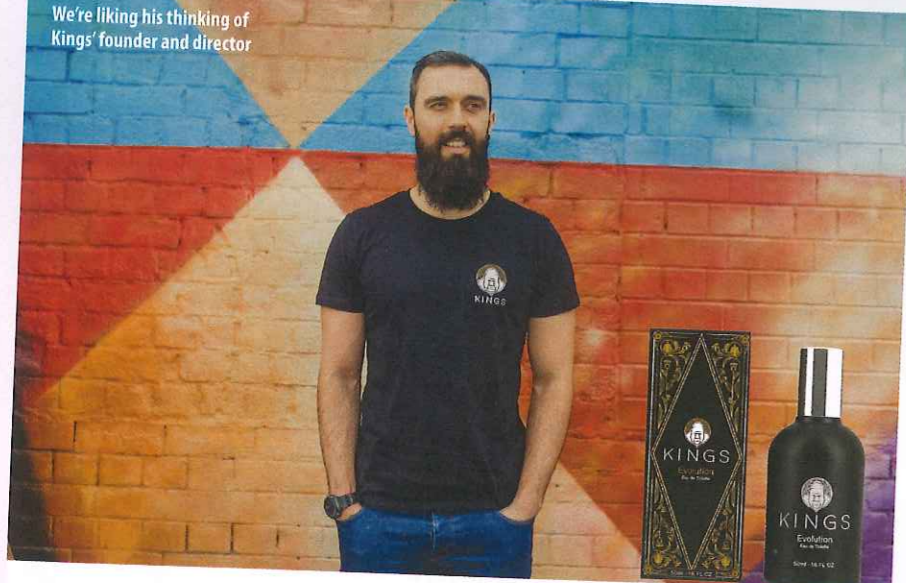


HEALTH & WELLBEING

NEWS FROM THE SECTOR

We're liking his thinking of Kings' founder and director



PUCKER UP

Chanel is releasing its new lipstick range Rouge Coco Chanel this month. Combining vibrant flashes of colour and shine with comfort, this 27-wide collection focuses on providing luminous colour instantly upon application. We're told we can expect hydration that lasts for up to eight hours from this lovely little lot, formulated with a combination of plant butter and oils that melt onto the lips. What's more, there are also three limited edition translucent top coats to layer on top of all the lipsticks, making it nice and easy to enhance, heat up or add depth to shades.



• Rouge Coco Flash (launches on 8 March), £31 each, Chanel; chanel.com



REDEFINING MASCULINITY

New men's fragrance and grooming brand, Kings, is on a mission to inspire and empower men to live healthier and happier lives. "Having always suffered from social anxiety, I found that during my mid-twenties, this progressed to high levels of anxiety, stress and a period of depression," says founder Blué O'Connor, out of whose own personal struggle with mental health the brand was born. "I felt an overwhelming sense of shame, believed it was down to me to solve this problem, and that I had to do it alone."

The Bristol start-up also helps fund two charities, Mentoring Plus and Bristol Mind, as well as the national male suicide prevention charity CALM. All products are 100% vegan, cruelty-free and approved by the Vegan Society and Cruelty Free Bunny. It's also independently owned and ethically made in Britain. All products are paraben and palm-oil free and contain natural essential oils.

This environmentally sustainable grooming company looks to help redefine masculinity. "My aim for Kings is that the brand itself will encourage men to challenge the unhealthy, unrealistic ideas society holds about masculinity," continues the founder and director. "Ideas that often contribute to men's anxiety and low mood." He wants to "empower men to think independently, break the mold and live by their own definition of 'being a man'."

Blué, we're right behind you!

• kings-grooming.com

GET SET FOR SPRING

The beauty buffs at Stila recently released their spring 2019 collection – full of products that, on application, are delightfully different to how they initially appear. There's a 'marbleous' face gloss that contains three shades to create a subtle, multi-dimensional sheen; liquid eye shadow that starts out as a white sparkle and transforms into luminescent, pastel-inspired shades that glisten on the lids; and a loose setting powder spray that sets make-up.

