

DEC 2020 / JAN 2021

ISSUE 04

# LOVE YOUR BODY™

MORE THAN BEAUTIFUL COMMUNITY

## REST & RELAX

*How to*  
**DIGITAL  
DETOX**

**PROTECT  
YOUR SKIN  
AGAINST  
BLUE LIGHT**



# WHAT'S ON MINA'S

Datin Mina Cheah-Foong is the Managing Director of InNature Berhad and The Body Shop Malaysia.



I am returning my **SELF** to **NORMALCY**.

Of late, I had been feeling grumpy and disgruntled. I go from railing at the authorities for coming up with such contradicting and confusing rules for the CMCO to pitying them for having to deal with the horrible uncertainty of whether the measures are working; the worry of containing the spread vs the stifling of the economy. A true 'frying pan and fire' situation. But what to do?? It is what the reality is and being gloomy about it was only making matters worse.

I had plenty to be grateful for and I know it and regularly give thanks for all my blessings. I have a loving family and caring friends, so I am neither isolated nor lonely. All the big and important pieces are intact. So why was I in this fugue?

As I was working from home, I noted that I had stopped wearing makeup and fragrance and I was all day in my casual lounge wear (euphemism for clothes one step up from pyjamas). Nothing and nobody to dress up for, right? How wrong I was.

# MIND? MIND? MIND? MIND?

I realised that I needed that outward expression for ME. Having makeup on and being perfumed all day was my act of Self Love. The concerns brought on by COVID19, deluded me into thinking that there are more important issues to tackle. True, but keeping my spirits up, experiencing moments of joy, being hopeful are all equally important. Both, for my own mental health and for those around me. Amidst all the mask wearing and hand washing and social distancing, I had let go of what was seemingly frivolous and unnecessary. In doing so I had let my SELF down and that was depressing.

Getting back to normal does not translate to me swanning around in full makeup all day and every day. It does mean that as I work on my spreadsheets at home, I have spread a facemask on. It means that when I look into a mirror, I see myself ready for an important day of WFH. It means that I shake off the whiff of a homemade lunch with a spritz of my EDT.

In a time when so much is out of our control, being able to maintain a regular routine with my appearance is a stabilising possession that links me to the normal past and a hopeful future. Taking care of my appearance lets me see that all is well. I put my best face on to activate my best self. If I look good, I feel good. For me it really is a simple pick me up.

# 5 THINGS to Practice in The New Year

Xandria Ooi, motivational speaker, host and author  
shares how we can get ourselves ready for 2021



## SET LIFE GOALS THAT HELP YOU GROW

We often have a vision and dream boards for what we want to achieve, like a dream job, a dream vacation or a dream family. But setting goals to grow and nourish what we currently already have is something extremely worthy to work on. Think of your relationship with yourself and with the people you love, and write down what you'd like to change and a specific plan of how you are going to take action to achieve them.

For example, instead of writing "Better communication with my partner", state your action plan very clearly with "Listening without interrupting when my partner talks, even if there is a risk I might forget what I was going to say."

Instead of "Be more patient with my parents", be specific such as - "When my mom calls, I'll make sure my tone of voice is affectionate and cheerful - similar to when my friend calls - instead of answering the phone in the 'usual' tone I use with my parents."

## FOCUS ON THE QUALITY OF YOUR RELATIONSHIPS

It's ironic how we can love someone, yet not really enjoy our time spent with the person. We can be afraid to say what we think, or we're easily hurt or triggered by the person. Sometimes, we have resentment that manifests into impatience and frustration with someone we love. This year, focus on truly enjoying the time spent with the people you love, and this means working on letting go of what we cannot change and putting in the effort to change what we can.

## IDENTIFY & UNDERSTAND YOUR TRIGGERS

In 2021, consciously practice being aware of what your habitual responses and triggers are with your partner, your parents, your kids and even with the people at work. If you feel like you often react a certain way, or if you notice a pattern where you react and then feel regretful or guilty after, it's helpful to practice understanding your triggers so you can consciously change how you respond and change the pattern.

## DON'T WAIT FOR OTHER PEOPLE TO CHANGE

If you're making an effort in your relationship or with someone at work, do it without feeling like it's unfair that the other party is not making the same effort. If your objective is to enjoy a nice garden, then you can decide to water the plants. It doesn't matter if the other person is also putting in their share of gardening work, because a nice garden is **your own objective**.

If we want the relationship, if we want the job, then we owe it to ourselves to focus on our own objectives and not self-sabotage by holding on to resentment and the concept of fairness. Always remember that when we change positively, we are the ones who benefit. And when we grow, the people around us are likely to be inspired to do the same for their own lives.

