

#HEALTHYNOTPERFECT

30  
to Days  
Glow

THE BEAUTY CHEF



# Welcome to 30 Days to Glow



I'm so excited that you'll be joining us on a journey to a healthy gut and glowing skin.

I've always believed that beauty is an inside-out process and that what we eat can have a profound impact on how we look and feel. But this belief is not simply a gut feeling—it stems from my own experience with gut issues.

As a child, I suffered from eczema and allergies. It was only after working with a naturopath, and dramatically changing my diet, that I began to understand the close link between what we eat and our overall health. When my daughter experienced similar health issues, I became even more fascinated. Limiting foods that put stress on our digestive system and introducing fermented foods into my family's diet had a profound impact on not only our skin, but our overall wellbeing. It's this passion for nutrition and fermented foods that has inspired the philosophy at the centre of The Beauty Chef, and the creation of my first inner beauty powder, [GLOW](#).

While we've had so much wonderful feedback from those taking part in the 30 Days to Glow challenge in the past, after a tumultuous 2020 we wanted to offer our community more holistic and in-depth support. The tools and education we will share throughout the month, and in fact, everything we do as a brand is underpinned by the concept of Healthy Not Perfect. As we usher in a new year, we want to help you to be the healthiest, happiest version of yourself. This isn't about setting unrealistic, unattainable goals or striving for a one-size-fits-all definition of beauty. In fact, it's the antithesis of 'New Year, New You'—a fresh outlook on resolutions that prioritises positivity and kindness to oneself and others.

With that in mind, we've also partnered with some incredible women leading the charge in the world of wellness—Kirsten King from Fluidform Pilates, Jac Lewis, founder of The Broad Place, cook and stylist Sian Redgrave and Beck Wadworth of An Organised Life. Keep an eye on our Instagram account for some inspiring content from them all.

I'm forever humbled when people tell me how much my products have changed their lives. I hope that by taking part in our challenge, you will experience the magic of GLOW Inner Beauty Essential for yourself.



CARLA OATES, FOUNDER & CEO

p.s. Don't forget to keep track of your process with the [30 Days to Glow calendar](#) and to join our private Facebook group!!

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## Beauty Begins in the Belly



At The Beauty Chef, we often describe our gut as being like a garden—when the soil is healthy and well-balanced nutritionally, plants are able to thrive and flourish. The same is true for our gut—when we tend to it gently, constantly nourishing it with nutrient-dense wholefoods and beneficial bacteria, we experience optimal health, wellbeing, and glowing skin.

The gut is where 70% of our immune system lies, it helps to regulate hormones, neutralise pathogens, eliminate toxins, produce feel-good neurotransmitters and manufacture nutrients. So the state of your microbiome has a profound impact on your skin, mood, weight, immunity and brain health. In short, gut health is essential for beauty and wellbeing.

And, as our body's largest organ, it makes sense then that our skin can tell us a lot about what's going on inside. While we may not be aware of it, there's a constant dialogue between our gut and skin, known as the gut-skin axis.

More and more research shows that where there is gut inflammation, there will be skin inflammation. Interestingly, most skin issues, including acne, rosacea, eczema and autoimmune skin issues like psoriasis, are all fuelled by inflammation. And when it comes to premature ageing of the skin and body, inflammation in the gut is one of the main drivers. This is known as inflammaging.

Improving your skin's health and radiance can be as simple as nourishing your microbiome. Lifestyle factors like combating stress, getting enough sleep and avoiding environmental toxins play a pivotal role, and so does what you eat.

That's why it's important to focus on fibre-rich vegetables and fruits that feed the beneficial bacteria in your belly, and avoid foods that may be irritating to the gut—most commonly gluten, dairy, sugar and processed foods. Incorporating lots of lacto-fermented foods like sauerkraut, kimchi, and kefir is also vital—and the cornerstone of our philosophy at The Beauty Chef—as they not only help to increase the bioavailability of nutrients in food, but are also rich in probiotics, prebiotics and postbiotic compounds, helping to boost microbial diversity.

