

GAVIN LUXE'S GUIDE TO

# SELF *Simple* LOVE

HOW TO BE KIND TO YOURSELF TODAY

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# Self Love

## *What does this phrase even mean?*

Well, quite simply it means that you make yourself a priority and that you take care of you.

When you do, it becomes easier to care for others, because your own happiness is overflowing. You become a better person when you learn to love yourself. You have more to give to your partner, your children, your family, your friends, and even your job.

Maybe the biggest issue with the thought, culturally, is that we associate putting yourself with forgetting about everyone else. In fact, the opposite is true. Putting everyone else before you can lead to frustration and resentment, especially when you suffer in silence. Much has been said about self-love and its importance in healing and integration. There are many ways to enhance self-love.

In the ebook you will find simple tips that you can use to be kind to yourself and increase your levels of self-love and self-appreciation.

# Write Down the Good Stuff

*You have already accomplished so much in your life that you fail to take note of.*

Schools, weddings, buying a house, maybe even childbirth. You have also gone through funerals and injuries. But you do not give yourself credit for any of it, and there is no reason not to be proud of these experiences.

This is just the tip of the iceberg, and there is no way to write about all you have accomplished, but you should try. Because it is only when you start to write down all that has happened to you and all that you appreciate that you come to understand how lucky you are. Gratitude and appreciation are just a mindset. Unless you develop a different mindset, you're always going to be on a constant search for more. And despite getting more and more, you are never going to be satisfied. The world is full of people seeking more and more, and it never works. What does work is being appreciative and grateful for what you have. Keep a gratitude journal close to your bedside.

Every morning and evening, write down just 3 things that you are happy about. It does not matter what is coming up or how the day went, you just have to write down 3 things in the gratitude journal. This will create a positive shift throughout the day. As you write down and look over all of the positive things that happened in your life, you will start to cultivate a mindset of appreciation. And as this happens, you start to appreciate life more, which will have a snowball effect. Make a habit of writing down all that you enjoy. It is one of the easiest and most effective strategies to cultivate self-love. You have far more to be joyful for than you believe, but you need to take the first step and remove yourself from a negative mindset.

If writing does not suit, you could also just remember some happy memories or keep a scrapbook full of nice pictures. It just has to be a repository of positive items or traits that you appreciate about yourself.

# Ditch Perfectionism

*Let go of perfection, it's exhausting and nobody is perfect. Life is too short!*

Paul Hewitt, PhD, says, "I don't think needing to be perfect is in any way adaptive." With over 20 years of research behind them, both Hewitt and his colleague, Gordon Flett, PhD have found that perfectionism correlates with anxiety, eating disorders, depression, and a host of other mental health problems along with several studies that show it to contribute to psychopathology.

At the root of perfectionism is control, but perfectionism can never truly be achieved, and it's exhausting. You don't have to be perfect, in fact it takes way too much of valuable time that can be spent caring for yourself instead. Your house need not be perfect, you don't have to be perfectly organized, and it's okay if your car did not get a wash today.

Give yourself permission to make mistakes, focus on your own self-care instead and it will help you release the need for control.

