

ISSUE 1 | APRIL 2022





WAYS **EXPRESS** §





13 HOME SPRING REVAMP

Whether it's a mild reorganisation or complete makeover, spring is the season to stir things up a bit and re-invent your home.

Q2 WHY CONTENT MATTERS FOR WE GROUP

WE don't just sell amazing products but over the years, we have managed to build a community of friends who are in search for better ways to live. WEnjoy brings together new trends, interesting stuff and great content to read, share and think about.

O4 LENT IS THE NEW DETOX

Lent has never been easier; with an abundance of foodstuff to replace meat (and really, anything else you can think of), lent is the new detox. Try it, your body will thank you later.

↑ FITNESS FOREVER

Pandemic-bound, working from home or no time for that gym membership? Fitness at home has been around forever; volume up the sound and get moving.

1 IMMUNE SYSTEM

It all starts within; boosting and protecting our immune system is what needs to be done day in, day out, for long-term health benefits.

16 SKIN REMEDIES

Beautiful comes in all shapes and sizes, but one thing's for sure: great skin is the gateway to long-lasting beauty. Feed your skin and accept the compliments.



WHY CONTENT MATTERS FOR WEGROUP

WHEN WaysExpress.com was first established in 2011, our vision was to create the first online multistore in Cyprus which would enable customers to spend less and live better; an informed quality lifestyle shouldn't come with a hefty pricetag but should be accessible to all; our business mission was, and still is, to democratise access to necessary and beautiful things for everyone.

WaysExpress.com is now a community of friends. We don't just sell products, we consistently seek to make people's lives better by saving them money, time and the hassle of visiting store after store to buy everything they need. Offering the best brands through over a total of 100,000+ products, we are today in a position to say that we are delivering happiness indeed.

With new ways of interaction established through social media, our WE community is

growing day by day. Customers provide daily product reviews, feedback and rely on our swift response to understand and satisfy their changing needs; as life becomes more hectic and trends change on-the-go, we thought it was time to create something people could read and take a ten-minute break without feeling that they just wasted precious time on junk information: enters WEnjoy.

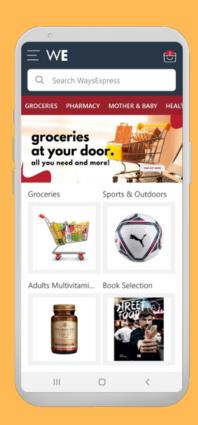
Our new monthly digital publication is a guide for better living, at all levels. Whether it has to do with work-life balance, healthy foods, exciting new lifestyle trends or cool tips to inspire and ignite your passions, WEnjoy is about enjoying the fine things in life; and contrary to popular belief, while some of life's pleasures might be quite expensive, most of the times, the best things are for free.

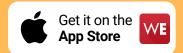
Nicos Andronicou CEO, WE Group

delivering happiness.

download the WE app!

Ordering online is now so much easier, with 100,000+ products at your fingertips. Simply download the **WE app** on the App Store or Google Play to discover the best at low prices at the click of a button!









Lent is the new fasting detox

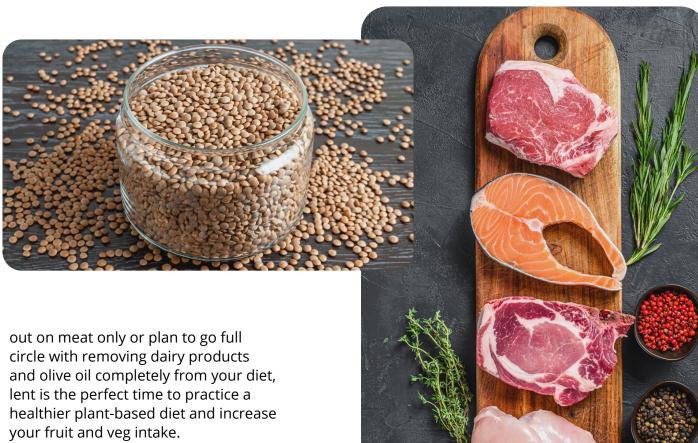
First thing's first, let's get our definitions straight: fasting is not a hunger strike and it's not starving yourself to death. In general terms, fasting involves the abstinence from all or some food and drink for a given period of time. It involves taking a conscious choice to eat better, either because you have to or because, simply put, you want to.

