



Alana Coles

# THE BUSINESS OF SELF-CARE

If you're a busy salon owner or beauty therapist, odds are you spend most of your time taking care of other people. And minimal time focused on self-care.

Nutritionist and mum of two, Alana Coles often found herself in the same position and it was a reminder of her mum's advice that: "you cannot pour from an empty cup" that made her pause and re-evaluate her busy lifestyle.

"Despite having two University degrees in nutrition, between working and being a mum; taking care of myself always seemed to be at the bottom of my pile. Food became more a grab and go than nourishment for my body.

"I fully understand how much of a juggling act life can be. Kids, work commitments, life admin and

household chores can result in running on empty. I knew I needed to take better care of myself.

My energy levels, health and wellbeing were all suffering, along with thinning hair and dry skin."

Having made the decision to support herself and other women, Aglow was born. Alana ditched her corporate career and focused Aglow to be around simple, uncomplicated health powders, made from premium natural ingredients.

"The goal is to help busy people feel youthful, energised and confident from the inside-out. Self-care and wellness made easy - with 'a spoonful a day!'"

Aglow now offers a collection of four carefully crafted powders, including

Skin Hair Nail Super Greens (vegan and packed with goodies like kale, cacao, spirulina, chlorella and watercress) and a Marine Collagen powder (sustainably sourced marine collagen peptides, vitamin C, CoQ10 and vitamin E).

Aglow powders use organic ingredients and Alana chooses freeze-dried raw ingredients over the more commonly found heat dried option, as a means of maintaining nutritional quality. Offering a subscription model and refillable bamboo jar adds another dimension to her focus on simplicity and ease.

A self-confessed knowledge nerd, she thrives on constantly researching and understanding new information and to complement her existing products is now developing a wellness range.

"This natural range aims to support busy people with non-diet aspects of their lives, like stress and sleep, which have a such a big impact on health (both mental and physical), self-care, and beauty."

Based in Nelson with her husband and two children (aged 2 and 5), Alana's King Charles spaniel Charlie is her constant office companion. Hubby also comes in very handy in his career as an accountant - 'useful when you have a small business and lots of accounting questions, says Alana.

"As a small business owner, Aglow is 100% me, I wear all the hats: from ingredient research, recipe formulation and testing, packaging design, social media and customer support, to logistics, marketing and packing orders (including hand-written notes) - it all stems from me! But I LOVE it."



Aglow Super Greens

**Q. What sparked your early interest in nutrition:**

**A.** It comes back to the three quotes that appear on our packaging:

*What you eat either fights or feeds disease*

*A youthful outside, blooms from a healthy inside*

*You get out what you put in*

I was fascinated with the notion that what we eat, has a huge impact on our health, how we socialise, and how we look and feel. But on a personal level, I knew how difficult it was to eat the 'right foods' all the time. I wanted to learn more about how incremental changes to our diet, could have a positive impact on all aspects of our wellbeing.

**Q. What makes you passionate about this industry:**

**A.** The ability to make such a positive difference in people's lives by helping them look and feel better with small simple daily rituals, whether it be a smoothie (with added Immunity Greens, as they are frantically headed out the door for school drop-offs and work); a Collagen Coffee giving a much needed 10-minute break from the chaos; or curbing 3.30-itis with a protein bliss ball or a shake with pea protein.

