



*edition* 1.0

# THE PROFESSIONAL'S GUIDE TO

Beautiful skin, a vibrant body and inner peace





My purpose is to bring joy, ease suffering and inspire others to have the courage to take action on their dreams.

Caring for your mind, body and spirit requires more than managing routines, but nourishing relationships. The choices you make today will affect your future self. The food you eat, your sleep patterns and products you use affect the way you'll look and feel 20 years from now! Take it from me.

I'm Natalie, an accomplished and driven sales executive by day, wife, mother of twin girls and local skin care studio co-founder during all other hours of the week.

I'm an avid runner. I love boating and spending time at my lake cabin in my hometown Coeur d'Alene Idaho with family and friends, and I'm thrilled to share with you this guide.

Growing up, I experienced acne off and on during my teenage and adult years. I became committed to finding ways to take care of my skin. This love for nourishing my body evolved into more than a routine that I believe in, but a lifestyle that unlocked beautiful skin, a vibrant body and inner peace.

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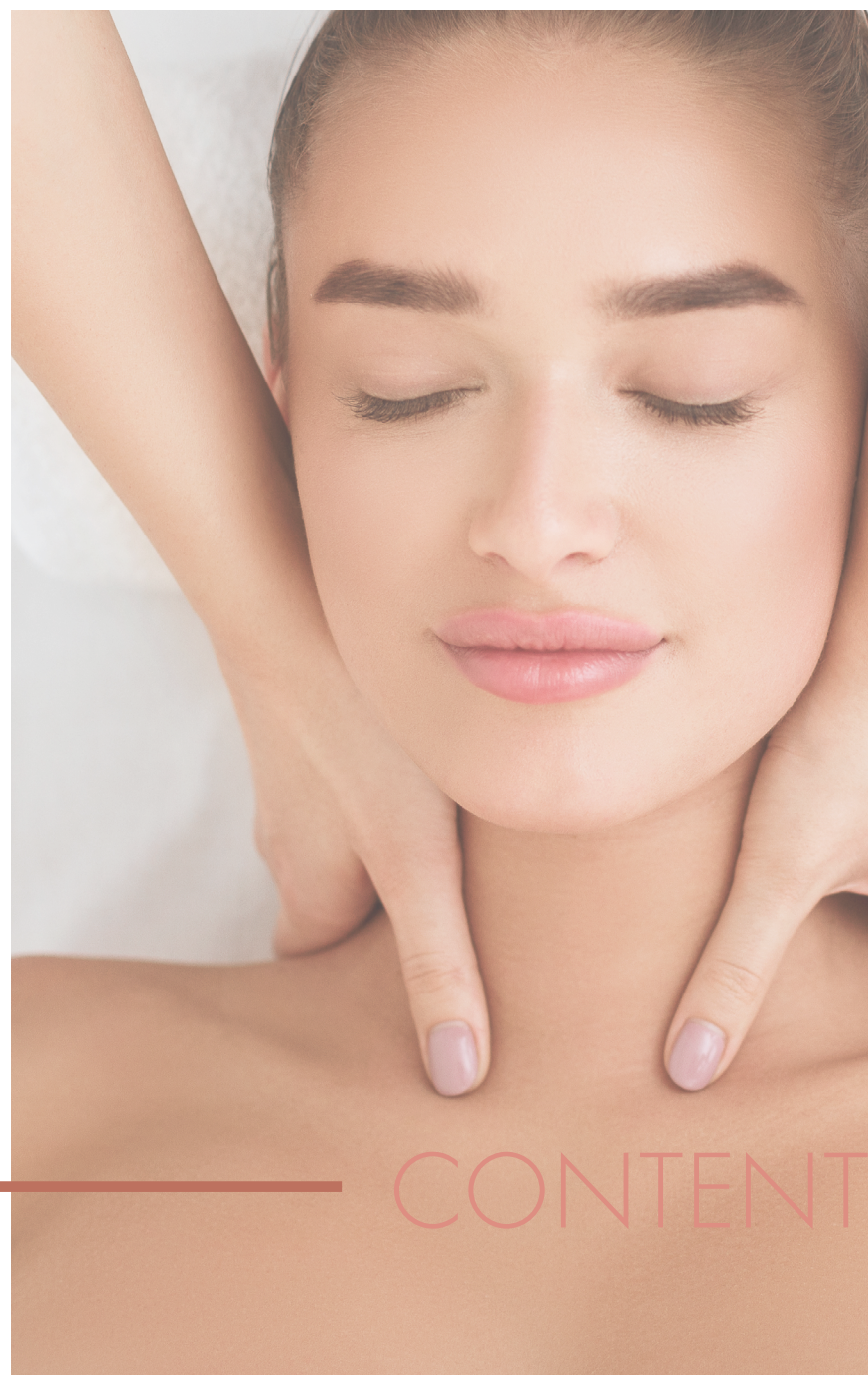
## INTRODUCTION