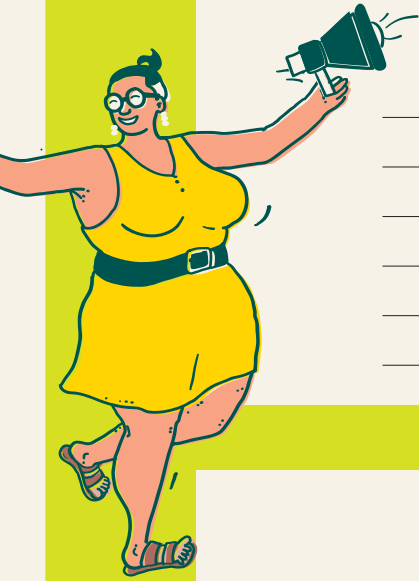
## EMBRACE THAT LIFE IS A CELEBRATION OR A LESSON

If we can embrace that life is either a celebration or a lesson, our perspective towards our personal challenges and difficulties will shift. This doesn't mean that we will never feel sad or upset, it means that when we do have problems, we are able to see them as an opportunity to learn something valuable.



# 2021 Resolutions

## Things I want to achieve



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## Ways I can Inspire Others

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## What I need to be grateful for

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## My Dream Travel Destination

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## How to digital detox during the holidays!

Whether you're eager to get more reading done or you're looking for ways to make more quality time with friends and family, a digital detox can help you focus your energy on what's going on around you. Particularly as many of us have been further apart from our loved ones this year, distance away from the digital world can help us truly value our time in the company of one another.

### MAKE IT WORK FOR YOU

You don't have to cut ties with the digital world altogether. You can define your digital detox as a time to become more aware of your own personal challenges around screens and gain an understanding of what might help you overcome them. We might rely on technology to keep in touch, or get organised, but you can find ways to help you live with technology in a healthier way.

### BE REALISTIC

Your detox can be entirely defined by you. Some people will be able to ditch technology completely for an extended amount of time, but if you're far away from your loved ones, you might want to be plugged in at certain parts of the day. Perhaps try a mini detox at a time that suits you. Shut down the laptop or just log out of your work email and social media. Even if it's just for an evening, enjoy some time away from digital distractions or texts that can wait until tomorrow.

### SET LIMITS

If you feel a little swamped by notifications, setting limits can help to free up some headspace. Maybe leave your phone in a separate room or switch it to airplane mode when you want to focus or live in the moment. This might be when you're enjoying family time or watching a film, or in the hours before bed so you can ensure a good night's sleep.

## Digital Detox Tips

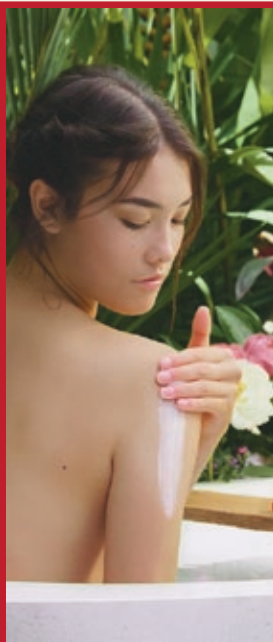
- ✓ Try to be mindful of your screen time. You could set limits or reminders or even use monitoring apps to prompt you.
- ✓ Let friends and family know so they can support you or so they're aware there might be a delay in your reply.
- ✓ Make your bedroom a tech-free zone. You could keep your phone in another room overnight. If you need to wake up at a certain time, turn up the volume on your alarm so you'll hear it when it's further away, or consider buying an alarm clock.
- ✓ Turn off all banner-style notifications, pop-ups or sound alerts on your apps.
- ✓ Put your phone on airplane mode and only switch it on when you need to use it.
- ✓ Don't take your phone into the bathroom. Make this tech-free zone your very own spa. Use your focus to tune in to the senses and enjoy a long soak in a foamy bubble bath or slather on your favourite skincare.

## What you need to create a home Spa:

**Spa Of The World™ Relax Me Duo RM309**  
• African Ximenia Body Scrub 350ml  
• Japanese Camellia Cream 350ml



Take someone on a tranquil escape with our Spa of the World™ Relax Me Duo. Buff that beautiful body to silky-softness with our gently exfoliating scrub. Smooth on our rich body cream – its light, velvety texture moisturises skin and leaves it delicately scented with Japanese Camellia. Packed with skin-loving ingredients from around the world.



# What's **NEW!**

## MEET DROPS OF YOUTH™

Unleash the power of you and love your skin all day every day with The Body Shop's New Drops of Youth™ routine. Here to help protect and clear skin from environmental aggressors.