**Q. Something people might be surprised to know about you:**

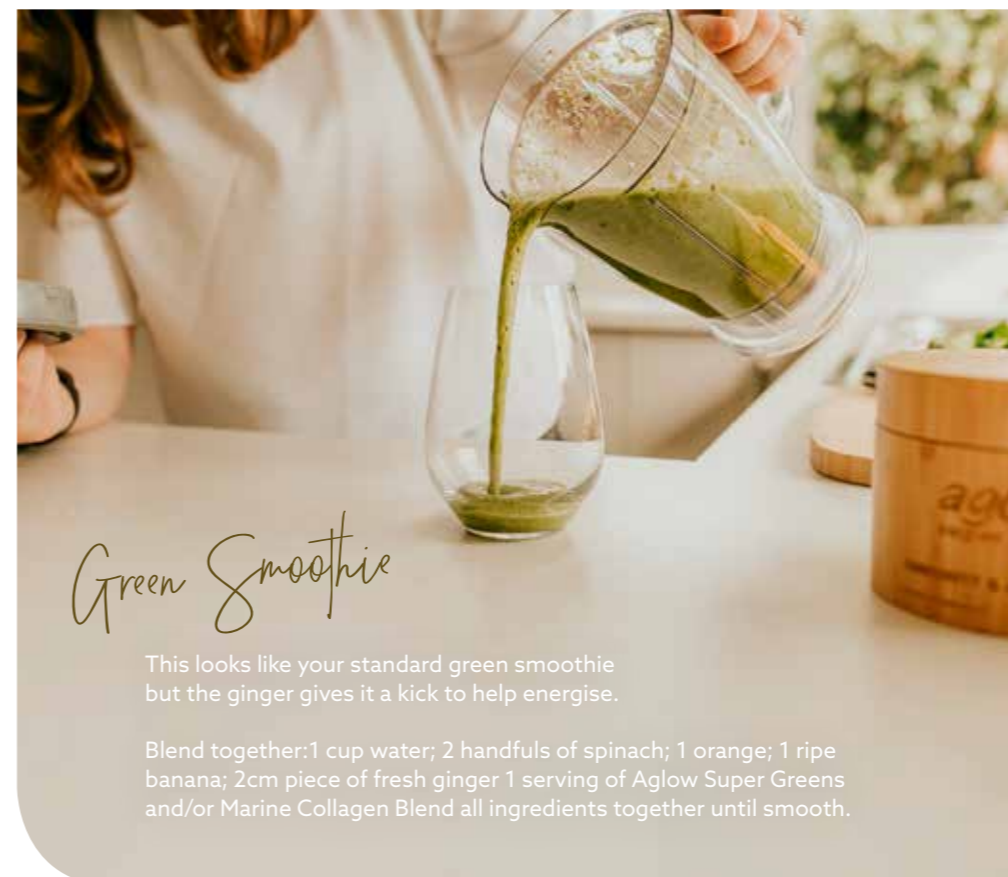
**A.** I struggled to stick to any self-care routine for longer than a month prior to Aglow. Because it's so easy to include in my drink, I've been taking both my collagen and greens daily for 13 months now. Random fact: my favourite shoes are Converse Chuck Taylors and I've been wearing them for almost two decades. My husband says I

need to move on, but I ADORE them.

**Q. What are your three best wellbeing tips:**

1. **The 6am Power Hour** - this is my best work hour where I have a targeted goal to achieve before the kids get up and the madness of getting ready for school and daycare starts
2. **Scheduled me-time** - keeps you sane. I try to do alternating days with my husband, we get an hour to do whatever. For me it could be the gym, a walk, or reading a book
3. **Be ok to switch off** - I try to disconnect from the business social media over the weekends to be present with my family. Also, with a home office I shut the door to avoid going in to do 'just this one thing' as I can get lost in work and spend an hour in there. With time, I am realising these tasks can wait. 🍎

aglow.co.nz



Green Smoothie

This looks like your standard green smoothie but the ginger gives it a kick to help energise.

Blend together: 1 cup water; 2 handfuls of spinach; 1 orange; 1 ripe banana; 2cm piece of fresh ginger 1 serving of Aglow Super Greens and/or Marine Collagen Blend all ingredients together until smooth.

Collagen Iced Coffee



Fill a glass with ice, add a double shot of coffee and 1 serving of Aglow Marine Collagen, then fill to the top with oat milk. Sometimes if I'm feeling fancy, I add a bit of Heilala Vanilla Syrup.