

[www.consumerconexion.org](http://www.consumerconexion.org)



## ROUND UP • MY MARKET • THE PRESCRIPTION

OUR  
BUSINESS  
is PATIENT  
SAFETY.

*Partnership for*  
SAFE MEDICINES INDIA  
 SAFEMEDICINESINDIA.in

# VIEWPOINT

BEJON KUMAR MISRA | bejonmisra@consumerconexion.org

## Looking Good and STAYING FIT ...

*Hey!! You look great ... how could you manage getting into shape?  
It is go great to see your fitness!! How are you managing with your work schedule?*

**DO WE NOT** want to hear someone complimenting us on same lines!!!

Yes we do? This is not necessarily on looking beautiful. We have to be healthy and fit... which I say being beautiful from inside.

Looking good and beautiful had been the topic of interest for all of us since times immemorial. The whole world has witnessed a healthy revolution for keeping fit. There are scores of articles, promotions being done across the globe to help people with this. Some of them may be truly working, some harmful and some just do not click. This also means that we need to filter out what is correct and what fits our regime. Where to start, what to look for while deciding, what to compromise and what not to compromise are some points where we usually need expert guidance so that our decisions yield desired outcome.

You are here because of obvious reasons to look good, feel good and more important be healthy and fit.

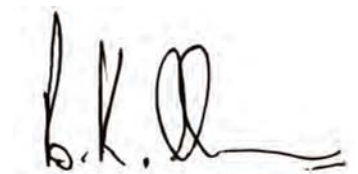
Do beauty, health; eating and age go in contradiction? Necessarily not!!!!

In this era where we have fast paced solutions for every issue, be it beauty products, body trimmers, Cosmetology, data points to stress the truths by promoters what to believe and what to discard is a stressful decision.

See how to do it right the first time. Below article helps in deciding "How to adopt a right approach to stay healthy and beautiful, what points to consider and how to finally succeed without any compromises".

Here we will take you through quite a few important aspects like how to stay beautiful, importance of yoga, fitness tips, skin care, how is beauty industry growing, few medical ways like cosmetology, and market facts on various supplements. We shall also be discussing on how to select correct fitness regime, gym and workouts.

In this era where we have fast paced solutions for every issue, be it beauty products, body trimmers, Cosmetology, data points to stress the truths by promoters what to believe and what to discard is a stressful decision.



**“Consumer  
Rights Are Our  
Fundamental  
Rights, IT is our  
Duty to ensure  
we are not  
shortchanged”**

The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022



RESEARCH FEATURE

## 12 | Boom in beauty industry not just cosmetic

With increased focus on looking good, being fit and health, the beauty industry has grown exponentially during recent times. This is being proven by latest report from NSDC.

HORIZONS



### 15 | NOTHING TASTES AS GOOD AS BEING FIT FEELS

When we are fit externally and internally, we feel on top of the world. We feel that we have total control on our life!!! We feel that we are required.

IN FOCUS

### 17 | EAT SMART ... LIVE SMARTER



Zone Food Pyramid

There is a timeless adage 'you are what you eat!' How perfect is that? Your nutrition is going to affect how you live. Simple life hacks can help you to attain a better quality of life. Our food is basically a mix of Proteins, Vitamins, Minerals, Carbohydrates and Fat.



## AFTERWORD

### 20 | The Ugly Truth of Beauty and Fitness Industries



The obsession to look beautiful, young is exponentially rising in today's world. We want to look the best, look young, look fit and what not.

By hiding the natural beauty of ourselves.  
The original YOU is lost in this melee.

## MY MARKET



### 21 | Beast and Beauty

You are as young as you feel....This is a saying that holds enormous truth with it. Age is no barrier to our thought process.



## THE LAST MILE

### 23 | Improving yourself and your life through Beauty and Fitness

Yoga and meditation helps in mental well-being of life. They bring in a balance in our body, mind and soul.

## THE PRESCRIPTION

### 24 | Bad effects of Muscle building supplements



Get your diet in line first and foremost. You will be very surprised by how much better your body will respond to weight training when your diet is in line.

## OUT OF THE BOX

### 27 | Green Your Workout



"Beauty is an inner phenomenon. Beauty is not in objects, not in people, not even in the eyes of the beholder. It lies in the heart of every person," and this beauty in the heart reflects so naturally as radiance and a glow on the person's face.

# THE AWARE CONSUMER

UNLOCKING CONSUMER POTENTIAL  
www.consumerconexion.org

JULY 2016 • Vol. 2 • Issue 4

Bejon Kumar Misra  
EDITOR & PUBLISHER  
Address: F - 9, Second Floor, Kailash Colony,  
New Delhi - 110048  
E-mail: bejonmisra@consumerconexion.org

EDITORIAL CONSULTANTS  
S. Krishnan  
Suman Misra  
Pawendra  
Pyush Misra

DESIGN  
SR. CREATIVE DIRECTOR: Pooja Khaitan  
DESIGNER: Galaxy  
WEB DESIGNER: Manish Mohan

The AWARE CONSUMER  
is printed and published by  
Bejon Kumar Misra  
at F - 9, Second Floor, Kailash Colony,  
New Delhi - 110048 and printed at  
M/s. Spectrum Printing Press (P) Ltd.,  
Shed No. 23, Computer Complex,  
DSIDC Scheme I, Okhla Phase II,  
New Delhi - 110020

Place of Publication: E - 45, Ground Floor,  
Greater Kailash Enclave - I, New Delhi-110048

For any queries, please contact us at  
pooja@consumerconexion.org  
Phone: 011-26271421/22/23

Total number of pages - 32, Including Covers

Material in this publication may not be  
reproduced in any form without the written  
permission of the Editor & Publisher.

DISCLAIMER: The views expressed in this  
magazine are solely those of the author in his/her  
private capacity and do not in any way represent  
the views of the Editor & Publisher.

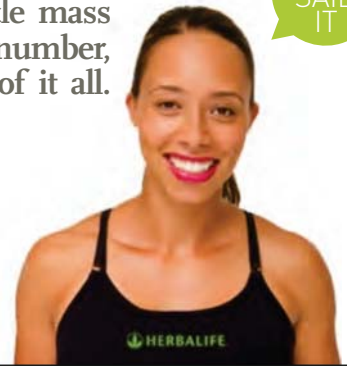


SAMANTHA CLAYTON

Senior Director, Worldwide Fitness Education

THEY  
SAID  
IT

Your weight has a lot to do with how much fat and muscle mass you have in your body. Rather than getting hung up on a perfect number, let's make sense of it all.



# ROUNDUP

## Beauty and FITNESS World



Pros and cons of the beauty and fitness industry

**'PEOPLE WILL STARE,** make it worth their while' seems to be the slogan of the beauty industry. In recent years, each nook and corner of the country has a parlors and a gym to its credit. It has given loads of women the confidence to face the world. True, they say that beauty is only skin deep, but there is no denying that the quest to look flawless, is a primal instinct. Many new techniques have evolved in the beauty industry, right from polishing the skin, to smoothening the hair, to look like a storybook princess. Looking like a celebrity is no longer a distant dream. This awareness in beauty, has also unwittingly unleashed a demon.

Fairness creams are not so new to the industry. We Indians are known for our dusky complexion, but long for a fairer skin. People in countries, where fair skin is the norm, long to have a dusky complexion. The saying, grass is always greener on the other side, holds true here. They spoil their

health for that physical gratification, by sunbathing in hot sun and using tanning beds, thereby exposing themselves to skin cancer. While we Indians, buy tubes and tubes of these fairness creams, which mostly have harmful chemicals, trying to match our ideal standard of fairness, thereby exposing ourselves to skin cancer again. Dermatologists have banned many creams, which promise instant results. They are just chemical galore, that peels the outer layer of the skin, exposing the sensitive inner layers.