Exfoliate with the new and improved Liquid Peel. Smooth things over with the world-renowned Youth Concentrate. Hydrate on the go for up to 24hrs with the New Bouncy Jelly Mist. This powerful vegan trio is enriched with edelweiss, and powered by you.

More and more people are working from home and staying indoors. But it doesn't mean your skin is safe from environmental aggressors. In fact, your skin is still exposed to indoor pollution, such as fine dust and smoke from cooking, as well as blue light from digital devices, which is known to contribute towards premature skin ageing. Because of these factors, it's still incredibly important to protect your skin whilst indoors.

Luckily, The Body Shop is here to help. Stay tuned for our New Drops of Youth™ Bouncy Jelly Mist this coming January, 2021.



### DROPS OF YOUTH™ POWER TRIO ROUTINE

#### STEP 1: EXFOLIATE

**DROPS OF YOUTH™ LIQUID PEEL 145ml - RM131**

Peel away impurities and clear skin from pollution. Vegan and made with ingredients of natural origin, including edelweiss stem cells which are rich in antioxidants and known for their extraordinary protective powers. This revolutionary gel to peel formula leaves skin feeling cleansed, smoothed and purified.

#### STEP 2: SMOOTH

**DROPS OF YOUTH™ CONCENTRATE 30ml - RM179**

Smooth things over. Freshen things up. Glow. Now bottled with natural origin ingredients, including edelweiss stem cells. This world famous serum helps protect skin from the effects of daily environmental aggressors\* while retaining moisture for smoother looking, fresher feeling skin every day. It only takes a couple of drops.

#### STEP 3: PROTECT

**NEW DROPS OF YOUTH™ BOUNCY JELLY MIST 57ml - RM99**

A quick skin spritz. Made with ingredients of natural origin, including edelweiss stem cells. Use indoors or on the go to help block skin from fine dust and to protect from the effects of daily environmental aggressors.\* This unique gel to mist formula also delivers 24hr hydration. Just pop it in your bag and spritz wherever, whenever.





**Just like skincare regimen, truly meaningful conservation results take small efforts every day.**

Kae Kawanishi, General Manager

**Malaysian Conservation Alliance for Tigers (MYCAT) [www.mycat.my](http://www.mycat.my)**

Every day we hear Mother Earth's cry for her loss of rainforests, pristine rivers, coral reefs, and endangered species to human needs and greed. Besides capitalism, at the core of environmental challenges such as climate change or biodiversity loss is people's apathy. "The problem is so big, there is nothing I can do," they say.

Not here in Sungai Yu, Pahang. People who care about wildlife and rainforests come to protect them simply by walking in areas vulnerable to poaching and logging. In 10 years, more than 2,000 people from 38 countries who wanted to do something to prevent the extinction of the Malayan tiger came to Sungai Yu to participate in a program called Citizen Action for Tigers Walk (aka CAT Walk). They disarmed about 200 deadly snares (wire traps) and stopped illegal logging and mining. Protected by these volunteers, wildlife slowly returned.

CAT Walk is truly unique in that any relatively fit adult can get directly involved in saving tigers and forests. Wild tigers don't need any more zoos. They need large forests and protection from people with ill intent. By protecting the forest and watershed, saving tigers also ensures a clean unpolluted supply of water to millions of Malaysians in the downstream for generations to come.

Five years ago, The Body Shop supported MYCAT's Rewilding Yu program by donating 50 sen from every purchase by a customer who refused a paper bag. Donation from the Kick the Bag Habit campaign kick-started a tree nursery in a local village that enabled Bateq women to earn a living while providing care for the elderly and children in the village. By declining a paper bag, consumers not only used less resources, but also contributed towards the protection of tigers and their forests while enhancing indigenous Bateq people's livelihood. It's a win-win for the environment and for people!

Then, a group of The Body Shop's **Be More Than Beautiful Malaysians**, led by none other than The Body Shop's Managing Director Datin Mina, came to Sungai Yu to walk the talk of loving nature. They planted tree saplings nurtured by the Bateq women and participated in a CAT Walk guided by Bateq men.

Since then, the nursery has grown in size and scale thanks to support from many people. Bateq men, with help from volunteers, have replanted tree saplings nurtured in the village nursery in the forest and restored 28 hectares of the degraded land in Sungai Yu. For the orang asli whose livelihoods have been stripped away, bringing back a healthy forest while earning a living became a welcomed reality. We are forever grateful to The Body Shop for the seed grant of hope. People are making a difference – one tree, one walk, and 50 sen at a time. Don't underestimate the power of your action. Tigers need us. Together we can save Malayan tigers.



