

to be present and accepting of ourselves, our bodies, and our thoughts and feelings. Too many of our beauty routines are fraught with anxiety, self-criticism, stress, or even self-loathing. There is a way to look and feel better. The revolutionary mindful beauty treatments in this book have been specially created for a happier, more beautiful you.

Changing Our Minds about Beauty

Over the years, there's been a lot of trivialization of women's beauty and self-care. Many women experience embarrassment, guilt, or shame about any time, money or care they spend on themselves because they've been told or internalized the idea that it's completely trivial or superficial. If we're struggling with self-care, poor self-esteem, body distress, or feelings of not being good enough, or even if we're just tired or stressed out, the last thing we need to hear is that our worries or concerns aren't important or worthwhile. It's time for women to have more positive, compassionate attitude toward themselves.

That's where mindfulness comes in. Mindfulness can decrease our self-consciousness so we're no longer worried by what others think about what we say or do, or how we look. It silences the critical voice inside and facilitates the development of self-compassion. Mindfulness doesn't just ground us; it allows us to see things from a new perspective. Did you know the word "superficial" quite literally means to be "above face?" By paying a new kind of attention to ourselves, mindfulness allows us to perceive more than what is merely on the surface, to still the chatter in our minds, to look around and

about, above and beyond, within and without. By going deep, we can rise above being called superficial, or better yet, bring new meaning to it.

Mindful beauty provides powerful mindfulness methods and supportive self-care routines to balance our lifestyles and improve our overall well-being to bring about this change in a way that won't add more stress to our lives. These easy and effective techniques are uniquely designed to assist our appearance, but they'll also give a sense of empowered calm that we can carry with us wherever we go—and you don't need to make room for it in your cosmetics bag. The treatments are presented in a format that can be easily integrated into any beauty routine.

Let mindful beauty take back the beauty in your life by reminding you of the beauty in each moment . . . and how beautiful you really are.

Why We Need Mindful Beauty

Many of us want to break out of stress-inducing self-care behaviors and the traps of difficult thoughts and feelings about how we look, but we often don't know how. The problem is that stress and poor self-care can often make matters worse.

Did you know that worrying can give you wrinkles, insomnia can cause sagging skin, anxiety can increase reddening and skin rashes, and stress can result in acne and hair loss? That's why it's vital we reclaim beauty in a mindful way.

Every day millions of dollars are spent on cosmetic products and procedures, often with disappointing, dissatisfying, and sometimes distressing results. The good news is that the