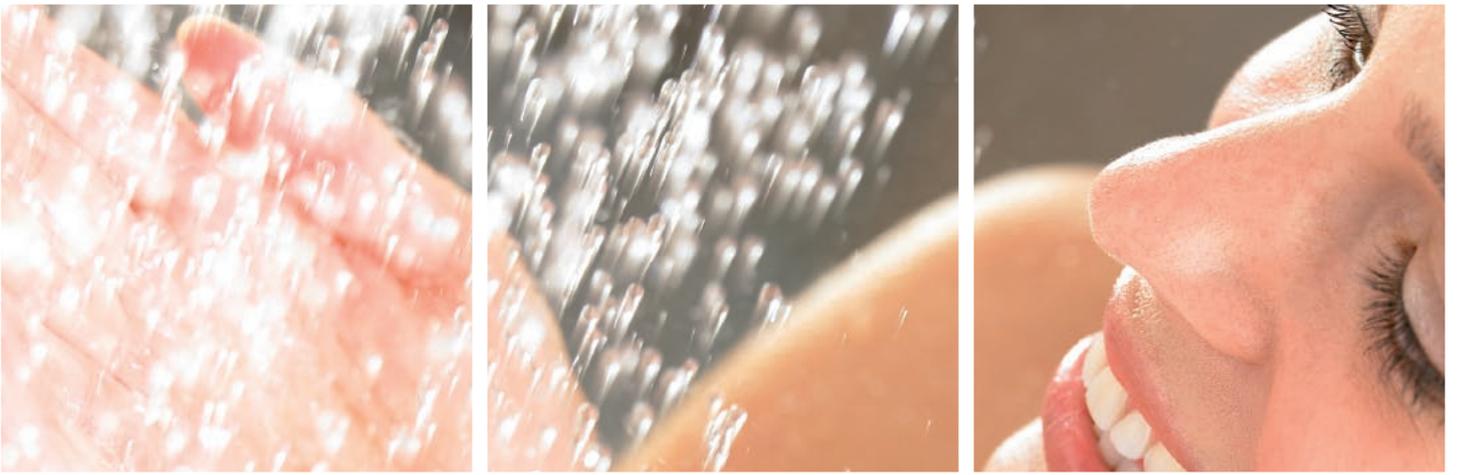
A close-up photograph of a woman smiling, with water cascading over her face and hands. She is holding her hands up, and the water is creating a misty, refreshing atmosphere. The background is blurred, focusing attention on the woman and the water.

Shower Yourself Stunning with Seven Beauty Solutions

Forget baths, today's shower is the best
place to get the body beautiful.

mira
SHOWERS



Leading shower expert, Mira has partnered with beauty expert Tricia Welch to identify beauty benefits from your daily shower. What's more you can fit it in no matter how busy your lifestyle; banish cellulite, tighten & tone your skin as well as clear tension. The latest research reveals that 41% of people take a shower every day as opposed to only 13% taking a bath*. It's also the more eco friendly option – by showering instead of bathing you can save a staggering 45 litres of water every time.

The shower is the perfect place for physical and mental cleansing, offering relaxing, energising, pampering and therapeutic benefits – aside from the necessary job of hair removal.

Here are Tricia's seven steps to make the most of your one stop shower spa.

1

Energise & Repair

Energise & repair – showering increases the heart rate and blood flow, improving circulation and stimulating the senses so you feel more mentally alert. It helps detoxify too, removing waste products from the body while sending oxygen and nutrients to the tissues to repair damage. To add extra zest, mix six to eight drops of orange, lemon, grapefruit or mandarin essential oil in 50ml of water then sprinkle it into the shower tray before you switch on your shower.

2

Head case

An in-shower scalp massage clears tension and feeds the hair by increasing blood flow and nutrients. Place fingertips on the hair line and make tiny rubbing circles all over the underlying bone. Rinse, then hold of handfuls of hair, tugging it upwards to awaken the scalp. Finish by applying firm but soothing, pressure movements with the pads of the fingers on top of the head.

3

Express facial

For clear, bright skin slather a creamy cleanser all over your face and neck, massaging it into your skin with firm circular movements (avoid the delicate eye area). Next, press a clean tissue into your skin to increase absorption before wiping off the excess. Continue showering so that the steam can aid the deep cleaning process and finish by rinsing with tepid water.

4

Tackle cellulite

80% of women suffer the lumps and bumps of cellulite on thighs and bottom. Either tackle it before you shower; dry body-brushing stimulate the skin's lymphatic system to eliminate waste – use a firm, natural bristle brush with firm, upward sweeping movements, or alternatively, use a loofah or textured mitt on dampened skin and rub gently with sweeping, upward strokes.

The poorest area of circulation is your legs, so to give them a much needed boost, and put back the spring in your step, aim the shower head at your feet first, then move the shower stream steadily up your body and repeat three times.

5

Tighten & tone

As you shower, switch between hot and cold to maintain the skin's elasticity by opening and closing the pores. Warm water dilates the blood vessels increasing blood flow to skin and muscles while cold water stimulates, constricting blood vessels, sending the flow towards the internal organs, helping them function more efficiently. Completing your shower with a blast of cold will leave you feeling tingling fresh and toned all over.

6

Deep clean

Zap stubborn zits on blemish prone areas like back and shoulders with a weekly deep exfoliation using a homemade salt and oil scrub. Skin will be more receptive to moisturising with nourishing body lotions and creams while creating an even surface for the application of self tan. To make this cheap and simple scrub, mix half a cup of oil with a cup of sea salt and a couple of drops of your favourite essential oil.

7

Shower zen

research shows that relaxation and regeneration are considered as important as cleansing during the evening showering process. Take a warm shower before bed and spend a minute luxuriating in the warm, running water, breathing slowly and deeply. To combat stress, visualise a calm, beautiful scene and imagine yourself there.

About Mira Showers

Founded in 1921, Mira is the UK's leading manufacturer of mixer, electric, power and digital showers. The entire range of showers and accessories, such as taps and shower trays, use stylish design and innovative technology to deliver a high performance showering experience in every price range. Recently acquired by leading American bathroom manufacturer Kohler Co. Mira shower products are available in retailers nationwide, including B&Q, and can be found in one in four homes in the UK.

www.mirashowers.co.uk

About Tricia Welch

Tricia Welch has been a beauty writer and editor for the national press and women's glossy magazines for over 20 years. Writing for titles from Marie Claire to Zest, Tricia was formerly beauty and style editor of OK! Magazine, and has written health and beauty columns for The Sunday Mirror, M Magazine and Top Sante.

Source: *AMA Research Ltd.

mira
SHOWERS