Healthy lifestyle depends on how a person maintain his mind and body. Fitness industry has flourishes in recent years, due to the health awareness among the younger generations. Many pride in proclaiming that they are fitness fanatics. Physical training regime has a lot of benefits. They make a person fit and active,

### DATA BRIEFING

**Sweat is just fat crying. Think of this while you're sweating it out and you won't be able to fight the laughter ! A one hour workout is just**

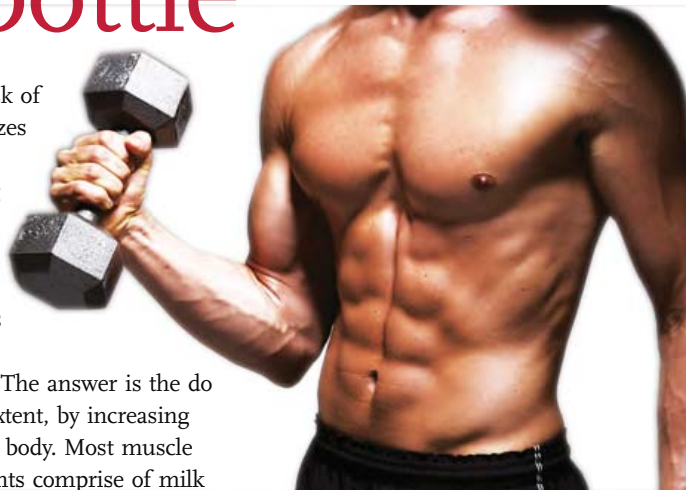
**4%**  
**of your day!**

# Muscle In a bottle

**WHY MUSCLES?** One might ask. We all know how cardiovascular exercises help in reducing health issues, therefore benefiting in the long run. Any exercise, that increases heartbeat, is sure to melt away the calories, thereby aiding in weight loss. That is only one part of the regime. Along with this, strength training is essential. It helps in slowing the muscle weakness that progresses with age. It helps in building the strength of the muscles and connecting tissues, increasing bone density, and eventually safeguarding one from osteoporosis. Muscle building

also reduces the risk of injury and regularizes blood sugar.

Muscle building supplements are available aplenty in the market. Do they really work? Is the question that rises in our mind? The answer is the do work to a certain extent, by increasing muscle fiber in the body. Most muscle building supplements comprise of milk protein. These supplements are best taken



**Any exercise, that increases heartbeat, is sure to melt away the calories, thereby aiding in weight loss.**

in moderation, if regular strength training is done side by side. But these supplements do have some problems associated with it. They have been many tests done on these supplements, over the years. Most supplements were found to have lot of amphetamine like substance, that lead to blindness and liver damage, in the long run. It has been proved that many supplements, are sold with unrealistic claims of quick results.

Muscle building with proper weight training and healthy natural protein dense foods, is the way to go. ▶

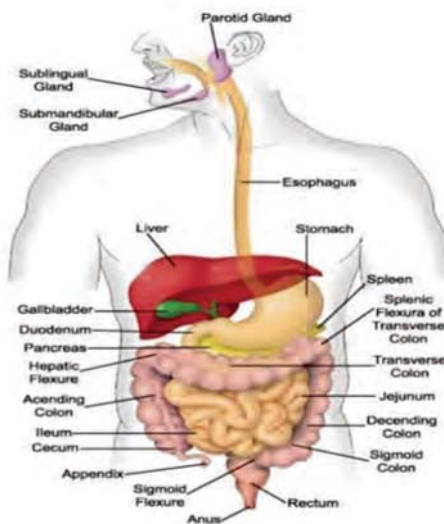
## Health and Beauty

**INTERNAL HEALTH** leads to external beauty. There are no two ways about this. A healthy digestive system leads to clearer skin. Just slapping on makeup externally, while the internal health is unhealthy will not help in the long run. There are lots of ways to increase the health quotient. Lots of antioxidants will flush out the toxins from the body, giving a natural glow to the skin. Including fruits and vegetables as a part of the daily diet, along with proper water intake is the key to good health.

Knowing the kind of food your body needs and acting accordingly, will lead to glowing skin, bright eyes and glossy hair. Super foods like gooseberry, apples and beet root help a lot. Sufficient sleep is another important factor. Sleep relieves the stress levels in the body, which will in turn aid a healthy relaxed mind. A person thrives with relaxed mind and healthy body.

**Here are a few healthy eating habits to enhance beauty:**

1. Never skip breakfast. This is the food your body needs to kick start the day, and denying it leads to nutrition loss and impending acidity, which will affect the entire body.
2. Use healthy oils like olive oil and sesame oil, to cook your food. They both have good fat, which curbs buildup of cholesterol, thereby maintaining health.
3. Intake of a fiber rich diet, will flush out the toxins from the body. ▶



**Human digestive system**

... Continued from page 7

ready to enjoy life. But, there is another side to this too, a less favorable one, at that.

Some are so keen to tone their body that they fall into the trap of, overtraining the body. Overtraining just means that the intensity of the fitness regime followed, is in excess of the ability of the body to recover. Anything in excess is going to have an impact. The little known side effects, of overtraining the body, is elevated heart rate, chronic fatigue and insomnia. Many are not aware, that they are impacting the metabolism of their body, and think such symptoms are normal. They lead to longtime health complications.

Hence, beauty and fitness industry has no doubt made our lives easier. But as with anything, excess is detrimental. ▶



HOW MANY OF you had been to and fro from the gym, feeling ecstatic about doing something for good health? Good health happens, only if there is a stress free mind, to compliment. This is where yoga comes in. Yoga is a form of self-realization, as the main focus is a calm mind whilst doing it. It aids in weight loss. Yoga is beneficial especially for women, who have stubborn area centric fat. Even a slim woman might have flabby arms. Yoga has a lot of positions, which target specific areas of the body. When the body is twisted into that position, the blood flow to the targeted area increases, thereby shifting flabs and toning the area.

Yoga and Pranayama (which is part of yoga) can be attempted only after learning from a proper teacher. Initial few classes and then trying at home, is the way to go. Never attempt learning from books, DVDs etc. This is because, the main focus in yoga is the breathing technique. Breathing in and breathing out, for each position is different. Attempting a position, with wrong breathing technique, might prove detrimental to general health. It might even affect the lungs. Yoga needs a lot of patience. Weight loss in yoga, is not an instant result. But, be consistent and you will get there eventually, with a stress free mind as an additional gift! ▶



## Yoga and weight loss

# Tips for beauty and fitness

**SIMPLE EVERYDAY** changes to our lifestyle aids in fitness and glow. Here are a few tips to note down!

1. Curb your cravings with healthy alternatives. Sweet tooth is an unwelcome love for many. Sugar has empty calories and no health benefit whatsoever. But, what is life without sweets, you ask? True, we all have that craving and it is not wrong to indulge once in a while. Get healthy alternatives like nuts, flax seeds, popcorn or sweet corn. Whole wheat snacking is not too bad either, if done in moderation.
2. Never skip breakfast, as it is a way to recharge your body for the whole day.
3. Carry a fruit when you go out. There are so many food options when we go outside, and they all scream one word JUNK. As said already, don't deny yourself all the time. This will make you crave for it, and make you grab at a biggest slice of cake, when you go to a party!! We don't want that, do we?!
4. Opt for steps instead of lifts, unless you have issues with your legs. Did you know that climbing steps burns more fat at one go?
5. Eating on time is the best thing. It helps speed metabolism.
6. Include fiber rich foods atleast 4-5 days a week. Who likes constipation, right?
7. Do moderate exercises or try Zumba dancing for atleast 15 minutes a day. Come on, pull your child into this, and have a fun bonding session.
8. Have a restful sleep. The world of internet is fascinating, I know it too!! But, it shouldn't affect your sleeping routine. Sleep deprivation adds stress. If you are a new parent fuming right now, hang in there! It gets better, I promise!
9. Visit the great outdoors from time to time and stock up on Vitamin D. Vitamin D deficiency is no fun! It leads to bone pain and muscle weakness.
10. Have yoghurt atleast 3 times a week. It is loaded with probiotics. These healthy bacteria aids digestion and helps reduce inflammation.
11. Ensure you have a good intake of cancer fighting spices - Turmeric, Ginger, Garlic, Cayenne pepper and Cinnamon.

