinol and vitamin C can offer significant benefits but may cause irritation if used together or if introduced too quickly. Research ingredients and consult a dermatologist or esthetician to create a compatible and effective skincare regimen.

## 8. Not Giving Products Enough Time to Work

In the age of instant gratification, it's common to discard a skincare product if it doesn't provide immediate results. However, most products, especially those targeting hyperpigmentation or signs of aging, require time to show effects, typically several weeks to months. Patience is key.

## 9. Forgoing Moisturiser for Oily Skin

A common misconception is that oily skin doesn't need moisturiser. In reality, moisturiser helps balance oil production. If your skin is dehydrated, it may produce more oil to compensate. Look for lightweight, oil-free moisturisers that hydrate without clogging pores.

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## SEEKING ADVICE FROM A DERMATOLOGIST OR ESTHETICIAN

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## 10. Not Consulting Professionals for Serious Concerns

While the internet is a treasure trove of skincare advice, it's important to consult with a dermatologist for persistent or serious skin issues. TikTok and social media platforms can lead to incorrect self-diagnosis and treatment can lead to worsening conditions. A professional can offer tailored advice and treatments based on your skin's unique needs.

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## SKIN HEALTH OVER PERFECTION

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Skincare is a delicate balance, and what works for one person may not work for another. Avoiding these common mistakes can help you maintain a healthy, effective skincare routine. Remember, the goal of skincare is not perfection but health. Listen to your skin, adjust your routine as necessary, and when in doubt, consult a professional. This way, you'll not only avoid common pitfalls but also pave the way for healthier, happier skin.



# Fermented Foods: *A Gateway to Better Health*

In the quest for a healthier lifestyle, the spotlight often lands on the latest dietary trends and superfoods. However, one group of foods with ancient roots is gaining modern acclaim for its myriad health benefits: fermented foods. These culinary staples, which include yogurt, kimchi, and kombucha, are not only a testament to traditional wisdom but also a boon to our modern diets. This article will delve into the health benefits of incorporating fermented foods into your diet and share a simple, delightful recipe to get you started.

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## A FERMENTATION CELEBRATION: WHY YOUR GUT WILL THANK YOU

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Fermentation is a natural process through which microorganisms like yeast and bacteria convert carbs into alcohol or acids, acting as a natural preservative and imbuing foods with distinct flavors, aromas, and textures. But the appeal of fermented foods extends far beyond their taste. Here's why they're celebrated in the wellness community:

### 1. Boosted Digestive Health

The probiotics, or beneficial bacteria, found in fermented foods, can enhance gut health by improving the balance and diversity of the intestinal flora. Regular consumption of these foods can aid in digestion, combat diarrhea, and may even alleviate symptoms of irritable bowel syndrome (IBS).

### 2. Enhanced Immune Function

A healthy gut contributes to a strong immune system. Probiotics from fermented foods can help strengthen the body's defenses against infections, reducing the duration and severity of colds and other illnesses.

### 3. Nutrient Absorption

Fermentation can increase the availability of vitamins and minerals for our bodies to absorb, effectively enhancing the nutritional profile of the food. For example, fermented dairy products are often richer in vitamin B12 and K2, crucial for heart and bone health.

### 4. Mental Health Benefits

Emerging research suggests a connection between gut health and mental health, dubbed the "gut-brain axis." Consuming fermented foods might influence mood and cognitive health positively, potentially reducing symptoms of depression and anxiety.

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## A RECIPE TO KICKSTART YOUR FERMENTATION JOURNEY: SIMPLE HOMEMADE SAUERKRAUT

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Now that you're acquainted with the benefits, why not try your hand at fermentation? Homemade sauerkraut is an excellent and simple recipe to start. Here's how:

### Ingredients:

1 medium cabbage (about 900g)

1.5 tablespoons of sea salt

Optional: spices or other vegetables for flavor (e.g., caraway seeds, garlic, beets, carrots)

### Instructions:

**Prepare the Cabbage:** Remove the outer leaves of the cabbage, slice it thinly, and transfer it to a large mixing bowl.


**Salt and Squeeze:** Sprinkle the sea salt over the cabbage. Then, with clean hands, massage the cabbage for about 10 minutes. As you squeeze, the cabbage will release water and soften.

**Pack the Jar:** Transfer the cabbage into a clean, wide-mouth mason jar. Press it down firmly until the juices rise above the cabbage, leaving about 2 inches of space at the top. If needed, add a bit of water to ensure the cabbage is completely submerged.

**Seal and Store:** Close the jar tightly and store it at room temperature, out of direct sunlight. Over the next few days, open the jar once a day to release gases produced during fermentation.