**TIP:**

For a more in-depth exploration, head to [The Bio-Fermentary](#)—our gut hub of education.



1

2

3

4

#### YOU'RE FEELING (AND LOOKING) INFLAMED

While there are thought to be countless triggers, inflammatory skin conditions like acne, eczema and rosacea are often linked to food allergies or leaky gut syndrome.

#### YOU'RE DEALING WITH ELIMINATION FRUSTRATION

If your bowels aren't moving properly, toxins are retained in your body systems—including the lymphatics which sit just under the surface of your skin. Your skin then becomes a bigger route of elimination than normal as your body attempts to keep up.

## 4 Signs Poor Gut Health is Dulling Your Glow

#### YOUR HAIR AND NAILS AREN'T HAPPY

When your small intestine isn't in optimal health absorption of nutrients is lessened, which can result in weak nails and brittle, lifeless hair.

#### YOUR TOPICALS AREN'T PERFORMING

If you've been slathering on retinol, saying sayonara to dead skin cells and indulging in a weekly gua sha without results, it could be a sign that your problems are more than skin deep.

# Meet Supercharged GLOW

A daily beauty powder for radiant skin and gut health, now with a SUPERCHARGED FORMULA. With 18 probiotic wholefoods including bio-fermented maqui berries, queen garnet plum and pomegranate fruit peel extract, this berry-flavoured blend promotes luminous skin—from the inside out.



Promotes glowing  
skin from within

Contributes to  
healthy digestion

Supports healthy  
hair & nails

Boosts collagen  
production

#### PREBIOTICS AND PROBIOTICS

Supercharged using our unique Flora Culture™ bio-fermentation process, GLOW Inner Beauty Essential contains a natural broad-spectrum probiotic and prebiotics to feed the beneficial bacteria in your gut.

#### VITAMIN C

With more than double the amount of vitamin C compared to the original GLOW Inner Beauty Essential, this skin-protective antioxidant helps boost collagen production and contributes to cell protection from free radical damage.

#### BIOTIN

Derived from organic sprouted quinoa, this powerhouse phytonutrient contributes to the maintenance of healthy hair and skin. It also helps with macronutrient metabolism and energy production.

#### ZINC

Containing almost three times as much as original GLOW, zinc contributes to the maintenance of healthy skin, hair and nails.

#### POLYPHENOLS

The SUPERCHARGED FORMULA contains even more polyphenols from pomegranate peel extract and Kakadu plum, potent antioxidants that studies suggest not only help to fight free radical damage and oxidative stress but also help to support a healthy microbiome.

#### NIACINAMIDE (VITAMIN B3)

Also derived from organic sprouted quinoa, naturally-occurring active niacinamide (vitamin B3) is integral for normal skin function and structure, as well as energy release from food. It also helps with the reduction of tiredness and fatigue.

#### PROVITAMIN A

From natural beta carotene sources including Dunaliella salina from Western Australia's pink salt lakes, provitamin A is essential for the cellular turnover process and also contributes to skin structure and healthy immune system function.



# Healthy Not Perfect

A new year calls for a fresh outlook on resolutions: one that takes a more holistic approach to beauty, prioritises kindness to oneself and others and embraces health.

Throughout the month, we'll support you with education, tools and inspiration to help you to be the healthiest, happiest version of yourself, starting with this guidebook.

FROM JANUARY 18 – FEBRUARY 16, YOU WILL:

## MOVE

Every day, with tips, tricks and exclusive content from Kirsten King, founder of Fluidform Pilates.

## MEDITATE

And practise mindfulness techniques with guidance from Jacqui Lewis, founder of The Broad Place.

## NOURISH

Your body by taking GLOW every day and with recipes from Carla and Sian Redgrave.

## REFLECT

On how you're feeling and set sustainable goals with help from Beck Wadworth of An Organised Life.



