



**FALL IN LOVE WITH THE WOMAN  
YOU SEE IN THE MIRROR**

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The book that will help you discover  
your feminine strength

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# ARE YOU TRULY COMFORTABLE IN YOUR OWN SKIN?

What does it feel like to be a woman truly comfortable in her own skin?  
We are sad to say that neither we nor most of the women we have met throughout life and  
had this conversation with know the full answer.

Why does it seem to be so difficult for us to be comfortable in our own skin? In our  
precious bodies that are keeping us alive in this crazy, colourful and very often painful  
world?

How many of us feel fat/lumpy-bumpy in our pants?  
How many of us choose our clothes in the morning with the intent purpose of hiding a part  
of ourselves that we don't like?

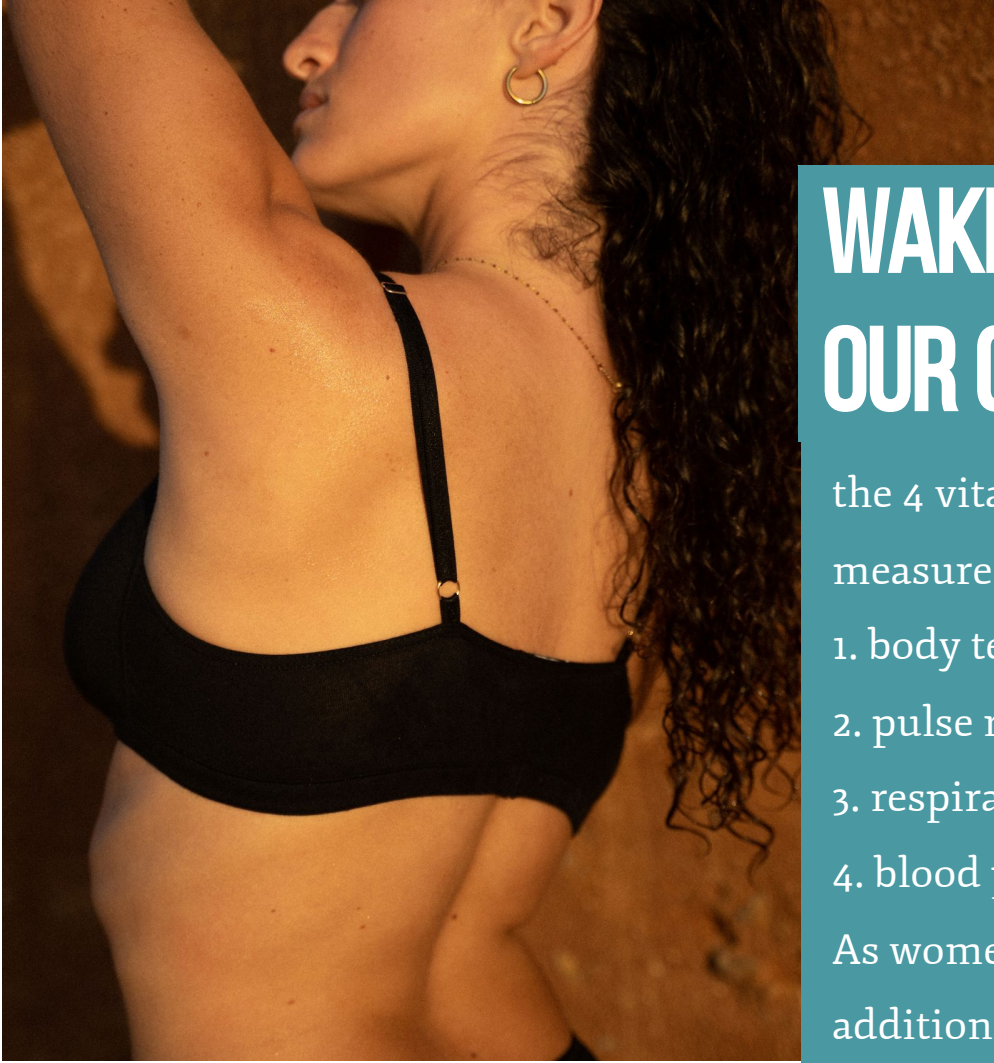
How many are fed up with feeling less than sexy in supposedly sexy underwear?  
How often do we look in the mirror with kindness at ourselves instead of contempt or  
critique?



