

NATURAL VITALITY'S

CALMFUL

Living

FROM STRESSED TO CALM



**THE POWER OF
PERSPECTIVE**

CHANGE YOUR PERSPECTIVE

**MEET THE
CALMFUL MINERAL**

NATURE'S RELAXING MINERAL

**SCENTUAL
STRESS RELIEF**

QUICKLY DIAL DOWN STRESS

NATURAL VITALITY'S

CALMFUL Living

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The world has never been smaller, yet paradoxically, bigger. We globe-trot faster and more frequently than ever, while the Internet puts all corners of the earth at our fingertips. We have never had such broad nonstop access to information and experiences. It makes for exhilarating, and sometimes overwhelming, living. Looking for some balance?

Who isn't searching for ways to remain grounded in our all-access and constantly changing world? We want to offer you a new paradigm for finding your balance—*calmful living*.

Calmful living is a less-stressed, positive approach to life and living that includes clarity, focus and personal energy management. It's a perspective that allows you to navigate our nonstop existence without getting overwhelmed. In these pages you'll discover tools, inspiration and advice from top experts for calmful eating, shopping, relaxation and more.

Enjoy!



Anna Soref
 Director of Calmful Content
 Natural Vitality

Natural Vitality Publishing

At Natural Vitality, we produce the No. 1—selling magnesium supplement in natural-products stores, *Natural Calm*®. We love offering a product that both helps people access calm and contributes to wellness in so many fundamental ways. But our mission and passion go far beyond commerce. We strive to help everyone access calmful living through our free robust editorial content, which includes eBooks, print magazines and *Organic Connections*, our online Journal of Calmful Living at calmful.com.