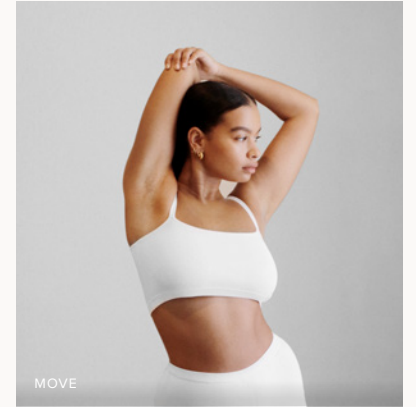


A DAY IN THE LIFE



MEDITATE

KEY PILLARS



MOVE

REFLECT



NOURISH





KIRSTEN KING

**KIRSTEN KING**

With two sunny Sydney studios and a thriving at home program, the Fluidform Pilates founder's mission is "to make a meaningful impact on mind and body." Kirsten will be sharing everyday mindful movements, as well as leading a class for challenge participants on Instagram.

**JACQUI LEWIS**

A writer and educator, The Broad Place co-founder has taught around the world and takes a thoughtful, modern approach to conscious living. She'll provide practical advice on how to create a meditation practice and tips for de-stressing throughout the day.



JACQUI LEWIS



SIAN REDGRAVE

## Our 30 Days to Glow Partners

**SIAN REDGRAVE**

The Great Australian Bakeoff winner, stylist and recipe developer loves "food to be abundant, organic, seasonal and overflowing with colour and flavour." Sian will be hosting a #healthynotperfect cooking class on IGTV and creating new ways to take GLOW.

**BECK WADWORTH**

The founder of An Organised Life, Beck's minimalistic stationery brand and blog specialises in "organising busy lives with function and style in mind." Along with a home tour, she'll share simple-but-effective reflection and goal setting techniques.



BECK WADWORTH

## A Day in the Life

Here's how Carla incorporates the key pillars of 30 Days to Glow into her schedule, but remember to create a unique routine that works best for you.



## Move

“Just 20 minutes of movement can have a positive effect on your brain chemistry. Exercise triggers the release of feel-good neurotransmitters called endorphins, lowers stress hormones cortisol and adrenaline and boosts immune function. It also helps keep our digestion regular, enriches microbial diversity and promotes blood circulation, which carries oxygen and nutrients to our skin cells.

Most mornings you’ll find me walking along Sydney’s Bondi Beach or at Centennial Park. Moving my body provides mental clarity, gives me energy and helps to set me up for the day. I try and walk for about 60 minutes and never wear headphones. It took a little adjusting to—going for walks with no distractions—however when you get used to it, it is very grounding. You allow yourself to get a little closer to nature, listen to the ocean or the rustle of the leaves and it becomes a form of meditation. When I walk, I come up with my best ideas and solve any problems I have.”

## Meditate

“Meditation is a great way to relieve stress and unwind, which we know is crucial for maintaining a healthy gut and therefore healthy skin. [Science tells us](#) that the impact of meditation on our health extends even further, by influencing how our genes express themselves, particularly in relation to our body’s inflammatory response.

Here are three ways to incorporate meditation and mindfulness into your day:

- Every morning, allow five to ten minutes to simply sit quietly and focus on your breathing.
- Practise mindful eating by taking a few minutes to breathe deeply before the beginning of each meal. Shift your awareness to your environment, taking in the sights and smells around you.
- Try a guided meditation class. It can be a great way to introduce the practice into your life, especially if you’re unsure of how to embark on meditation at home. There are many wonderful apps and online resources that can help you, like Headspace and Smiling Mind.”

## Nourish

“I always start the day with GLOW, either stirred into a glass of filtered water or blended into a delicious smoothie with fresh, seasonal ingredients. At the moment, I’m loving the mix of papaya, banana, blueberries, coconut milk, and chia seeds.

I try to have at least five cups of vegetables per day—to get a good dose of antioxidants, which help to fight oxidative damage and inflammation in the body—and to feed my microbes—green leafy veggies and fibre rich foods make great prebiotics. And I generally have a shot or two of bone broth which is rich in collagen and amino acids that help to repair the gut lining. It is excellent for skin health and overall health. Making sure I am getting my omega 3s either from sardines, salmon, walnuts, chia seeds or our [OMEGA ELIXIR™ Inner Beauty Boost](#) is important. Omega 3s are anti-inflammatory, protective and moisturise the skin from the inside out.”

