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**FOR IMMEDIATE RELEASE**

## **Me Time at the Right Time - Morning. Noon. Night.**

*Eufora shares three simple actions to inspire instant attitude adjustment.*

**September 18, 2020 (Vista, CA)** - As we all try to adapt to an ever evolving state of normal, one thing is clear, everyday life seems to have taken on more moments of crazy than calm! You know... that frazzled feeling you get when your mind power has been stretched to the max. The CDC recently reported that the number of Americans showing signs of depression was four times higher this June than last year. Now more than ever mental health relies on our ability to reframe our state of mind in those moments when dark clouds and brain cobwebs threaten to take over our sense of balance and wellbeing.

Wondering if there is a way to keep stress at bay? Eufora Wellness Brand Manager Liz Danzig shares three favorite de-stressers, perfect for sparking an attitude adjustment - morning, noon or night - in a matter of minutes!

### **MORNING - Grab your gratitude journal.**

Each morning (or anytime you need a mindshift), take 5 minutes to think about all that you are grateful for, capture your thoughts in writing and then add how you can apply those gratitude notes to your goals for the day. Focus your energy on those things that can make the day ahead great. Remember that even small acts of kindness can make a big impact on how you feel. Acknowledging goodness helps you appreciate the positive opportunities in life...no matter how negative the headlines! If you were dreading the day ahead, this is an amazingly quick attitude adjustment.

Liz's Pick: **BECHILL Air Mist** bedside. You can mist calm into your morning with a spritz or two before you begin journaling!

### **AFTERNOON - Take a 10 minute mental break.**

With hours each day spent staring at a computer, just sitting at a desk can become exhausting. Taking a 10 minute mental break each afternoon combats *desk doldrums*. Do some deep breathing, empty your mind of any mayhem, and reframe your mood back to balanced. It can be as simple as lighting an aromatherapy candle, turning on some calming music and practicing a quick meditation. When you are finished, try rubbing a drop of a calming essential oil



blend like Eufora **UNWIND** onto your wrists to help keep the stress at bay. Danzig's advice. "Make **Take 10** part of your regular routine. If you don't, you will always find an excuse to give that time up to something other than yourself! "

### **EVENING - Wash away the day.**

When you've had a rough day, a soothing shower can help wash it away. Set the mood by lightening an aromatherapy candle. The soothing aroma of a Eufora **BECHILL** or a **BELIEVE** candle will fit the bill. Next, grab your Aloetherapy Hair-Body Cleanse and a loofah, then step into a warm rain shower. Breathe deep and begin exfoliating away the cares of the day. Turn off the shower and drip dry for a moment allowing freshly cleansed skin to absorb much needed hydration. Post-shower, and while skin is still damp, liberally apply Eufora **MIXIT** blending oil to your body. It will help lock in the moisture as it nourishes skin with 7 botanical oils, extending the benefits of your scentsory shower time!

No time for a three step routine? No worries. Working **me time** into the day is a personal choice, and everyone has different needs when it comes to de-stressing. So whether you choose to invest in **me time**, morning, noon or night, an instant attitude adjustment can always be achieved with a little help from **Eufora Wellness**.





### **About Eufora**

In a category that's crowded with rampant brand over promising, the Eufora voice stands out as honest, real and personal. It takes its cues from the vision of company founders, Don and Beth Bewley, who, in 1997, started a hair care company built on a foundation of passion, integrity and caring for the professional salon world. Today Eufora is recognized globally for a vision that extends beyond the innovation of people and planet friendly products, delivering on a promise to provide incomparable leadership programs and technical training to nurture and grow the next generation of salon professionals. For more information or to find a Eufora Salon please visit <http://www.eufora.net/>.

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