Good luck for a healthy life! ▶



“

**CLAIM YOUR**  
**Consumer Rights Now**  
**An Aware**  
**CONSUMER**  
**is a Protected Consumer**

”

# Tips for youthful skin

AGING IS A natural phenomenon in life. This slows down the production of two vital proteins called collagen and elastin, in the skin. Collagen give a plumpness to the skin, while elastin keeps the skin smooth and stretchy. So, naturally, when this process slows down, the nature of our skin changes. These changes in skin are disconcerting to many. Dry skin makes one lose the glow. People rush to reverse this, only at the last moment. So artificial treatments like collagen injections and skin lifts are sought after. There is no denying, that those treatments, make our face stiff and devoid of much expression. A permanently raised eyebrow, is not something one desires, isn't it? If proper care is taken, the natural glowing look will be yours, for life.



Youthful looks are in the wish list of many. It is easy, if few basic techniques are followed meticulously.



1. **Drink plenty of water.** Water hydrates and makes your skin glow. 8-10 glasses of water should be in the routine daily. Carry a bottle of water while going out, as it is far better for you, than the aerated drinks available aplenty.

2. **Wear a good sunscreen lotion** while going out. Never under estimate the winter sun. Sunscreen protects the skin from tans and burns, maintaining the texture.



3. **Have lots of healthy snacks** like fruits and nuts handy, in case of cravings.



4. **Cucumber** cools the body, both when eaten and applied



outside. It has more water content, making it an ideal calorie free snack.



5. **Moisturizer your skin** regularly, to avoid dryness. A good skin are routine helps maintain a glowing skin.

6. **Avoid using soaps or**

**shampoos** that have lot of chemical content. They strip your skin of moisture and make it look aged.



7. **Yoghurt** makes a good base for face packs. Mix it with gram flour, turmeric or honey, to pamper your skin.

8. **Sleep well.** A healthy sleeping routine, replenishes the skin. Try night creams, while sleeping in an air conditioned room. This will stop your skin from being stripped of moisture.



9. **Consult a dermatologist**, if you find any issues with your skin, instead of opting for over the counter creams.



10. **Using the water in which rice was soaked to wash face**, is one of the best kept secrets of Asian women. The soaked rice, infuses the water with vitamins and minerals. When face wash

is done with that water, it tightens pores

11. **Exfoliate the skin** regularly, to avoid buildup of dry skins. An apricot scrub comes in handy and leaves your skin fresh and glowing



12. A mix of **rose water and glycerin** as a face pack, adds a glow.

Follow these tips, to reveal a glowing you! Good luck! ▶



## Boom in beauty industry not just cosmetic

**THE GLOBAL COSMETIC** market was 460 billion USD in 2014 and is estimated to reach 675 billion USD by 2020 growing at a rate of 6.4%. Of the cosmetic products, Skin care has the highest market share while Oral Cosmetics would be the fastest growing market during the forecasted period.

### Companies that are into it!!

- Bayer
- Clarins
- Estee Lauder
- Henkel
- Hindistan Unilever
- Johnson and Johnson
- L'Oreal
- Procter and Gamble

### Drivers vs. Constraints:

- E-Retail / Online Shopping
- Rise in disposable income
- Travel Retail
- Product Innovation
- Consumer perception of the products causing side effects
- Unregulated market

The sale of cosmetics is seeing a shift from being traditionally purchased to buying online. Moreover, increase in spending income, especially in the developing countries is driving the market.

In addition to the above factors, other factors acting as drivers/constraints to the industry are available in the report along with a detailed description of their impact on the market.

## Industry Trends and Updates

### Product Innovations

Companies are focusing on bringing in products specific to the consumer requirement. Gender specific products are also increasing at a rapid pace.

### Organic products

Growing concerns on the long term effects due to usage of cosmetics is

Below Graph represents the market share (%) of skincare companies in India:



forcing the companies to bring in organic products as well. This market is expected to increase during the forecasted period.

### Focus on Packaging

With increased focus on looking good, being fit and health, the beauty industry has grown exponentially during recent times.

This is being proven by latest report from NSDC (National Skill Development Corporation). The compound annual growth rate (CAGR) is 20% in this sector. There is a huge demand of skilled people which is close to 14 million in next 10 years.

There are various segments in beauty industry like keeping fit, rejuvenation, slimness, and beauty products. Let us see some staggering marked observations.

There is a steady 20% year on year increase in beauty products. This domain is mainly female dominated thus promising ample career options to women group.

This provides Let us see some stats for This increase can be used as an opportunity for women empowerment and entrepreneurship, as most of the

segments under the industry are dominated by female workforce. While men still dominate the fitness and counter sales sections, there has also been a rise in them taking up hair styling. The industry provides the following career options.

Beauty increasing at the rate of 20 per cent per year, the section includes jobs such as hair stylist, beautician, make-up artists and entrepreneurship opportunities in salon and entertainment industries.

Beauty products and counter sales increasing at the rate of 20 per cent per year, this section includes jobs in design, research, development, production and sales of cosmetics and wellness products. Fitness increasing at the rate of 19 per cent per year, this section includes fitness trainers, nutritionists, physical therapists and athletic trainers at an individual and corporate level.

Rejuvenation increasing at a staggering rate of 30 per cent per year, this sector includes employment and entrepreneurial opportunities in the spa industry, salons, yoga/meditation, and Ayurveda therapy. ■



# Market Analysis of Beauty and Fitness industry in India

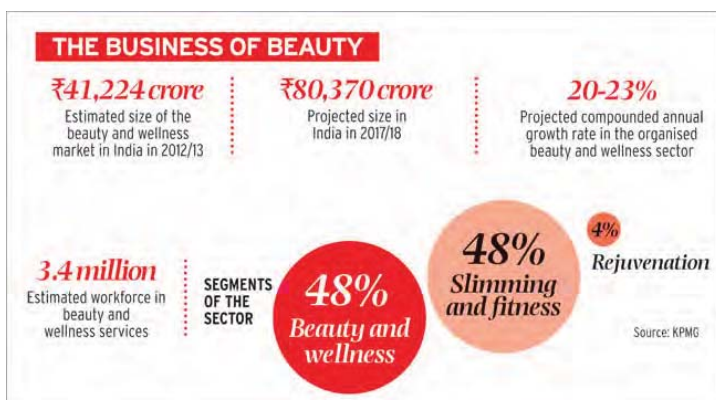


The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022.

**BEAUTY EXPERT AMBIKA** Pillai, owner of a chain of salons, agrees with Gupta. She says the urban salon market in India is small by world standards but growing at a rapid pace. Indeed, a KPMG Wellness Sector report released in April this year projected that the size of India's beauty and wellness market would nearly double to Rs 80,370 crore by 2017/18 from Rs 41,224 crore in 2012/13. Business is so good that it has caught the attention of private equity firms.

One segment of the beauty business that is doing particularly well is specialized hair care. An AC Nielsen report estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 per cent. Indeed, even L'Oreal's premium Kerastase treatment - in which a "Kerastase Ambassador", a hair specialist, examines the customer's scalp condition with a special camera before recommending appropriate hair care - is becoming popular despite its steep price tag, with more than 200 outlets in the country providing the service. "Our ritual prices range from Rs 1,000 to Rs 3,500, while the anti-hair loss programme can cost between Rs 1,600 and Rs 10,500," says Smira Bakshi, General Manager, Kerastase India.

Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the



wedding ceremony, but now friends and relatives often join her and salons offer special packages for them. "Our bridal package cost ranges from Rs 50,000 to Rs 5 lakh for 10 people, which includes head-to-toe grooming and makeup," says Nirmal Randhawa, owner of a chain of salons and a spa in Delhi.

Quality beauty treatment calls for specialized knowledge - thus training schools are also proliferating. Most salon chains have their own academies. VLCC, for instance, runs 75 different courses, with fees ranging from Rs 5,000 to Rs 26,000 for the basic ones and Rs 30,000 to Rs 2.9 lakh for the advanced ones. Specialized courses in cosmetology cost between Rs 50,000 and Rs 3 lakh, depending on their length and nature

The government's Beauty and Wellness Sector Skill Council also runs various training schemes. Naturally, employment opportunities in the sector are booming, too. The KPMG Wellness Report estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month. Martha Ngade, 28, hailing from distant Senapati in Manipur, is an employee at one of Looks' Delhi outlets. She started on Rs 4,000 a month at a small-time beauty parlor, but for the last three years has been with Looks and now earns Rs 40,000.

- The UK beauty industry is worth £17 billion and employs around one million workers nationwide<sup>1</sup>, making it one of the most lucrative industries in the country.
- Grooming is an essential part of life, for humans and animals alike. It is vital for keeping healthy, clean and hygienic, as well as playing a key role in social bonding. We all have our own grooming, or 'beauty' rituals. Whether that be something as simple as washing every morning with soap, or undergoing more specialist treatments such as Botox or chemical skin peels. The average woman is thought to spend a massive £100,000 on beauty products throughout her lifetime, while the average 30 year-old man spends around £100 a month on grooming products and treatments.
- We clearly love the process of making ourselves look beautiful, and

it is this enjoyment that drives a rapidly growing industry. Financial forecasts predicted an 8.5% growth in the beauty industry in 2014 and this rise is expected to continue in 2015, thanks in part to newly emerging markets such as men's grooming and anti-ageing.

- But how do we define what is beautiful and what is not? Where does our idea of 'beauty' come from and how has it changed over the years?

One of the most well-known stylists of India, Jawed Habib said: "Once people have met their basic needs, their next immediate need is to look good. One trend that surprised him most was that in small towns, men and women are willing to consume beauty services sitting next to each other, which was not the case earlier."

Ahuja also said that: "The beauty business is on a fairly dramatic upward swing. Though metros continue to grow, the tier two and three towns are throwing up real surprises."

Tier two and tier three cities have seen a sudden surge in the number of beauty salons, parlors and clinics in the last few years.

People in the smaller cities are now more loyal and willing to pay for beauty treatments, which has led to big names like L'Oreal, Dabur, Shahnaz Husain and other brands to flock towards these relatively smaller markets, reported The Economic Times.

Anand Burman, the Chairman of Dabur India, made several market visits in 2011. It was during these visits that Burman learnt about the growing market for beauty products and services in the relatively non-descript towns of India.

Sandeep Ahuja, the MD of VLCC Healthcare also added that, many women who regularly spent up to INR8, 000 on beauty treatments, frequented his salon in Bhatinda, a small town in Punjab.

Even when cosmetic and beauty products giant, L'Oreal hosted their "Look and Learn" seminar, more than 1,500 hair stylists from Ludhiana, another small town in Punjab, paid INR 2,000 to be a part of the seminar.

This shows that small town India is emerging as a preferred location for premiere beauty services and products groups like Dabur, L'Oreal, Shahnaz Husain, Jawed Habib and VLCC. ▶





## Nothing tastes as good as being fit feels

**EVERY DAY, YOU** get up in the morning and make a resolve to work out, spend some time for yourself. But how often do we get time to do this?

How often do we find reasons not to stick to our commitments? Not to invest that little extra time on our workouts?

Let us discuss some important aspects here. Fitness is not only about looking beautiful. It is physical and mental well-being of the body.

*When we are fit externally and internally, we feel on top of the world.*

*We feel that we have total control on our life!!!*

*We feel that we command respect, command the attention of others!!*

*We feel we are required!!*

Does this not sound awful?

How to do this? How to motivate to stay fit, Feel fit and feel good about ourselves?

### Here are few tips:

#### 1) Form a group of like-minded people :

Yes, it sounds simple but it is a very effective way to ensure we are committed to the cause. When the workouts become regular, it shows on our body, on our fitness..

This group instills a healthy competition between us, push ourselves a little bit, not to find reasons to sit back and relax.

#### 2) Motivate yourself :

There is no substitute to self-motivate

yourself. At end of the day it is your body. You are responsible for what happens with it.

When you work out, you feel good about yourself!! This ensures that there is continuity in this regime.

If possible motivate your spouse, motivate your family, neighbors. Soon there will be an infectious environment to be fit, look fit.

Then see there is no stopping. It becomes part of your life. You just cannot stop it.

#### 3) Focus on your weight :

We have to be comfortable with our body to feel good and healthy.





Ensure that we eat healthy food. Food comprising colorful combination of fruits and veggies are very nutritious to our body. Make them part of your daily meals.

Two servings a day would be a good start.

Have Soup before you dine, This helps in reducing the appetite, eat in limited portions and yet feel full....

Alas!!!! I forgot about salads. They are full of nutrition's, vitamins and good calories. Never miss it in your daily chart.

Eat in small quantities around the day instead of 3 big servings...

Eat fruits in between meals to reduce the appetite.

See all of them are quite possible... All that it needs is little amount of preparedness, be careful and watchful on what you eat!!!!

I do not emphasize on cutting your food... This really does not help.

They instead make you feel tired, stressed, angry and result in nowhere.

Why put our body into stressful conditions when there are other ways to make you feel full, feel fit, healthy, good about yourself...

#### 4) Derive inspiration from role models :

There is nothing in this world which is impossible. It is just lack of commitment and finding out reasons to sit back and relax. Mind you... if you do not help your body... The body does not reflect the same on your health...

It is always good to have some postures of your fitness idols hanging on the walls.. Regular watching of them will subconsciously install the commitment in you to take that extra mile, to follow a regime like them.

#### 5) Go to parlors :

After a mad rush for over a week, you feel tired from outside as well as inside... You deserve that break to be pampered. Choose a nearby beauty parlor. Treat yourself.

Invest few hours for yourself!!!!

Go for pedicure, manicure, facials, eyebrows....

Then see the change in yourself...

You feel more beautiful, feel fit and ready to conquer the world.

Monthly twice is not a bad idea to start with...So why wait.

Plan for it and go for it ... because it is YOU and YOUR body...

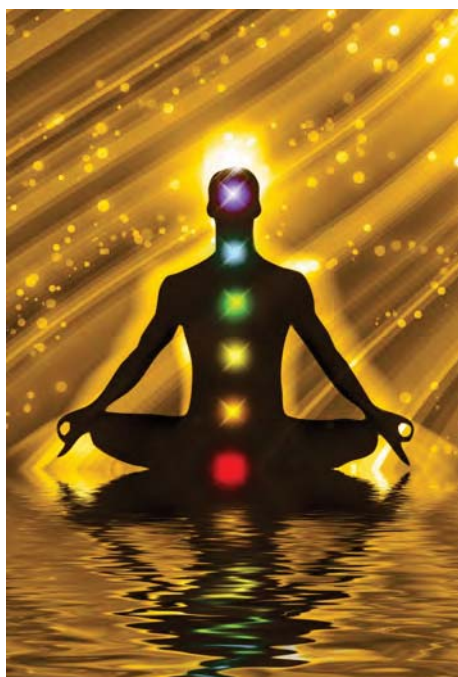
Help yourself and see the change.



#### 6) Yoga and Meditation :

I had always stressed on importance of Yoga and meditation.