Our wish and goal for asking these questions and ultimately for creating comfy underwear, is to inspire a feeling in women- a feeling of being comfortable with ourselves. Comfortable with our body (even if in pain), with our anger, our frustration, dissatisfaction, even with our joy, as it seems many women feel shame for feeling joy and doing things for themselves once in a while.

We must make the decision to see ourselves nakedly, metaphorically speaking, for acceptance to seep in like a running stream flowing down a mountain. After this comfort has begun to settle in our bones, the comfy undies, the stylish boots, the flowy dress and cool jeans will be worn with a style that we see way too little these days.

It will be worn with CONFIDENCE.



# WAKING UP TO OUR CYCLE

the 4 vital signs we have to  
measure our health as humans:

1. body temperature
2. pulse rate
3. respiration rate
4. blood pressure

As women we have an  
additional health measure tool  
in our arsenal: our monthly  
bleeding cycle.

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## FINDING ANSWERS IN OUR PAIN & STRUGGLE

Every month when we have our period, we have a chance to assess our health and observe whether everything is as it should be, especially with our hormone balance.

Yet, in our native language, Danish, it is common to call the bleed 'Lort', literally meaning crap...

We believe that needs to change asap!

We believe that our period is the opposite of 'lort'. It is GOLD.

We believe that our monthly cycle and especially our period holds a crucial key for us to heal ourselves as women and the many scars we have acquired throughout the ages.

To be able to accept ourselves as we are, but also to make improvements, if necessary, based on respect for our body, instead of on revolt or feeling inferior, or as if something is wrong with us.





The colour of our bleed shows us whether we are producing enough of certain hormones or if too much, it shows us whether we have been under too much stress, whether our diet is beneficial for us, whether we are being honest with our inner wishes for life and in the life we have with our partners among other things.

Why do you think many women tend to have a blow out with their partners once every month, right up to or during their period? We call this PMS, but the underlying cause of why we suddenly feel so off, or simply not in tune with the people around us, can be a sign that there are things we haven't put out on the table for ourselves.

Feelings/urges/emotional reactions/dreams and wishes can get suppressed throughout the cycle and then tend to combust up to one's bleed.

Some start binge-eating, devouring chocolate bar after chocolate bar or a whole tub of ice-cream with extra cookies on top.

Others have a row with their partner for seemingly random reasons. Others get depressed/sad, angry, hot-headed, lethargic, foggy-headed or just plain bone-tired.

The symptoms are many and varied. Each has an underlying cause that can be traced back to either one's emotional happiness quotient, physical health deficiencies like e.g., lacking magnesium or iron, or even more deep-seated issues of self-confidence and/or traumas that resurface in a perpetual cycle until they are healed.

Our female bodies and especially our period can show us so much, without necessarily having to go to a so-called expert for advice on how our own body functions.

Who could possibly know better about how we feel, than ourselves?

We simply need to take the time to learn our own body's language and begin listening to the signs and messages it sends us every day.



# GUIDE TO YOUR FEMALE CYCLE

Nanna Ewald Stigel & Laila Tórsheim are the women behind the book 'Your secret weapon - Guide to your female cycle'. Their desire is to contribute with a retelling of the story of the menstrual cycle. A story without silence and condemnation. A story where the cycle is valued and recognized as a path to health, inner strength, and a nourishing life.

*"It is simply an invitation to examine your experience of your cycle - and to follow the needs of your body and psyche in the various phases".*



# 5 TIPS TO BALANCE YOUR CYCLE

We have asked the ladies from 'Cyklus Institute' for tips on how to easily start our journey of getting comfortable with our body and emotions. A journey that we can do on our own, without the need for appointments with experts, costly remedies etc.