**Let go of perfection, it's exhausting and nobody is perfect. Life is too short!**

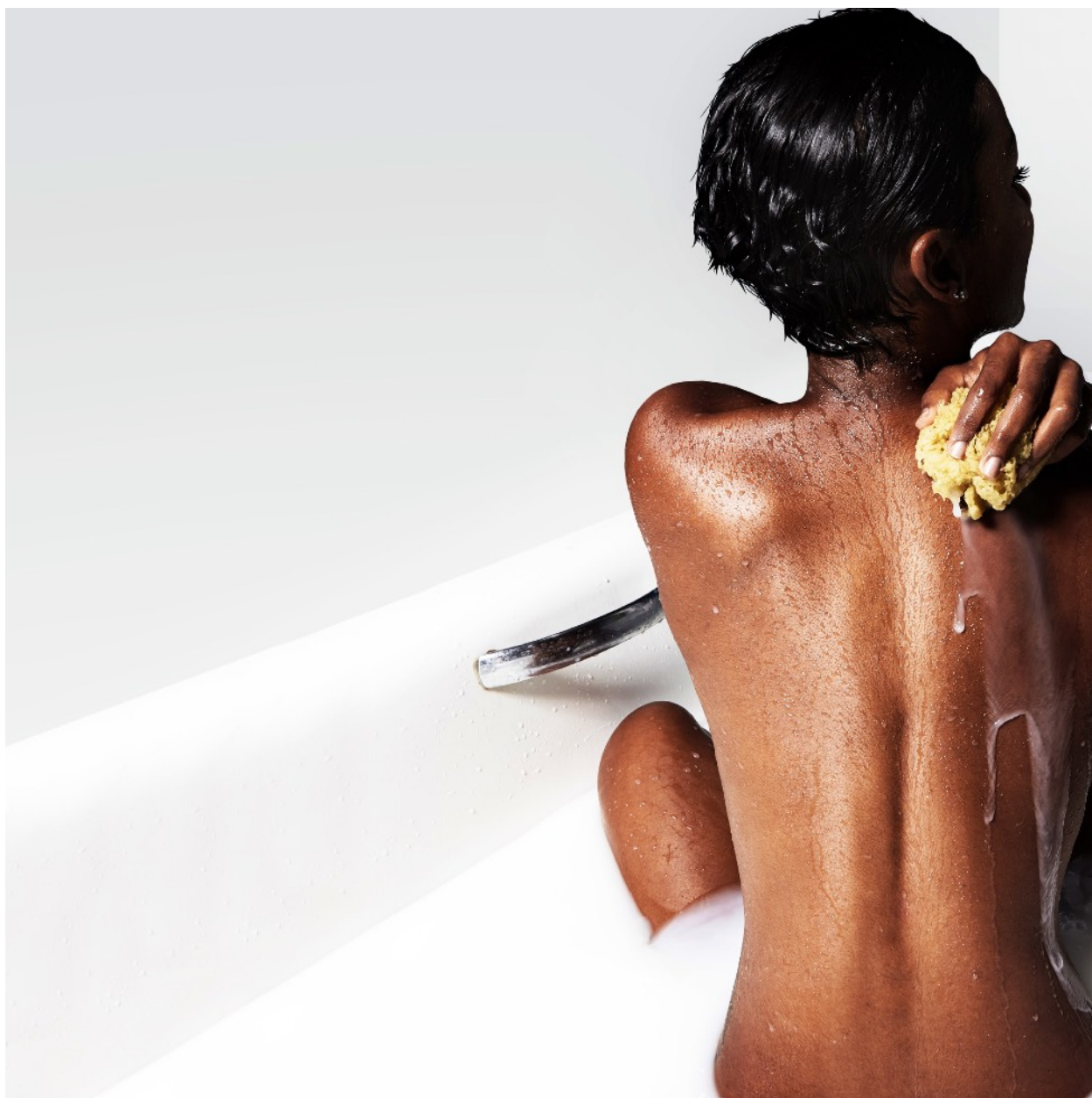
If you find it difficult to let go of being perfect, seek professional help from a qualified therapist or psychologist.

**If you have the ability  
to love, love yourself  
first.**

CHARLES BUKOWSKI

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# Ditch The Guilt

Have you ever felt guilty about taking care of your son, daughter, mother, sister, or spouse? Think about this for a moment. Likely, your answer is no, but you likely do feel guilt when taking time to do something to take care of yourself.

One way to overcome this type of guilt is to understand the big picture, without self-care you end up running on empty and you cannot care for or give to others from an empty cup.



# Eliminate the Trash

The fact of the matter is that you deserve better than what you are achieving right now. And you should not be in any way reluctant to get rid of things that are not serving you. Things that you need to eliminate will likely include the news, social media, technology, bad foods, alcohol, cigarettes, negative thoughts, and sloth in general.