Let us face it... Does looking beautiful from external but having lot of mental



and physical ailments help us? Do we want to be in that state?

Certainly not.

Then what to do? Where to start?

It is very simple!!!!

Yoga is a practice which stresses on physical, mental and Spiritual balance. This is form of science which is being followed from times immemorial. The origin of Yoga has been linked to Pre Vedic times in Indian history.

There are various postures of Yoga which are meant for a specific cause and specific result. Consult a Yoga teacher or an authentic portal to start with it.

Yoga helps to alleviate health issues, reduce stress, and bring our life into control.

Let us talk about meditation now:

If you want peace from inside your body, Feel good, Happy then meditation should be an integral part of your schedule.

What meditation is?

How to do it?

In India, meditation has been practiced for many thousands of years. It is proven to reduce stress and being calmness in our body, soul and mind.

Meditation helps in giving our rest to an extent that is beyond our 8 hours of regular sleep. This is like investing our energy in our saving deposits. It accumulates ...

It helps us to manage our lives better.

For over 50% of our visits to a doctor are because of stress and its related issues. Let us stop this... Stop abusing our body. We have got one life. Let us search for the pure pleasure, inner peace and inner happiness. This is possible only through meditation.

There are various authorized centers to teach meditation. Choose the right one and invest time in it.

Invest time for your health and fitness.

Fitness which is eternal, permanent and vast. This is not cosmetic but real!!!!

Why wait? Go for it.... Because only when you feel fit you feel young, good and beautiful. ▶





## Live Smarter

**THERE IS A** timeless adage 'you are what you eat!' How perfect is that? Your nutrition is going to affect how you live. Simple life hacks can help you to attain a better quality of life. Our food is basically a mix of Proteins, Vitamins, Minerals, Carbohydrates and Fat. Balance of all this nutrition is to be maintained, for our body to function smoothly.

1. **Protein-** Your hair and nails are mostly made of protein. The body needs protein to repair cells. So protein, basically is a building block for muscles and tissues. This is required, on a daily basis, to keep your metabolism running and to control blood sugar levels. Lentils and nuts give you a healthy supply of protein. Lack of protein in food is detrimental, as it also affects hormones.

2. **Vitamins and minerals-** A healthy supply of vitamins and minerals throughout the day, ensures the smooth running of the body. They are the essential nutrients to help the body heal, repair and thrive. Vegetables and fruits give you a good supply of these precious nutrients.

3. **Carbohydrates** - These are your body's main source of

energy. It is required to maintain blood sugar levels and aid digestion. They are blamed for weight gain, but the truth is, a healthy meal of carbohydrates is a way to maintain body weight. They are the fuel, which helps your body to function smoothly.

4. **Fat-** We tend to avoiding fat, in fear of weight gain. If this involves processed food, it really is good news. Good fat is found in products like milk, eggs, meat etc. They are filled with mono saturated fats and Omega 3 fatty acids, which reduces risk of stroke or heart disease. Some people even shun such things to win against fat. But, the body needs a certain percentage of fat, to function effectively. Fat itself is not a scary thing. Good fat is essential to maintain youthful looks. So everything in moderation is way to go.

Simple changes can help you maintain a healthy lifestyle. Keep your body hydrated. This just means drink more water, and avoid aerated drinks. Basic yoga or exercise on a daily basis, will help you to relax your mind and de-stress.

So to put it In a nutshell - eat healthy, think healthy and exercise simply. ▶



# Cosmetic surgery - The pros and cons

**THOUGH EVERYONE SAYS**, beauty comes from within, they are quick to judge a person depending on the physical looks. Physical deformity is something, few people suffer at birth, due to pregnancy complications. Accidents, also makes a few people suffer from a deformed physic. This deformity strongly affects the mental state of the said individual. They are constantly judged by people they meet. There might be sympathy, apathy or scorn from the society. It is really a terrible feeling to realize that you are different, but in an unfavorable way.

Gone are the days where people suffered in silence. Cosmetic surgery is a boon in recent years. It involves restoration, reconstruction or alteration of the body. There are a wide range of treatments from reconstructing and enhancing features, to correcting a birth deformity. Burns units have tripled in the last few years, due to the ability to provide better treatments to repair the scar tissues.

There are some pros and cons of plastic surgery

## Pros:

1. They reduce health complications. Some women suffer from chronic backache due to large bust. So reducing the size gives them a better quality of life. A crooked nose can lead to sinus and congestion. If corrected, the patient can breathe easy. Cosmetic surgery is a



*Look good,  
feel good*

**THERE IS AN ADAGE**, 'If you look good, you feel good. If you feel good, you do good' It is perfectly said. There is a strong connection between looking your best and feeling empowered. Beauty is just skin deep, but it helps you to feel elated and excited about life.

There are many benefits you reap from looking good.

1. Your self-esteem grows in leaps and bounds if you look good. Experts have found that higher the self-esteem a person has, higher is his empathy quotient with others.

# Diet and fitness

**YOU NO DOUBT** know that the first step to body fitness is a proper diet. Diet is a process of following a certain regimen of eating and drinking, to achieve one's ideal goal of weight loss, bodybuilding or weight gain. There are many types of diets available and you can choose according to your ability and requirement. Here are 3 such diets, which have good reviews of good results.

1. **Paleo Diet** - It runs in the principle that carbs are the main reason for weight gain. The diet requires one to consume large quantities of fat and zero carbs. All food in this diet is required to be cooked either with clarified butter, coconut oil or sesame oil. Some people report miraculous results by following this. This might not be the best diet if you have low energy generally. Carbohydrates provide you with energy source.

2. **Blood type diet** is founded by Peter D'Adamo. He suggests a diet according to blood groups. According to him, the nature of intake reacts differently for every blood group. So he suggests different types of food for each blood group. This might not suit everyone. For O blood group, the diet recommends lean meat, poultry, fish and vegetables and to go light on legumes, dairy products and pulses. If the said O group person is a vegetarian, his protein intake might get reduced drastically. So choose wisely.

3. **Atkins diet** is low carb, high protein and regular workout diet. The basic idea is to reduce the glucose in blood provided by carbs intake. It runs on the principle, that the body's metabolism, will burn the stored fats, instead of glucose (which pops into blood if carbs are consumed). This will lead to weight loss eventually and helps maintain the loss consistently.

Food is vital for our body, so a consistent healthy diet is beneficial for the body & soul! ▶

boon to remove cancer ridden tissues, thereby reducing the chances of the cancer spreading.

2. They increase the confidence quotient in people. Some suffer from inferiority complex due to physical issues and they feel better.
3. Premature balding/ alopecia which seriously tests the confidence level of people, can be treated with hair transplantation.
4. Skin grafting in burns patient, helps remove scar tissues.

## Cons:

As with any surgery, cosmetic surgery has its own complications

1. It is an expensive procedure and most insurances do not cover it.
2. Cosmetic surgery is done under general anesthesia and it creates complication for few.
3. Some people are so impressed by the results of the surgery that they decide to do such procedures on a regular basis. This becomes an addiction and some cannot judge when to stop. This affects the balance of the skin and body.
4. Some people with questionable degrees provide cosmetic surgery and it leads to lots of complications, and sometimes even death. You must, remember the recent death of a 20 year old medical student, who died, when he trusted a clinic for hair transplantation. Reports suggest that the said clinic offered 50% off, if the full money was paid in one go. In cosmetic surgery, cheaper is not always better. Clinics which are run by expert doctors in this field might be expensive, but you get the result you crave for, without fear of complications.

Health is wealth. There are many deaths reported due to this botched home based surgeries. ▶

2. Human beings crave social interactions. A monotonous life becomes exciting in intervals, due to these social meet ups. A person who looks good and feels good about himself, will brighten any social gathering with strong positive vibes. On the other hand, as individual who has flaws in skin and overall appearance, will feel insecure.

