



MIMOSA BEAUTY'S

**MODERN GENTLEMAN'S  
GUIDE TO STRESS-FREE  
SELF-CARE**

mimosa  
beauty

# LET'S GET STARTED

Hands up if you have had the idea that self-care was primarily a women's thing, or something that you only really get into when you're getting in touch with your feminine side.

I can understand why - with most magazines giving self-care tips along the lines of champagne bubble baths, it does come across a little girly sometimes. And while there's nothing wrong with a bloke having a bubble bath, if that's not your thing it's not your thing.

However, this still doesn't mean that you shouldn't have a solid self-care practice. Because when it comes down to it, self-care (for men or women) isn't really about the mani/pedis, the holidays, or the scented candles. It's about creating a life that fits you that little bit better. One in which you feel the way you want to feel, look the way you want to look, and have the time, space and attention to enjoy the things you want to enjoy.

That's what this book is all about. Inside, I've included my top five tips for men's self-care, developed over years of caring for men's bodies, minds, and spirits; each one designed to be short, simple, easy and effective.

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**Jennie**



# RELAX

**1** WHEN YOU'RE ON THE GO, WORKING (OR WORKING OUT) IN THE ELEMENTS OR BURNING THE CANDLE AT BOTH ENDS, YOUR BODY'S GOING TO SHOW IT.

And while you can push through for a while, eventually you're going to start getting recurring issues with your muscles. Your sleep will get thrown off, and you'll wake up one morning to your dad's face in the mirror instead of your own. It doesn't have to happen this way though. Making a deliberate effort to relax both mentally and physically can make a huge difference in both your health and your appearance.

*Getting regular massage can be a great way to kill two birds with one stone: by having someone work out the kinks in your muscles, you not only feel better but you also increase blood flow in your muscles.*

This eases any tight muscles that might be pulling your bones and joints out of alignment, setting you up for injuries on the job or while you're exercising. Plus, it gives you at least 30 minutes to let your brain absolutely shut off and relax. This produces a different type of brain activity than you would get with other types of relaxation, like watching TV or playing a game, and if you do it enough, you can actually train your brain to enter this restorative state whenever you like. The result? You're on top of your game and in control of your response to stress.

And, if you don't have time for a full massage but still need some quick benefits, try this: reach round to the back of your head, right where your skull connects with your neck in the back. Feel those two dips behind your ears? They're pressure points. Take your pointer and middle fingers and press up into those dips, hard, for a couple of seconds, then let it go and feel how much looser your neck feels. This is one of my go-to moves for helping stressed clients relax, not to mention one of the first things I do to relax at the end of a long day! It's a great way to instantly give yourself a little more space and a little more relaxation.

## 2

IF YOU'RE THE TYPE OF PERSON WHO SPLASHES A BIT OF WATER ON THEIR FACE AND CALLS IT GOOD, THIS BIT'S ESPECIALLY FOR YOU.

Your skin is delicate, and not caring for it can leave you looking tired and old before your time. That being said, you don't have to go overboard with the cleaning. (In fact, using too much product on your skin can be way worse than using nothing at all.)

*Try incorporating a cleansing routine in the morning and evening - one sets you up for the day and leaves you feeling fresh and confident, ready to face whatever you have on that day; the other gives you a chance to wind down and wash the day away.*

Not sure where to start? We're big fans of **Vitage Revitalising Daily Cleanser**. It's a great all-round cleanser for any type of skin because it gently cleans and reduces redness, without overdoing things and drying your skin out the way many soaps and men's cleansers do. (True story: we have to stock extra of this in the spa for our female clients, because their partners keep nicking their bottles!)

# CLEANSER



*We recommend:*

**VITAGE REVITALISING  
DAILY CLEANSER.**

It turns into a foam when you rub it on your face, which means it can pull double duty as a shaving cream.

# INHALE

## 3

SCENT IS ONE OF THE SUBTLEST, MOST POWERFUL WAYS WE CAN INFLUENCE PEOPLE'S OPINIONS OF US.

Put on one cologne and you've got people inherently feeling that you're powerful and ready to take on the world. A different one and you seem a bit mysterious, like you've got a little "still waters run deep" thing going on. Another one leaves you seeming you seem casual, but put together. The big secret though?

*The scent you wear has just as big an effect on you and your mindset as it does the people around you. Try using fragrance as a type of stealth aromatherapy.*

Put on a spritz or two while you're on your way out the door - no need to overdo things - and take a deep breath in. The scent will actually trigger changes in your brain chemistry, encouraging you to feel relaxed, confident, alert, or relaxed, depending on the particular scent involved. This is a great trick to use just before an important phone call or conversation, by the way. By getting your brain on board with how you want to feel, you can make it that much easier to feel just as cool and collected as you look.



# 4



MOST OF US GO THROUGH LIFE UNDERBREATHING: WE TAKE THESE SHORT, SHALLOW LITTLE BREATHS BECAUSE WE'RE ALL BUSY AND RUSHING AROUND, BUT IT LEAVES OUR BODIES WITHOUT THE OXYGEN WE NEED TO REALLY FIRE ON ALL CYLINDERS.