TIP:

Find delicious recipes in The Beauty Chef Cookbook and Gut Guide.

## Reflect

“For me, journaling allows me to explore solutions, pursue ideas and evaluate things from a healthy distance. I like to jot down ideas that come to mind in meetings and conversations, or if I’m inspired by something that I see in the street. Then later I’ll ponder my ideas over a pot of tea. [Research shows](#) that journaling can reduce stress and help with problem-solving. It’s also a simple way to steal a few moments for myself and “voice” what I’m grateful for.”

# The Glowing Skin Grocery List



Along with taking a teaspoon of GLOW each and every day, stock up on these fridge and pantry essentials to help you feel your best.

ITEM	OVERVIEW	ON YOUR GROCERY LIST
<b>FERMENTED FOODS</b>	Fermentation is a process in which bacteria and/or yeasts are used to break down the sugars and starches in foods. While there are many different methods, at The Beauty Chef we believe lacto-fermented foods to be particularly beneficial for gut and skin health. Predominantly using the Lactobacillus species of bacteria, it can <u>improve the bioavailability</u> of nutrients as well as provide the gut with a good dose of <u>probiotics and postbiotics</u> .	<u>GLOW</u> and <u>The Beauty Chef's Inner Beauty range</u> , kimchi, kefir, natural yoghurt, cultured butter, sauerkraut, miso
<b>HEALTHY FATS</b>	Essential fatty acids <u>play a significant role</u> in the skin's function and are necessary for a smooth, supple complexion. In fact, they're the building blocks for healthy cells; that's why Carla created OMEGA ELIXIR™, our vegan blend of omega 3, 6, 7 and 9 oils to quench dry, irritated skin from within. Even saturated fats, like butter, ghee and coconut oil, contain fat-soluble vitamins and anti-inflammatory lauric acid.	Oily fish such as salmon and sardines, avocado, flaxseeds, chia seeds, walnuts, grass-fed meat (organic if possible), butter, ghee, coconut oil, OMEGA ELIXIR™
<b>ANTIOXIDANT-RICH PLANTS</b>	Antioxidants come in many forms; vitamins A, C and E for example, and in plant compounds as carotenoids, flavonoids, resveratrol and tannins, and they protect healthy cells from being attacked by free radicals. Free-radical damage causes inflammation and the breakdown of collagen and elastin, so antioxidants are crucial in preventing premature aging as well as helping protect the skin from sun damage, pollutants and other environmental toxins.  A reminder to buy and eat in season where possible—it's not only cheaper, but better for your body too. In winter, foods are naturally more insulating and in spring and summer, boast more cleansing properties, working in synergy with what you need to function at your optimum.	Vibrantly coloured vegetables and fruits like berries, beetroot, dark leafy greens, broccoli, sweet potato, lemons, papaya and pomegranate, green tea, herbs and spices like cardamom, black pepper, ginger, turmeric, basil, rosemary and thyme
<b>PROTEIN</b>	Eating foods that are high in protein gives your body the amino acids it needs to make keratin, which is essential for the health of your hair and nails, as well as the outer layer of your skin. One of the best ways to maintain metabolic efficiency and help keep your blood sugar levels balanced, protein-rich meals also help to keep you feeling satisfied, which benefits both your appetite and your metabolism.	Organic free-range eggs, legumes, nuts, seeds, bone broth, sustainably-sourced seafood, tempeh, grass-fed meat, quality protein powders such as <u>The Beauty Chef's BODY Inner Beauty Support</u>
<b>FOODS TO AVOID</b>	Certain foods cause inflammation in the gut, which in turn, <u>can trigger problems with the skin</u> . Gut compromising foods may include things like sugar, gluten, alcohol, processed foods, refined carbohydrates, processed vegetable oils and processed meats and dairy. Everyone is different though, so listen to your gut, and to the best of your ability, eat a healthy balance of low HI (human intervention) wholefoods.	

## 5 Delicious Way to Take Glow

While there's nothing more refreshing than a teaspoon of GLOW in water, these skin-nourishing smoothies, snacks and treats will take your inner beauty routine to the next level and kick your creativity into gear!





