

NEOM
ORGANICS • LONDON

*“The essential
guide to leading
a happier life”*

Health & Wellness
Director,
Psychologies

THE GUIDE TO *Happiness*

100% NATURAL FRAGRANCES FOR MIND & BODY



HOW DO YOU DEFINE *happiness*?

Waking up in a good mood, and keen to start the new day?



Nicola Elliott

Sinking into your favourite armchair with a beloved book?

Getting the job you've always wanted?

Looking into the eyes of someone you love and feeling pure gratitude?

The fascinating thing about happiness is that it can encapsulate so many different experiences and mean many different things to different people. It can also be transient, complex, fleeting and elusive. Sometimes – I’m sure we’ve all felt this – we can look around us and be grateful for all we have, from our good health to our loved ones, yet we can still feel that something is ‘missing’. There’s a sense that we have all the pieces of the happy jigsaw puzzle, right in front of us, but they’re just not fitting together correctly. Happiness is not a simplistic notion – it is a very complex state affected by many different variables, from money and sleep, to diet and social interactions. But while it may not be a simplistic state, it is hearteningly possible to feel that bit happier with just a few relatively simple lifestyle changes.

Here at Neom Organics, we are here to help promote a naturally healthier and happier life.

With an incomparably experienced Wellbeing Board, comprised of the world’s leading experts in their fields, we will equip you with the knowledge and insight you need to inspire you towards a happier you.

Discover practical tips, surprising insights, science-backed stats and fail-safe lifestyle tweaks – this is happiness for every day, designed to boost your optimism, balance your mind and inject a bit more joie de vivre into life.

Yours truly, Nicola x

NEOM ORGANICS FOUNDER



Quantifying *happiness* is like trying to measure air in handfuls.

Neom Psychology Expert
Suzy Reading

We either feel it or we don’t – but we also feel it in varying degrees, depths and frequencies. There is a brave new world of scientific discovery, happening at this very moment, within the very cortex of our own brains. New books are being published each month on the power of building positive neural pathways – literally, the ability to train our brains to think in happy, optimistic ways – bypassing our tendency to get stuck in a negative, pessimistic mindset when life is not going our way. Sticking to this proven science, we’ve focused on the things that every one of us can do, daily, to really boost our brain’s ability to thrive – making us feel happier for the long term.

With all things health-related, there is no quick fix. True improvements in our wellbeing have to be holistic – which means that we consider how to improve the health of our minds, bodies and spirits, all at once. Having consulted the wealth of holistic expertise provided by the Neom Wellbeing Board – from psychology and diet, to mindfulness and meditation – **we can help you build a clearer picture of how to achieve a happier existence, and guide you towards achieving it.**



“*Happiness
IS WHEN
what you think
what you say
AND
what you do
are in harmony*”

MAHATMA GANDHI

Having read dozens of books, hundreds of journals and innumerable studies on the subject of happiness, a very clear pattern emerges – one that has been verified by the UK’s leading think-tank promoting social, economic and environmental justice, NEF (the New Economics Foundation).

Examining the UK government’s Foresight Project on Mental Capital and Wellbeing – a landmark 2008 study on mental wellbeing – NEF’s experts pinpointed ‘Five Ways to Wellbeing’ – five crucial elements which, when included in people’s lives, are statistically proven to increase happiness.

Our job is to show you what these elements are, exactly why you’ll benefit from them, and the easy, fail-safe ways to incorporate them seamlessly into your life. Happiness is a complex puzzle – but the following pieces will lead you towards a brighter, lighter, more fulfilled future.

PROVEN PIECES OF THE *happiness* PUZZLE

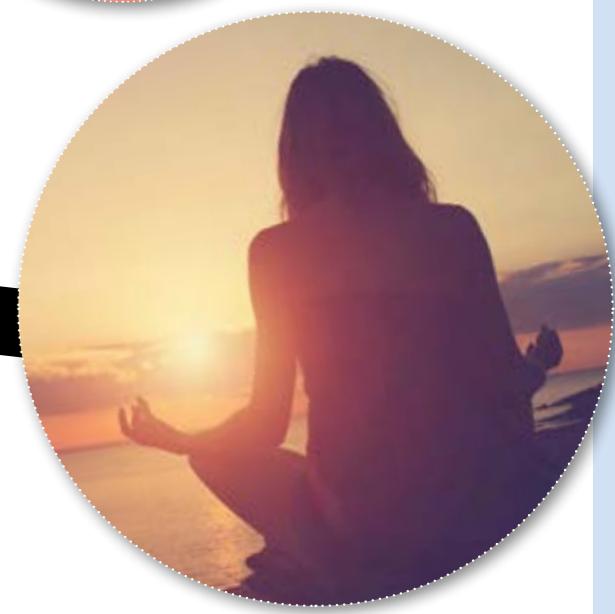
REACH OUT



be active



BE PRESENT



keep learning



GIVE & SHARE



CHAPTER 1

Reach OUT

NEOM'S PSYCHOLOGY EXPERT, **SUZY READING**, EXPLAINS THE POWER OF MAKING POSITIVE CONNECTIONS

There is no denying the profound effect positive relationships, or their absence, have on our wellbeing, health and happiness. Human beings have a basic need to belong – it is an evolutionary, biological drive. Relationships support us in times of crisis, bringing love, comfort and acceptance, and they amplify our joy when we share good times. Connection also creates an ‘upward spiral’. The more we put into building positive relationships, the more we experience positive emotions. And the happier we are, the more we attract higher-quality relationships – which in turn, make us happier! It is a continuous positive feedback loop.

BUT NOT ALL CONNECTIONS ARE CREATED EQUAL.

Numerous studies of Facebook users have found that those who spend more time on the website often felt worse than those who didn't. So trust your instincts – if you feel jealous, sad or lonely after lengthy social media interactions, cut back. Social media should add to your person-to-person time, not replace it. Investing in truly positive offline relationships is one of the most powerful strategies to boost happiness and wellbeing.