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Balanced EATING

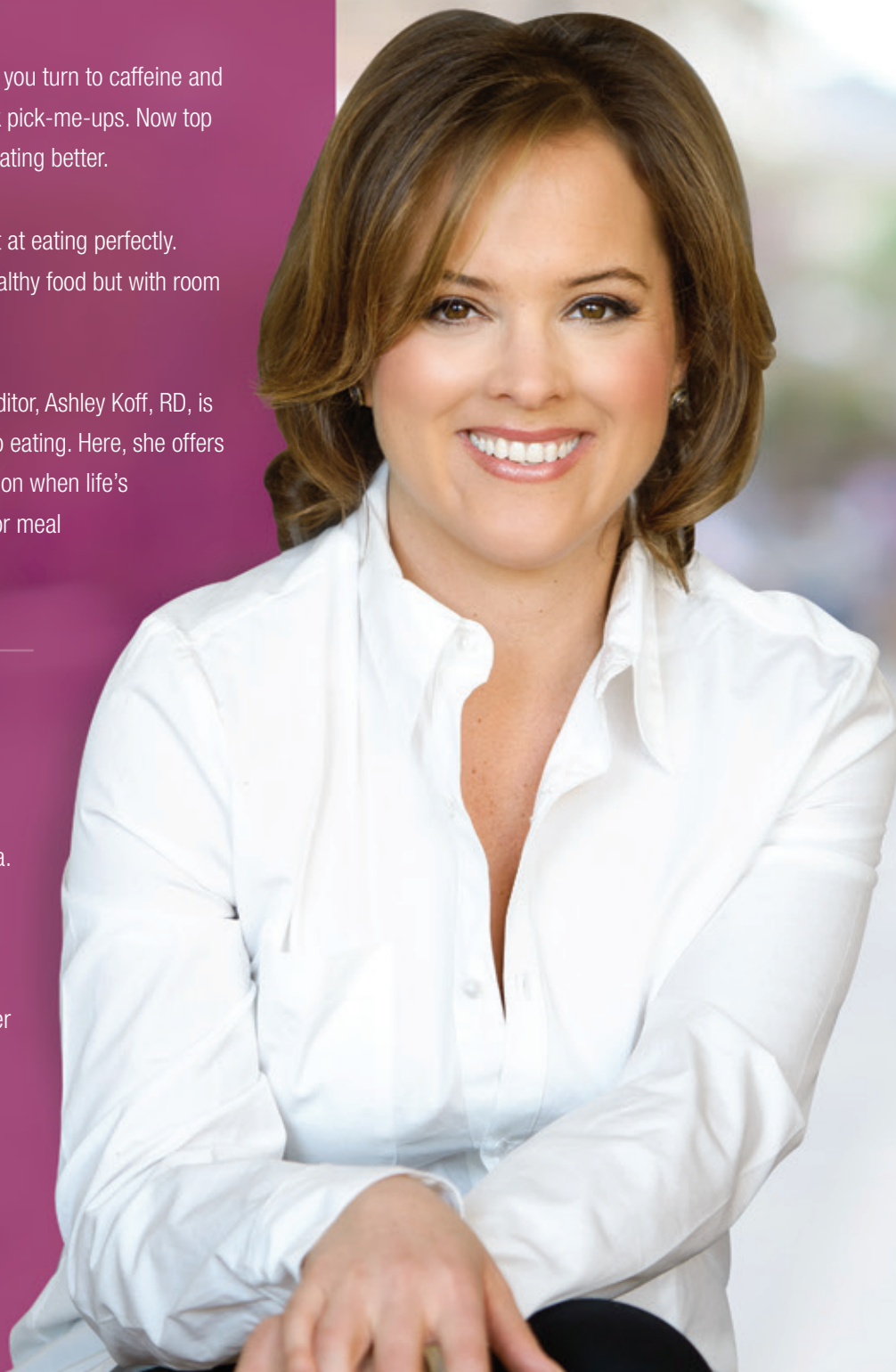
FOR BUSY TIMES

Stressful: Life is busy, and you turn to caffeine and sugar or fried and salty for quick pick-me-ups. Now top this with a dose of guilt for not eating better.

Calmful: Lower that bar set at eating perfectly. Instead, opt for a core diet of healthy food but with room for treats and slip-ups.

Organic Connections Nutrition Editor, Ashley Koff, RD, is all about a balanced approach to eating. Here, she offers four strategies to get solid nutrition when life's pace doesn't leave much time for meal planning, shopping or cooking.

Ashley Koff is an international renowned registered dietitian on a mission to improve the health of people across America. She is the creator of The Better Nutrition Simplified, Program which empowers individuals to achieve better health from better nutrition. Visit her site at ashleykoffapproved.com.



Nutrient balance

Keep your energy and blood-sugar levels even by striving for this balance at each meal: carbohydrate, protein and fat-based foods, along with your nonstarchy vegetables. When you can't do this, try adding hemp seeds to unrounded meals. They are great nutrient balancers because they provide protein and fats as well as fiber but aren't a significant carbohydrate source, so they pair well with your favorite carbs.

Maximize magnesium

Because it acts as Mother Nature's muscle relaxant (literally pushing calcium, the active mineral, back out of the cells after stress lets it in), magnesium plays a pretty fantastic role in enabling better digestion as well. You can find magnesium in foods like dark-green leafy vegetables, legumes, nuts, seeds and cacao, as well as in Natural Vitality's *Natural Calm* Anti-Stress Drink, *Natural Calm Bath* and topical *Natural Calm Cream*.

Have a drink to relax

Yup, liquid nutrition requires less digestive power but still delivers a punch of nutrient benefits from vegetables and spices. Thus, the net result is nutrients ready for the body to use. Additionally, adding potent foods like turmeric and ginger—ingredients that may taste too strong when eaten in the solid form—to a smoothie can mask the intensity of the flavors. Again, balance carbs like fruits with proteins such as nuts and hemp seeds. Check out the smoothie recipes on page 10 for inspiration.

Get your probiotics fix

Did you know? The healthy bacteria within your gut (known as probiotics) influence not only your digestive health but your immune health and even mood. Support a healthy gut microbiome with foods containing probiotics, such as fermented vegetables, as well as a quality strain of supplemental probiotics. Also, consume foods with prebiotics, a type of fiber that feeds your probiotics, including bananas, artichokes and tiger nuts.

Music

THE CALMFUL PLAYLIST

Stressful: You know you need to chill out, so you spend time thinking of possible ways to set aside some time to relax.

Calmful: You have an expertly chosen music playlist that creates a calm mood with the push of a button.

A great way to get calmful quickly is through music. Two key factors can give music a calming effect: tempo (the speed at which music is played) and pitch (the tone of the notes being played), says Lyz Cooper, founder of the British Academy of Sound Therapy.

If you guessed a slower tempo and lower pitch would be more relaxing, you're right. "But you don't want too many low pitches or it can get depressing," Cooper advises.

Give it a try with this curated calmful playlist from Cooper that you can enjoy whenever you want to dial things down a notch. All songs are available on iTunes.