Detoxing your body from daily eating habits that might not be good for you has been a popular ritual recommended by doctors, dieticians and the like. We've all heard stories of celebrities detoxing before award ceremonies or upcoming premiers; future brides cutting out sugar and coffee, weeks before their wedding day; and if you are anything like us, eating better and cleaner about a week before the summer holidays (credit given where credit is due!)

Lent, the 40-day period (49 according to some, also known as Saracosti) before Easter Sunday is the perfect time to embark upon a fasting journey, with or without the religious connotations. Whether you opt







The main characteristic of lent, and most detox fastings, is cutting out on meat, or at least eating cleaner cuts like chicken or turkey. You may have heard that limiting how much meat you eat has a variety of benefits, including weight loss and better gut health.

Lent removes not not only meat from your diet but also any animal-derived foodstuffs.

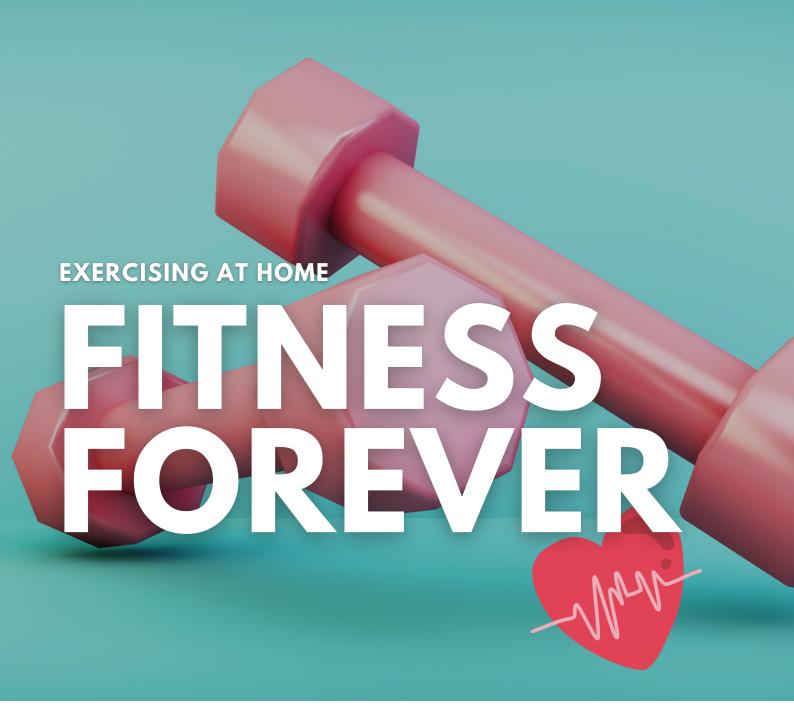
Benefits

Well-planned detox can reduce the risk of some types of chronic disease including heart disease. Processed meats, in particular, have been long associated by researchers with chronic diseases. Fasting can also lead to better gut health.

As well as the clear benefit of consuming fewer calories, fasting also helps you to burn more calories. This is because it can increase your metabolic rate; this said, consistently reducing your calory intake may, at one point, slow your metabolism down; everything should be practiced in moderation.

Whole-food, plant-based diets are great in reducing blood cholesterol because they are low in saturated fats and they contain zero cholesterol, unlike red meats or dairy products. Moreover, plant-based diets are high in fiber, which further reduces blood cholesterol.

It's important to try methods that make you happy, don't feel like a burden and don't cause your mind and body any harm. If following a set of rules of what and when you eat seems stressful or causes you anxiety, then fully-fledged fasting may not be right for you.



Pandemic-bound, working from home or no time for that gym membership? Fitness at home has been around since forever; volume up the sound and get moving.

Partly bound by the necessities of the new normal in the post (post? are you living in a metaverse?) covid world, partly restricted by the time necessary to fit in that gym membership, which either comes early hours or after hours (in which case, most can't commit to either), fitness at home is your best next solution to get moving.

The best at-home workouts don't necessarily require a ton of equipment

or any equipment—other than your own bodyweight. That's good news for many of us who may not have the necessary gear or do not want to invest in expensive fitness aids that we might not use very often.

Fitness at home is fun and works if you get into the habit of devoting time to exercise, the same way you make your coffee or bed, or cook your dinner. For those who want to mix things up and can't exercise with others, there's a different kind of variety when you work out at home. You can stay indoors or go outside, do exercise videos, stream live classes, or download workout apps. You can also try to mix and

match different types of fitness — putting weights and cardio together, throwing in some yoga or core pilates moves, whatever floats your boat.

