

PAINLESS

Magazine

Issue One

Navigating
Cognitive
Biases
to Unlock
**Clearer
Thinking**

**Mental
Resilience**
A Skill You Can Build

**LONDON
FASHION
WEEK**

20-24 FEB 2025

**SPRING
FASHION**

**Painless
Tips**

**Painless
Universal
International
Women's
Day Event**
March 8th 2025

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Lady *Anne Welsh*

**Founder & CEO,
Painless Universal**

Dear Readers,

It is with great joy and excitement that I welcome you to the very first edition of Painless Universal Magazine! This magazine is an extension of our mission—to inspire, uplift, and guide you through life’s challenges with resilience and hope.

At Painless Universal, we believe that pain is universal, but so is hope, healing, and the ability to find joy in adversity. Through this magazine, we will share stories of courage, innovation, and transformation. We will bring you insightful interviews, expert perspectives, and practical tools to help you navigate life’s ups and downs. Whether it’s health, wellness, business, or personal growth, our goal is to provide content that empowers and motivates you.

This first edition is just the beginning of an incredible journey. We are committed to building a community where we can all learn from one another, celebrate resilience, and discover new ways to turn pain into purpose.

Thank you for being a part of this movement. I hope you find inspiration in these pages and, most importantly, that you remember—you are never alone in your journey.

With warmth and gratitude,
Lady Anne Welsh



From Pain To Power

How Lady Anne Welsh went from almost loosing my life to becoming an Award Winning Icon in 2024.

The Mind's Labyrinth

Navigating cognitive biases to unlock clearer thinking.

London Fashion Week

Feburary 20th - 24th

Obesity

Understanding, Managing, And Overcoming The Pain

Nutrition

Through the lens of chronobiology.

The Algorithmic Muse

How AI is ushering in an era of collaborative creativity in marketing and branding.

The Architecture of Resilience

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Pain To Power interview with Painless Universal CEO, Anne Welsh

Focusing on the Near-Death Experience and Recovery

Can you share a little about the experience that almost took your life in 2024? What were the immediate aftermath and the initial stages of your recovery like?

At the beginning of 2024, I embarked on what was meant to be a restful trip. However, before leaving, I noticed something unusual - I was passing blood in my urine. I dismissed it, thinking it wasn't serious, and decided to go ahead with my travel plans, intending to see a doctor upon my return.

On New Year's Day, I went for an early morning walk to get coffee. Suddenly, I felt an overwhelming weakness - I couldn't walk and nearly collapsed in the middle of the road. It was alarming because I wasn't dehydrated or hungry, yet my body felt completely drained. I had to sit on the side of the road until I regained enough strength to make my way back to the hotel. The walk felt impossibly long, and everything around me seemed blurry.

The moment I truly realised something was seriously wrong was when I began packing my suitcase for my next stop in Miami. I couldn't bend my head down without feeling extremely breathless. Before that, I had already lost my appetite entirely, which was another red flag.



“In my darkest moments, I even considered suicide.”

With a lot of assistance, I continued my journey to Miami. But as soon as I landed, I knew I needed urgent medical attention. My face - especially my lips - was unnaturally pale, and I was rapidly losing my vision.

When the doctors saw my bloodwork, they immediately knew I was in critical condition. They told me that without immediate intervention, I had only days to live.

I was diagnosed with aplastic crisis, one of the most severe complications of sickle cell anemia. In this condition, the bone marrow suddenly stops producing red blood cells, leading to life-threatening anemia. My hemoglobin levels were critically low, and I knew I had to return home to

receive treatment from my medical team. By the time I arrived in London, I was unconscious. I have no memory of my mother meeting me at the airport or taking me to the hospital.

When I finally woke up, I felt like I had lost myself completely. I no longer recognised who I was or what I wanted from life. In my darkest moments, I even considered suicide.

My brain felt disconnected as if all the pieces of my identity and purpose had shattered. I lost the will to do anything or to engage with the people and passions I once loved.

It was one of the most profound and terrifying experiences of my life.

What were the biggest physical and emotional challenges you faced during your recovery journey? Were there moments of doubt or despair, and how did you overcome them?