This breathing pattern also amplifies stress, locking it into your body and making it hard for you to relax, even when you're not on the go. And if you've ever spent a week really stressed out, you know what that does to your body - the same thing applies if you're getting lower doses of stress spread out over time, you just see the effects slightly later.

*So make it a point to breathe deeply whenever you think about it. There are lots of meditation apps and breath counters out there if you want to make a practice of it, or you could just follow mimosa's own breathing ritual.*

Here's how it works: find something that smells really lovely and relaxing. This could be an essential oil, it could be your cleanser, whatever it is, just make sure it smells nice to you. Put a drop or two on your palms, and gently rub them together. Then hold your face over your cupped hands and deliberately take a deep breath in. Hold it for just a second, then exhale all the way out. You might be surprised to find just how little of your full lung capacity you've been using!

The good thing is, the more you do this, the more you'll train your body to breathe more deeply in general, which is good for your health and helps you avoid getting stuck with the effects of long-term stress.

# EXHALE



# SAY THANKS

Working in the beauty industry has given me an eye for a couple of oddly specific things over the years: for instance, I can pretty much instantly tell you whether someone uses a sunscreen every day, or what type of wax a beauty therapist used for a wax. Another thing I notice? **Hands.**



# 5

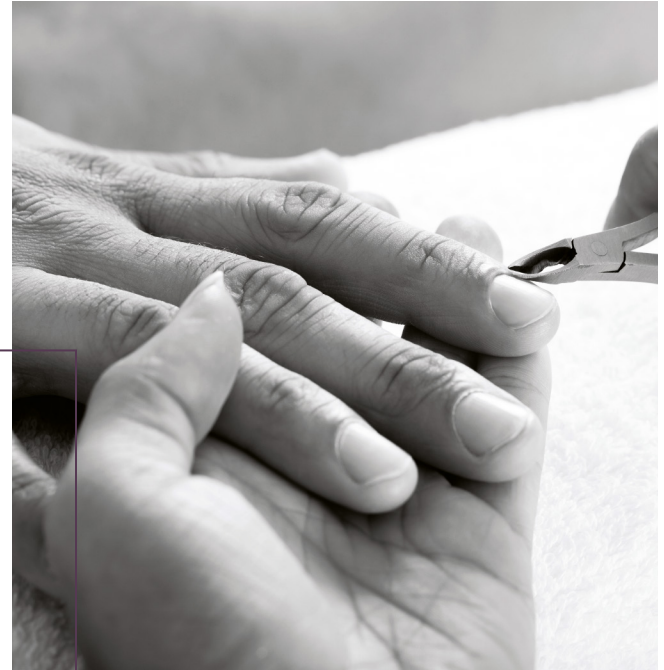
HANDS TELL YOU SO MUCH ABOUT A PERSON, AND NOT JUST THE OBVIOUS THINGS LIKE WHETHER THEY GET MANICURES OR NOT, BUT ALSO THE TYPE OF WORK THEY DO, AND EVEN HOW THEY DEAL WITH STRESS.

I see so many men who are really well dressed, men who clearly care about themselves and their appearance, and then I look down and see their hands. They're dry, beat up, with torn cuticles and bitten nails, and whether they realise it or not, this spoils the whole effect.

OK, but what does all this have to do with gratitude? Because it corresponds beautifully with another unconscious habit I see a lot of people pick up, which is this sort of low-level, habitual unhappiness. And sure, you're going to have ups and downs, but I see a lot of people end up being so checked out or simply busy that they don't take the time to appreciate the world around them, which leaves them miserable.

## Mimosa's top tip:

Once a week or so, take a hot towel and rub it over your nails one at a time, gently pushing back each cuticle and giving your fingers a bit of a massage. As you're doing this, take just a minute to think of the things in your life that you're grateful for, big and small. It sounds like such a tiny thing, but taking the time to care for yourself and cultivate your mindset like this really does make a big difference.



# WE'D LOVE TO TAKE CARE OF YOU

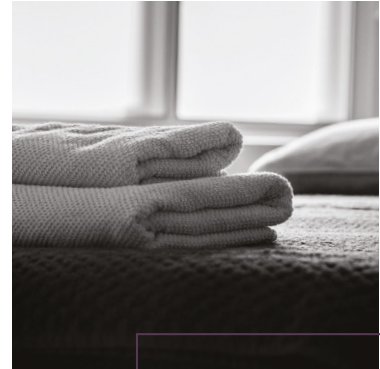
You've got all the tools you need for a basic self-care practice - but sometimes you need a little retreat from the world. Mimosa Beauty is your sanctuary, with the luxe of a world class spa and the heart of a local salon.

We believe in the kind of beauty, confidence, and class that starts on the inside and works its way out; the kind that comes from feeling great in your body. It's why we do what we do: because we've seen firsthand just what a huge difference a good wax, bespoke facial, or a personalised massage can make.

We can't wait to see you!

**Jennie and the Mimosa Team**

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Come in and give  
our award-winning  
treatments a try!

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**RELAX,**  
CLEANSE,  
INHALE,  
EXHALE,  
SAY THANKS.