## Almond Pancakes with GLOW Compote

Made using almond meal, these gluten-free pancakes are high in fibre and protein to help stabilise your blood sugar levels and nourish your microbiome.

### INGREDIENTS

- 3/4 cup almond meal
- 1/2 tsp ground cinnamon
- 1/4 tsp bicarbonate of soda
- 2 large organic eggs, separated
- 1/4 cup drinking coconut milk
- 1 tbsp pure maple syrup
- 1 tbsp ghee, melted & cool, plus extra for cooking
- 1 tsp apple cider vinegar (unpasteurised)
- Cacao nibs (for topping)

### BERRY COMPOTE:

- 1 1/2 cups frozen mixed berries
- 2 tsp water
- 2 tsp pure maple syrup
- 1/2 tsp pure vanilla extract

### GLOW YOGHURT:

- 3/4 cup coconut yoghurt
- 2 tsp GLOW Inner Beauty Essential

### METHOD

1. To prepare the berry compote, place the berries, water, maple syrup and vanilla extract in a small saucepan. Bring to a simmer over low heat. Simmer for 5 minutes, or until berries soften and the released juice begins to reduce to a syrupy consistency.
2. To prepare the GLOW yoghurt, mix the yoghurt and GLOW together in a small bowl, to combine. Set aside.
3. To prepare the pancakes, place the almond meal, cinnamon and bicarbonate of soda in a blender and pulse to combine. Add the egg yolks, coconut milk, maple syrup, ghee and vinegar and blend to make a smooth batter.
4. In a separate bowl whisk the whites, until soft peaks form.
5. Gradually pour the batter into the whites, folding to combine.
6. To cook the pancakes, heat a large non-stick or cast-iron frying pan over low-medium heat. Dip some kitchen paper into ghee and rub over the hot pan to lightly grease.
7. Cook the pancakes three at a time, spooning 1/4 cup of the batter for each one around the pan, allowing a little room between each. Cook for 1 1/2 minutes or until the base is golden brown. Using a metal spatula run around underneath the edge of the pancakes to ensure they aren't stuck. The pancakes are very light and soft. Carefully flip in one motion. Cook for 1 minute, or until golden brown. Transfer onto a plate, cover to keep warm and set aside. Repeat with the remaining batter.
8. To serve, stack the pancakes, top with glow yoghurt and berry compote. Scatter with cacao nibs.



## Blueberry-Beauty Mousse Pots

In addition to the probiotics and prebiotics in GLOW, gelatin powder is rich in glycine, an amino acid that plays a vital role in maintaining the mucosal lining of the gut.

### INGREDIENTS

- 1/3 cup cold water
- 2 tsp grass-fed gelatin
- 1 cup raw macadamias, soaked in cold water for 4 hours and drained
- 1 cup coconut cream
- 1 cup fresh or frozen & thawed, blueberries
- 4 tsp GLOW Inner Beauty Essential
- 1 cup unsweetened coconut yoghurt, plus extra to serve
- Edible flowers & toasted coconut to serve

### FOR THE BLUEBERRY COMPOTE:

- 1/2 cup blueberries, fresh or frozen
- 1 tbsp freshly squeezed lime juice
- 2 tsp pure maple syrup

### METHOD

1. Pour the water into a small heatproof bowl and sprinkle the gelatin over the surface in an even layer. Set aside for 10 minutes to soften.
2. To prepare the blueberry compote, simmer the lime juice, maple syrup and 1/2 cup of blueberries in a small saucepan over medium-low heat for 2 minutes, or until berries have softened and the liquid has reduced to a syrup. Mash blueberries using the back of a fork to coarsely puree. Transfer into a small bowl and refrigerate until cooled.
3. Place the bowl of softened gelatin over a small saucepan of almost-simmering water, until melted. Remove from the heat and set aside for 1-2 minutes.
4. Place the macadamias and half of the coconut cream into a high-speed blender and blend on low until finely pureed. Add the remaining coconut cream and blend on medium-low, until smooth and creamy. Next, add the remaining blueberries, GLOW powder and melted gelatin and blend to combine. Transfer mixture into a medium bowl. Add the coconut yoghurt and gently fold through. Pour into four 1 1/2 cup capacity serving bowls or ramekins and refrigerate for 4 hours, or until set.
5. Top with additional coconut yoghurt, blueberry compote. Add edible flowers and toasted coconut if desired. Enjoy!