"Albatross" • Fleetwood Mac

"La primavera (Spring), The Four Seasons • Concerto No. 1
in E major, Op. 8, Vivaldi

"Autumn Reflections" • Fan Shang'e

"Complex Heaven" • Brian Eno

"The Great Gig in the Sky" • Pink Floyd

"Prelude for Time Feelers" • Eluvium

"Then the Quiet Explosion" • Hammock

"Weightless" • Marconi Union in consultation with Lyz Cooper

SCENTUAL Stress Relief

Whether it's simply taking a quick whiff of a calming essential oil before drifting off to sleep or mixing a few drops into your favorite body oil, aromatherapy can be a powerful complement to your other self-care practices. Here's a practical guide to help you choose the right oils, based on what you need right now, from Candice Covington, an aromatherapist at the Chopra Center and author of the forthcoming book *Essential Oils as Spiritual Practice: Working with Archetypes, the Chakras and the Five Great Elements*.

The 6 Essential Oils Everyone Needs on Hand



Lavender. The most versatile of all essential oils, lavender is a go-to oil for many ailments. It promotes a sense of inner peace and may even help you slip into a calmer state.



Frankincense. This scent promotes a sense of comfort, feeling protected, emotional stability and being introspective. It also helps support an openness to states that are difficult.



Clary Sage. If you're dealing with any hormonal imbalances—whether due to pregnancy, menopause or your monthly menstrual cycle—clary sage can promote balance.



Galangal. According to Ayurveda, this scent is a combination of earth and water, which gives rise to the energy of fertility. It promotes boldness and can help you follow your intuition. It also assists with focus and stamina, and brings a sense of ease when it comes to navigating whatever pops up.



Vetiver. For times of unease or when you don't feel grounded, turn to vetiver. It stimulates the root chakra because it helps you feel a sense of strength in self and promotes a mind-body connection. It also balances anxiety and intellectual fatigue, and even quiets irritation.



Ylang Ylang. Use this essential oil to counteract negative states that threaten your calm, such as frustration, irritability, tension and overall stress.

For great custom blend suggestions, go to organicconnectmag.com.

MEET THE *Calmful Mineral*

Stressful: You suffer from insomnia, low energy, irritability, stress or anxiety.

Calmful: You get adequate levels of magnesium, nature's relaxing mineral that is also a key part of hundreds of our bodies' important functions.

More and more research is highlighting how magnesium can help your body to adapt to stress. This previously overlooked mineral is receiving national attention for its unique role in our well-being.

Let's first remember that stress isn't *all* bad. "A certain amount of stress is adaptive and strengthening," says Jonny Bowden, PhD, CNS, author of sixteen books on health. "It strengthens your immune system and your adaptability." It's when stress is your body's response 24/7 that it becomes a negative, he explains.

So if you're feeling "stressed out," magnesium can help get some calm into the picture, according to Bowden.

"There's a circular relationship between stress and magnesium," he continues. "Stress causes low magnesium levels, low magnesium levels cause stress, and the circle continues in a nasty downward spiral."

When you're stressed, your body releases hormones that cause sudden changes resulting in increased energy production, nerve-impulse transmission, increased muscle function, and heart and blood-vessel responses.

Adequate magnesium stops a negative chain reaction of stress and helps you return to a calm state.

"I equate it to a hurricane, where some of the structures remain standing

and some of them will be blown away—but it's the same hurricane," indicates Bowden. "So you've got environmental stress, but how well the house is built determines how it will respond." Thus, when the body has adequate levels of magnesium, it is able to withstand stress better.

What are adequate levels of magnesium? "About 75 percent of the American population is getting less than 400 milligrams of magnesium each day; we are wildly underconsuming it," Bowden says.

More and more research is highlighting how magnesium can help your body to adapt to stress.

"Because we're so deficient in magnesium and because it's so important, I'm a big fan of supplementation."

Why such low consumption rates of this vital mineral? A primary reason is that blood tests are not a reliable indicator of magnesium deficiency, remarks Bowden. "About half of your body's total magnesium is found in bones and the rest in your body's tissues and organs; only

1 percent of it is in the blood, so a blood test for magnesium deficiency is pretty useless," he says.

"Because we're so deficient in magnesium and because it's so important, I'm a big fan of supplementation," Bowden asserts. "I recommend supplementation way above the RDI levels."

Bowden often recommends his clients take Natural Vitality's *Natural Calm*, "which provides magnesium in a tasty beverage that mixes easily with water and tastes great," he says. "We use it at my house anytime stress levels are running high, which is most of the time!"





RECIPES FOR
Calming Sips



Antioxidant
CRANBERRY CALM-TINI

The next time you're looking to relax and unwind, skip the happy hour and swap out your cosmopolitan for this Antioxidant Cranberry Calm-tini! Not only are cranberries filled with antioxidants, but they help to improve immunity and decrease blood pressure. This Calm-tini also contains magnesium, which has been shown to reduce stress and anxiety, help with fatigue and relieve sore muscles.