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My fellow founder Michelle and I are on a mission to educate consumers, not only on the benefits of using clean beauty products, but of living a natural, thriving life.

In these pages, you'll find specific habits that I use to nourish myself. There are thirty tips, a few online resources and a bonus list of my favorite apps that will help you along the way. Give them a go (at your own pace) and reach out to us with any questions you may have!





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## 10 TIPS TO BEAUTIFUL SKIN



## Drink Lemon Water in the Morning.

When you wake up, squeeze fresh lemon juice into a mug full of hot water and drink it. This helps flush out and purify the body internally, and can help reduce toxins and bacteria in the small intestine that can lead to acne.

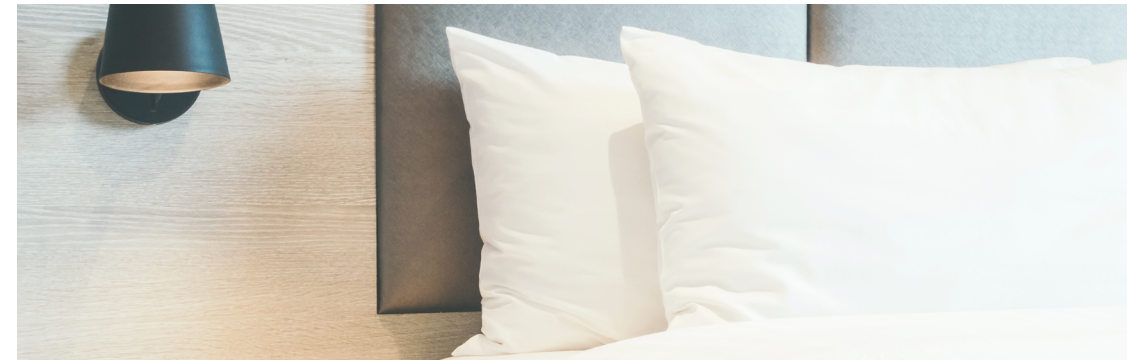
As a rich source of vitamin C, lemon juice protects the body from immune system deficiencies. In addition, lemon juice with water helps in weight loss as it promotes digestion and increases the metabolic rate.



## Drink Water Morning And Night.

Hydration is critical to keeping your skin moist and radiant. Eight, 8 ounce glasses of water a day is the minimum recommended by the Mayo Clinic. This will also help keep your skin from flaking during the dry winter months. Drinking enough water combats skin disorders like psoriasis, wrinkles and eczema. It also increases the metabolic rate and improves digestive system to flush out toxins from your body.

This gives you a healthy glow. I have personally struggled with this one over the years. I squeeze lemon in my water to make it a little more tasty. Commit to this for seven straight days and I believe you will see results that will make you want to keep going with this healthy habit.



## Always Remove Your Makeup Before Bed.

Always remove your makeup before bed. Take it off! This can make the difference between bright and glowing skin and skin that looks dull and has clogged pores. It can also lead to acne. I use a non-greasy organic soothing cleanser. Remember to be gentle when removing your eye makeup. The skin around your eyes is thin and fragile.

Use light downward motions to wipe away your eye makeup. If you pull the skin down too roughly it can stretch out over time and fine lines and wrinkles will be more noticeable.

## Always Sleep On A Clean Pillowcase.

Think about how much time your face is on your pillow. Anything that comes in contact with your face can affect your complexion. Your skin can pick up dirt and bacteria, germs, makeup, dead skin cells, saliva and hair product residue.

