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Title: MIND - BEAUTY CONNECTION

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INTRODUCTION:

The pressures of modern life can have major impact on someone's appearance. Western media has largely fueled the notion that being young is everything. Society is currently not set up to address importance of psychological immunity. Today all the age groups constantly bombarded with stress of social media anxiety, and in a state, neuroscience refers to as "sympathetic nervous system over load" is under-recognized and under-treated. The powerful connection between the mind and body has been proven in numerous scientific studies and is an accepted fact of biochemistry. Nothing is more practical and effective than Rapid Transformational Therapy (RTT) combined with advanced cosmetology to rebuild "psychological immunity" especially for middle age group in New Reality we all just have faced.

AIM:

Participants will explore the interplay between the subconscious and conscious mind body and stress aging in pressures of modern life

- Participants will identify the impact of stress and negative thinking on aging process, along with the modifications that can combat these processes
- Participants will learn real root cause of "social media anxiety" in different age groups and methods of awakening deeper awareness using innovative breakthrough RTT methods.

RESULTS:.

Survey responses reveal that physical health may be declining due to an inability to cope in healthy ways with the stress of pandemic. "Stress in America 2020" reports a National Mental Health Crisis and reveals that Gen Z adults are doing worse mentally and physically than other generations .46% most likely to say their mental health has worsened compared before the

pandemic followed by Generation X 33% Millennials 31% Boomers 28%. When it comes to receiving treatments Millennials most likely receiving treatments -32% . 74% of Generation Z adults reported unwanted weight changes since pandemic started and Millennials reported 70% and the highest amount of weight gain average on 41 pounds. Nearly half of Americans 47% said they delayed or cancelled their health care services since pandemic started.

CONCLUSIONS:

Evidence suggests that chronic psychological stress activates the autonomic nervous system. 95% of our thought are directed by the subconscious mind and only 5% by conscious. Our subconscious mind is basically where the inner game of success and life really won or lost. We can redirect our thinking patterns very effectively with RTT/Hypnotherapy. We can teach our subconscious mind to eradicate negative thought and replace them with preferable thought in hypnosis, we can interrupt negative thinking patterns and create new ones until they become natural way of thinking. Negative people can become positive people. Looking better really depends of feeling better and the good news is we can bring hormones to balance, restore body's natural self-healing capabilities and reverse stress aging by using innovative RTT method combine with antiaging treatments.

KEYWORDS:

stress, anti-aging, mindfulness, social media anxiety, ageism, Rapid Transformational Therapy , Hypnosis , mental hygiene,

BIOGRAPHY:

Born in Moscow Russia, after earning BS degree in Business Management and cosmetology degree in I.M.Sechenov First Moscow State Medical University Iraida Charova developed a well-respected name that accompanied her to the US along with years of owning and operating successful companies in Moscow where she developed innovative business techniques during a negative economic climate. As one of the first 10 businesswomen and female entrepreneurs emerged in post -communist Russia Iraida Charova made several appearances on key TV shows where she was interviewed guest highlighting her achievements and representing her popular weekly magazine "Alliance"

Iraida moved to USA, New York in 1991 tried herself as a model and then decided to dedicate her professional life to making women beautiful inside and out.

After over 30 years in the US, Iraida now based in New York and has over 25 + years in the beauty industry, fashion and luxury retail and cosmetology merged with deep understanding of psychology as she recently obtained Rapid Transformational Therapy/ Hypnotherapy License from world famous RTT School of Marisa Peer, London UK. Iraida Charova brings years of experience as professional communicator, therapist, educator, author and an expert in interpersonal relationships as well as a deep

understanding of driving forces in beauty industry. Iraida's newly created unique program for women "Beauty Gates" is customized elevated experience including cosmetic procedures, styling and fitness/weight loss and RTT therapy- well designed to bring life conditions to desirable results. It is effective program that allows anyone to upgrade and evolve inside and out. Her attention to detail to capture and translate concepts makes great professional presentations and allow her clients rapidly evolve mentally and physically.