**Taste and Wait:** After about 3-5 days, taste your sauerkraut. Once it reaches your desired flavor and tanginess, transfer it to the refrigerator. It will continue to ferment but at a slower pace.



A close-up photograph of a woman with blonde hair, wearing a white t-shirt, looking upwards with her mouth wide open. She is holding a large, vertical strand of shredded yellow cheese between her fingers, which is positioned directly in front of her open mouth. The background is a plain, light-colored wall.

Fermented foods are a gateway to not only a more adventurous palate but also a healthier lifestyle. By incorporating these probiotic-rich foods into your diet, you're not just treating your taste buds but also thanking your body. So, why not give fermentation a try? It could be the start of a gut-friendly journey towards better health.

# Transform your Skin Overnight with Nurture

Nurture is a meticulously crafted blend of ingredients which are known for their deep moisturising properties and ability to improve the complexion. Nurture works in tandem with your skin's natural overnight repair process to help you to achieve glowing skin.

**N**urture's rich blend of nutrients, vitamins, and essential fatty acids penetrate the skin over several hours. The result? You wake up to skin that's not only deeply nourished but visibly more radiant and healthier. In essence, the science behind Nurture is a combination of well-chosen, natural ingredients that align with the skin's natural regenerative processes at night. This ensures that the skin is optimally nourished and able to repair itself more effectively, revealing a refreshed and rejuvenated appearance by morning.

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## KEY INGREDIENTS AND THEIR MECHANISMS

**Sweet Almond Oil & Rice Bran Oil:** These oils are rich in vitamins and antioxidants, which help in moisturising the skin and improving the complexion. They contain fatty acids that strengthen the skin's barrier, reducing water loss and keeping the skin hydrated. This is crucial at night when the skin is more receptive to absorbing nutrients.

**Olive Squalane & Pumpkin Seed Oil:** These ingredients mimic the natural sebum of the skin, providing hydration without clogging pores. They help balance oil production, which is essential for maintaining the skin's health and preventing acne or oiliness.

**Evening Primrose Oil & Tomato Seed Oil:** Rich in gamma-linolenic acid and lycopene, respectively, these oils are known for their ability to improve skin elasticity and reduce the appearance of fine lines. They support the skin's natural repair mechanisms that are active at night, aiding in the renewal of cells and support collagen synthesis, which contributes to a firmer complexion.

**Blueberry Seed Oil:** This potent antioxidant helps neutralise free radicals—unstable molecules that can damage cells and contribute to ageing and diseases. By defending the skin against environmental stressors like UV radiation and pollution, it helps to prevent the breakdown of collagen and elastin, promoting skin health.

**Rose Geranium & Lavender Essential Oils:** Beyond their calming aromatic properties, these essential oils have anti-inflammatory and antimicrobial effects. They soothe the skin, reduce redness, and can help treat minor irritations or blemishes. The calming scent also promotes better sleep quality, which is essential for optimal skin regeneration.

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## THE COMBINED EFFECT

At its core, the effectiveness of Nurture lies in its carefully selected, natural ingredients that harmonise with the skin's innate overnight healing mechanisms. As night falls, our skin shifts into a mode of recovery and rejuvenation, guided by the circadian rhythm. This intrinsic, 24-hour cycle governs the sleep-wake pattern, influencing the skin to enhance blood flow and ramp up reparative activities during the dark hours. This makes the evening the perfect time to enrich the skin with nurturing treatments. Nurture's formulation is designed to bolster the skin's repair and defence system, diminish the visible effects of ageing, shield against environmental aggressors, and provide calming relief. By feeding the skin with these essential nutrients and support overnight, it can efficiently restore and renew itself, culminating in a visibly revitalised, more radiant complexion by daybreak.



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## HOW TO INCORPORATE NURTURE INTO YOUR NIGHTTIME ROUTINE

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For best results, apply a few drops of Nurture to your face and neck after cleansing, toning and moisturising. Gently massage it into your skin, allowing the rich blend of oils to penetrate and work their magic overnight. Wake up to softer, more luminous skin that feels revitalised and looks visibly healthier.

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## MORE THAN JUST EFFECTIVE – IT'S ETHICAL AND ACCESSIBLE

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Nurture stands out not only for its effectiveness but also for its commitment to being all-natural, cruelty-free, and affordably priced. Winning awards for its formulation, Nurture proves that you don't have to compromise on ethics to achieve beautiful skin.

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## WHY CHOOSE NURTURE?