The biggest challenges I faced during my recovery were constant fatigue, shortness of breath, very pale skin, prolonged infections due to low blood count, extreme headaches, dizziness, and a heightened sense of awareness about my environment. Throughout my healing process, I was filled with doubt and insecurities about ever feeling “normal” again.

What role did your physical health and well-being play in your recovery? Were there specific practices, therapies, or lifestyle changes that were particularly helpful?

My physical health played a crucial role in my recovery, as maintaining a healthy body can significantly improve mental well-being, boost resilience, and help manage cravings. By staying active, I was able to release feel-good chemicals like endorphins, which ultimately contributed to a more successful and sustainable recovery.

I focused on stress reduction and learned not to worry about when I would fully recover, instead taking things one day at a time. I made sure to engage in activities, like watching movies, that lifted my mood and reduced negative thoughts. My self-esteem was low during this time, so I also spent a lot of time reading and talking to others to stay focused and grateful. Since then, one important lifestyle change I’ve made is listening more closely to my body’s warning signs and not ignoring them. This has helped me take more proactive steps in managing my health and seeking care when necessary.

How did this experience change your perspective on life, health, and well-being?

The severity of my sickle cell experience, especially during this particular episode, drastically shifted my perspective on life, health, and well-being. It deepened my appreciation for good health, emphasised the importance of preventative care, and strengthened my resilience. I gained a deeper understanding of the vital role that community and support systems play, especially given the unpredictable nature of the disease and the significant pain it can cause, disrupting daily life. This experience also sparked a sense of urgency to advocate for better healthcare access and treatment options for those living with pain worldwide.

“Since then, one important lifestyle change I’ve made is listening more closely to my body’s warning signs and not ignoring them.”



In facing the depths of my suffering, I found the courage, strength, and truth I had been searching for all along. But it wasn't until I began to serve others who were still suffering that I discovered the true purpose behind it all. My pain and how close I was to death became a bridge to healing for others, and in that process, my heart was opened wide, allowing my spirit to soar higher than I could have ever imagined.

I came full circle and felt truly at home in my own skin for the first time in my life. The small, persistent spark of love from my children, my family, and my community kept me going when everything else seemed lost. Even then, somewhere deep within, I knew... All is well.

Reflecting on this journey—a journey built on hope, prayer, and the unwavering support of a strong network—moves me to tears.

How did this experience influence your understanding of overall wellness, encompassing physical, mental, and emotional health?

My experience profoundly broadened my understanding of wellness, emphasizing the interconnectedness of physical, mental, and emotional health. I learned that true wellness involves managing all aspects of one's being, not just addressing physical symptoms. It made me acutely aware of how chronic pain, frequent hospitalisations, and the social stigma surrounding illness can deeply affect mental and emotional well-being. This experience reinforced the importance of proactive self-care in maintaining a good quality of life.

Many people living with painful conditions are incredibly strong and resilient, often putting on a brave face despite challenges that are beyond their control. For me, sickle cell is extremely painful, mentally taxing, and emotionally heavy.

Was there a turning point in your recovery where you realised you were not just surviving but thriving? What triggered that shift?

For me, the path to healing began when I started to find meaning in my suffering—when I stopped asking, “Why me?” and embraced the deeper purpose behind my pain. To this day, I am in awe, not just of surviving the dark, chaotic months of Sickle Cell Aplastic crises, but of how I've thrived. My recovery wasn't just about getting better or returning to normal; it was an awakening of my spirit—a transformative shift in consciousness that continues to shape my life. As Rumi said, “The cure for pain is in the pain.”

“Our magazine will serve as an effective platform to reach key target groups by producing valuable health content.”

How did this experience affect your thought process for this magazine?

When I experienced my near-death crisis from Aplastic anemia last year, many things that had never made sense before finally clicked. I began to reflect on the struggles of others—those living with pain, feeling lost, or unsure of how to seek help—and everything started to align. In my own journey, I learned that the best support often doesn't come from professionals, but from those who have faced similar struggles and circumstances.

I also discovered a vibrant, thoughtful community of individuals sharing their stories through independent magazines, journals, social media, and blogs. Unlike mainstream platforms that focus on advice and empowerment, these voices offered raw, artistic reflections on the realities of life—how to live with pain and still find joy.