## 1. UNDERSTANDING THE INHERENT PHASES OF THE CYCLE

Most women neither understand the biology nor the psychology of their menstruating cycle. This makes it difficult to cooperate with one's body and in consequence we will more easily experience stress and feel less comfortable in ourselves and in our body.

In our book "Your secret weapon - guide to your female cycle" we divide the cycle into four inner seasons.

The bleeding phase we call *inner winter*, the time right after our bleed we call *inner spring*, the phase around ovulation we call *inner summer* and the phase leading up to our next period we call *inner autumn*.

In each phase of the cycle - or what we call the inner seasons - women have different strengths, just like there are also some typical pitfalls. One of the best ways to find greater balance in our cycle is to understand and cooperate with our inner seasons - instead of ignoring and pretending that they don't exist.

This can be a challenge in a world that celebrates all that is linear and the quick-fixes - but we believe and have experience that by respecting the cyclical nature within ourselves, we can live more sustainable and nourishing lives. For the benefit of ourselves and our Earth.

## 2. BEGIN TO LOG YOUR CYCLE

Cycle logging is a simple gesture of daily logging where you are in your cycle and how it feels at any given time inside you.

It is about learning to know your own rhythm and to go on a discovery adventure into how you feel at different times of the month.

See if it is possible for you to plan accordingly to these rhythms. E.g. there are days where it's more conducive to start a new fitness program than others, and other days where you'll feel the need to free up more space in your calendar for yourself.

We specifically recommend a practical tool such as downloading a cycle-syncing app, or to log your observations in a cycle-log diary for several months.

Day 1 in the cycle is the first day of your bleed - start here and note each day how you feel both emotionally and physically.

How is your energy level on that day? Are you more outgoing or introverted? Do you have a need for more, or maybe fewer social activities, sex or alone time?





### 3. GET YOUR FOUNDATION/GROUND LEVEL IN ORDER

It might sound simple, but of course it is far from it. Getting proper sleep, eating a blood sugar regulating diet and learning how to regulate your nervous system and limit stress is worth gold when it comes to having a healthy cycle. Don't underestimate how nourishing these foundational aspects can be. You can find lots of simple tips in our book "Your secret weapon - guide to the female cycle".

### 4. RENEW YOUR MINDSET ( IF NEEDED)

Your cycle is not a necessary evil. It is the very condition for us being here on Earth as a human race. But it's not just that.

The cycle is also women's 5<sup>th</sup> vital sign and is almost like an inner personal health-guru that gives us a status rapport on our health in the here and now - as well as in the long run. Therefore, the cycle is an inherent guide to greater awareness and to unlocking our feminine power.

On average women bleed for a total of 6 years of their lives, just like we spend around 6 years in the premenstrual phase. A total of 12 good years of a woman's life.

We believe that life is too short to waste 12 years feeling less than good, or to allow ourselves to be stigmatized as less attractive or moody.

When we consciously work with the cycle, the qualities in all the phases come to the fore.





## 5. REMEMBER THAT YOU ARE UNIQUE

As you begin to read about and understand the phases of the cycle, remember that your own experience trumps all.

Cycle understanding is not about you having to feel a certain distinct way in the different phases of the cycle, nor about there being specific activities you should or should not do at different times during each phase.

It is simply an invitation to examine *your* experience of your cycle - and to follow the needs of your body and psyche in the various stages.

# AN EXERCISE IN BEING

To start off, before we can begin feeling and experiencing the full benefits of being a woman empowered, in control of her own body and loving it, there is one thing that needs to be prioritized as a get-go. We need to feel comfortable and safe to even start the process of having an opinion about our bleed, about the symptoms that might arise, about our emotional wellbeing. And especially about having a clear view of what we see when we look in the mirror. Let yourself be with your own thoughts and feelings, without being afraid of what you'll find. Put away the phone, iPad and/or computer for a while.

While sitting by yourself without distractions, the silence can get so loud that the first thing you want to do is to just begin filing and clipping your nails, to get going with the foot bath already! Anything to drown out the silence or the incoming wave of emotion. Try to resist doing anything for 5-10 minutes though.