You can buy inexpensive pillow cases and change them every three days or so. You can also place a clean towel or t-shirt on it to give yourself a few extra days.



## Make a DIY Peel.

This is a peel, not a mask. This one is a favorite celebrity facialist's, Georgia Louise. Mix two teaspoons of baking soda with one teaspoon of water, and a splash of lemon juice. Apply it to your face and let it dry for five minutes. Rinse with warm water. Wait five minutes before checking out your newly brightened skin.

## Make a DIY Mask.

My favorite is the homemade avocado mask. It is a natural way to soothe dry skin. I live in Coeur d'Alene, Idaho and our winters are long and dry. I peel and puree half an avocado and mix it with a teaspoon of olive oil. You can also add a tablespoon of honey for extremely dry skin. Apply the mask to your face and leave it on for 20 minutes. Wash it off with warm water. Your skin should feel moisturized. My twin girls make fun of me but the results are worth it.





# Give Your Face A Massage In The Shower

I recommend using circular motions with your fingers – starting on the forehead, then the cheekbones, cheeks, and working down to the jawbone.

Massage increases circulation and creates a dewy complexion. Massaging the face muscles regularly helps to bring oxygen to your face, which is a natural form of anti aging skin care.

The blood flow increases collagen production, which in turn gives you a healthy natural glow. In addition, facial massage can decrease anxiety and can improve a negative mood, according to a study conducted by the User Science Institute. Psychological tests given after facial massage showed improvements in both mood and anxiety levels. I have to be honest that I was surprised at how good this felt. You won't be sorry if you give this a try.

# Exfoliate With A Washcloth Soaked In Hot Water.

There are many different ways to exfoliate your face, but a favorite is to use a simple washcloth.

Cleanse your face with your favorite daily cleanser. You can massage coconut oil or olive oil into your skin. I like coconut oil because it's a terrific moisturizer and skin softener. Do not forget under your chin and neck. Drench your washcloth in very warm water and wring it out. Rub in small circles, gently apply pressure. Do this all over your face. Once you finish exfoliating, rinse off your face and pat dry.

This is a gentle way to slough off dead skin cells, which makes it perfect for those with sensitive skin and acne prone skin.

## SEVEN + EIGHT







## Three Acne Hacks That I Believe Work.

As soon as I see a pimple I cover it with Benzoyl peroxide. You can use an over the counter cream or spot treatment. Put some on top of your pimple at bedtime. Cover up the area with the benzoyl peroxide with a small bandage. This helps the medicine stay on all night. This should also help with absorption.

My second hack is using ice cubes to reduce the redness and swelling of your pimple. Wrap an ice cube around a washcloth and hold it against your blemish for a few minutes. You can repeat in short intervals, taking breaks to give you skin a chance to warm back up.

My third and favorite hack is using an LED light mask. We offer this treatment at my Skin Care Spa, Beauty at the Lake. LED treatments work by using an array of bright light-emitting diodes that send low level light energy into the deeper layers of the skin to stimulate cellular activity. This has multiple benefits - particularly stimulating collagen and treating mild to moderate acne.

## Apply Sunscreen Daily.

Sunscreen should be part of your daily beauty routine, year-round. The sun emits UV rays even during the winter months causing skin damage without us even noticing.

Sunscreen can help protect us from the risk of skin cancer, prevent premature wrinkles and painful sunburn. I mix sunscreen with my moisturizer that I apply to my face in the morning before I put

on my foundation. I make sure to cover my neck and chest as well.

I wish my younger self had been as diligent as my older self about protecting my skin from harmful rays. Gone are my days of sun worshiping. You can't start this beauty habit soon enough.







# 10 WAYS TO GET A HEALTHY AND VI- BRANT BODY



## Get A Good Night's Sleep.

The National Sleep Foundation recommends adults 26-64 get 7-9 hours of sleep a night. Scientists have gone to great lengths to understand why sleep is so important. In studies of humans they have found that sleep plays a critical role in immune function, metabolism, memory, learning and other functions.

