

PRE-SUMMER PREP

GETTING READY FOR THE HEAT

PICTURES AND MORE
POSE AND CLICK FOR MEMORY-MAMING

THE DOMESTIC OUTDOORS

SHOW LOVE TO YOUR PLANTS

GETTING PHYSICAL

ROMANCE, DRINKS AND SETTING THE MOOD

MOVING FORWARD

HOW WE ARE SETTING A HIGHER STANDARD





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MOVING FORWARD

Issue 2 is out and is out with a bang; a new, revamped WE app, available on iOS and Android, thousands of more products added on WaysExpress.com, WE Music fully launched to get you in the vibe of shopping online and the development process of new game-changing services.

The digital experience is changing for consumers on a daily basis. There is no longer a need for "leisure" apps but for apps that make people's lives better as an integral part of their everyday habits; consumers need apps that become habits themselves. Before you enjoy that cup of coffee each morning, chances are you've already turned to a mobile app to start your day.

At WE Group, we have come to understand that apps do not get discovered in the App Store or in Google Play; they become essential icons on our screens - and consequently, our lives - because our customers share their experience with others. Either through social media,

sharing online or making the odd (yes, people still talk on the phone) call while waiting for their package, our app users share and spread the word. People turn to apps to ease their daily grind. Our research showed that that two in three users will use an app frequently when it simplifies their lives; simplification and happiness delivery. You can try but it can't get much better than that.

In this issue, we seek to simplify further; WE take the key habits of our audience's life and suggest solutions and products to help them choose better: from what we eat, what we listen to, to taking care of ourselves and others, our May issue is packed with interesting and inspiring content for everyday people that are just a little bit extraordinary. They say if you want to be successful, build a brand that helps others. WE might be on the right track.

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!



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Google Play



Pre-summer

getting ready for the heat

Don't let the sweet weather fool you; summer will come in all its glory and it will show no mercy.

From your fitness routine to healthier eating, glowing from the inside with much-needed vitamin boosters and a home revamp, summer calls for a total overhaul; it's approaching faster than you can say "sunscreen".

EATING CLEAN

Summer bodies don't happen overnight and truth to be told, eating clean should motivate you for a healthier life, not just a sexier body.

- Incorporate more fruits and veggies to your daily diet
- Get more greens; remove fried chicken and heavy dressings; opt for grilled chicken or salmon and some super-food additions like chia seeds
- Clean your cabinets of foods that are high in fat and replace them with fruits, nuts, and other healthy snacks



**Explore groceries on [WaysExpress.com](https://www.waysexpress.com)
for eating healthy and clean**



FITNESS ROUTINE

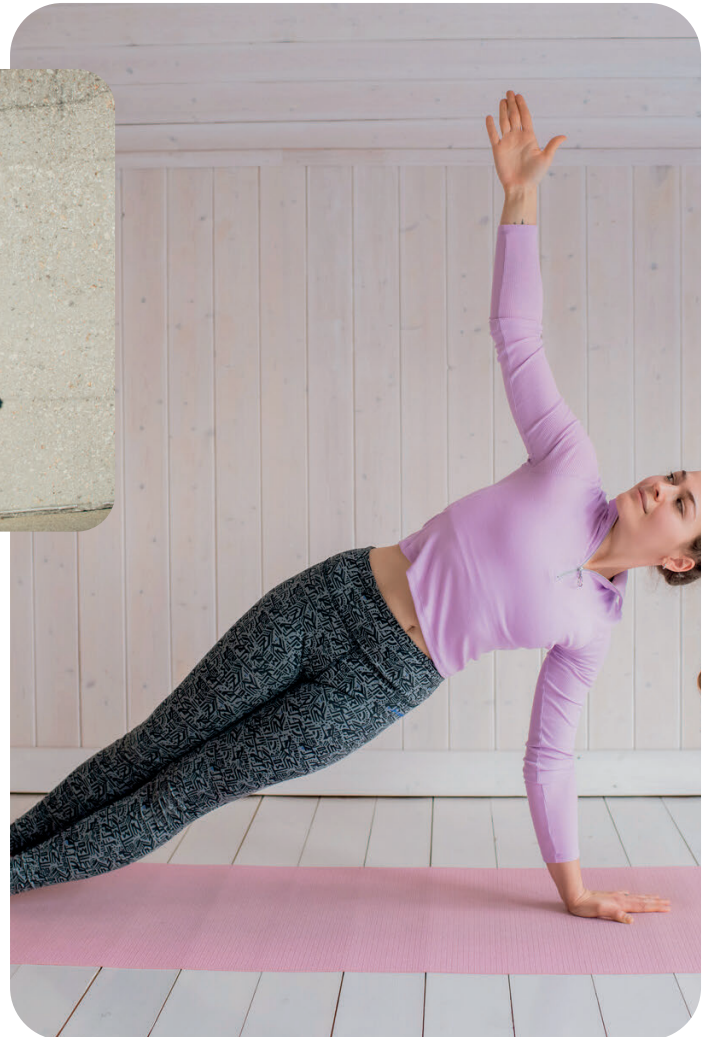
Getting in shape before the dreaded June 1st is a task for the brave. From the late gym subscription to home routines, May calls for bold decisions and intense workouts.