NEOM
HAPPINESS
INSIGHT

“A person's happiness is best predicted by their connections to other people”

says Christine Carter, PhD and author of *Raising Happiness*.



the Connection clinic

Neom's Psychology Expert,
Suzy Reading, shares her best advice
for building better relationships



1 FLIP YOUR RESPONSE STRATEGY
It's OK to admit that someone's stream of good news (promotion, pay rise, husband who actually picks up his pants) can make you glaze over. But our response can build a relationship – or erode it. Instead of breezing by their happy moment, use ‘active responding’ – where you show genuine interest and ask questions. It spreads their joy and brings a friend closer, making you feel better.

2 SCHEDULE RELATIONSHIP DATES
Create a “routine to reunite” – a monthly (minimum) activity, where you take a walk, have a cup of tea or make dinner as a couple/family, all with the deliberate intention to appreciate each other and celebrate successes. Park problems and stresses at the door.

3 KEEP UP TO DATE
It's not just taking part in major life events that solidifies connections; knowing the minutiae of someone's life binds you in shared experience. Take a minute to ask friends/your partner about the details of their day – you'll better understand their reality, which improves your ability to empathise.

4 ADOPT A TEAM MINDSET
See your social circle as individuals? Reframe it as one solid support unit of your champions, people who challenge/inspire you, and help sources: yoga buddies, hairdresser, playground pals. Share good times and draw on them when times get tough. Relish being on their team, too, for a reciprocal support network.

5 NIX LONELINESS
Use the loneliness that 10% of us ‘often’ feel, according to Mental Health Foundation research, as a motivational force to reconnect in an inspiring group activity, such as a book club or running meet.

6 AWAKEN DEAD TIME
If you're time-poor, social media quickly becomes your default communication mode. Still enjoy enriching moments of face- and voice-time by smarter use of blank time: making a hands-free call on the drive to the supermarket or a 10-minute phone catch-up on your train commute.



Be ACTIVE

**SUZY'S
MANTRA:**
*move
for mental
health*

NEOM'S PSYCHOLOGY EXPERT, **SUZY READING**, IS AN ADVOCATE FOR THE TRANSFORMATIVE IMPACT OF BODY MOVEMENT ON POSITIVE THINKING

A word of happy relief to the weary: by 'active' we don't mean scheduling two hours of exercise a day or becoming a CrossFit commando!

We're big believers that movement should be enjoyable: it's an assertion of self-worth, and a means of letting off steam and stress to boost vitality, optimism and mental health.

Harness the therapeutic benefits by seeking out joyful movement; exercise that reconnects you with your body and, in doing so, helps you to develop a more positive relationship with it. In cultivating

gratitude for the amazing gift of physical capability, this empowerment can translate into a cascade of growth and achievement in other areas of your life.

Movement is a potent mood booster and a natural anti-depressant. Take a walk in nature – it is free, accessible and incredibly effective. Bring a friend along, too, and you add the extra benefit of social connection.

STUDIES SHOW

There's a big difference between '**happy exercise**' and '**stressed exercise**'. When we exercise under pressure, with self-limiting thoughts, it can tax the body, elevate cortisol and insulin levels, and generate inflammatory chemicals – which have been shown to store fat rather than build muscle.



Stealth STEPS TO FIT

THINK OUTSIDE THE (EXERCISE) BOX

Think exercise, think gym. But studies¹ show staying inside can dampen mood: comparing a treadmill walk vs a walk outdoors, all the fresh-air strollers recorded better enthusiasm, pleasure and self-esteem. Walk a trail, research outdoor yoga classes, go cycling or hire a tennis court.

Supercharge your kit

The thrill of wearing a new outfit? *Apply it to exercise.* It's down to a theory called 'enclothed cognition', where what you wear directly affects what you do. Invest in workout wear that you love – not the dregs of your old sports kit – and you're more likely to actually want to exercise.

1 <http://www.ncbi.nlm.nih.gov/pubmed/21291246>

**NEOM
FITNESS
INSIGHT**

“ If you're pushed for time or sit down a lot, spread your exercise throughout the day. Set a reminder for 1 minute of running on the spot for every hour that you sit down. It pushes much-needed oxygen to the brain and is a nice break. If you have a quiet space (or work from home), invest in a mini trampoline and see how much you smile on it!

by Susan Dyson, Neom Women's Fitness Expert



Why a body slump = a happiness slump

Practice positive posture

“Being hunched reduces energy levels, lowers mood, aids the recall of negative memories and stimulates crying,” explains psychologist Suzy Reading. “But elongating the spine and opening the chest promotes feelings of vitality and enhances recall of positive events.” With nearly 31 million views, Amy Cuddy’s TED talk, [Your body language shapes who you are](#), is a must-watch on the link between posture and personal power.

3 FIT-BRAIN BOOSTS

When time is short, make these your only three go-to moves to reboot brainpower in minutes

POWER POSE

A 2010 Harvard University study showed that holding open-body postures for two minutes decreased the stress hormone cortisol and increased testosterone – responsible for confidence and self-assuredness. For best results, build two yoga Warrior poses into your day.

The pose – legs stretched into a lunge, arms reached high to the sky or one front/one back – is incredibly expansive, so it makes you feel powerful. And, in turn, extremely positive.

WALK IT OFF

A 2013 study found that walking offers similar health benefits to running – and, if combined with being outside, practising mindfulness and deep breathing, can be the happiest pastime possible. Twenty minutes a day is all you need to boost brain activity – easily achieved on a lunch-hour errands run, post-work stroll, family weekend walk or ditching public transport where possible.

MEDITATION IN MOTION

Two separate studies have linked Tai Chi to reduced stress. You repeatedly shift your weight back and forth, engaging the muscles in both your upper and lower body, as well as employing rhythmic breathing. Because the shifts are slow and fluid, they relax muscles, calm the mind and improve balance, strength and flexibility. A perfect way to lift spirits.

Fast UPLIFTING FITNESS

5 MOVES MINUTES

“When life couldn’t seem any busier, finding the time to work out can seem impossibly challenging. But HIIT (high intensity interval training) boosts heart health and mental agility in the shortest time slot,” says Neom’s Women’s Fitness Expert, Susan Dyson, creator of ‘Fit in 5’ videos (www.hiitgirl.tv).



WATCH ONLINE, FOLLOWING THIS FORMULA:

BEGIN WITH

1 move in 1 minute,
for 3 days.