But it goes further than this. You have to get out of a relationship that you are not fully committed to. While the idea of finding fulfillment from a partner alone is incredibly misguided, you should at least feel happy with your partner and be compatible. If not, be kind to yourself and find a different significant other.

Work is one place where you need to really make sure you are the right fit. If you are really unhappy in the role, then leaving might be the better option. Alternatively, you might want to save some cash and wait for an opportunity to make the switch. A toxic work environment can be very damaging to your self-esteem. There are many options available and if you really want the life of your dreams, you can have it.

*Stay true to yourself.  
An original is worth more than a copy.*





The truth is that the best way to care of yourself involves eliminating many of the things that make you feel bad. Ensure that you are putting yourself first by removing the excess. This is a far more simple step than most people make it out to be. When you have finally quit your toxic job or relationship, the relief will be palpable. There are few, if any, who have said that quitting their job to go travel the world was a bad decision.



You will also have to eliminate limiting beliefs. These beliefs often stop you from really caring about yourself. You might believe that you are not a confident person or that you are always depressed or introverted. But these beliefs often come from a single past experience that you thought about a lot and repeated to yourself. When you adopt positive beliefs your enjoyment will truly start to unfold and you can unashamedly pamper yourself without any guilt or reluctance.

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**Nourishing yourself in a  
way that helps you  
blossom in the direction  
you want to go is  
attainable, and you are  
worth the effort.**

DEBORAH DAY



## **Take a Break: Be Happy Now**

Every individual needs rest and relaxation. Rest and relaxation is unique to everyone. It could be sitting beside a fire and reading a book, going to the spa for a massage, or taking a walk in nature. Regardless, identify what you like to do and fit them into your daily life as much as possible. Because you deserve to do them frequently.

When you put off things for a long time period, it can create a sense of restlessness in the mind. Most people put off living their life until they reach vacation time. But joy and happiness need to be present in work, play, and vacation time. They are not something to be put off for one single second. You should smile going into work and smile coming out. While this might round ridiculous, there is no reason it cannot be this way except for your conditioning.

Despite the seriousness of any event, you can reframe it in your mind for the better. And you can change any circumstance in such a way that you are happy for it occurring. Consider that many people are happy just to have food or their health. Make a habit of being happy at all times instead of waiting for it to arrive.

Alternatively, If you do schedule regular relaxation time for whatever it is that you like to do on a daily basis, then you can be happy for that during the day. There is always something to appreciate. If worse comes to worst, you can just open your gratitude journal to see how good life really is.

*Each moment of self-honesty builds intimacy,  
trust, and compassion. The more you look,  
the more you'll love.*







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Obviously, you can't become too dogmatic in terms of what you achieve with this. But you need to commit to improving each and every day to be ultimately fulfilled. There are many brilliant online courses that are designed specifically to increase self-love and overall well-being. Some consist of a number of practical month-long experiments that are designed to push you to the limits of your consciousness. At least, you should have one or two philosophies or speakers on YouTube that you are paying attention to. You are not short on information or challenges to make a better version of yourself. But it does take consistency and dedication.

Your speaker or philosophy should obviously be something that you resonate with deeply. It is better if you have a network of people who you are friends with that follow the same ideology. If you do put in the work you are going to get better. There is no reason to get overly dogmatic about whether the philosophy is correct or not. Different speakers have different teachings which are all useful. In other words, they work for certain people at certain times. Some benefit from Stoic works, others from positive psychology, more still from metaphysical practices such as Yoga, chanting, or singing bowls. The whole point is that you enjoy it and feel that you are developing as a person.

It's 2019. You can go practically anywhere you want in the world, learn any language, taste any food, start up any business, pick any hobby you want. The options are endless. But most people are unsure of themselves. They want validation from other people that what they are doing is correct. So they often fail to evolve and live an incredibly fulfilling life.

There is absolutely no obligation to work 9-5 in a city if you don't want to. The internet contains every piece of information you could possibly need to thrive in the fullest sense of the word.