3. Looking good depends on emotional health. Emotional well-being of a person depends on both internal and external factors. So stress free life should be the focal point. Stress ravages the body leading to breakouts and infections. This leads to even more stress. So take time to de-stress and restore your internal health. The external health will follow automatically.

4. Follow a beauty care regime regularly to avoid skin dryness and other issues. Eat lots of fruits for internal skin care. Healthy skin is the key to looking good.

Look good and do good from this day! ▶



## The Ugly Truth of Beauty and Fitness Industries

**THE OBSESSION TO** look beautiful, young is exponentially rising in today's world. We want to look the best, look young, look fit and what not. By hiding the natural beauty of ourselves. The original YOU is lost in this melee.

Is this worth the rush?

Are we doing justice to our body?

Have we considered the side effects it has on our body in long run?

There are so many questions that we forget to ask ourselves in this race to look the best.

Let us remember some basics. Each human being is unique. Each has a unique personality. Each wears a unique attitude.

Then why do we want to look like the best industry models, compare with them, be with them, follow their regimes.

Think before you finalize your schedule.

This obsession is what I call "Ugly truth in beauty".

Let us remember one thing, Beauty comes from within. We need to remain beautiful from inside, peaceful from inside by various options like Yoga, meditation etc.

Yes I do not say that external beauty is not required. But it should be a balanced one. Not a mad, thoughtless rush.

Let us see some basic mistakes that we do

### 1) Stop comparing with models

As told, hold on to your identity. It is beautiful, graceful. Each is beautiful in their own way. Let us not get into extensive cosmetics, cosmetology to look like others. It really does not work in long run.

### 2) Check your pockets

Have we ever wondered how much the various segments in beauty industry are making!!! It is alarming....Trust me, we are being made scape goats with false promises which look real.

Let us see some numbers on how much is being spent by masses now!!Behold your breath...This is not the stop... Mind it.... It is rising exponentially.

- Close to \$15 Billion in Cosmetology.
- Close to \$25 Billion in beauty products
- Close to \$40 Billion in diet industry.



Let me stop here...Yes ... do these numbers make you wonder what we discussed... Are we scapegoats!!!

### 3) Social media outburst

There is ocean of information in social media, Internet, TV's now days. We get to see body trimmers, fat cutters, slimmer's, weight loss. They look so real and so convincing they you do not want to apply your brains.

Let us compose ourselves.

By simple regimes can we not get back our health?

By simple time management, can we not put that extra 20 minutes into walking?

Then why end up with spending so much, impacting our bodies and at end not being convinced of our decisions to buy these products?

### 4) Obsession with Gyms, workouts and rigid food schedules:

Let us face the facts!!! Gyms are not bad...  
Work outs are not bad...

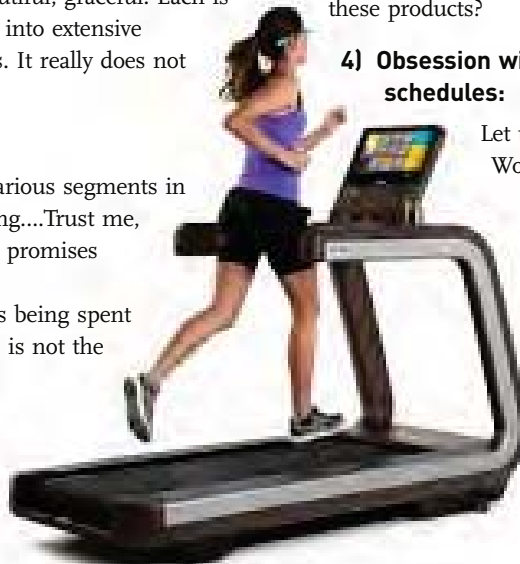
They are very much required.

But do not overdo anything..

The trainers in gym who guarantee weight loss in in a week, in a month are probably more focused on their income than on your anatomy, medical conditions.

Take charge of your body.

Eat right food, relax and invest time in being beautiful from inside. ▶





## Beast and Beauty

**AS A CHILD** we have grown hearing to fairy tales from our grandparents and parents.

The most famous among them being Cinderella, Fables, Beauty and Beast, Sleeping beauty etc.

This tale emphasis on how a beast falls for a beauty and the yearning of a beauty for a beautiful prince. The eagerness to be with a beauty is reciprocal from both sides and how they long for it. There is practically no major paradigm shift from then and now.

Let us see another story of a Japanese movie of "Beauty and Beast" where in the Hero of the movie Dong-gun feels very inferior because of his awkward looks. He happens to meet a beautiful blind girl Hae-Ju with whom he falls in love. Her blindness comes handy for Dong-gun to hide his real appearance and he describes his looks like his colleague in school (Joon-Ha) who happens to be handsome.

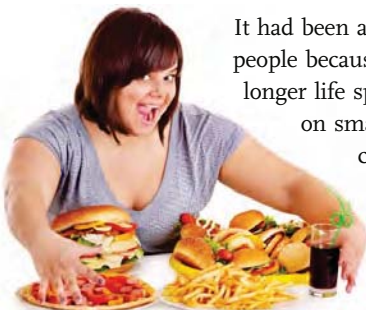
This story revolves around how the girl gets back her sight and how Dong-gun goes for extreme measures to look beautiful to resemble Joon-Ha.

This story is a reminiscent of how much importance each sex gives to looking good and beautiful and expectation from other sex also.

### Ways to keep young health and fitness tips

Here are few tips to stay healthy:

#### 1) Stop eating too much at one go:



It had been a proven record that Japanese people because of their eating habits have longer life span. Their food regime stresses on small offerings which leads to cutting calories and thus lowered levels of T3 hormonal productions. This in turn results in reduced metabolism and aging.

#### 2) Sex:

Couple having regular sex has greater levels of happiness and stress free life.

There is always a feeling of positive-ness in environment which adds to feeling good, feeling required, important. It is also proven that aged couple with regular sex have a prolonged life.



#### 3) Red wine:



Red wine has been proven to help reduce aging . This also helps in heart and kidney related benefits.

#### 4) Colored veggies and fruits:

The meal with assorted veggies and food having colors not only look appealing but are very good nutritional, balanced food. Healthy food helps in healthy body and brain.



Here are few tips to look and feel young:

#### 1) Meditation:

Meditation has been a proven technique to not only remain healthy and stress free but also young. All it takes is close to 20 min of your time every day. There are many blogs which talks about how to do meditation. This is really not a rocket science. Just try out this.

Choose a place where you have serene atmosphere and calmness.

Don't have any such place!!!!!!!!!!!!!! Relax.... Even wash room is a final resort where you can do meditation.....No kidding ...



Relax ...eyes closed, breath easily.

Now start the process

There has to be a synchronous inhaling and exhaling. With each exhale, you can chant whatever makes you feel good. Once it is done, take small break and repeat the same while inhaling.

This needs to be repeated for close to 10 minutes to start with.

This is easy said than done but really not impossible.

There may be flood of thought running in your brain. But it is quite natural. Tell your brain that it is a normal process. Imagine yourself as though you are in a shell. Flush out your thoughts. Tell yourself that nothing can come into your shell. Not even any thoughts!!! It is only you and your Meditation and your chants that are permitted in your shell.

Within few days you will master this art and then it becomes part of your regime. Without meditation, day does not start!!!!

## 2) Yoga:

Yoga means "Union" in Sanskrit (Indian ancient language). Yoga has been practiced till times immemorial as per Indian scriptures. This has recently got the international attention with huge following. Yoga helps in synchronization between mind, body and soul. Unlike other fitness regimes, this starts its activity from inside. It has been a proven thing that yoga helps in reduced stress, cells activation. This helps in all round improvement in immune system. There are numerous Yoga postures, each of them for a specific cause and leading to specific results.