Serves 2

Prep time: 5 minutes

Cooking time: 0 minutes

Ingredients

2 cups cranberry juice

2 teaspoons Raspberry-Lemon Flavor *Natural Calm*

16 ounces sparkling water

Ice

Directions

Mix cranberry juice with *Natural Calm*.

Add sparkling water and ice.

Serve and enjoy immediately!

Calming
DETOX APPLE CIDER

What better way to relax after a long day than to kick up your feet and enjoy a warm cup of apple cider? This Calming Detox Apple Cider is loaded with antioxidants, vitamin C, cinnamon to stabilize blood sugar, and *Natural Calm* to promote relaxation.

Serves 2

Prep time: 5 minutes

Cooking time: 5 minutes

Ingredients

3 cups organic apple juice

½ teaspoon cinnamon

Dash of ground nutmeg

Dash of ground cloves

½ organic lemon, sliced

1 teaspoon Lemon Flavor *Natural Calm*

Directions

Add apple juice, cinnamon, nutmeg and cloves to a small saucepan. Bring to a boil and then simmer for 5 minutes. Remove from heat. Add the lemon slices and *Natural Calm*. Enjoy hot.

Refreshing
RASPBERRY "CREAM" SMOOTHIE

This Raspberry "Cream" Smoothie packs a nutritional punch, as it is brimming with antioxidants, healthy fats, magnesium and probiotics! It's a great snack for between meals and also makes a quick breakfast that you can take on the go. This recipe uses coconut-milk yogurt for the base, which is perfect for those who are sensitive to dairy or have digestive issues, but you can also substitute any yogurt of your choice.

Serves 1

Prep time: 5 minutes

Cooking time: 0 minutes

Ingredients

1 cup organic raspberries, frozen

6 ounces vanilla-flavored coconut-milk yogurt with probiotics

1 teaspoon Raspberry-Lemon Flavor *Natural Calm*

1 cup ice

Directions

Blend all ingredients until smooth.

Enjoy immediately.

Avocado and Spinach
SUPER-GREEN SMOOTHIE

Green smoothies are a fabulous way to add more fresh leafy greens into your diet and get their mood-boosting benefits. This green smoothie recipe uses avocado as a creamy base to provide a great source of potassium, additional folate, and healthy fats that will improve your body's absorption of all the nutrients from the greens. Since this smoothie does not contain fruit, it won't spike your blood sugar; so you can get all of these benefits without a sugar crash.

Serves 1

Prep time: 5 minutes

Cooking time: 0 minutes

Ingredients

½ small avocado, pitted and peeled

2 cups fresh spinach

½ cup coconut water

2 tablespoons lemon juice

2 tablespoons fresh parsley, chopped (optional)

4 ice cubes

Directions

Blend all ingredients until smooth. Enjoy immediately.

WORRY- *Free* GROCERY SHOPPING

Stressful: You're overwhelmed with trying to figure out what are the healthiest, most sustainable foods at the market.

Calmful: Allow yourself to strive for good, not perfect, at the grocery store.

"People are reading labels like never before and having to navigate terms like *GMOs*, *glyphosate*, *organic* and so much more—we are relearning how we want to eat," says healthy-food activist and author Robyn O'Brien.

She suggests looking at healthy eating as an evolving learning process where perfection isn't the goal. For help on this educational journey, we asked O'Brien (who overhauled her family's entire diet when her daughter got sick from a food allergy) the following questions.

How can we occasionally indulge in unhealthy foods but not feel guilty?

O'Brien: As I was first coming into this food awareness, part of me was frozen in fear. Where to start? How to teach the children? Will friends and family understand? And I realized that I'd drive myself, my family and those around me crazy if I didn't find a way to navigate the real world with grace and flexibility. On top of that, I wanted to teach my children to love food, not fear it. So I embraced what I call the "80/20 Rule," where 80 percent of the time, you do the best you can (this is easiest to control by what you put in your shopping cart and bring home). The rest of the time, at birthday parties, work events and other social activities, you do the best you can in those situations too. Don't beat yourself up. We are all moving this forward together.

How can we feel empowered versus limited and fear based?

O'Brien: Health is empowering. Sickness is limiting. Instead of telling yourself what you can't have, ask yourself, what can you put into your body to help you be the best version of yourself? From there, give yourself permission to go at a sustainable pace, like learning to ride a bike. Stick to simple foods; cook at home more. By keeping it simple, you are saving yourself a lot of time and stress! It is so important to not make "the perfect" the enemy of "the good."