MOVE TO

3 moves in 3 minutes,
for 3 days.

THEN DO

the full 5 moves in 5 minutes,
at least 3 times a week.

THE Happiness MENU

NEOM NUTRITION EXPERT, SAMANTHA PAGET, ON THE FOODS THAT FUEL A HEALTHIER, HAPPIER BRAIN

It's easy to wonder what our stomach has to do with something as seemingly mind-based as happiness. But 90% of our 'happy hormone' serotonin is manufactured within our gut – so healthy insides have a huge impact on our mental state. Cholesterol depletion also impairs the function of the Serotonin 1 A and 7 receptors, making it important to eat good fats and essential fatty acids, plus foods with naturally occurring serotonin and tryptophan (another 'happy hormone').

1

PRO
PROBIOTICS

3

THE
WINNING
CUP

NEOM
HAPPINESS
INSIGHT

2

GO
GREEN

4

TRY
WIRE

Fermented foods such as kimchi, sauerkraut and kefir have been scientifically proven to boost brain health by producing mood-boosting neurochemicals in the gut.



The caffeine in coffee can increase dopamine and serotonin transmission within 30 minutes.



Green tea can reduce stress levels by 20%, thanks to theanine - an amino acid thought to inhibit neurotransmitters that cause anxiety. Fruit/mint blends and white tea are also antioxidant-packed.



Protein at every meal ensures a regular supply of tryptophan to the brain. Choose lean cuts of meat and fish, nuts/nut butters, seeds, tofu and eggs.



“Most people think that if they become successful, then they'll be happy. But recent discoveries in psychology and neuroscience show that this formula is backward: happiness fuels success, not the other way around. When we're positive, our brains are more motivated, engaged, creative, energetic, resilient, and productive.”

ACTION FOR HAPPINESS!

Be
PRESENT

If you've tried mindfulness – the 'simple' act of focusing on the present moment – only to discover it didn't quite live up to its 'simple' name, don't be disheartened. It might be a straightforward premise – tasting each mouthful of food instead of gulping meals down, absorbing every word of a meeting instead of secretly thinking what to have for lunch – but mindfulness is a learned skill like any other. So, why persevere? The enormously positive impact on our brains: a 2010 Harvard University study concluded that 'a human mind is a wandering mind, and a wandering mind is an unhappy mind.' As these famous devotees confirm...



“I practise mindfulness, which involves letting my garbage go through my brain but always bringing my focus to my breathing. I try to do it every morning, or failing that I do it in a taxi or on a train.”

RUBY WAX

“[Meditation] has made it possible for me to weather certain challenges and storms. It gathers me up for the day and makes me feel organised and happy and capable of facing the challenges of the world, both internal and external.”

LENA DUNHAM

“It feels good. Like when you have to shut your computer down, just sometimes when it goes crazy, you just shut it down and when you turn it on, it's OK again. That's what meditation is to me.”

ELLEN DEGENERES

Neom's Mindfulness Expert, Emma Mills, has created guided meditation downloads that help you relax, have more energy and eat mindfully.



See emmamillslondon.com

Stuck on
where to
start?

www.neomorganics.com

3

SHORTCUTS — TO DAILY — MINDFULNESS

By Neom Life Coach, Naomi Martell-Bundock

MORNING

It's all too easy to suggest practising mindfulness during your morning shower, but for most of us, it's a hop-in-and-out experience. Studies have shown, however, that a daily cool shower significantly increases the amount of non-adrenalin we produce, which in turn helps to dispel low moods and depression. Soften the cold blow with a happy scent – Neom Great Day™ Body & Hand Wash uses wild mint and mandarin to energise and uplift. Focus on your breath, the sensation of the water on your skin, and the scent itself, and you have a fail-safe recipe for a speedy yet mindful morning boost.



AFTERNOON Mindfulness helps you become more aware of an arising emotion by noticing the sensation in the body, which makes it an ideal tool to deploy at work. When something unsettling happens, stop what you are doing. Breathe deeply. Notice how you are experiencing the emotion in your body. Reflect on where the emotion is coming from in your mind – could it be insecurity or personal history? – then respond with levelheadedness and compassion.

EVENING Mindfulness calms a brain whirring from a hectic day. Ten minutes before bed, sit in a chair, close your eyes, and slowly trace the outline of your body in your head. Notice how heavy your head feels. Then your shoulder, arm, leg. Work down to your feet and back up the other side (allow five minutes). If your mind wanders – which it will – don't berate yourself, just bring it back – that's the skill. Move into bed and focus on your breath, in and out. You should now feel sleepy.



*Happiness is always
an inside job*

HOW PRESENT are you?

Take our simple test to identify how often, or how rarely, you are truly living in the moment

QUESTION

	A	B	C
You're in the middle of cooking when the phone rings. Do you...	Answer it immediately (it's in your pocket) and have a conversation while attempting to chop/ watch the stove	Run to check the phone just in case it's an important number. When it isn't, you cancel the call and return to meal prep shortly after	You ignore it
You're taking a walk with friends or family and see something beautiful. Do you...	Reach for your phone and take several pictures, then hang back for a few minutes to upload them to Facebook/Instagram/Twitter, before rejoining your group	Take a few pictures before putting your phone back in your bag and wandering on to the next spot	Stop, sit, and take in the view – aware of how you feel as you do so
You've just posted something on Instagram. Do you...	Carry on scrolling through others' feeds, liking and commenting on other pictures, but feel worried and disappointed when the likes don't flood in for your own posts	Keep your phone nearby, checking for updates every hour or so	That's your social media post for the day! Now you can put that phone away and get on with other things
You've got a long commute home today. Do you...	Complete your online shops, update your social media accounts, then catch up on the action via Twitter and Facebook for the remainder	Pick up a newspaper but get distracted by your emails for most of the journey	Pop in your earphones and practice your daily mindfulness lesson, with your favourite app
How often do you take time out of your home or office?	A couple of times a week I manage to eat lunch outside of the office, but I don't feel bad because I always have my phone so I can carry on working	I run my errands over my lunch-breaks and always have a long walk in the park every Sunday	I build walking time into every day and love cutting through parks and squares to get to work. I spend a lot of each weekend outside, too
You're expecting an important email, but you're meant to be taking an old friend to lunch. Do you...	Cancel on your friend – you need to be ready to reply immediately and it's not fair on your friend if you're distracted	Go for lunch with your friend but set an 'alert' which will notify you as soon as the email comes in – your friend will understand	Enjoy lunch with your friend and forget about the email in the process. Besides, it's lunchtime – perfectly acceptable to be off email between 1-2pm
You have a rare evening all to yourself. Do you...	Catch up with friends on the phone, order in a takeaway, watch some recorded TV, and stay up working/browsing late – knowing your partner/friends won't reprimand you for doing so	Make impromptu plans – messaging friends to see who's around. You go for dinner, then drinks (even though you're tired). Once home, you unwind with a movie but end up falling asleep on the sofa	You go to your favourite yoga class, then return home and take a relaxing long bath before bed, then it's lights out by 10pm. Bliss