Sleep reduces stress, reduces inflammation and helps the body repair itself. Poor sleep is strongly linked to weight gain. If you are trying to lose weight, getting quality sleep is crucial. Beauty sleep is no joke. I have been known to sneak a nap on the weekends now and then. Naps are a glorious thing! Ariana Huffington has a wonderful Ted Talk on sleep. Check it out:

[https://www.ted.com/talks/arianna\\_huffington\\_how\\_to\\_succeed\\_get\\_more\\_sleep?language=en](https://www.ted.com/talks/arianna_huffington_how_to_succeed_get_more_sleep?language=en)





## Exercise A Minimum Of 30 Minutes A Day.

Research shows that as little as 30 minutes of exercise per day has many health benefits including heart health, weight loss, stress reduction, increase in energy and improved self confidence. I started running five years ago. I typically run 3-4 days per week and cross train the other days.

If you are not a runner there are numerous ways to get your cardio on without going to a gym. I like many of the free exercise and yoga

videos on YouTube. PopSugar Fitness has free beginner exercise videos on YouTube.

<https://www.youtube.com/watch?v=VHyGqsPOUHs>

It was not easy for me but my life changed when I committed to a daily discipline of exercise. I lost weight, I felt better about myself and I became unstoppable in my life.

## Start A Reward Fund.

Leave \$1 in a jar each time you workout. You will feel great, look great and you are one step closer to that new dress, swimsuit, yoga pants, earrings, shoes, purse or whatever will be a just reward for your hard work.



# Eliminate Sugar From Your Diet.

I did this 7 years ago. I didn't stop eating natural sugars found in fruit but I said goodbye to any food with added sugar. It took me about 10 days to get past the headache, mood swings and feeling lethargic but once I did, I haven't looked back. I lost 20 pounds, have clearer skin and more energy throughout the day.

Cutting sugar intake can lower your blood pressure as well as your bad cholesterol and decreases your heart attack risk. Forbes published a great article on the impact of sugar on the brain, skin and overeating. This change has had a very positive impact on my health. It's not to say that I haven't fallen off the wagon now and then but I always recognize the error of my ways and go back to my sugar free lifestyle.

<https://www.forbes.com/sites/quora/2016/11/08/new-studies-show-sugars-impact-on-the-brain-and-the-news-is-not-good/#5f146972652d>

## Grocery Shop On A Full Stomach.

Never shop when you are hungry! I am guilty of this and I regret it every time. Everything looks good when you are hungry. You undoubtedly will start picking up items you normally might not buy (like junk food). So eat before you shop and for safe measure bring a list and stick to it. This most likely will save you time, money and calories.







## Eat Vegetables.

Low in net carbs and high in fiber, eating vegetables can help you lose and manage your weight. Fiber has appetite-suppressant qualities that help you feel full, preventing unhealthy snacking. It also helps improve metabolic markers such as blood pressure, cholesterol levels, and blood sugar.

Because of their higher water content, vegetables help produce that healthy “glow”. A study from St. Andrews University concluded that people who ate three additional daily portions of produce for six weeks were ranked better looking than those with lower intakes.

Last, vegetables help boost energy levels, especially if you cut out carbs and processed foods at the same time. Veggies are not the most exciting part of my diet. I have found vegetables that I like and I make them a regular part of my diet because of all the health benefits.



## Track Your Meals.

I like to use the app My Fitness Pal. It tracks calories, fat, carbs, etc. There is a free and paid version. There are also free printable food journals online or you can write it down in a notebook you have lying around the house.

Food tracking creates awareness.

It's sometimes hard to eat healthy on a busy schedule. A hamburger here, a bottle of soda and a snack in between: it is easy to consume way more calories that you wanted to. A food diary helps keep you be accountable and shows your progress.

## Give Up The Booze.

I know it's nice to have a glass of wine with dinner but alcohol can have a profound impact on your health and weight.

Alcohol is very high in calories and they are empty. The body processes and stores alcohol as sugar, which eventually converts to fat. Studies have shown that we tend to eat more when we consume even moderate amounts of alcohol.

In addition to having a lot of calories alcohol is a diuretic, it dehydrates the skin and reduces elasticity. Alcohol tends to make people look older. I'm not saying you can't have any alcohol but if you can cut back or eliminate it from your diet the health benefits are enormous.







