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In the Business of Gifting Happiness

Unravelling the mystery of how to be happy may be as simple as unwrapping a gift, particularly if that gift happens to be a gratitude journal.

The latest research into positive psychology not only indicates that there is an association between gratitude and improved physical and mental health, but that writing regularly in a gratitude journal can increase your overall well-being.

The science of gratitude, and how to enhance happiness, is the foundation of New Zealand business, AwesoMe Inc, created by friends Nicky Perry and Bex Lipp. Their entire business is based around being thankful and it's catching on - and changing lives for the better in the process.

"We're passionate about gratitude and how that translates into happiness" says Bex Lipp. "It's something we are all capable of and have limitless capacity for, yet it's a completely under utilised way of improving your mental and physical health" adds Nicky Perry.

The judges of NEXT Magazine's Her Own Boss Awards agree. Bex and Nicky were recently announced as the 2018 winners of the top award. "Nicky and Bex are driven by a strong and clear sense of purpose. They really understand their target market and have created a product that addresses a very real problem..." says Liz Wotherspoon from The Icehouse. "Mental health is such an important issue within our society, so anything that's targeting it in a positive way is fantastic, especially if it benefits our youth" adds Kelly Coe, owner of fashion label Augustine.



Lipp, who is based in Taupo, says her own personal story of change led to the creation of their range of gratitude journals, including a version that is especially designed for teens. "I battled severe mental illness for a huge part of my life. Using Cognitive Behavioral Therapy (CBT) taught to me by my therapist, it helped me realise you can re-wire your brain. When I started using a gratitude journal, it really unlocked the way my brain processed information. Especially by allowing me to raise my base happiness level and to focus on the positives," she says.

"Suicide rates in New Zealand and Australia are appalling, among youth especially, and we firmly believe that simple, science-based resilience building activities, like gratitude, can empower people to improve their emotional well-being" says Auckland based Perry.

"The aim of our business is to help others by building resilience, boosting self-confidence and simply by learning to really look at the world around you, that it really is the simple things in life that bring us the most joy," says Lipp.

"I'm driven by the science behind it all", says Perry. "When I found out that practising gratitude, can strengthen the immune system, lower blood pressure, reduce symptoms of illness, curb depression and anxiety, and even help you sleep, I knew I wanted to pursue this further."

AwesoME Inc Gratitude Journals include space for a gratitude practice but also a wellness guide, with tips on happiness and self-care, mindfulness activities, breathing and meditation techniques, inspirational words, a daily interactive happiness scale and positive affirmations.

The new range especially for teens, goes a step further with tips for social media overwhelm, how to manage tricky emotions, tips for healthy sleep habits, nutritional advice, plus how to change your mindset and negative thought patterns.

"Practising gratitude inspires a deeper appreciation of life, strengthens resilience and leaves you feeling content. It helps us look for the good in our lives, and when we actively do this we start to see more, enjoy more and appreciate more," says Perry.

Find AwesoME Inc collections in stores throughout New Zealand and Australia, or online at www.AwesomeEndsIn.Me

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