Now, add up your scores for the A, B and C columns.

If you are **MOSTLY As**

You love being 'on': you find social media thrilling, and don't separate work and home life. The downside? Studies link computer time to poor sleep, and your self-worth is tied to what happens online. *Remember* the purpose of life is not to socially share it, but to actually share it. A daily digital detox – a device-free walk, coffee break, sofa time – will boost real-life connections and downtime.

If you are **MOSTLY Bs**

You have a lot to fit into your day and live by the philosophy, 'If I keep moving, everything keeps going, and nothing falls apart'. But you need to prioritise your needs. Delegate errands instead of doing them all, and take two lunchtimes a week for something fun (i.e. buying a new novel, yoga). After work, set a cut-off time for emails, and have a tech-free hour for reading, cooking or relaxing.

If you are **MOSTLY Cs**

You're reluctantly 'plugged in': the last of your crowd to join Twitter, preferring to be outdoors or by yourself. It's healthy to enjoy your own company, but your love of peace and quiet can make you reluctant to socialise; you have close friends but don't see them often. Consider more regular mate-dates – a book club, running group, choir – to enjoy your interests and forge joyful connections.

How TO TAME TIME ...



www.neomorganics.com

"I'M SORRY, I'M TOO BUSY"

– a response many of us call upon regularly. Yet we tend to be selective about what we can and can't fit into our days. We're "too busy" for a yoga class – yet we'll spend two hours on the sofa changing channels, not watching anything particularly enjoyable. Or we're "too busy" to make dinner – yet we can fit in an hour browsing Pinterest. A happy life is about balance – which, of course, means getting your social-media fix... but also dedicating time to things that improve your health, positivity and relaxation. We quizzed busy women on how they take advantage of the time they have – and it's easier than you think:

1

MULTITASK YOUR TUB

Almost all of the women we talked to use their bathroom as a sanctuary – one of the few places where work, kids, phones do not intrude. If you only have 10 minutes, boost the relaxing benefits of your bath with a proven, powerful mood-boosting [bath oil \(Real Luxury™\)](#) (is the ultimate calming scent).

2

PACK A HAPPY BAG

If you're a commuter or always travelling, pack a few things that turn transit time into positive downtime. Two or three favourite nourishing snacks, mineral water with slices of lime, a great book, the new [Neom On the Go Essentials](#), and a Happy Traveller playlist on your iPod, to keep you smiling on the road, plane or train.

3

DUSK TO DAWN PAY-OUT

The busiest people are the most organised. Spend 30 minutes every evening calmly doing all the little things you ordinarily leave until the frenzied morning: packed lunches, clothes selection, bags packed, notes written, phone charged. With the time saved, you can wake up at your normal time and spend 10 minutes on a meditation exercise. You'll go into the day feeling calmer, and have time for a better breakfast.



GIVEN THAT WE ARE VERY RARELY WITHOUT OUR PHONES, meditation apps offer unbeatable practicality. Use your morning commute or a fraction of your lunchbreak to bring meditation and mindfulness into your life in a tangible way.

HERE ARE TEAM NEOM'S TRIED AND TRUSTED FAVOURITES:

1 **HEADSPACE** – there's a reason this app remains a bestseller – practical, easily navigable and customizable, it allows you to fit exercises into the busiest of lives.

2 **BUDDHIFY** – the bright design is a colourful take on the Buddhist prayer wheel, and the meditation sessions last between 5 to 15 minutes. Ideal for commuters.

3 **CALM** – sign up for 7 to 21-day meditation programs, or hook into one of 25 guided meditations, which last between 1 and 21 minutes.

Keep Learning

Neom Psychology Expert, Suzy Reading, on why a new skill can boost more than your CV

Most of us have at least one skill that we wish we were better at, or have promised ourselves that this will be the year we finally learn (conversational Italian, anyone?). Before you write it off under, “No time,” think of ways to express your current strengths in daily life: cooking a new dish, re-designing the garden or improving existing photography skills can all boost self-esteem (i.e. ‘Wow, I’m better at this than I thought!’). For the time-poor, deepen your practice of mindfulness, gratitude and compassion. You’ll reap these potent, mood-boosting dividends:

A STRONGER IDENTITY:
who you think you are and what you are capable of

BROADENED PERSPECTIVES

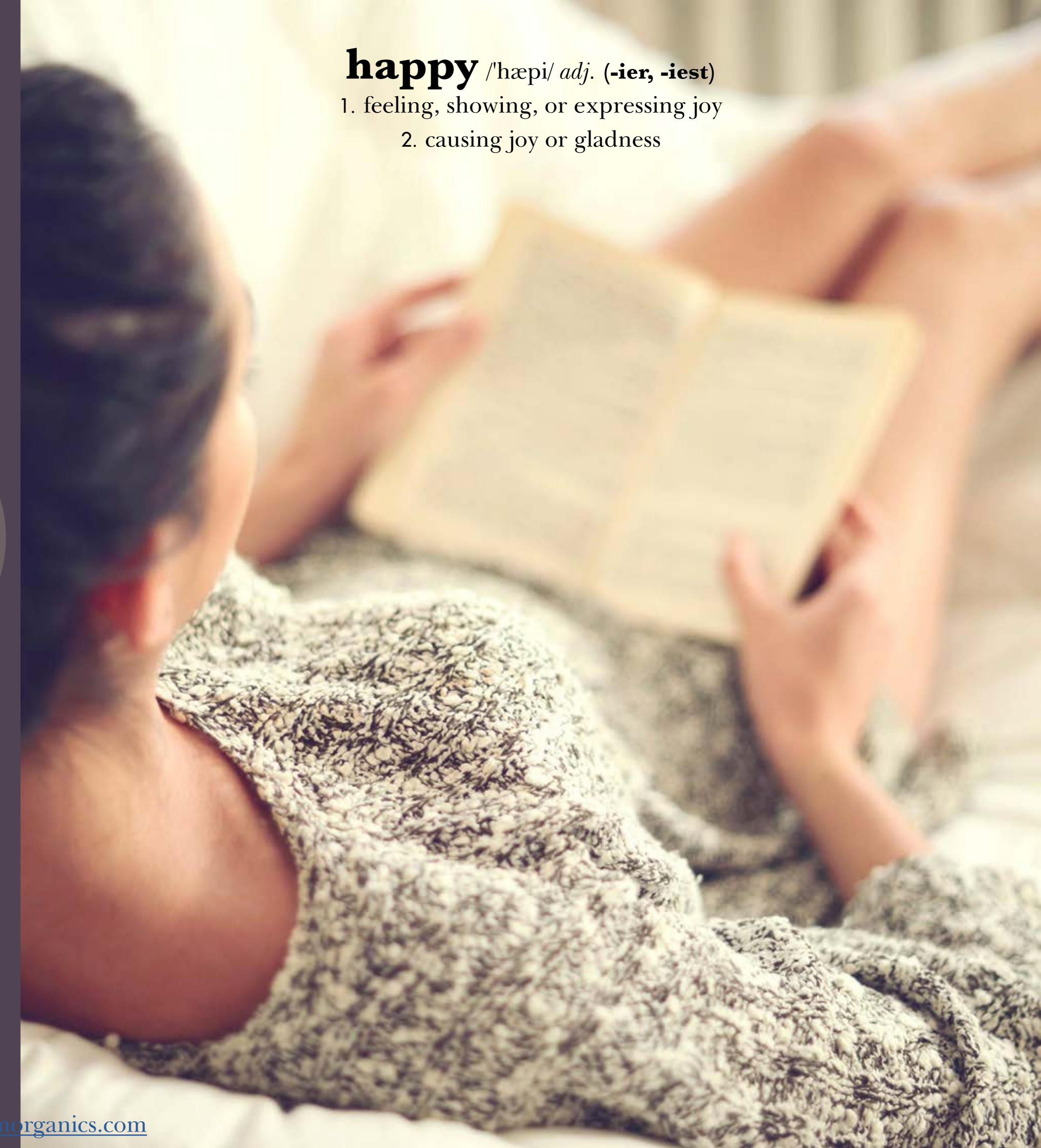
Better bonding
with loved ones
if you learn something together, or strong new relationships if you take a group class (learning to code, interior design, a language)

BUT WAIT - *what are my strengths?*

TAKE THE FREE 'VALUES IN ACTION, SIGNATURE STRENGTHS' TEST AT
<http://www.authentichappiness.sas.upenn.edu>.

Register your details (it's completely confidential), click the Questionnaires tab and select the 'VIA Survey of Character Strengths' test. It takes around 10 minutes; once finished, you get a ranking in 24 strengths – pay attention to the top 5 (your best strengths). Think of the bottom 5 as areas to develop and grow.

happy /'hæpi/ adj. (-ier, -iest)
 1. feeling, showing, or expressing joy
 2. causing joy or gladness



FOUR WAYS TO BROADEN YOUR HORIZONS AND BRING LEARNING INTO YOUR LIFE – NIGHT-SCHOOL NOT NECESSARY.

1. FIND YOUR FLOW

To boost happiness, it's important to find something that really excites and interests you so it becomes wholly immersive. Psychologists call this 'flow' or being 'in the zone' – we are very actively 'doing' what we're doing, so our minds no longer wander. They are completely engaged and pleasantly challenged – mindfulness in its happiest essence! Writing, colouring/painting, carpentry, gardening, playing an instrument and singing are all high on the 'flow' list. What takes your fancy?

2. FILL THE PASSION POT

Minimise time spent on things you don't love, and pay that time into your Passion Pot instead:

- Make more food than you can eat – then use leftovers for a speedy, nutritious meal that takes the drudge out of dinnertime
- Swap regular, time-consuming supermarket sweeps for a weekly online shop or food-box delivery
- Invest in a Virtual Assistant (from £15/hour) to tackle boring admin (think tax returns), freeing you up for what you love
- Nix a tricky work issue in one scheduled phone-call, rather than dozens of contradictory emails



Live to
LEARN

NEOM
HAPPINESS
INSIGHT

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3. SWAP YOUR SKILLS

One of the fairest and most satisfying ways to learn is to look to your friendship pool. There may be a great cook among you, a design whizz, a confident public speaker or an expert DIY-er. You could offer to design a flyer or help with a website in exchange for cookery lessons, or be coached in public speaking in return for some DIY help. It's a mutual self-esteem boost – and studies have shown that friends and partners who learn together have relationships that last longer.

4. NO PRESSURE, JUST PLEASURE

Remember, this is your time and your choice – there's no obligation and the only impetus should be your own desire. If you're always cancelling things due to other commitments, avoid signing up for a structured course. Instead, find just one hour to put into the Passion Pot every week, and begin at home. Online tutorials offer endless scope for learning – we love Drawspace for budding illustrators and Craftsy for everything from jewellery-making to oil painting.

“ A 2010 Harvard Study found that people were happiest when having sex, exercising, at the theatre or engaging in quality conversation. They were least happy when working or using their home computer. ”

You'll know from the term 'brain training' that we can exercise our brains to improve memory. But a new body of scientific research shows we have even more control over our brains than previously thought. We're actually able to 'train' neural pathways – the highways that regulate thoughts, emotions and reactions. It means we can learn to rewire our brains to override negative emotions and reactions in favour of compassionate, optimistic and grateful responses instead.