## Take A Bath With Epsom Salts (Which You Can Find At Your Local Drugstore).

Epsom salt is the chemical formula for magnesium sulfate. Epsom salt is a natural exfoliant and anti-inflammatory remedy that can be used to treat muscle aches and dry skin. Add Epsom salt to your next bath and enjoy an at-home spa experience. It will soothe your sore muscles and leave your skin soft and silky. It's also a great way to relieve stress. Who doesn't love a long hot bath?

## Take Vitamin D Supplements.

According to Harvard Medical School, 70 percent of Americans are deficient in Vitamin D. This nutrient helps you build stronger bones, lose weight, improve athletic performance and have more energy. Vitamin D is also a mood booster and can help us feel happier throughout the day. Vitamin D deficiency has been linked to different illnesses.

When you see all of the benefits of Vitamin D it should be clear that this is something that we should get more of in our diet or through exposure to sun.

Personally I like the latter but winters in North Idaho make it so I must take my daily vitamin supplements three to four months out of the year. Remember to check with your doctor for any questions you have and do not exceed the recommended daily dose.







## A GUIDE TO INNER PEACE IN 10 STEPS



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## Meditate Daily.

I want to start by telling you that I am not a life long meditation guru I became a fan over the last few years when a friend of mine recommended the app Headspace. It is a 10 minute guided meditation app. I figured I could do it for 10 minutes. They have a free trial period and after that it is \$58 per year.

Benefits can include stress and anxiety reduction, increase in self awareness, helps lengthen attention span and can increase positive feelings for yourself and others. I have experienced increased perspective. By observing my mind I have realized I am not my thoughts. I have recognized that my mind can have good days and bad days. It will throw hissy fits, get grouchy, jealous, joyful and gloomy. Meditation is a way to clear out the noise.

<https://www.headspace.com/science/meditation-benefits>





TWO

## Read And Learn Often.

I attribute a large part of my success to my love of reading and learning. The more you know the more equipped you are to handle the challenges that come your way. Reading is a great stress reliever, helps improve memory, and improves focus and concentration.

In addition, according to research, the risk of depression is reduced by 15% in adult female learners. Reading can also lower your blood pressure and give you an immense sense of calm and well being. Checking out books at the library can provide cheap entertainment. So turn off the TV, phone or computer and pick up a book.



THREE

## Pay It Forward.

Giving back is good for you. Research shows that our brains release the feel good chemicals called endorphins that helps reduce stress and increases positive feelings when we do good for others.

I know we are all busy and it can feel overwhelming to think of how to make the time to do this. You can start small by paying for someone's coffee or tipping more than usual. Write a note to someone you appreciate or donate used coats, clothes or shoes to your local women's shelter. Studies have shown that we are happier when we spend money on others instead of spending money on ourselves. I know that I feel great when I am giving back.





## Spend Time Outside.

I think most of us know that spending time outdoors is probably better for us than sitting on the couch but Americans spend 90% of their time indoors. There are many benefits to being out in nature. Being outside lowers stress, improves concentration and creativity. Anxiety and depression may be eased when outdoors especially when combined with exercise.

Once again I know everyone is pressed for time but where there's a will there's a way. You can eat your lunch outside, take a short walk on your break at work, exercise outside or take up an outdoor hobby like gardening or photography. Make a list of the ways you can spend more time outdoors and then take action. You won't be sorry.

## Be Grateful.

Gratitude can transform your life. Gratitude improves psychological health. It reduces negative emotions from envy and resentment to frustration and regret.

Robert Emmons, a leading gratitude researcher, has done many studies on gratitude. His research confirms that gratitude effectively increases happiness and reduces depression. By noting what you are grateful for, you will gain more clarity on what is important to you and acknowledge the goodness in your life. When you take time to focus on the good things you naturally feel more positive. I know I am more optimistic and feel better about my life when I acknowledge my blessings.

<https://www.njlifehacks.com/gratitude-benefits/>



# Take A Break From The News.

More than half of Americans say the news causes them stress, and many report feeling anxiety. Some research shows that negative news is a mood-changer and the moods tend to produce sadness and worry. Today's news is increasingly visual and shocking. It is also filled with opinion and commentary that is often no better than idle gossip.