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**“Celebrate who you  
are in your deepest  
heart. Love yourself  
and the world will  
love you.**

AMY LEIGH MERCREE

# Watch Your Self-Talk

*We all have a huge amount of negative chit chat going on in our head.*

We've all had negative experiences in the past along with the fear that this could happen again. We might not feel confident, might have social anxiety, financial worries, health issues and more. But the worries that we have around these issues dwarf the events themselves. In the words of **Carl Jung**: **"We have found the enemy, and he is us"**. The truth is that we are our own worst enemy.

We criticize ourselves endlessly and are highly aware of what other people think of us. But when we focus on what others think of us, we do not receive the fullness that life has to offer, because we miss the details while our focus on our identities.

Be kind with your self-talk. You are doing very well, regardless of where you are at in life. Everybody has unique struggles to go through and you are doing your best either to pull yourself out of a hole or to attain higher states of awareness. Either way, focus on the positive and make some affirmations to help you on the way.

You can be your best friend or your worst enemy. Lots of people have made a lifelong habit of complaining about where they are at and being unhappy with their circumstances. They constantly think about what they are doing wrong. A good exercise could be to analyze how long other people would be your friends if they talked to you the way you did.

**Things like:**

- "I am thirty and will never get a boyfriend"
- "I am overweight"
- "Some people are just not good with money"

**Should be replaced with:**

- "I am young and have my life ahead of me"
- "I am going to be thin very soon"
- "Money is just a product of mind that I will master"

Your self-talk has the biggest impact on your overall well-being. Make sure to let yourself know that it is ok to cry, that you are worthy of love, that life is enjoyable, that you have nothing to fear, and that you can manifest anything that you want. Ultimately, this is empowering. You are the one who gets to decide how you feel.

# Bonus Points

Taking care of yourself is actually uplifting, revitalizing, compassionate, and completely natural. It is the way that things are meant to be. Making alterations to your lifestyle such as meditation, gratitude, exercise and diet might start out as chores. But as you move forward they serve to become an enhanced way of life where you learn to really take care of yourself in a meaningful way. Nothing could be more difficult than what most people actually do,

working up a corporate ladder and berating themselves for going too slowly.

Life is inherently easy as long as you stop tricking yourself into believing you should be doing better. Be kind to yourself, do what you can and remember to relax. No one has the power to judge your life except you, and you are the only one who can make it better by appreciating yourself more.

*We must never allow the scars to define us,  
if our sole aim is to reach for the stars.*

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**The most powerful  
relationship you will  
ever have is the  
relationship with  
yourself.**

STEVE MARABOLI





## **60+ Self-Care Ideas**

1. **Support system.** Having a support system provides you the opportunity to ask for help, as you need it.
2. **Learn to process feelings.** Master the skill of processing your emotions in a healthy way.
3. **Learn to say no!** Believe in it, practice it, and use it to avoid overwhelm and over extending yourself that leads to burnout and resentment.
4. **Create, believe in, and enforce your own boundaries.** Your boundaries protect you from harm, just as the borders are there to protect countries.
5. **Proper sleep.** Good sleep is imperative for physical and mental health and wellbeing. It provides the body with the rest it needs to keep you well, and helps you perform at your best in all that you have to do on a daily basis.
6. **Eat a healthy diet.** Good food nourishes the body and brain, keeps your weight at a healthy level, and provides you with ample energy.
7. **Solitude** – Spend time alone to clear your mind, gather your thoughts and just slow down, even if it's just a few moments.
8. **Practice mindfulness.** Mindfulness is a practice that makes you focus on the present moment and really pay attention to what is going on, including smells, sounds, feelings, actions, and everything else. This practice offers numerous benefits, with one of the best ones being that it keeps you in the present moment and prevents senseless worry about the future or nagging thoughts of the past.
9. **Get a treatment at the salon,** a blow-out, manicure, pedicure, anything that makes you feel good and renewed

**10. Hot aromatherapy bath**

**11. Do something that is fun, senseless and makes you relax.**

**12. Create a morning routine** with meditation, prayer, visualizations, an uplifting podcast, a session on the treadmill or anything that works for you. Morning rituals help get you centered for the day ahead.