TRAIN A HAPPIER Brain

THINKING MINDFULLY

A 2005 Harvard University study proved that meditation can change the brain's structure – allowing for more positive neural pathways. First step, block knee-jerk reactions. If you lose your temper when your child throws something or your partner frustrates you – close your eyes, breathe deeply and reclaim perspective. Then – without anger – respond calmly, in control. Do this repeatedly and your brain automatically responds with a deep breath and calm reply, not yelling.

PRACTICE POSITIVITY

The neural pathways we use most often become the brain's strongest shortcuts. Try to think positively – even if you feel desperate, bewildered or uncertain – and your brain recognises it. It's like faking a smile: your brain registers happiness with the movement of the muscles and responds by feeling better. Just like riding a bike, once positive neural pathways are ingrained, they'll never be forgotten. So your future will, scientifically, be significantly brighter.⁷



⁷ A study led by scientists at UCSF found that schoolteachers who underwent a short, intensive meditation program were less depressed, anxious, and stressed, while also experiencing greater compassion and awareness of others' feelings. The study was published in the April issue of *Emotion*. In a study released in March 2013, researchers at UCLA found that long-term meditators have larger amounts of gyration (folding) of the brain's cortex, specifically in the area of the insula – an area of the brain whose many vital roles include emotional awareness, attention, self-recognition, decision making, and sensing. The researchers found a direct correlation between the number of years study participants had practiced meditation and the amount of brain change, offering further possible evidence of the brain's plasticity. A groundbreaking study led by Harvard University and Massachusetts General Hospital in 2011 found that as little as eight weeks of meditation not only helped people experience decreased anxiety and greater feelings of calm; it also produced growth in the areas of the brain associated with memory, empathy, sense of self, and stress regulation. - See more at: <http://www.chopra.com/ccl/rewire-your-brain-for-happiness#sthash.XmjIwz.dpuf>

3 HAPPINESS BOOSTING hobbies

If you only do one thing to raise a smile, make it one of these proven mood-lifters

1 ► HOE DOWN

In a 2014 study, subjects were asked to perform a stressful task, followed by 30 minutes of gardening or reading. While both groups experienced a decrease in the stress hormone, cortisol, the gardeners experienced a significantly greater reduction, as well as full restoration of positive mood. After 30 minutes of book-time, however, the readers

actually experienced a further decline in mood. Researchers say it's because gardening unites physical activity with natural daylight, nature and the appreciation of beauty – all things that psychologists agree measurably improve mood and mindset.

2 ► ON YOUR BIKE

Positive Psychology is the scientific study of the strengths that enable individuals and communities to thrive. Cycling is a hobby that unites

many of these strengths: physical exercise for enjoyment's sake, convening with nature, connection with others (group bike rides are increasingly popular), experiencing mindfulness and 'flow' (feeling entirely immersed in what you're doing) and achieving goals.

More than a few reasons to get back in the saddle.

3 ► GO THE WRITE WAY

To take ownership of our own happiness, Neom Psychologist, Suzy Reading, recommends creating a written 'positivity power list'.

Write down 3 weekly goals, keeping them small and achievable (i.e. offer to babysit for a friend). Then record which activities you enjoy the most. By pinpointing the 10 activities you most engaged with – your 'power' activities – you have concrete happiness triggers. Writing about yourself and your experiences has also been proven to improve mood.¹



Scent to make you feel good

CHAPTER 5

give & SHARE

The best way to harness the therapeutic power of kindness is with small, achievable acts – which, studies show, are as gratifying as big ones. Our brain is wired to feel positivity whenever we are kind. It's a skill best coupled with compassion – the willingness to sympathise with others, and other points of view. Look for simple ways to be courteous and kind in everyday life, such as letting another driver in or signalling your gratitude. But it's also important to extend kindness to ourselves. When we feel energetic and abundant, we're more likely to freely offer kindness to others.

with Neom Psychology Expert,
Suzy Reading



How do we ◆ CULTIVATE ◆ compassion?

Neom Psychology Expert, Suzy Reading, on why being kind to others starts with being kind to ourselves

Having compassion for yourself is just as important as having compassion for others. Many of us think that being hard on ourselves helps us to live up to our own expectations, but critical self-talk doesn't enhance performance, confidence, enjoyment or wellbeing – it sabotages you. By all means be real – but evaluate your thoughts, actions and behaviour in a gentle way.

How? From now on, only talk to yourself as you would your best friend:

First, observe the way you talk to yourself (your inner voice and what you vocalise)

Secondly, when you notice yourself being harsher than you would to a close friend, consciously say, "**I'm not doing that to myself anymore**". Rephrase what you've said, but don't berate yourself.

Changing your self-talk will allow you to deal differently with mistakes, to learn and grow. The inner critic will always be there – but it won't have the same sting.

Be kind to yourself



What

TO GIVE IF YOU HAVE NO TIME

1. SEND VIRTUAL NOTES

Words of thanks are appreciated in any form. While a handwritten note is a welcome gesture, by the time you buy the card, stamp and get the recipient's address, the act may be over. Instead, send a kind email, or a special e-card – Paperless Post has beautiful designs and personalised graphics.

2. FORM A SYNDICATE

Is one person at work always the designated baker or coffeemaker? If you want to help (but are short on time), propose a Sharing Syndicate - where everyone takes it in turns to do something nice for the team. It could be baking a batch of healthy muffins or replenishing tea and coffee stores.

3. PLAN A KINDNESS

Impromptu acts of kindness make the world a better place: helping someone carry a pram, dropping money into a collection box. But planned kindness doesn't have to drain time. Try a Doorstep Challenge (you anonymously leave a gift on someone's doorstep) or make fresh ginger tea for a colleague with a sore throat.

5. OFFER YOUR ATTENTION

One of the kindest things you can do is listen. When a friend/colleague talks to you, be completely present, engage with what they're saying, and empathise. Nothing means more than being heard.

Neom Psychology Expert, **Suzy Reading**, explains how to spread kindness - even when you're spread thin

Remember, kindness has no expiry date.

6. IT'S NEVER TOO LATE

Don't dwell on not having done something – i.e. forgetting to send a friend a gift on the birth of her newborn. Right the wrong with an honest note, alongside a thoughtful gift. It really is the sentiment that counts.