Just breathe and tune in to how your body feels. Not the mind and it's stream of thinking. But the actual physical body itself.

Tears might well up for no known reason, happiness might bubble, or a sigh of relief escape your lips, whatever it is, just let it be what it is. An exercise like this of simply being with yourself without distractions can do wonders for your wellbeing.

When you let this process flow in the days when your intuition is heightened, which is most often up to and during your bleed, things and situations can become clearer to you. You can begin making decisions based on what feels right in your body and gut, instead of perhaps going on auto pilot in your head.

Are you happy with your everyday life? Is your partner satisfying you emotionally or maybe sexually? Is your job draining you? Where did all the time for the hobbies you love go? What can be done about this to make you even happier or to change what is not working? Are you bugged about a certain comment your best friend gave you, but you didn't react at the time and now something is festering inside?

Imagine, just a few days a month can give you so much insight into how you can make yourself happier.





## SELF LOVE

Dr. Ezzie Spencer is a best-selling author, coach and podcaster.

Her work is within transformational coaching, feminine embodiment & applied positive psychology.

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**We asked Ezzie:**

**WHAT MAKES YOU FEEL COMFORTABLE BEING A WOMAN?  
WAS THERE A PIVOTAL MOMENT IN YOUR LIFE THAT MADE YOU FEEL TRULY COMFORTABLE IN YOUR OWN SKIN?**

“At 40, I truly love being in my skin. I would say that this was a gradual experience rather than a pivotal moment. I felt embarrassed about my body as a younger woman – who doesn’t?! I was trained by society to criticise and reject my form. I started my somatic daily meditation practice when I was 25 and

I would say that over many years, this is how I have been able to return to myself, gradually unhooking from external conditioning about how I was supposed to look or be – and simply embrace how and who I am, feeling loving and centered in myself. This is a daily devotion for me, an ongoing commitment to self-love in a world where much profit and power is generated by running a counter-narrative”.



# EZZIES 3 TIPS ON HOW TO START LOVING YOURSELF

& boosting your self-esteem, so that the empowered feminine can be embodied fully.

## 1. KNOW YOUR BOUNDARIES

Know your boundaries and needs, fully embrace your boundaries and needs, and learn how to meet your needs – or to communicate effectively with the right people to ensure that your needs are met and your boundaries are respected.

## 2. CLARITY

Gain clarity on your priorities in life, ensure that self-care is one of those top priorities, and put in place a realistic and clear plan to execute on that, over and over.





### 3. THE FEMININE

The feminine needs to be cherished and nourished. This is not a nice-to-have, this is a necessity. The difficulty of course is that you will likely meet resistance to taking care of yourself and even having needs, for example, you may uncover internal guilt and shame when you start a conscious journey of returning to self-love. You may encounter unexpected resistance from those around you, including those who benefited from you not having clear and healthy boundaries, and from those who constantly demand that you meet their needs first.





We also asked Ezzie Spencer:

**DO YOU SEE ANY COMMON ISSUES THAT WE WOMEN GO THROUGH TO HEAL OUR TOXIC RELATIONSHIPS?**

“Trust. Breach of trust is the single biggest issue after a toxic relationship, and this is timeless. Women often find that they have difficulty trusting the intentions of others, trusting the world, and even trusting their own ability to make the right decisions for themselves. In reality, women usually did see the signs early on, but chose not to act upon the signs for various reasons, including believing the best in people, getting hooked into potential, and not understanding the ramifications of not acting on their own intuition. Even deeper than that, many women continue to invest in relational dynamics that are not in their highest interest because deep down they do not feel loveable, and do not feel worthy of receiving love and even being treated with the level of compassion and respect that they deserve inside romantic intimate relationships.

Remembering how to trust ourselves is a major key in (re)building self-esteem and returning to our intrinsic self-worth”.