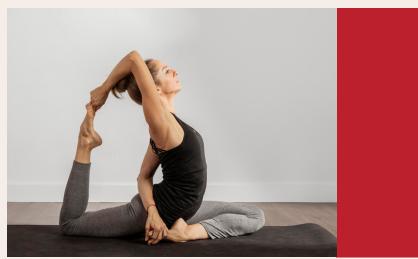
If you're a beginner, try starting with 30 minutes of cardiovascular exercise at least three times a week, and 20 to 30 minutes of strength or core work three times a week. Be sure your strength workout covers all major muscle groups evenly across your body, including in your upper body, lower body, abdominals and back. Set a goal to complete three sets of 10-15 repetitions of each strength exercise.

A good way to stay motivated and avoid distractions, the experts say, is to exercise early in the day. Introducing a morning exercise into your schedule can become a way of life just before you leave for work and will help you stay committed with your workouts.

Obviously at home, you won't have the variety of equipment and classes that are available at a gym. So get online, surf the Internet and browse fitness accounts (there is an abundance on social media too) to check out new workouts and make sure you're exercising correctly and with a plan in place.







Keeping a a journal to track your progress and jot down any breakthroughs you may have is a great way to keep you motivated. When you have a bad day, write that down, too, to help you to find patterns you can break. For example, what is it that affects you into skipping your exercise? Try to work around a positive mindset; feeling good will push you to exercise.

Equally important, make exercise as integral to your life as sleeping and eating. You have to think of it as a

lifestyle change, a complete change of habit and routine. And more importantly, fitness doesn't end. Most people exercise with a mind frame that this is something they're only going to do for a period of time.

And don't forget the music; a good and motivating playlist will keep you going and distract your mind from the pains of the actual fitness routine. So, how many days to summer?

Instagram accounts to follow for fitness-at-home workouts

LAUREN KANSKI

@lauren_kanski



JESSAMYN STANELY

@mynameisjessamyn



KAYLA ITSINES

@kayla_itsines



BRADLEY SIMMONDS

@bradleysimmonds





boost your

IMMUNE SYSTEM

Immune health is complicated, and like most things in the body, it needs balance. A strong immune system is simply one that is good at responding to actual threats before they harm you, essentially shielding you from disease and infections. But, what is it, exactly? The immune system is your body's natural defense system. It's a complex network of cells, tissues, and organs that work together to defend your body against bacteria, viruses, parasites and anything that may potentially make us sick. When working at its peak performance, our immune system can identify and remove risks to health and wellness, recognise



and imitate previous immune responses (the body always remembers), and repair cellular and tissue damage; so, it's certainly about time you started treating it as your good, trusted friend.

What boosts the immune system can vary from person to person. Mostly, you boost your immune response by maintaining a healthy lifestyle and avoiding habits that can negatively impact your health.

5 CAUSES OF A WEAK IMMUNE SYSTEM

- Aging
- Poor eating habits
- Inadequate exercise
- Stress & anxiety
- Environment toxins

While fortifying your immunity is easier said than done, dietary and lifestyle changes may strengthen your body's natural defenses and help you fight harmful invaders, or disease-causing organisms.

5 WAYS TO STRENGTHEN YOUR IMMUNITY NATURALLY

1. Get enough sleep

Sleep and immunity are closely linked. Getting adequate rest strengthens your natural immunity, reduces anxiety and allows for your body to recover. When sick, sleep also allows your immune system to better fight the illness.

2. Eat more whole plant foods

Whole-plant foods like fruits, vegetables, nuts, seeds, and legumes will help you strengthen your immune system; these foods are rich in nutrients and antioxidants and contain no saturated fats.

3. Limit added sugars

Cutting down on your sugar intake decreases inflammation and contributes to weight loss, thus reducing your risk of chronic health conditions like type 2 diabetes and heart disease.



4. Engage in moderate exercise

Although prolonged intense exercise can have a negative impact on your immune system, moderate exercise gives it a boost, helps reduce toxins and contributes to a better general health.

5. Stay hydrated

Dehydration can cause headaches and slow down your physical performance, focus, mood and slow down your metabolism. It can also hinder your heart and kidney function. Remember to drink your daily intake of water and fluids; a bottle at hand is always a good idea.





health!

boost your immune system!