We're into the Lingerie Soufflé – an opulently whipped and refreshingly lightweight tint to even out skin tone and created a fresh-faced look. Not to mention that it's infused with over 70% water and coconut water to help keep skin hydrated all day long.

• Lingerie Soufflé, £30; Shade Mystère Face Gloss, £24, Stila; barveynichols.com



ADVERTISEMENT FEATURE

Acupuncture for Hayfever



According to the World Health Organisation, Acupuncture offers an effective solution to hayfever sufferers. Elle Fox answers for **CNM (College of Naturopathic Medicine)**.

"Acupuncture is more effective than antihistamine drugs in the treatment of allergic rhinitis. Acupuncture's lack of side-effects is a distinct advantage in treating this condition..." World Health Organisation

If you are a sufferer you will have experienced the misery this "seasonal allergic rhinitis" brings to millions of people every year. Hayfever is an allergic reaction to airborne substances, such as pollen that get into the eyes, nose, sinuses and throat. The name hayfever is misleading because symptoms don't just occur in autumn when hay is gathered and never include fever. Symptoms are similar to those of a heavy cold including runny nose, sneezing and watery, itchy eyes. Some people are allergic to early tree blossoms, while some get hayfever later in the year from rape or grasses (such as timothy grass).

Although some individuals are considered genetically predisposed to certain allergic reactions, most people develop hayfever symptoms when their immune system becomes altered as a result of factors such as stress, poor sleep, poor diet, nutritional deficiencies and exposure to medications, vaccinations and environmental toxins.

Acupuncture is one of the gentlest, most effective and least invasive treatments to

address hayfever and sinusitis; it precisely targets the affected tissues, regulates the blood flow and restores the body's natural antihistamine production and healthy immune response in the upper airways.

A recent randomised controlled clinical trial carried out by the Lishui Hospital of Traditional Chinese Medicine found that a treatment programme of acupuncture and herbal medicine resulted in a 91.1% effective alleviation of allergic rhinitis.

Once an Acupuncturist has reached a diagnosis, very fine Acupuncture needles are placed in specific Acupuncture points along channels called meridians, which relate to the major organs within the body. In hayfever treatment it is common for the lung and stomach organs and their associated meridians to be addressed. Acupuncture needles may also be placed locally on the scalp or retained in the ear using 'seeds'. The needles are retained for up to 25 minutes, during which time many people experience an extreme sense of relaxation and relief.

"There are high-quality randomised controlled trials that demonstrate efficacy and effectiveness for acupuncture in the treatment of both seasonal and perennial allergic rhinitis," says Malcolm Taw, Assoc. Clinical Professor at the University of California. You can also improve your hayfever symptoms by keeping your body as free from toxins as possible: eating local, seasonal, minimally processed wholefoods and avoiding caffeine, alcohol, smoking and refined sugars, drinking plenty of water and keeping regular daily bowel habits. Sugar consumption, in particular can aggravate blood sugar levels which can cause adrenalin spikes with a resulting increase in histamine – not what any hayfever sufferer would want!

If you choose an Acupuncturist who has also been trained in Naturopathy, they will

have the additional set of skills to help guide you. As well as tongue and pulse diagnosis, they may use Herbal Medicine, Iridology, Nutrition and Homeopathic remedies. They will tailor-make a naturopathic plan for you that not only includes Acupuncture, but supportive dietary and lifestyle advice, so that you can address all the issues which may be contributing to or aggravating your hayfever. So if you suffer from hayfever, Naturopathic Acupuncture may be an appropriate therapy for you to explore.

If you'd like to find out more about training with CNM as a Naturopathic Acupuncturist, a highly rewarding career which gives you the chance to make a real, positive difference to people's lives, come along to an Open Morning at CNM Bristol.



Elle Fox, Naturopath for the College of Naturopathic Medicine

Attend a **FREE** Open Morning 16th March, 2019

to find out about training with CNM Bristol for a career as a Naturopathic Nutritionist (in class and online) or as a Naturopathic Acupuncturist.

Please book online at:

www.naturopathy-uk.com

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