It could be as simple as making a coffee



88%

OF PEOPLE
FELT MORE

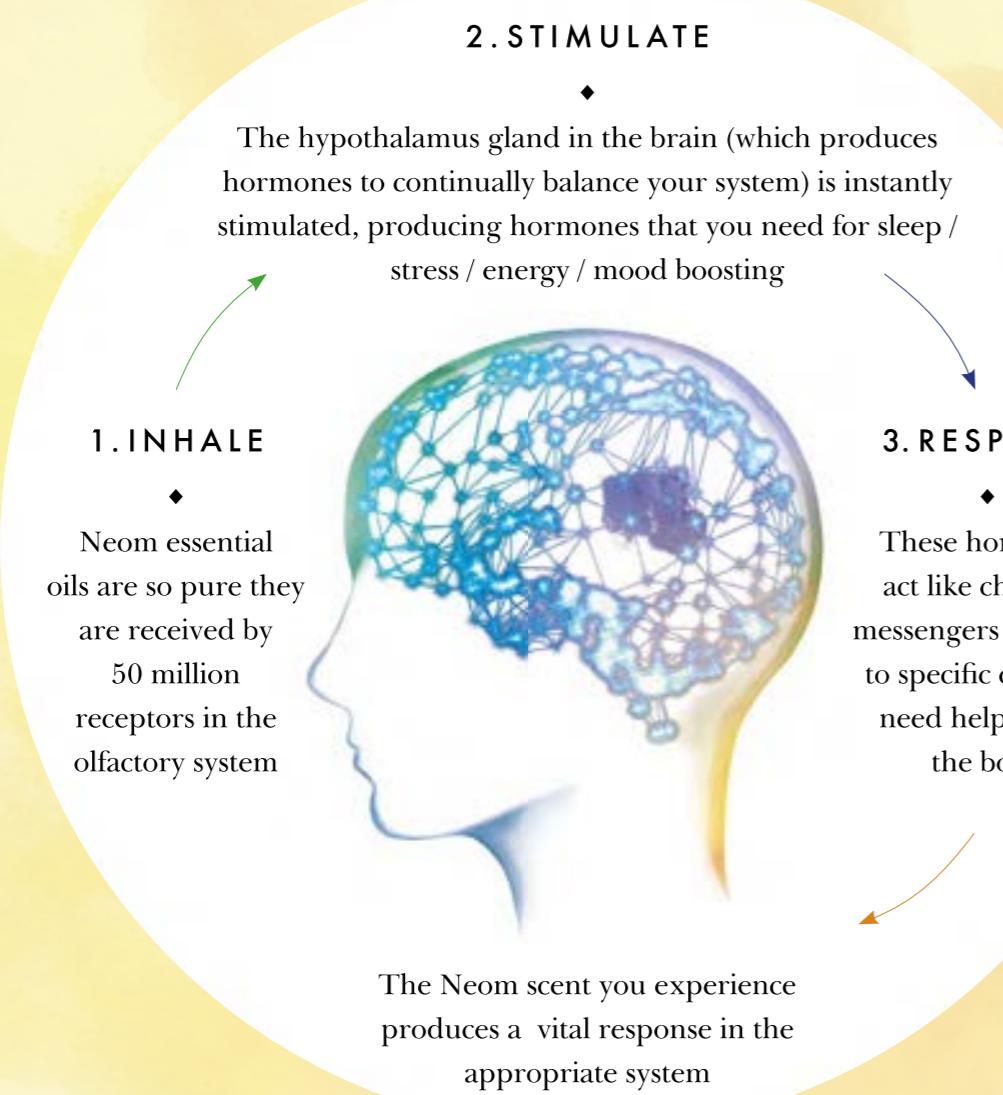
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— ON THE —

**NEOM
HAPPY
PROGRAMME***

SO HOW CAN NEOM MAKE YOU happy?

Our 100% natural Neom essential oils blends take years to perfect. We only use the purest possible essential oils to create the most unique fragrances which harness the proven power of aromatherapy.



NEOM & AROMATHERAPY

Essential oils can have a dynamic effect on our wellbeing. They can help transform our moods and move us from one state of mind to another. The essential oils we select cause various parts of the limbic system in the brain to become active on inhalation or absorption, triggering the release of hormones which then travel to the hypothalamus gland. This part of our brain is responsible for balancing various systems, such as immune and nervous systems. The hormones that are produced act like chemical messengers and trigger a response in the appropriate system. So for example, inhaling essential oils which can help to calm or uplift the body and mind will stimulate the internal system responsible for this reaction...

NEOM & HAPPINESS

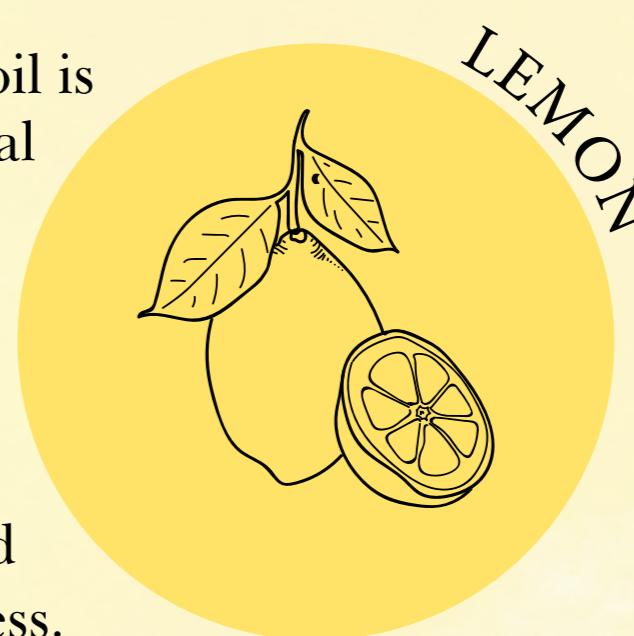
Our master-blender and founder, Nicola Elliott, knows all about selecting the perfect essential oils to trigger these reactions. Here are the hero oils in our uplifting fragrances Happiness™ and Great Day™ and a little more on their incredible properties...