## HOW DO WE TUNE OUR INTUITION TO GAIN CLARITY IN OUR LIVES & RELATIONSHIPS?

*“The easiest way is to come out of the thinking mind and feel. And by feeling, I mean to literally feel the physical sensations in your body. Your body is a tuning fork. Your intuition is accessed within your physical body. Close your eyes. Breathe through your nose. Feel the physical sensation of your breath. Ask your heart what she needs. Ask your heart what she desires. Listen. Act. There's a short and sweet downloadable audio on my website to guide you through this process: [get your free Attraction Elixir here.](#)”*

*- Ezzie Spencer*

# BECOME A REBEL WITH A CAUSE IN YOUR OWN LIFE

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There are many reasons why women are suffering from so many hormonal imbalances, from stress to emotional breakdowns.

While there can be numerous causes for these issues, our experience with talking to so many women is that it often stems from a life not living in balance with our body and emotional needs.

It is often a life lived for the norm, making pms and depression before a period *normal*, when it is *anything* but.

We would therefore like to inspire you to become a rebel with a cause in your own life.

To change the status quo of what is considered normal.







## A PERCEPTION ON BEAUTY

Read this insight on beauty from an expert within the field. Stella Nisreen Kanaan is the founder of the Prize-winning Certified Green Clinic and beauty salon, Beauty Avenue. She is a Pioneer for natural beauty in Denmark and inspires women daily to embrace their innate beauty and to give their body the love it deserves and needs.

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*We asked her,*

IS BEAUTY AN IMPORTANT FACTOR FOR A WOMAN TO FEEL FEMININE & IF SO, WHY?

I could never separate the external concept of beauty from the internal feeling of beauty. “Beauty” for me is more a *feeling* than it is a look, and its so very individual what makes you feel beautiful, and yes, it’s a big part of feeling feminine as well.

Beauty for me is a feeling of connectedness to my body. When I feel beautiful, I feel sexy and *then* I feel feminine.

**We are so good at living from the neck and up, neglecting our body which causes us to be completely out of balance with our feminine energy.**

**“It is not necessary to buy something to feel beautiful, as it is a *feeling*, and it can only come from within when you feel confident and empowered.**

# STELLA'S 5 BEST BEAUTY RITUALS TO MAKE YOU FEEL COMFORTABLE IN YOUR OWN SKIN

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## 1. WORK OUT - MOVE - DANCE

give your body strength; its your temple, your home. It is probably the most important part for me, that I keep my body strong and vital, so I avoid any pain and maintain a body that can take me through life and give me the experiences that I want.

## 2. HAVE SEX

a lot of it if you can and desire it, either with a partner or yourself. Masturbate as much as you want. Many people repel the idea that sexuality is a huge part of our human wellness and can make us feel beautiful and alive. In fact, research has shown that orgasms increase the blood-flow and levels of estrogen in your body, which, among other things, help to maintain a healthy glowing skin.

## 3. CLEANSE & EXFOLIATE YOUR SKIN

both on your body and your face. I love to take a meditative bath where I give my body a lot of love, care and attention, and it makes my skin feel smooth and soft.

## 4. EAT ORGANIC

fruits and vegetables and drink some wine; it's packed with antioxidants.

## 5. WEAR YOUR FAVOURITE LIPSTICK

or any item that makes you feel comfortable and beautiful.



## THE REBEL AWAKENS

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We wish to inspire you to become a rebel with a cause in your own life.

We believe that our monthly cycle and especially our period holds a crucial key for us to heal ourselves as women and the many scars we have acquired throughout the ages.

To be able to accept ourselves as we are, but also to make improvements if necessary, based on respect for our body, instead of it being based on revolt, feeling inferior, or as if something is wrong with us.

To start learning why we feel the way we feel about our body and what the symptoms we might have tell us, should be a gentle descent into the inner parts of our being.





We have to treat this journey with care and respect (while we begin shaking the bag with questions, awakening the rebel within)

To make this shift, it seems we need to learn to accept our bodies and to find an inner dignity in the shape we are.

If we do this properly, then we are 100% sure that WE will change to a more healthy view of OUR body as well.

Our world is changing fast and as each woman wakes up to the power she has lying latent in herself, it ripples out to inspire others around her.