The first decision to be made when initiating into any fitness for fast results is to realise that time works wonders; the sooner you start, the faster you will achieve your goals. Any extreme fitness will have your body and spirit drained, and exercise, just like everything in life, should be taken in moderation.

Any extreme fitness will have your body and spirit drained, and exercise, just like food and work, should be taken in moderation.

To achieve your fitness goals you should try to keep focused on the prize, which is a healthier body:

- Set a goal...beyond weight.
- Find the kind of routine that works for you.
- Don't just focus on cardio; strength-training is important, too
- If you're growing bored with your routine, do something different.



MENTAL PEACE

If what we eat defines us, and how we exercise keeps us in shape, our thoughts are the essence of our summer mood. Clear your hear from excessive junk, reduce screen time and go outdoors; the healing power of nature in the summer is paralleled to none.

Choose your quiet place and let your thoughts clear out. Breathing is particularly helpful when you seek to zone out and relax. Close your eyes to help you focus out of the hectic environment into a peaceful space.

The quality of our thoughts determine the quality of our life. Screen, delete and clear out; not everything belongs in your head.

READY FOR PHOTO TAKING

CLICK IT.

WE can't live without it; tech is defining us and WE know just how to make it work for your benefit, at work and at home. From all the gadgets that complement our lives, it seems the professional camera is the one tech piece which doesn't seem to falter for the real photo lovers.

Our phones might do all the work, but a good professional camera will give you results that your smartphone just can't. WE have gathered the experts' opinion and summarise the main tips to take your photo skills to the next level.

What is hidden in the Back(ground)

Distracting lines, too much clutter, reflections, objects coming out of your subject's head—any of these can turn a great photo into a disaster, or, if you are lucky, one that may require retouching. Before you press the shutter, scan all areas of the frame. See something you do not want? Reposition yourself, or the subject, until you get what you want!

Steady Hand

Seems obvious, but it's worth a mention—holding a camera properly helps ensure better images. Firmly grip the camera body with the right hand, placing the index finger on the shutter. Use the wrist strap as an added security against dropping the camera.

Learn Which Settings Matter

There are a lot of camera settings, and it takes some practice to get them right, especially as a beginner. It's worth learning how to set your camera properly, and which camera settings matter the most, so you have the best chance to take the photos you want.

Pay Attention to the Light

The single most important part of photography is light. If you take a photo with good light, you've taken a huge step toward getting a good picture.

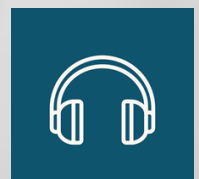
Know When to Use a Tripod

Tripods eliminate one of the trickiest problems there is – a lack of light. With tripods, you can shoot multi-minute exposures and capture details so dark that they are invisible to the human eye. Even in a brighter scene, tripods improve the stability of your composition plus they make you look like a pro!





love moments



tech

MAKE IT UP

Beauty comes from within but a little make-up never hurt anyone. With longer, warmer days and all of the blooming flowers, it's impossible not to be inspired to get more creative with your looks.

Don't forget that great make-up starts with great skin. Your skincare routine is absolutely vital for maintaining a healthy skin ready to welcome some make-up products. Now it's the time to say goodbye to pale winter skin and give your look a dose of freshness with spring colors.



NO MAKE UP MAKE UP

When it comes down to it, no makeup look can beat the appearance of healthy, hydrated skin. This is exactly why no makeup, makeup is one of our absolute favorite makeup trends. This look focuses on the beauty from within and allows you to boast dewy skin and flushed cheeks without the need for a ton of makeup.



CLEAN SPRING LOOK

You don't need a ton of products to look like you have the clean, clear, glowy skin of a carefree person. To keep the focus on your natural glow, use an SPF-infused tint to prevent sun damage, plus you'll get a little bit of coverage that still lets your natural complexion shine through.