**13. Take a few moments and do a facial massage,** with botanical oils or your favorite cream

**14. Read a book**

**15. Spend time with friends**

**16. Drink a hot cup of herbal tea.** This is great in the evening to calm your mind and body and get them ready for sleep

**17. Turn off all noise,** including phone, social media alerts, and just sit in silence. You can do this easy self-care practice during any one of your days.

**18. Cook.** Cooking helps keep you grounded and in touch with what you are eating. Many people find the act of cutting vegetables to be soothing and an inherent part of being human.

**19. Practice gratitude.** Gratitude is one of those things that eludes many, as we get caught up in the spiral of daily stress and responsibilities and begin to resent all that we have to do. But look at the flip side, what if you had no job? Being grateful for all we have, even with the frustrations involved helps keep you centered and more calm.

**20. Break free from negative and/or unhealthy people.** People who do not serve a positive purpose in your life only drag you down.

**21. Get up slowly without a blaring alarm.** Get up a little early so you have time to slowly awake, and have some quiet time for yourself.

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**Loving yourself  
isn't vanity.  
It's sanity.**

ANDRÉ GIDE

22. **Create a beautiful garden for yourself to sit in and relax.** If you love plants, flowers and trees surround yourself with them as much as possible. Nature is soothing, calming, and restorative.

**23. Practice deep breathing several times each day.**

24. **Meditate.** This practice only takes minutes, and can be done anywhere. There are many smartphone apps with guided meditations to help you stop and take care of yourself throughout your day. It helps keep you centered, focus, and relaxed.

25. **Do nothing.** Yes, take a few moments each day and do nothing but space out.

26. **Plan periods of time without plans.** Yes, it is okay to simply have blocks of time during your weekly schedule to do nothing and have nothing planned.

27. **Be spontaneous.** The above tip allows you time to be spontaneous, this way you can just do whatever you want, take a drive, read, take a nap, go to lunch with a friend, or just watch TV.

28. **Exercise.** All exercise releases feel good chemicals in the brain, reduces stress, detoxifies the body and greatly improves mood. Cardio, aerobics, weight lifting, and even a simple walk around the block are all helpful.

**29. Take a scenic drive**

30. **Practice yoga.** There is a yoga pose for just about every possible purpose, and yoga has more than sixty benefits for mind, body, and spirit. Its effects stay with you long after each session has passed.

31. **Have sex.** Sex promotes relaxation and feel good hormones in the brain. The intimacy nurtures emotional health and feeds your soul.

### 32. **Recharge with a spa day**

33. **Practice positivity.** Positive thinking is miraculously healing, and optimists live longer and handle stress much better than pessimists do. Always look for the silver linings in any situation, especially the bad ones.
34. **Be okay with disappointment.** Life is full of disappointments, but when we get caught up in the emotion of them it can drag us down, both in spirit and our quality of life. It's okay to be disappointed with yourself, it's okay if others are disappointed in you, you are the best you can be at all times.
35. **Be your own best friend.** You can certainly figure out what that means for you. Think of the key words, love, honor, support, respect, care for, meet needs, be there for, and meet desires.
36. **Go on a retreat to rest, refuel and regroup your mind and refresh your spirit**
37. **Create calming surroundings.** Look around your home, your car, and office, are these areas calming or do they create feelings of chaos or tension? Clutter is chaotic, and when you are in a cluttered space, you will feel cluttered on the inside.
38. **Consider your friends and relationships.** Do they fulfill you, support your wellbeing, and inspire you to be your best, or do they drag you down?
39. **Consider your routine.** Is it chaotic and does it make you crazy? If yes, make changes as needed with a focus on your wellbeing.
40. **Make a list of your greatest qualities and read it often.**
41. **Stare at the clouds.** Find some grass, lay down, and just watch the clouds float in the sky.