The visual language of a magazine is incredibly powerful, and I want ours to stand out. It won't follow the typical aesthetic of other magazines, which often focus on empowerment and eye-catching branding. Instead, I envision a design that leans into the reality of pain—whether physical, emotional, or otherwise—while also celebrating the beauty and joy that can exist alongside it. The covers and layouts will reflect hardship in subtle, non-explicit ways but also convey the strength and resilience that come from it.

I see pain as a form of power and want that to be reflected in the colours, designs, and overall feel. It should be comforting, beautiful, and something readers can cherish—an object of inspiration rather than just a publication.

What do you hope readers will take away from your story, particularly those who may be facing their own health challenges or setbacks?

The real challenge is that people are often uninterested in government messages delivered through television campaigns. However, they're more likely to engage with content in lifestyle magazines. This presents a significant opportunity to reach a large audience with health-related information through this medium.

Our magazine will serve as an effective platform to reach key target groups by producing valuable health content. One unique feature of our magazine is the inclusion of crosswords and puzzles. Health education can benefit from incorporating these formats, as they offer an engaging way to present information while also providing a mental break from daily stresses.

How has this experience shaped your leadership style as CEO? What values do you prioritise in your work and in building your team?

My personal health challenges have profoundly impacted my leadership style, fostering greater empathy, resilience, and a deep focus on well-being. These experiences have led me to adopt a more collaborative approach and a stronger commitment to creating healthy work environments. I prioritise employee needs and actively advocate for better support systems within teams.

Having faced my own struggles, I'm more attuned to the challenges others face, which has shaped my leadership to be more compassionate and supportive. I've developed strong coping mechanisms and resilience, enabling me to navigate

difficult situations with composure and adaptability. I also understand the importance of prioritising employee well-being and championing work-life balance and mental health support.

I'm passionate about motivating leaders to advocate for policy improvements and practices that benefit both employees and patients alike.

What were the key steps you took to rebuild your life and achieve your goals after your recovery?

I embodied resilience, finding the strength to transform a personal tragedy into a powerful message of hope and advocacy. Although the experience in 2024 almost overwhelmed me, my determination and love for my family kept me going. I returned to work, continuing to advocate, empower, and expand my advisory and strategy platform. I've also become an outspoken activist, raising awareness on how to turn painful experiences into sources of strength, inspiring countless others with my story and spirit.

What were some of the biggest obstacles you faced in building your brand and achieving recognition in your field?

Staying consistent is one of the major challenges of living with sickle cell—never knowing when illness might strike and finding ways to stay focused and creative after a setback. As we know, consistency is key in both personal and business development. It not only boosts brand visibility and consumer awareness but also gives a brand its identity and recognition.

With the rise of interactive platforms, businesses now have more opportunities to enhance brand awareness and equity. For me, identifying my target audience was the key to staying focused on my mission and tailoring my message to meet their exact needs.

What does winning the PwC Purpose Award at the 2024 POWERLIST Celebration of Black Excellence mean to you? How does it validate your journey and your mission?

Winning the PwC Purpose Award at the 2024 Powerlist Celebration of Black Excellence Awards is an incredible honour. It recognises the impact of my contributions to a cause or community.

The PwC Purpose Award is given to individuals who demonstrate purpose-driven leadership and a commitment to supporting people from diverse backgrounds.

Reflecting on my journey—from growing up in northwest London with sickle cell, often feeling lost, to working alongside world leaders and leading my businesses—I've learned the power of resilience, the importance of community, and the value of seizing every opportunity.

I hope my story inspires others from similar backgrounds to believe in their potential, work hard to achieve their dreams, and find their own joy. My journey was shaped by those who believed in me and opened doors, and now I'm committed to paying it forward.

What advice would you give to others who are facing adversity or struggling to achieve their dreams?

If you're struggling to achieve your dreams, remember to: clearly define your goals, break them down into smaller actionable steps, celebrate small wins, mine was taking my kids to school was a win, stay positive, seek support from others, learn from setbacks, and most importantly, believe in yourself and your ability to reach your full potential; don't be afraid to adjust your plan as needed and focus on the progress you make along the way, not just the final destination.