Do yoga and then see its results!!! You can start with any authentic yoga teaching sites with twice in a week schedule. Once you are well versed, this can be continued in home with regular schedule as per convenience.



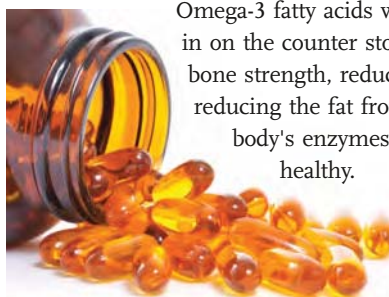
## 3) Sip green tea:



Green tea has been proven to reduce and prevent breast cancer. It is also helpful in preventing retinal infections, lung cancer.

Make it your schedule to drink two cups daily for the health benefits

## 4) Consume vitamin supplementary and Omega:



Omega-3 fatty acids which are readily available in on the counter stores help in maintaining the bone strength, reduced aging. They also help in reducing the fat from our body by boosting the body's enzymes. Skin looks young and healthy.

You may have two grams of omega-3 fatty acids a day. However check with your

physician before you start any vitamin supplements.

## 5) Walk daily:

Exercising need not always come with rigorous workout schedules, expensive machines and gym memberships.

Walking is the best form of exercise. All it takes is 10 minutes of brisk walking. Let us not invent reasons to sit back and relax. All it requires is to put on a pair of comfortable shoes and get going in morning or evening.

What more!!! Get started from today and then see its results.



## 6) Positive thoughts:



You are as young as you feel....This is a saying that holds enormous truth with it. Age is no barrier to our thought process. When thoughts are young, fresh and simple, body syncs up with it. It reflects in our way of life. The power of positive thought process is such that it can overcome any obstacle...be it physical or mental. Remind yourself that you are young, capable to do anything, challenge anything. Then see the feeling of being young which overtakes all other thoughts. ▶



## Improving yourself and your life through Beauty and Fitness

**WE HAVE ONE** life to live....Why not live it with full of life in it..... Healthy and fit...

This is quite possible with improving one's life by following some basic discipline in place.

Let us see what to do it...

We have two kinds of people in this world... One who takes life as it is.... be it good or bad. They believe in fate and their life is not in control of them. These people end up with depression, loss of self-esteem, inferiority complex and huge medical bills.

Let us see other set of people. They follow a simple discipline in life which only consume minimal amount of time which are not compromised for any reasons. This set of people not only feel well from outside but also from inside their body. Obviously this is what we are yearning for!!! Let us see how to do it.

We always stressed upon yoga, fitness, meditation and healthy food to look young, be young and feel young.

### **Let us see how being beautiful improves our life:**

Being beautiful brings one's life back in control. This is a simple formula .When a person looks beautiful, they are full of confidence. They feel young and have positive energy around them. People around them start giving attention to this person. The confidence level improves. Everything suddenly looks bright. Every work we do seem to be successful. The feeling of inferiority, feeling of not being required, feeling of not being important no longer exists.. Success seems to be definite...

So this being us to question of how to be beautiful... look beautiful..

It is very important to wear right kind



of attire, right make up, right kind of cosmetics ...

People who look good earn a greater respect in their work place.

One's beauty starts with healthy and beautiful hair. Once a week to a parlor for hair care is a good idea to start with.

Make up is as important as Hair care. Simple but elegant make ups are easy to do... We need to stick to right balance of using cosmetics and be natural.

Facials once a week instills confidence in our looks. We can do it at home and also at parlors.

Pedicure and manicure projects elegant nails. They complement a decent make up to make us look gorgeous and young.

### **Now let us talk about how fitness improves our life:**

Physical and mental fitness are two important aspects to make us look healthy, young and beautiful.

Physical activity helps us in mental well-being .This helps in reducing depression, anxiety and anger. All of them are positive triggers to keep us young and feel young.

Let us see the benefits of keeping fit:

- This helps in looking good, young and beautiful.
- Bring our body to shape.
- Reduce depression
- Healthy life
- Have a better social life

Let us also see how life goes for a toss when there is no fitness. Below conditions is just a matter of time in this case.

- Diabetes
- Bone weakening
- Blood pressure
- Cardiac diseases
- Cancer
- Retinal issues
- Muscular problems
- Depression
- Becoming a couch potato
- No socializations

Do we want to end up with above thing!!! Certainly not ....

And at last the most important item to be stressed.

Yoga and meditation helps in mental well-being of life. They bring in a balance in our body, mind and soul. People who follow yoga regularly are observed to have a stress free life when compared to others.

With increased level of exposure, sedentary life it is very much important to do work outs, Spend time outside, socialize and keep fit. Our next generation is facing a larger risk in terms of fitness and time management. There are more challenges to be faced and equally more options available. Hence fitness needs to be imparted into their schedule from very early stages.

Let us take charge if our life. Healthy life is beautiful life. Let us see to it that we spread beautiful energy among people which is infectious. ▶

## Bad effects of Muscle building supplements

POOJA  
KHAITAN

Get your diet in line first and foremost. You will be very surprised by how much better your body will respond to weight training when your diet is in line.

**WE HAVE LEARNT** about this from our previous generations that too much of anything is not good for health. Same is the case here. There is an inbuilt balance in our body which helps us to keep us healthy. But with recent obsession to be extra fit, extra strong has led to a spate of supplements.

I am not saying that they are bad. They may be required when there is a need. But let us not over do the usage of them for reasons mentioned below.

There are quite a few supplements in the market. For example testosterone supplements, Vitamin supplements, creatinine supplements etc.

Let us see the first case. Testosterone is a muscle building hormone. The pharmaceutical means to produce these supplements had been stopped 10 years back due to health safety concerns. But that did not stop the manufacturers from producing it the natural way. These are proven to induce side effects.

Let us see few side effects of using muscle supplements.

- Reduction in good cholesterol.
- Increase in breast size for men.
- Increased metabolism touching human limits.
- Liver damage.

Hence we weary of them. Consult your doctor before you start using them.

Same is the case with Vitamin supplements. We get into a store and there are scores of Vitamin C, Vitamin D supplements which are claimed to improve our muscle, body and mental fitness. This industry has come up with various flavors for kids also. It is a matter of our judgment to consume them in right amount or follow the various natural options available. ▶





# Ingredients to a Healthy Life



**THE DEFINITION OF** a healthy life comes with balance in our life style, eating habits, physical fitness regime, environment we live in and a host of other aspects. Let us start with it.

## 1) Lead a stress free life:

Is this an utopia. A world where there is no stress...

Is this possible? The answer is yes. We can try .....if not for stress free, we can still learn to manage our stress ....

This comes with Yoga, breathing habits, giving time to one self, relaxing.

## 2) Give importance to people around you:

Does this not sound simple... we often end up chasing each activity after another that rarely we end up thanking people around us, who help us and who make our lives easy?

Help them when they need it. Be with them when they need you.

This being in a healthy feeling in our relationship and a healthy life instead.

## 3) Finance:

Yes!!!! There we go.

We are chase our work, chase our finances. But are we doing proper management of the same. With limited income, our earlier generations were quite happy. Reasons were expectations were within limits. Only needs were prioritized. When we know that our retirement is taken care of by means of proper planning then the stress levels are better managed. We feel good, feel healthy because we have a backup plan with us. ▶

**“Let's  
Not Fall  
Victims  
to Fraud  
Be Aware”**

## Green Your Workout



**WORKOUTS NECESSARILY** need not mean a long list of expensive electric machines, Gyms, Memberships etc. In the mêlée to be fit, we should not forget the impact we do on our Planet Earth. Let us see some simple ways to help our mother Earth.

### 1) Get out from home:

Having treadmills at home is a good thing to do. But they may be absolutely required in hostile climate places. When there is an option to go out, do it. We not only reduce our electric bills in this process but also have good and fresh air in this process.

