



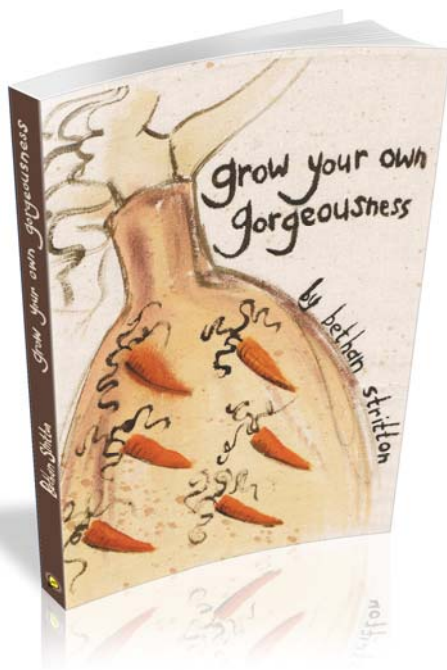
PRESS RELEASE—for immediate release
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Author proves beauty is more than skin deep

Author Bethan Stritton is a Mum on a Mission to counteract what she believes is the damaging affect that the beauty and cosmetics industry is having on women's self esteem.

"The industry is spending billions of pounds to convince us that the only way we can be seen as 'beautiful' is to buy their products. As a result, people are spending more and more on an Impossible Dream."

In her provocative new book 'Grow your Gorgeousness', Bethan offers a revolutionary path back to true beauty by breaking out of the current beauty paradigm and helping women to celebrate themselves as gorgeous just for being who they are.



Coco Chanel once said "Beware of mirrors for they only reflect what you think of yourself." And it is only by changing your mindset, not your lipstick, that will allow 'true gorgeousness' to emerge.

Bethan, a mum from the Isle of Wight, lost two friends to eating disorders and exhausted by her own body battles, she developed the Gorgeousness theory; that women are as beautiful as they believe themselves to be and to start believing in their beauty, women need to first shed the impossible beauty standards produced by the media and advertising world.

Bethan then proceeded to create her Gorgeousness formula, a combination of personal development techniques and empowerment tools to help women of all ages and all body types redefine their personal brand of gorgeousness.

"I want to see a society where women no longer judge their sense of self by a digit on the bathroom scales," says Bethan. "I want to talk to young women and teens who are preoccupied more with what they are expressing and giving to the world than whether they fit into a pair of size 8 skinny jeans or need to have a boob job."

NEW BOOK LAUNCH INFORMATION

Determined to get her message to as many people as quickly as possible, Bethan captured the Gorgeousness formula in a quirky, handmade book 'Grow Your Own Gorgeousness'. "Each book took over a couple of hours to make as it was hand-crafted. This was making it impossible to keep up with demand."

Bethan showed her book to publisher Chris Day of Filament Publishing, who helped her to create a very special version of the book in full colour which is true to the hand-crafted concept of the original. "The original book is too good to restrict it only to the numbers that could be made by hand," says Chris. "Every page has been handwritten and illustrated by Bethan. It is a true work of art!"

"Women are hungry for the Gorgeousness message," says Bethan "They are literally dying to feel physically good enough. By using the techniques in my book, readers can achieve a true sense of their true beauty and worth. They don't have to buy endless products or diet plans ... they simply need the tools to reconnect with how beautiful they already are and then start unleashing that gorgeousness into the world. 'Grow Your Own Gorgeousness' provides all of that and more."

Bethan's book helps the reader

- Break away from the "ideal beauty" trance
- Reconnect with her body
- Throw out the inner judge that keeps her under beauty surveillance
- Use language to transform body image
- Transform and lift self-esteem
- Rediscover her own unique brand of gorgeousness

Bethan Stritton is a mum, author, life coach and speaker living on the Isle of Wight. Co-founder of Obelisk Training, she works with a combination of Goal Mapping and Positive Perspective Therapy to help individuals and teams rise above limiting mindsets and grasp their full potential for success.

'Grow Your Own Gorgeousness' by Bethan Stritton is published by Filament Publishing Ltd in paperback at £12.00 ISBN 978-1-905493-78-4

More information can be found at www.bethanstritton.com



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