**Rewilding Yu** program aim to reconnect people with nature while restoring the ecological connectivity at the Yu River water shed (Sungai Yu) in Pahang.

**WITH FEWER THAN 200 ANIMALS SURVIVING,  
THE MALAYAN TIGER IS THE MOST CRITICALLY  
ENDANGERED TIGER SUBSPECIES. THE MAIN THREATS  
ARE POACHING AND HABITAT LOSS.**

**PEOPLE ARE MAKING A DIFFERENCE  
ONE TREE, ONE WALK & 50 SEN AT A TIME.  
DON'T GIVE UP THE POWER OF YOUR ACTION.  
TIGERS NEED US. TOGETHER WE CAN.  
SAVE MALAYAN TIGERS.**



For more information visit [www.mycat.my](http://www.mycat.my).





# THE WORLD OF SHEA FROM GHANA

Our Community Trade shea butter is sourced from northern Ghana, where it has been used for centuries to protect skin from harsh Saharan winds. We work with The Tungteiya Women's Shea Butter Association to produce the rich shea butter we use in our products.

The Body Shop provides the 528 women of the association with a fair wage, and also pays a premium for the women to invest in community projects. Anita Roddick placed our first order in 1994 after an earlier visit to Ghana where she discovered the natural moisturising properties of shea butter and the amazing women who produce it.



Women from 11 villages handcraft shea butter using an 18-stage process of traditional techniques, passed from mother to daughter for generations.

Receiving a fair price is providing an independent income for the women, and also helping to empower them through increased confidence and respect in their community. We also pay a premium price to help fund community projects that positively impact the lives of 49,000 people across 11 villages in the wider community. Long-term investment has enabled the community to build 7 schools that educate approximately 1,200 students every year, and provide access to safe water and healthcare facilities.





# Mindful Matters... with Tata @Auntie Linta

## What Beauty Means for Tata

Meet Tata who plays the infamous Auntie Linta on the Youtube channel, Tata Studios. Auntie Linta also won the hearts of many viewers tuning in to our exclusive Facebook Live shows. You've probably seen her cheeky antics on the live shows too! Here, she shares with us her views on what the phrase Be More Than Beautiful means to her.

**The Body Shop: What does Be More Than Beautiful mean to you?**

**Tata:** Be More Than Beautiful - Not just the appearance but beautiful from inside out.

**The Body Shop: How do you see the characters you portray in your videos empower others?**

**Tata:** The most well-known character that I play is definitely Auntie Linta - The aunty with shower cap online, other than that I also play the character as the expert Tata, Teacher Tata, daughter, but all of them share a common - They are all "real", they are characters that don't care about their "image" but instead have strong personalities. It's not so much of how pretty/presentable they look (of course it's important too) but being "real" & "genuine" is more important to me. I don't really intend to use my content/video to empower anyone, it's purely out of my passion, but if the characters I play inspire others to stay real and be themselves, I would be more than happy.

**The Body Shop: Do you feel that society often has a narrow label on beauty?**

**Can you share how influencers can help change this narrative?**

**Tata:** To be honest, we label almost anything and everything we see nowadays (as compared to last time/our parents' time) I would say the media including influencers should be held accountable for this one, how influencers/media always shows you the glamorous side of their lives, and it makes you feel like a loser if you don't live up to the "standard" that they've set. If we want to make a change, yes, should start from the media and influencers first, by showing the people not just the glamorous and perfect lifestyle, but how we should be okay with imperfection (the reality) too, other than that we should not let the society "define" us. Just embrace who you are.

**The Body Shop: How can women empower each other better today?**

**Tata:** Encourage and reassure one another.

**The Body Shop: Why do you think it is more important today to be supportive of each others work, especially as a content creator?**

**Tata:** Share opportunities. We can have competition but everyone have to come to an agreement to keep it open and healthy, to advance the entire field and not just a solo thing.

**TBS: What do you believe is beautiful?**

**Tata:** Confidence.



# **SPEND RM80\***

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#### **GIFT-WRAPPING SERVICE**

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#### **EVENTS**

Be invited to members-only events and sneak previews of new products



To join as a Love Your Body Member™, all you have to do is download our mobile app, register & spend a minimum of RM80 (normal qualifier RM100) in a single transaction to be a LYB Member!

It's easy to keep being a LYB Member too – spend RM300 in a year and your LYB membership will be automatically renewed for the following year.

Terms and conditions apply

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**WWW.THEBODYSHOP.COM.MY**



**THE BODY SHOP MALAYSIA**