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Nurture is a night oil that works in harmony with your skin's natural processes to deliver visible results quickly. It's an investment in your skin's future health, leveraging the power of nature to ensure you wake up to a more radiant complexion every morning. Our overnight face oil is more than just a skincare product; it's a nightly ritual that pampers your skin and senses, preparing you for a restful sleep and a radiant awakening.

Nurture also won 'Best Overnight Face Oil' at the Beauty Shortlist Awards 2024.



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"Hands down my favourite face oil. Having previously tried Deciem and Kiehl's oils at nighttime, I felt I could never quite get the balance right... some left my skin too oily and others seemed to leave me with dried out skin by the morning. The Nurture oil hits it just right for me. It's good on my sensitive skin and leaves it feeling really nourished, still noticing a difference by the morning, with makeup going on easily etc. Also, the subtle scent is stunning and really adds to the experience. The lavender makes it perfectly calming for use before bed and it feels like a self care ritual, not just a face oil!"

AMIEP

# Meet *Lucy Rutter*

Lucy Rutter, potter and teacher shares her discovery of pottery and the inspiration behind her work; making beautiful wheel-thrown stoneware pottery for the kitchen and table, based in Faversham.

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## 1. HOW DID YOU FIRST DISCOVER YOUR LOVE OF POTTERY?

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When I was a small child, we often visited Brownsea Island in Dorset where there had been a Victorian pottery. Pottery shards were everywhere and particularly magical, it seemed, was a place called Pottery Pier. Back at home, we dug clay in our garden and my father, an engineer, showed me how to fire it in our open fire. It was wondrous to me, that it was possible to transform soft material into a hard and permanent shape. Later, as a new mother, I took an evening class in sculpture and loved the feeling of the clay transforming as we worked on the surface, enabling finer and finer revisions of the form. I set up a small garden pottery with an old kick wheel and kiln and made my own pieces in my spare time. It wasn't until I was able to take a sabbatical from my 'proper' job at the University of Kent, about ten years ago, that I was able to set up my own business. Since then, I have found so much happiness in making pots and selling them. It feels marvellous that I can provide forms for people to use. I love making functional pottery.

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## 2. WHAT INSPIRES YOUR WORK?

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I am inspired by the long tradition of ceramics; one of my favourite places is the top floor at the V&A where long corridors of glass cases chart the evolution of pottery from ancient forms right through to modern and contemporary design. The Leach Pottery in St Ives, where I am incredibly lucky to teach courses, is one of the most important studio potteries in the country and I love the simple but beautifully designed standard ware forms that were sold there throughout the last century and still are today. It is a place of wonderful community, sharing of knowledge and skills and inspiring production. I recently travelled to Scandinavia to research ceramics and design; it was so exciting to discover pots that are so simple and yet so perfectly formed. In some strange way, I felt like I had come home to

a body of work that I was part of; it's hard to explain, but they are just beautiful. I think my colour palette, in particular, is inspired by Danish and Swedish ceramics. I walk every day, whether it is here at home on the Kent marshes, or wherever I am travelling, and I find the natural world is a constant source of beauty and a reminder to leave the garish or the artificial well alone, most of the time.

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## 3. YOU ALSO TEACH POTTERY, WHAT'S THE MOST REWARDING THING ABOUT TEACHING?

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My first career of 23 years was in teaching, and when I took my sabbatical, I felt ready to stop completely. It is an all-consuming, but wonderful job. After a few years of working alone in the pottery, however, I felt ready to welcome learners into the space, and in fact I absolutely love sharing the knowledge and skills I have gradually accumulated. It is a real privilege to discuss pottery with like-minded, fellow enthusiasts, and it brings an exciting energy into my studio. I have made life-long friendships with learners and it is incredible to see those people continuing to learn and practice and then, in turn, to teach pottery themselves. Teaching is, in itself, a craft, and I really enjoy planning and delivering a really effective lesson, explaining difficult tasks like pulling handles or making lidded forms, so that a potter suddenly has a real epiphany; they simply cannot believe they can do it, but they can!

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## 4. WHAT PROFESSION WOULD YOU DO IF YOU WEREN'T A CERAMICIST?

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I feel very lucky to have had two careers; one in education and one in pottery. It is almost like having two lives! For my third, I think I will be an architect. I have always loved the process of designing with function very much at the forefront of my thoughts. I love using something that is already there, transforming it into something beautiful and useful that will make a real difference to someone's way of living. Mathematics and science are crucial in ceramics, when firing kilns or mixing glazes or

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calculating shrinkage or volume. I can imagine it would be very satisfying to accumulate the mathematical and scientific skills required to design or adapt a building so that it is environmentally conscious, beautiful to live in and harmonious to experience. The space around you is so important; when my husband Guy and I found and adapted a space for our creative work, we were able to develop our practice so that it became an integral part of our lives. Our studio has had a huge impact on us; it changed everything. It is fascinating to see how small changes to a space can make it better and more useful. It is just the same with pottery; when you use and test a piece, you learn how to make minor revisions to improve its function and its beauty.