HOME IS WHERE YOU DECORATE

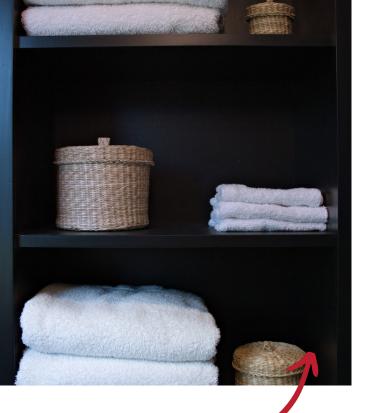
REVAMPING YOUR HOME JUST IN TIME FOR SPRING

Whether it's the sun casting its rays for longer into the day or the abundance of fresh flowers spreading their sweet smell, there is just something about spring that we can't resist, this promise of a new season where everything feels alive again; including our homes.

Think mirrors in the hallway, as many vases as you can handle and floor lamps over coffee table books. Spring is the ideal time to enjoy the home and though your urge to go out and soak in the sun might be too strong, transforming your home into a space you enjoy will renew your energy and lift your spirit.

If you're ready for some spring decorating inspiration, read on for some of our favorite ideas to transform your space into a place of positive spring mood!





TOWELS AND LINEN

Sometimes, you got to start from the details. Depending on budget or on time constraints, you might want to opt out from big revamps; instead, invest in some new bathroom towels or bed linen. You will feel the difference right away; choose earthy tones or pure white tones to bring some much needed freshness and serenity to your bathroom and bedroom!

VASES EVERYWHERE

It's spring and you should celebrate it! Vases are the best option for an instant upgrade to any space; coffee table, dining table or kitchen counter, beautiful ceramic or gold-plated vases add a sense of luxury and sophistication. Plus, you'll notice a lift to your mood in an instant.

FLOOR LAMPS

A minimal floor lamp brings new air - and light- to any space. Add to a corner, next to a window or on the side of your couch. Your living room will immediately feel more contemporary and curated; not to mention brighter too.

GET THE COLORS RIGHT

When revamping your home for spring, go for a clean look across spaces to provide continuity and magazine-worthy style. Warm tones or cooler greys look great in any space; whether it's on the walls, furniture or on smaller decorative pieces, keeping a minimal color palette will ease the eye and the mind.

MIRRORS

Mirrors are great to open up small spaces and give extra depth to any room. Place in a hallway for a dramatic look or on a gallery wall in between frames and posters. Try to place different mirror sizes together behind a console table or on a dark-colored wall for an instant interior design feeling!









IN YOUR SKIN

Beauty comes in all shapes and sizes but if there's one thing everyone agrees on is that good skin is a universally accepted truth to a beautiful face. Skincare routine should be simple and on repeat. Good skin takes time to achieve and that's one of the rituals you should never skip; yourself and your skin will thank you for years to come.

"Do things at your own pace. Life's not a race."

Skincare routines designate the type of personality we each are: whether you have added an extra step, like a weekly mask or nightly serum for some much needed self-care or you are a sort of "cleansemoisturise" type of girl, skincare is essential, morning and night. The truth is that each skincare routine is as unique as the person following it and you should be adapting it to the lifestyle and time availability of your daily schedule; that's one thing you should definitely never miss.

WHY CARE ABOUT SKIN CARE?

If you are on social, you must have witnessed the new trend of skincare routines posted by influencers all over the world. There is a reason these Instagram videos and reels are so popular: skincare feels good, even if somebody else is doing it. Having a skincare routine is soothing and peaceful to the soul only by watching it; adopting one yourself, will help you realise just how easy it can be to do nice things for yourself and build healthy habits you enjoy over time.





3-step skincare routine

Step1: Cleanse

Morning and night, wash your face with water and rub a small amount of gentle cleanser between clean palms. Massage until you have removed the product. Gently pat your face dry with a soft towel. Remove excess dirt and grime with a lotion and toner or micellar water. If you wear makeup, you may need to cleanse twice at night; the secret to great skin is going to bed with nothing on!



Step 2: Prep

Morning is a great time to use a serum with antioxidants. A brightening vitamin C serum protects your skin from free radicals, present in the environment. Night time is a good time to use a moisturising serum with hyaluronic acid, which keeps your skin from drying out at night and ensures long-lasting firmness. Take your time to apply liberally and enjoy the soothing effects of well-fed skin; the difference will be visible instantly.



Step 3: Moisturise / Sunscreen

Moisturisers are key; they hydrate the skin and lock in all the other layers of product you've applied to work wonders. Look for a lightweight cream for the morning, ideally with SPF 30 or higher, and use it whether the sun is shining or not; that's the number one rule to anti-ageing. In the evening, you can use a thicker night cream. Don't forget your eye cream too; it's all about the eyes, afterall.



CARE ABOUT SKINCARE





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