This beautiful oil has long been used to uplift and invoke feelings of happiness. The enriching, energizing, encouraging and stimulating smell of neroli essential oil encourages positive thoughts, boosts your confidence and energy levels and has a direct impact on your mood.



Mimosa has been used for centuries and has long been celebrated for it's powers of bringing joy and banishing negative thoughts.



This wonderfully stimulating oil is one of the most popular essential oils, due to it's ability to refresh the mind by creating a positive mindset and removing negative emotions. It is also believed that inhaling lemon oil helps in increasing concentration and alertness.

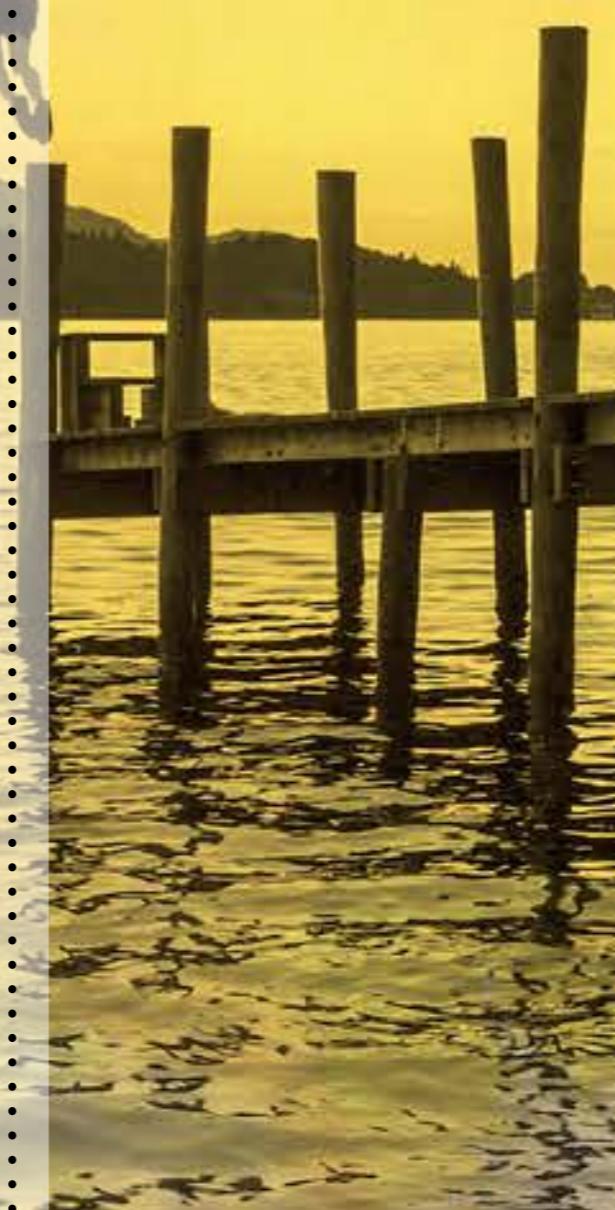


Peppermint is the stronger essential oil of the two and is perfectly combined with spearmint to produce a stimulating scent. Emotionally, both oils can help uplift a person's mood. It can be energizing, revitalizing and encouraging. Spearmint's uplifting scent can relieve mental and physical fatigue and nervous stress.

Mandarin oil is known as 'happy oil' for its unique uplifting properties. It's a natural mood-lifter that assists in reducing tension on the nervous system and encourages calmness and tranquility.

PROJECT

Happy



TEAM NEOM SHARE THEIR FAVOURITE MOOD-BOOSTERS AND HAPPINESS EYE-OPENERS -

enjoy!

"A completely fascinating study on what makes humanity happy – that puts ancient beliefs and cultural tropes to the test: the seminal The Happiness Hypothesis, by Jonathan Haidt (2006) is absolutely riveting, and gave me the knowledge to make some happy changes to my own life too."

LUCY GILL, BRAND MANAGER

"Positivity: Groundbreaking Research To Release Your Inner Optimist And Thrive, by Barbara Fredrickson (a pioneer in the field of Positive Psychology), is the perfect blend of cutting-edge science and practical advice"

NICOLA ELLIOTT, FOUNDER

"I love Good & Co (available on App store as good.co) – it's a completely unique social and business networking tool that identifies your own personality traits and helps you get a much better understanding of who you are, and what to look for in life – at work and beyond. I love the insights I've gained from it and it's really helped me to understand what makes me happiest,"

CHLOE COATES, ACTING PR MANAGER

"I really enjoyed The Happiness Project, by Gretchen Rubin, which is part-memoir, and part serious scientific study. One day, stuck on a bus on the way to work, Gretchen asks herself what she really wants from life. The simple answer: happiness. The rest is history! She goes off to study what it takes to be truly happy, trying everything from martial arts to reading Aristotle along the way. A great read, with loads to take away too. Oh, and her podcasts on happiness are fantastic,"

NICKI WEDGWOOD, CONTENT & COMMUNICATIONS EXECUTIVE



LIKE THE SOUND OF GETTING HAPPIER?

STEP 1

DOWNLOAD YOUR FREE NEOM HAPPINESS PROGRAMME

Get your FREE step-by-step 28 day Happiness Handbook, which includes just 1 simple and enjoyable activity each day. Head to www.neomorganics.com/happinesshandbook and enter code HAPPINESSHANDBOOK to get your complimentary copy.

88% ARE FEELING THE UPLIFTING AFFECTS ALREADY...*

STEP 2

SHOP THE NEOM HAPPINESS PROGRAMME KIT

To intensify the mood-boosting benefits of our 28 day programme, we recommend using the Scent to Make You Happy™ heroes in the Happiness Collection, which includes a FREE Body Wash.

Shop now at:
www.neomorganics.com/happiness-collection

GET THE OFFICIAL HAPPINESS KIT



READ MORE

Enjoyed the Guide to Happiness eBook? Read more uplifting articles and mood-boosting advice on the Neom Wellbeing Magazine: www.neomorganics.com/wellbeing

GET SOCIAL

Keep us up to date with your happiness progress on our Facebook, Twitter and Instagram pages
@neomorganics



*Results from 'Neom Happy 100'. 100 consumers selected to trial the Neom Happiness Programme in February 2016.