How can we apply balance to grocery shopping?

O'Brien: Do what you can where you are and with what you have. None of us can do everything, but all of us can do something. Do one thing, do it well, and then move on to the next thing. For example, that first thing might be to steer clear of processed foods, or food dyes, or GMOs.





EASIER *Environmentalism*

Stressful: In this age of growing environmental awareness (a good thing!), you're feeling the weight on your shoulders of saving the planet.

Calmful: Accept that you don't have to save Mother Earth all on your own. To be an effective environmentalist, engage in frequent, doable acts that benefit the planet.

Want to be sure you are doing your part to take care of the planet that we all live on? Consider tiny acts that have a *big* impact on the environment. Here, Renée Loux, author of *Easy Green Living*, TV host and plant-based chef known as the "Queen of Green," offers you these tips.



Consider packaging when you make new purchases.

You have an opportunity to make a green choice every time you buy something. Really look at the packaging. Is it recyclable? Is there more plastic and packing paper than necessary? You're not always going to be able to avoid this, but thinking about it is a great start.

Use reusable shopping bags.

It can be easy to brush off those forgotten reusable bags sitting in the car and think that asking for a plastic bag just this once isn't going to make a difference, but this seemingly small act is huge when it comes to overall impact on the earth.

Opt for natural frequent-use personal care products.

Loux recommends replacing the products you use the most—such as deodorant, shampoo, soap and toothpaste—with more natural alternatives once you finish the last of the old products.

Embrace meatless Mondays.

If the average person ate one less pound of meat per year, it would save more water than if that person didn't shower all year. Eating a more plant-based diet can really go a long way towards making an impact. It doesn't mean you have to become a vegetarian, but eating more plants and less animal products has proven benefits for the environment.

Throw a party *without* using single-use products.

Can you go without paper cups, napkins, plates and plastic utensils when you host your annual holiday fete? There are so many reusable alternatives nowadays that it's actually pretty easy to boycott these items that are designed to use and then throw away.

Switch to natural green cleaning products.

Conventional cleansers use chemicals that not only pollute the earth but also pollute indoor air quality in a measurable way. Nontoxic products don't have the same kind of impact.



The Power of PERSPECTIVE

Stressful: The little mishaps of daily life trigger frustration that somehow seems to grab ahold of you and ruin a morning, afternoon or even your day.

Calmful: You put things like canceled flights, a grumpy server or an argument in a perspective that allows you to let go of the hostility they're causing you.

Quick Tips for a New Perspective

It's all a matter of perspective.

You've heard that before. But what if this simple adage could help lessen stress's grip on us? According to author and public speaker Francis Tapon, it can.

A Harvard MBA, Tapon left the stress of the corporate world behind a decade ago to follow his passion for travel. He often journeys by foot (he has hiked four times across America, including the Pacific Crest Trail, the Appalachian Trail and a round trip on the Continental Divide Trail). Tapon has published two books and given a TED talk about what he's learned on the road. One of his biggest lessons? How to handle stress. Here are two ways he offers to ease stress by changing your perspective.

Change Your Perspective, Change Your Life

Whatever we're stressed about creates stress precisely because we believe it to be *important*, according to Francis Tapon. In the moment of stressful situations, it's not always easy to realize what deserves our stress and what doesn't. Tapon offers these techniques for checking in when the stress hits the fan.

Creating a new perspective of space

Imagine that you see your life through a camera lens; you can zoom in and see all the detail of a particular situation, or you can zoom out and see the bigger picture.

If a situation is creating stress, chances are you're zoomed in, so that whatever is challenging you fills the whole lens of your perception. By pulling back in space, you begin to see the other lives around you—in your neighborhood, your state, your country, your planet—until eventually the earth itself is just a blue speck against the glittering black. From this perspective, how big is the problem causing you stress? Can you readjust your attitude toward it?

Creating a new perspective of time

You can also zoom out in time, asking whether the situation bothering you is something you'll remember a month or even a few days from now. Then zoom out five, ten and twenty years. What about at the end of your life? Will it matter then?

"I think about death a lot," Tapon muses. "How am I going to feel about this situation when I'm on my deathbed? Thinking about our mortality can help us pursue things that are more meaningful and handle life in a wiser way. To me, that's both empowering and motivating."

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Natural Vitality Publishing grew out of Natural Vitality's belief that a key to wellness is a positive personal perspective and a deep regard for our shared planet. Our websites, online newsletters, print publications and eBooks offer free content that seeks to highlight our inherent power to realize great potential in our personal and collective life experiences.

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