42. **Play like children do.** Childlike play feeds the spirit, and promotes emotional health.
43. **Scrutinize your schedule.** Take a long hard honest look at your schedule, is it overfilled? Are overly burdened? Make every possible effort to eliminate things that cause overwhelm. You may think everything on the schedule is important, but considering that your wellness supersedes everything else, you will surely find things that can be eliminated, or find help.
44. **Consider nagging annoyances.** We all have little things that annoy us and nag at us, and over time this can cause mental and emotional burdens. So fix those annoyances and get rid of them. For example, there is likely something at your house that you have been wanting to fix for a while, but have been putting it off, just fix it so you can stop thinking about it. Perhaps there is someone you have been meaning to call for a while, make the call, and get it done.
45. **Just one thing.** Do one thing that makes you happy every single day. Smell a flower, listen to your favorite song, hug yourself, think of those good things that feed your soul.
46. **Unplug.** Unplug all electronics for at least half an hour each day. That means your phone, laptop, tablet, social media, email alerts, landlines, all of it!
47. **Evaluate your social media updates.** Do you really need to be bothered with constant updates from 100 plus people? This type of information overload is really harmful, it promotes stress and prevents your mind from being calm and centered.
48. **Listen to your body.** Get into the practice of listening to your body. So often, we run around doing a million things without noticing hunger, thirst, or exhaustion.

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**We can't be so  
desperate for love that  
we forget where we  
can always find it;  
within.**

ALEXANDRA ELLE

49. **Dance.** Dancing is great exercise and the music helps release feel good hormones in the brain. You don't need to go to a club, you can dance while cleaning, or simply in your living room or office whenever you want.
50. **Stretch.** One of the easiest and quickest way to destress and recharge is to stretch. Do it every day.
51. **Plan your meals.** Plan healthy meals for the week, if possible cook everything on Sunday and have it ready to serve, this way you will not get caught in the spiral of "too busy to eat healthy," where you wind up eating junk from unhealthy fast food places.
52. **Practice positive self-talk.** Use positive affirmations to remind yourself of how great you are and how much you deserve self-nurture to promote self-care actions.
53. **Spend time in nature.** Nature is soothing, refreshing and re-energizes the mind, and spirit.
54. **Splurge.** Buy yourself something self-indulgent, just because.
55. **Get some sun.** Spend a few moments in the sun each day, don't forget the sunscreen.
56. **Inhale wellness.** Essential oils used in aromatherapy are therapeutic and help create a certain mood, for example lavender for calm, or peppermint to boost energy, motivation, and mood. Aromatherapy can be done anywhere with a small bottle of essential oils on hand you can simply add a few drops to a tissue and place it in your purse.
57. **Laugh.** There are many benefits of laughter for mind, body, and spirit. Take time to laugh every day, seek opportunities like watching funny videos on YouTube or comedy channels on cable.

59. **Quick nap.** A nap that lasts between 10 to 20 minutes completely rejuvenates your mind and energizes your body so you can tackle anything that comes your way.
60. **Take up a hobby or sport** you always wanted to do. Commit to it and make it a part of your self-care ritual.
61. **Candlelit dinner for one.** Yes, why not take yourself out for a delectable gourmet dinner and celebrate your own company.
62. **Journal.** Many people find journaling to be healing, as it allows you vent frustrations, process emotions and reflect.
63. **Receive love freely.** Love is the ultimate healer, no matter how bad things get, love can pull you out. Seek it, receive it and give it, and you have the best self-care medicine there is.

# Our philosophy is simple - to deliver a sensuous luxurious experience.

Close your eyes and just imagine being submerged in a multi-sensory experience. The flickering flame dancing atop a candle, accompanied by richly scented fragrance, gently filling the room with an irresistible aroma. And then it happens. You are enveloped in a pleasurable, indulgent experience that will ease emotional tension and arouse the senses. Gavin Luxe products tell a story. There is a little sensuality in everyone; love, connectivity, fascination, desire, mystery, passion; we all experience it. As we unwind and relax, these emotions are heightened and it's what we become. Gavin Luxe products provoke the inevitable.



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