### 2) Try to use recyclable bottles:

Water is an important item when we go for work outs. Why not we use recyclable bottles instead of use and throw plastic bottles. Not only we are cutting on our expenses, we also help our eco system and improve our health from harmful side effects of plastic.

### 3) Walk or cycle to your gym:

Instead of using car, bike etc. to help us go to gym, try walking in case you can. This improves the body metabolism. Walking is the ultimate exercise recommended by practitioners across globe.

We can also try using cycling our way to Gym. Invest in a good helmet, have a good set of people to join you and you are there!!!

Not possible!!!!!!!

Do not worry..... We still have other options like carpooling.

Form a group of like-minded people and car pool. This saves on your pocket also while we are reducing the harmful fuels letting into our environment.

### 4) Donate your Gear and sneakers:

There may be a time when you outgrow your sneakers. Try donating them. There are quite a few online options to resell them / donate them. Please understand that there are scores of people who may need it. Hence think before you throw them.

### 5) Use green products:

Towels made from cotton and bamboo are there in market for quite some time now. Similarly there are various stores for ecofriendly Yoga mats, clothes and accessories.

You may want to use them instead of regular ones.

### 6) Use the latest in industry:

Do you know that the latest industry products in treadmills generate energy to run the treadmill from our work outs!!!! Sounds great!!! Yes.

The energy emitted from our work outs are transformed to run the treadmills..

Now thank me for helping you reduce your electricity bills and contributing your bit to environment.

### 7) Use second hand equipment:

Instead of buying first hand equipment when you are in learning stage, try to buy second hand equipment. This helps in recycling and reusing them.

### 8) Eat organic food:

Instead of using the products produced with chemicals, pesticides please support organic initiatives. Try to home grow few veggies. They have a positive impact on body. Do your bit in reducing the canned food. Exercise at home:

This sounds simple. You have lot of guidance in various online portals on how to do exercises, Yoga. Get yourself required accessories and get going.

### 9) Form a group:

When you do workouts in a group each motivates other person. The goal is common. The completion is healthy. This kind of motivation helps us to maintain stricter regimes than when you are in solo.

### 10) Workout is an art:

Anything done in slight various help you get going. So have proper combinations of cycling, walking, swimming, aerobics, and athletics to motivate you.

### 11) Conserve energy:

Gyms are major source of energy consumers. Hence have a chat with your Gym managers. Identify areas where you can have banners to help people switch off the equipment when not in use, use solar energy, have an ecofriendly building and environment, enhance the use of natural sun lights instead of 24\*7 electric lights. ▀

# Spa Beauty Fitness

The Spa and their offerings like massages helps reduce the stress levels, make us look young, feel young mentally and physically, healthy, beautiful and important.



**IN THIS RUSH** for everything in life, did we not run for a whole week doing office work, house work and other errands? Have you ever took a break and stood in front of a mirror to see how we look, how we feel. Probably not.

This is the time to pause for a second, think through on what we want in life? How do we look? How do we feel about ourselves? Are there wrinkles proving we are growing?

Relax!!!!

We are here to guide you on what to do now!! Give some time to understand the world around you.

There are well known Spa's around us to help us with keeping healthy, look beautiful.

This is a growing industry with well trained and skilled people.

So go for it!! Be it for medical reasons or for taking just a break!!

Just leave your pains, enjoy your body, soul with host of offerings they have like

- 1) Ayurvedic body massage.
- 2) Aromatherapy message
- 3) Green Tea Scrub message



# and Wellness



- 4) Swedish massage
- 5) Pedicure
- 6) Manicures
- 7) Facials
- 8) Waxing
- 9) Acupuncture

They also have qualified set of doctors to recommend the right package considering your requirements.

Few of the well-known packages includes:

- 1) Skin replenishment package
- 2) Immunity vitalizations package
- 3) Fatigue removal packages
- 4) Sleep management package
- 5) Pain relieving package
- 6) Anti-ageing packages



“Beauty is an inner phenomenon. Beauty is not in objects, not in people, not even in the eyes of the beholder. It lies in the heart of every person,” and this beauty in the heart reflects so naturally as radiance and a glow on the person’s face.

## 7) Body replenishment packages

Hence decide about your requirements and take an appointment accordingly.

In current world, where we hardly have time for anything, the stress levels are unmanageable.

The Spa and their offerings like massages helps reduce the stress levels, make us look young, feel young mentally and physically, healthy, beautiful and important.

Hence why wait now!!! Go for it!!!

Call up a good spa, book an appointment and go for it!!! You deserve a royal treatment, with no worries at all. All aspects are taken care of by professionally trained people. They share a report card on how you are doing, recommended diets, fitness regimes, medical observations and what not!!!

Yes....Go for it..., because you deserve it and yes... Get ready for next week's rush. Be prepared. ▶

## Choosing a Gym or Beauty Salon

In the eagerness to work out and eagerness to join a gym, let us not forget few aspects to keep in our decision making process.

There are few asked to asked, few items to be looked for.

Let us get going on how to select a gym:

### 1) Gym memberships:

Workouts should be a happier to do. Not stressful in terms of financials. Agree with me!!!! You do not need an expensive Gym with huge facility, huge machineries.

Also look out for any discounts. They may be some limited period discounts, yearlong membership discounts, group discounts.

Take your time. Talk to the Gym manager. Get the details in place and choose the right membership.

### 2) Location matters:

Try to finalize on a gym which is nearby to you. This saves on commute time and motivates to keep you going.

### 3) Right size of a gym:

Select a gym which fits your pockets. A moderately sized gym helps in better concentration from the faculty members, more socializing.

### 4) Cleanliness:

How clean is the Gym, how are the washroom maintained. Do they provide lockers, basic amenities like membership towels etc.

### 5) Medical health screening:

Do they offer medical screening at regular intervals? Check for it. Some gyms do provide this service.

### 6) Check on the qualifications of the trainers:

You want to be trained by a professional to yield required results.. Hence double check on the trainers and be sure before you start.



### 7) Other basic amenities:

Do they offer juice, massage, personal trainers who are qualified?

### 8) Check on the equipment's:

Are they clean, maintained regularly, checked for its correctness? Are they good quality equipment?

### 9) How friendly are they :

Do the people there help you to start with? Do they make you feel comfortable?

### 10) Change rooms:

Do they separate washroom, change rooms for gents and ladies?

### 11) Crowded?

You do not want to go to a gym and end up waiting for your turn.. See how many members are there? How crowded it is? What time of the day suits you?

### 12) Maintenance:

Check whether the equipment in the gym are regularly maintained? You do not want to see basic equipment failing regularly

The best way to check all of them is to ask for a one week trial period. See through various topics discussed above. Take your time before finalizing for the same.

### Know Your Rights before going a Gym or Beauty salon

Before joining a gym it is of paramount importance that you see through various clauses in the membership and then sign it.

Few aspects to look for are:

- 1) Commitment on quality of trainers
- 2) Time period allotted
- 3) Cancellation options.
- 4) How do they handle medical emergencies?
- 5) The cleanliness of the facility
- 6) The Membership clauses and constraints
- 7) Payment options (monthly or quarterly etc.)
- 8) Avoid any commitment which is prolonged in duration.

Go through them in detail. Take your time and then take the right decision. ■

UNIVERSAL HEALTH COVERAGE for  
poor and elderly launched.

Beware of ONLINE PHARMACIES.

The Shocking truth about  
ANTIBIOTIC RESISTANCE.

...and  
**MORE**



**SUBSCRIBE**

**THE PRESCRIPTION**

[www.safemedicinesindia.in](http://www.safemedicinesindia.in)

# 35,000+ HAPPY CONSUMERS

Together WE CAN make a difference

[www.consumerconexion.org](http://www.consumerconexion.org)

Toll free # 1800-11-4424