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#### 5/ WHAT IS YOUR PROUDEST MOMENT IN YOUR CAREER?

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Pride comes before a fall, as they say, so I enjoy my minor triumphs without any assumptions. I don't make lots of money, although I don't think many people go into pottery, or teaching, with the aim of getting rich! I think I have been incredibly lucky in my life to do the things I love, although I have had some hard times too. I recently suffered quite a serious health issue, and at the very same time I was invited

by my favourite retailer, Toast, to design a range for them. It was a wonderful opportunity and I couldn't let it pass. I attended our first meeting one hour after receiving treatment at the hospital, and then continued to produce very large numbers of pieces for them during treatment and recovery over the next few years. In fact, it was the perfect way to move on and I have never regretted it although at times it was difficult to keep going. They are a lovely company and they were incredibly kind to me, although I did not tell them until very recently!



Visit [www.lucyrutter.com](http://www.lucyrutter.com) to find out more about Lucy and shop her collection.

**Instagram:** @lucyrutter

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SPRING UPDATES

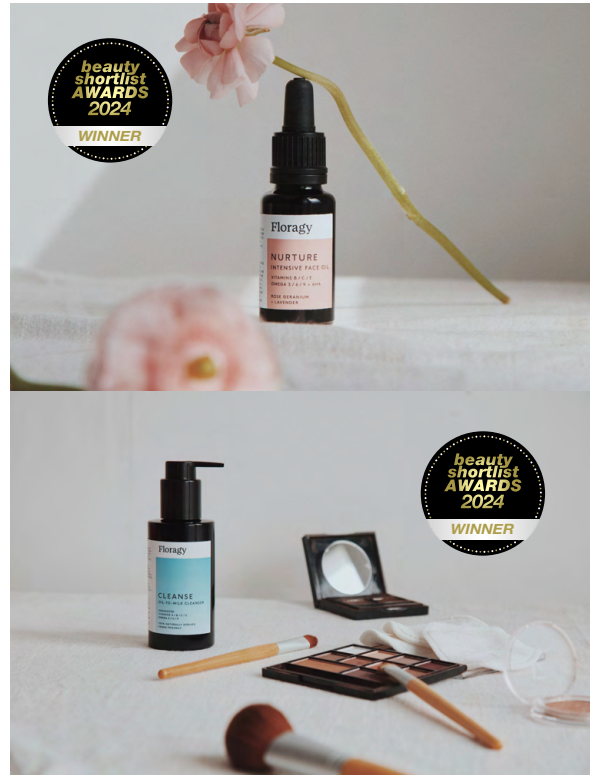
# FLOragy NEWS

After an unexpectedly busy Christmas which has carried on into the new year! It's fantastic to see so many people purchasing and enjoying using the products into 2024.

Our new venture 'Floragy Facials' is also off to an exciting start. After launching facial treatments locally in December the bookings have gone from strength to strength. I absolutely love this part of the business and am looking forward to adding more treatments to the menu throughout the year. I love the synergy between our skincare products and offering facials where the goal isn't just radiant skin it's to provide a truly immersive and grounding experience designed to create moments of calm and relaxation.



We've got one more new product being launched this year... it's currently in the testing stage but it's already looking like it's going to be a best seller! I'll share more info soon.



The Beauty Shortlist Awards is something we've always been passionate about as it gives smaller brands a level playing field with larger well known skincare and beauty brands. We're absolutely thrilled to announce that this year we won 7 awards with 2 winning categories! Cleanse won 'Best Oil-To-Milk-Cleanser' and Nurture won 'Best Overnight Oil'. We won 5 'Editor's Choice' awards for Revive Face Oil, Rejuvenate Face Cream, Glow Clay Mask, No.3 Smoothing Hair Oil and our Bathe bath salts. We love that our products continue to fly the flag for naturally derived skincare which is effective and gentle to maintain the skin's health and radiance.



Transform your skin  
while you sleep.



Luxuriate in the natural glow of our Nurture Face Oil, formulated with seven active botanicals to provide vital nutrients and lock moisture into aging skin. Packed with Omega Oils and Vitamins, this intensive face oil is essential for protecting your skin from moisture loss and increasing luminosity. Winner of 'Best Overnight Oil' Beauty Shortlist Awards 2024.

[Purchase Nurture here.](#)

# Floragy