BRIGHT LIPSTICK

A standout lip color is one of the easiest ways to create an effortless everyday makeup look. Whether you fancy deep reds and corals or purples and pinks, the right offering can give your face the perfect wash of color without the need for much else.



calling out all influencers

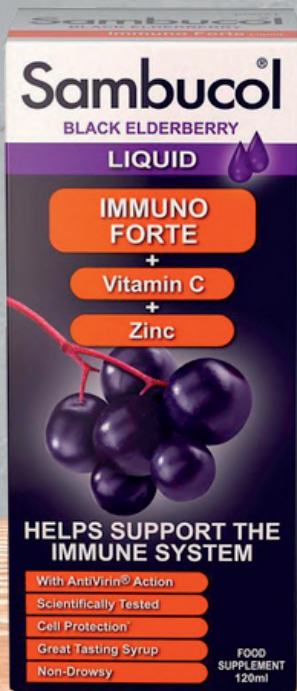


DROP A WORD



health!

boost your immune system!



pharmacy

LET'S GET PHYSICAL

SET THE ROMANCE GET-TOGETHERS, POUR A DRINK AND ENJOY.

From simple changes and additions to your home environment that can make every day feel like a bit of a special occasion to some bolder moves to ignite the flame, May is making us all go a bit love-crazy and ready to let ourselves go; literally.

Make A Romantic Dinner

Candles and lingerie won't work on an empty stomach. Make dinner to forget the stress of the day or make your partner's favorite meal. If you are both aspiring chefs, try cooking together; food prep will bring you closer and if you don't manage to put that chicken in the oven, worry not: get romantic and order take-out!



Cocktail o'clock

Add some delicious homemade cocktails, and you're on your way to a truly romantic evening. Bring along the heavy equipment: a good old G&T with some additional secret ingredients like dried lime slices or pink rose buds; it will add that hotel bar vibe to your home and have your partner asking for more.



Body creams and more

There's nothing saying romance more loudly than a soft and well-hydrated skin just before a romantic evening. Moisturise your skin as soon as you get out of the shower and wait for the product to work its magic; feeling good in your own skin is more important than what the other person thinks!



Book your next trip over a movie night!

Domestic bliss is great but so is travelling with your partner; the excitement of new places and travel planning brings you closer together and is bound to shake the tiring routine out of your system. You don't need to think far to travel; look out for hotels at the country front and plan a sweet weekend getaway, exclusively for two! Pause the movie and start hotel searching: Cyprus and Greece are premium travel destinations and within an arm's reach too!



GROCERIES AND MORE!

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say "delivery"... **WE** are here!

THE HOME OUTDOORS

They say you first get a plant and if that survives, then you can have a baby. Taking care of your home plants and home garden is a task for brave and courageous humans: consistency, knowledge and a lot of love - that's what it takes to bring some green spirit into your home!

They say you first get a plant and if that survives, then you can have a baby.

CHOOSE PLANTS BASED ON YOUR LIGHT

Are the plants you love the ones you can have? You should make a choice of plants based on the way your house is built and the amount of light available through your windows. The number one rule of (green) thumb is to determine the amount of natural light your space receives, and to choose your plant accordingly. If you're not sure just by looking, start by figuring out which direction your windows face.

WATERING WITH CAUTION

Everything in moderation - it's better to under water your plants than to overwater. Too much water can lead to root rot and destroy your beloved new friends. Ditch your watering schedule and water your plant only when it needs it. Check the potting mix or soil first to make sure it's dry at least 2 inches deep below the surface.





PLANT WHAT YOU EAT

Your garden should be full of things you actually eat. If you're not sure what you want to plant, why don't you have a look at your kitchen? What do you use when you cook? It's much more rewarding planting something not just because it's easy, but grow something because you're going to use it.

GOOD SOIL

Start your garden with good soil. Work in compost, manure or dried peat moss for nutrient-rich planting beds.

GEAR THAT YOU LIKE

Invest in some gardening gear that you actually like - a hobby is enjoyable when it makes you feel good from start to finish. Your gardening equipment is your ammunition; buy the tools you need but make sure you are fond of them too to make the process much more enjoyable!

GO EASY ON YOURSELF

Cut yourself some slack when you fail. To become a good gardener, you have to go through all of the same things. You have to kill a bunch of plants, get a bunch of diseases on your plants, and you just have to learn.

SEASONAL THINKING

A garden is an organic, dynamic entity. You can't expect it to stay the same throughout the seasons. Research up on seasonal herbs and fruit plants, and plant your flowers each spring for a full bloom early on!



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