Slowly but surely, we are creating a community and network of women empowered.

Empowered to be satisfied being born women, to have this precious beautiful body with its 28-day cycle, with its sharp intuition and ability to multi-task. How cool is that!

Women around the world are willingly undertaking the journey into the descent of their inner being, simultaneously.

We can therefore draw silent comfort and strength in knowing that countless women are in this **together with us**, each finding the courage to take a step closer towards the woman in the mirror - and finally smiling - loving what she sees.





From our years of working closely with women on a daily basis, we've become convinced that every time one woman makes a profound inner change to accept a part of herself, it invisibly yet instantly seeps into the women around her. Something opens up. An acceptance - a discovery that we are not alone in our struggles. Such a woman cannot help affecting the people around her. Its like magic. We wish to discover this inner woman as we peer into the mirror of our own life and in this way inspire our community, YOU, to do the same.

Love,  
Arina & Anya Woron/ The Woron Sisters

# RESOURCES

## **Ezzie Spencer** - ([www.ezziespencer.com](http://www.ezziespencer.com))

Ezzie Spencer is the author of the best-selling book *Lunar Abundance*. Coming from a background in law, she earned a PhD in women's wellbeing after trauma. Together with tracking the moon cycle, this was her entry into the importance of the emotional realm, which she continues to explore through her work today. As the creator of Lunar Abundance -- a lunar-inspired, holistic self-care practice, together with her transformational coaching method *re.love@* -- Ezzie helps tens of thousands of women around the world cultivate self-worth, creativity, and confidence.

## **Stella Nisreen Kanaan** - (<https://www.beautyavenue.dk/>) and (<https://www.naughtyalchemist.com/>)

Beauty Avenue offers luxurious treatments in all things female-related. The staff is highly professional, skilled and intuitive in making each woman feel feminine and empowered.

Naughty Alchemist is an expert line of organic, potent, and fresh beauty care products. Formulated and handcrafted by Stella Nisreen Kanaan, a botanical formulator, aromatherapist, and owner of the award winning Green Certified beauty salon, Beauty Avenue. A go-to for high-quality skin care and inspiration on all things natural.

## **Laila Tórsheim & Nanna Ewald Stigel**

<https://cyklusinstituttet.dk/om-bogen> (in danish)

Their book - *Your Secret Weapon* - is a guide to your female psyche and connects you with your body's biological wisdom.

It is a simple path to a nourishing life, where you listen to your inner voice and achieve your goals in an enjoyable way.

The book is published in Danish. For a version in English that goes into similar topics about the female cycle we highly recommend checking out Alisa Vitti's books.

## **Further reading on topics of women's health cycle and emotional wellbeing:**

### **Alisa Vitti - Woman Code**

With the book *Woman Code*, holistic health coach Alisa Vitti shows women how to maintain health and vitality with a food-based program to re-balance their hormones. Alisa Vitti found herself suffering through the symptoms of polycystic ovarian syndrome (PCOS), and was able to heal herself through food and lifestyle changes and by harnessing the female cycle to her benefit. A true pioneer in the field of women's health.

### **Dr. Christiane Northrup: Women's bodies, women's wisdom**

The foundational book on all things woman related, Dr. Christiane Northrup has created a book whose wisdom can be carried from generation to generation of women.

*Women's Bodies, Women's Wisdom* demonstrates that when women change the basic conditions of their lives that lead to health problems, they heal faster, more completely, and with far fewer medical interventions.

This book offers up-to-date information on every aspect of women's health and is a gold-mine of information.

### **Dr. Ezzie Spencer - Lunar Abundance**

*Lunar Abundance* is an interactive and illustrated guide for today's women on cultivating peace, purpose, and abundance in both their personal and professional lives, guided by the phases of the moon.

It shows how by tuning into the natural rhythm of lunar ebbs and flows, you can connect with work, relationships, your body, and surroundings on a higher level than ever before, becoming more productive and self-aware in the process.

It's also a practical guide to self-care that will help you summon your true potential and create a better life for you and your surroundings.



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