I stopped watching the news two years ago. I haven't found that I am missing out. In fact I feel much better. If you don't want to stop altogether try cutting back to once a day and not before bed. I find myself thinking more about things that are important to me as opposed to worrying about things I can't control.

<https://medium.com/publishous/this-is-what-happens-when-you-stop-watching-the-news-dab0a53f8bbc>

# Take A Risk And Get Outside Your Comfort Zone.

Being comfortable kills dreams. If we stay inside our comfort zone, nothing changes. Nothing great can happen if we stay still. Challenging yourself helps you learn about yourself, expand your creativity and increase your self-confidence.

Tackling the unknown and proving to yourself that you can push past your self imposed limits builds your self esteem.

If you stop thinking and start acting, you will realize what's possible. You can start small with new music, food or activities you have never done.



# Let Go Of The Little Things.

Accept what you can not change.

The Greek philosopher Epictetus said it perfectly more than 2,000 years ago: "People are disturbed, not by things (that happen to them), but by the principles and opinions which they form concerning (those) things. When we are hindered, or disturbed, or grieved, let us never attribute it to others, but to ourselves; that is, to our own principles and opinions."

Modern behavioral science agrees too. American psychologist Albert Ellis has proven that how people react to events is determined by their view of the events, not the events themselves. Inner peace does not depend on external conditions. As tough as it is to let go, it's much harder to hold onto things that do not bring happiness to our lives.



# Stop Comparing Yourself To Others.

When we compare ourselves to other people we only see the surface elements of their lives. We only see what they want us to see. We assume because someone lives in a nice house or drives a fancy car they're happy when in reality we all have problems regardless of how it looks from the outside.

Comparing ourselves to others is an exercise in futility. There will always be someone wealthier, skinnier and more beautiful. The images of perfection depicted on social media is an illusion. The glorious vacations or the enviable job promotion is just a sliver of someone's truth. If we knew the whole truth we might not feel so inadequate when comparing ourselves to their carefully crafted images posted on Facebook.

A better way to determine 'How am I doing?' is to compare ourselves today to where we were in the past. By focusing on self-improvement rather than one-upmanship, we'll have a more realistic approach for reaching our goals, and ideally, our friends and loved ones will be there to encourage us along the way.

## Remember: Tomorrow Is Another Day.

There will be times when you just have a bad day. Life can be messy and sometimes you don't get what you had planned or hoped for done. The best way to handle this is to give yourself a break and treat yourself kindly. Tomorrow will bring the chance for a better result. Beating yourself up will not solve anything. Every day is an opportunity to have a fresh start. It doesn't matter what happened yesterday; all that counts is today.





# Bonus: My Favorite

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<https://www.headspace.com/how-it-works>

Headspace - I have found meditation to be an effective way to manage my stress. Headspace is one of the most popular mobile meditation apps available today. Adding meditation to my routine was difficult at first but I found it to become an invaluable tool that I try to use daily.

<https://itunes.apple.com/us/app/five-minute-journal/id1062945251?mt=8>

The Five Minute Journal - This is a gratitude journal. It is broken into a morning entry and a night entry. It's the simplest way I have found to start and end my day happy.

<https://www.blinkist.com>

Blinkist - I love to read but I am crunched for time. This app takes a book and summarizes the key points and explains them to the reader/listener. This is an amazing app that offers more than 1000 summaries of non-fiction books. My experience has been outstanding.

<https://www.myfitnesspal.com/>

MyFitnessPal - This is a food logging app that tracks calories, nutrition and physical activity. The app makes entering foods quick and painless. This was a game changer for me in managing my weight.

<https://www.rockmyrun.com/>

RockMyRun - I started running five years ago. Running is not the most exciting activity. This app single handedly increased my enjoyment level of running ten fold. "RockMyRun" is an innovative app that takes running to the next level. You can pick the type of music, tempo, match your steps to the mix you are listening to and choose from many custom playlists that can fit anyone's taste.

<https://itunes.apple.com/us/app/ted/id376183339?mt=8>

TED - The TED app is a tool for browsing and downloading TED talks. These are educational, inspirational, entertaining videos that feature thought leaders. TED stands for Technology, Entertainment, Design. There is something for everyone here.



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