It's important to view challenges as opportunities to learn and grow, not as failures that derail your

progress. Never stop prioritising your physical and mental health to maintain energy and focus on your goals. I always imagine myself achieving my dream to boost motivation and confidence.

What are your future goals for your brand? What impact do you hope to make on the world?

To create a world with less pain, one person at a time—a world where we reduce the anxiety caused by pain and its impact on our performance. To help people focus better during their struggles, allowing them to experience renewed energy and a more fulfilling life. A life lived with less pain, sparking more joy.

What is the most important lesson you learned from your journey? How has it changed your understanding of resilience and the human spirit?

Through my suffering, I've learned valuable lessons: increased resilience, a deeper appreciation for the good times, greater empathy for others, humility, and the importance of relying on something greater than ourselves. I've gained a stronger sense of perspective and the ability to find gratitude, even in difficult situations. Ultimately, suffering can lead to personal growth and a deeper understanding of life's complexities.

If you could speak to your younger self before that experience, what would you tell her?

Life happens, so keep going. Unexpected events and challenges are a natural part of life. Even though setbacks may come your way, it's important to keep persevering and moving forward. Life doesn't always go according to plan, and there will be things beyond your control. But no matter the difficulties, keep trying and don't let setbacks stop you from reaching your goals.

What message of hope or inspiration do you want to share with our readers?

I use this all the time - Eventually, everything falls into place. Until then, laugh at the confusion, live for the moments, and trust that everything happens for a reason." – Albert Schweitzer

An important message to remember is this: vow to stop worrying and start loving. When we let go of worry, we make space for love. If we give less room to doubt and fear, something new can enter and transform us.

Embrace uncertainty. Some of the most beautiful chapters of our lives won't have a title until much later." – BG.

Life is a mystery, and that mystery can be beautiful. Believe in your ability to navigate it, knowing that you don't need all the answers right now. Stay open, turn the page, and let the next chapter unfold without needing a title for it just yet.

And above all, embrace who you are—everything you've gone through, whether it was good, bad, ugly, or traumatic. You made it. That is strength, and that is your power.



The Mind's Labyrinth



Navigating Cognitive Biases to Unlock Clearer Thinking

Our minds are intricate, brilliant, and capable of extraordinary problem-solving. Yet, despite this intelligence, we often find ourselves stuck—making choices that don't serve us, repeating patterns of pain, and feeling trapped by emotions we don't fully understand.

The culprit? Cognitive biases.

What is Cognitive Bias?

Cognitive bias refers to systematic patterns of deviation from rationality in judgment, where individuals create their own “subjective reality” based on personal perceptions rather than objective evidence. These biases arise from the brain's attempt to process vast amounts of information quickly, leading to errors in thinking, decision-making, and emotional responses.

While these biases are often framed as flaws, they are, in reality, adaptive shortcuts our brains take to process vast amounts of information efficiently. However, when left unchecked, they shape our perceptions of reality, reinforce self-limiting beliefs, and influence how we experience emotional and even physical pain.

But what if we could see these biases for what they truly are—not barriers but guides to greater clarity and inner transformation?

By understanding how these mental shortcuts work and how they intertwine with the body's memory of pain and the soul's longing for wholeness, we can learn to navigate the labyrinth of our minds—unlocking deeper self-awareness, clearer thinking, and profound personal freedom.

The Mind's Shortcuts: Why Cognitive Biases Exist

Our brains are designed for speed. Faced with billions of pieces of sensory input daily, the mind takes shortcuts to quickly filter information, categorize experiences, and make decisions. This is an essential survival mechanism—but it comes at a cost.

Cognitive biases were once crucial for avoiding danger, identifying threats, and learning from past experiences. However, in modern life, these same biases often distort our thinking, limit our potential, and reinforce suffering.

For example, the negativity bias ensured our ancestors remained hyper-aware of dangers in their environment. But today, this same bias makes us focus more on what's wrong in our lives than what's going well. It causes pain to linger, wounds to seem deeper, and setbacks to feel insurmountable. Similarly, confirmation bias—our tendency to seek information that supports what we already believe—keeps us locked in mental loops of self-doubt, fear, or unworthiness.