## Superfruit Breakfast Bowl

Swirled through a creamy coconut yoghurt base—which is a good source of healthy fats—our bio-fermented beauty powder creates a vibrant, nourishing breakfast.

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### INGREDIENTS

- 200g organic coconut yoghurt
- 2 tsp GLOW Inner Beauty Essential
- 1 cup seasonal fruit, roughly chopped
- 1 cup gluten-free granola, or our Honey Granola

### METHOD

1. Divide the coconut yoghurt between two bowls.
2. Add 1 tsp of GLOW Inner Beauty Essential to each bowl and stir to combine.
3. Top each bowl with ½ cup of season fruit and then sprinkle ½ cup of granola evenly over the top.

SERVES 1

## GLOW, Blueberry and Cinnamon Smoothie

With antioxidant-rich blueberries, chia seeds for protein and GLOW, this healthy smoothie is packed with nutrients that will feed your skin from the inside out.

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### INGREDIENTS

- 1 cup frozen blueberries
- ¼ tsp cinnamon
- ½ banana
- 1 tsp GLOW Inner Beauty Essential
- 1 tsp chia seeds (ideally soaked overnight, or for at least one hour)
- 1 cup almond milk

### METHOD

1. Place all the ingredients in a blender and blitz to combine.



SERVES 1



## Blueberry and Pear GLOW Smoothie

Brimming with beneficial bacteria, kefir helps boost digestive, immune and skin health and quashes pathogenic bacteria. We also love the tangy flavour!

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### INGREDIENTS

- 1/2 cup coconut water
- 1/2 cup frozen blueberries
- 1 small pear, quartered and cored
- 1/4 cup coconut milk kefir
- 3 ice cubes
- 1 tbsp almond butter
- 1 tbsp ground yellow linseeds
- 1 tsp chia seeds
- 1 tsp GLOW Inner Beauty Essential
- Fresh blueberries, to serve (optional)

### METHOD

1. Place all the ingredients in a blender and blitz to combine. Top with fresh blueberries if desired.

## Frequently Asked Questions

### CAN I TAKE GLOW WITH OTHER BEAUTY CHEF PRODUCTS?

Absolutely! GLOW is designed to be amplified with a Boost—COLLAGEN, HYDRATION, ANTIOXIDANT, ADAPTOGEN or OMEGA ELIXIR™.

SLEEP and GUT PRIMER can be taken as per the label directions for use, and the remainder of the range can be taken up to two serves daily. These can be consumed either together or individually—in filtered water, coconut water, juices or smoothies. Recommended servings can be found on the bottle/tub.

### WHEN SHOULD I EXPECT TO SEE RESULTS?

As cellular turnover of the skin generally takes between 30–45 days, our customers report experiencing positive effects after about a month—that's one of the reasons we created 30 Days to Glow. Please note, however, that results vary from person to person depending on their current skin concerns and gut health.

### CAN I MIX GLOW IN A HOT DRINK?

When exposed to high levels of heat for prolonged periods of time, probiotics begin to die off, which is why we recommend that GLOW be consumed in chilled or room temperature beverages like water, coconut water, juice, a protein shake or smoothie, or even in yoghurt. As the beneficial bacteria within our formulas survive best in cool conditions, they are likely to deplete if exposed to excessive heat—that's why we recommend storing your tub in the fridge.

NEXT STEPS

## Continue Your Inner Beauty Journey

Designed to make things simple, our 3-minute  
Your Remedy quiz will help you find the products best suited  
to your skin, gut health and wellbeing concerns.

Plus, receive 15% off your 3-Step  
Inner Beauty Solution.\*

[TAKE THE QUIZ](#)



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THE BEAUTY CHEF