

HEALTHY BODY  HEALTHY MIND

women's fit **boss**

**GET FIT
& SEXY!**

*Hollywood's
hottest workout*

*Super sweet
sugar-free
recipes to try*

**Beauty-
proof your
workout**

Don't sweat it

**YOUR TIME
TO RUN!**

- ✓ Cool new kit
- ✓ Amazing routes
- ✓ Performance-boosting tips

HOW TO...

*Think
yourself
slimmer!*

**Need a
reboot?**

*Breaks
to soothe
your soul*

REVEALED

*Abbey Clancy's
flat-tummy
workout*

WOMEN'S FITNESS CO. UK
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measures. Essentially, non-hormonal natural fertility entails tuning into your body's natural rhythms and using ovulation tracking apps such as Kinder or Glow (both available on iTunes) to predict fertile days based on various factors like basal body temperature and by monitoring your monthly cycle. Even feminine care is getting a makeover, with hypoallergenic cotton tampons becoming the norm rather than the exception in a bid to cut out unnecessary synthetic materials and help the environment.

3 Eco-friendly food and drink

With a growing number of us investing more time in our diets, food and drink trends like cold-pressed juice, organic wines and health-giving superfoods like seaweed are a big part of our lifestyles. 'Consumers want to know exactly what goes into things and are increasingly resistant to ambiguous ingredients or processes that are not rooted in history,' explains Lucie. We've even shifted our attention to the environmental effects of

food packaging, with many companies seeking to be more ecologically responsible and replacing conventional packaging with biodegradable options.

4 Fashion of the future

Fashion is having a makeover, as companies have started to move away from synthetic and chemical dyes that contain heavy metals. One alternative is bio-fabricating a wide range of colours using micro-organisms instead of plants and animals (both of which are the usual source of pigments). US fashion designer Suzanne Lee, one of the movement's pioneers, has gone one step further and is looking into the feasibility of generating fabrics by using bacteria, yeast, fungi and algae.

5 Back-to-basics beauty

We're lucky that we live in an era in which there are more products with natural and organic ingredients available, and the latest wave of beauty buys do the job and more, thanks to their paraben- and chemical-free formulations. 'For the first time ever we're thinking, "Is this particular

type of chemical cleanser good for me?" Mass production – once considered a miracle of the modern age – is being seen as something that has also homogenised things,' says Lucie.

As 82 per cent of us believe that what we put inside our bodies has a greater effect on beauty than what we put on our skin, a rising number of us are taking our beauty routines into our own hands. Nearly half of us use food ingredients to make our own beauty treatments as an alternative to shop-bought products. Think homemade face masks, body scrubs and even deep conditioning hair treatments. And when we do seek over-the-counter products, we're keeping the planet in mind too, with organic plant-based ingredients that don't take a toll on the environment. Take Purely Perfect's Cleansing Crème, which is a shampoo and conditioner in one that shuns detergents and foams while also being biodegradable. As 60 per cent of what you apply topically goes into your bloodstream, we're also looking for high quality, so cold-pressed ingredients are also becoming popular.

3 TOP BEAUTY TRENDS

Easy ways to revolutionise your routine

✓ SMALL BATCH BEAUTY

In this case, less does mean more, with small batch beauty – such as products by Skin & Tonic – becoming preferable to mass produced products.

✓ PROBIOTIC PRODUCTS

Acid peels and dermabrasion are losing their appeal due to their harsh skin-stripping effects, and instead probiotic-based products (which help to maintain a healthy gut and boost skin health) are becoming the go-to choice for beauty lovers. We love Aurelia Skincare.

✓ SUPERFOOD BUYS

Our obsession with superfoods seeps into our beauty routines, with fresh, raw, organic superfood ingredients being incorporated into cosmetic products by brands such as Pai Skincare. 