We don't realize that these biases don't just affect our minds—they shape our emotions, reinforce past pain, and disconnect us from our soul's more profound wisdom.

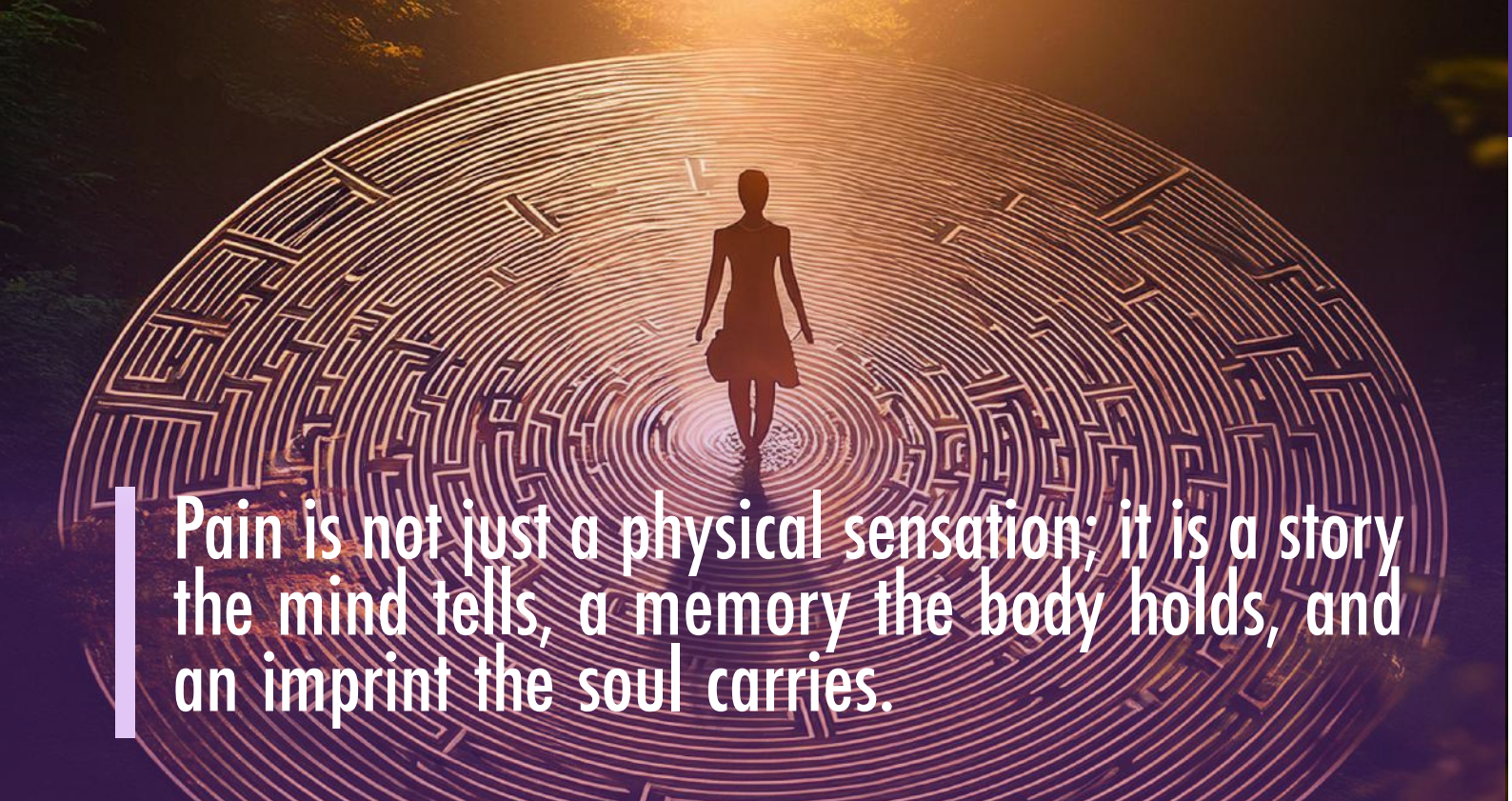
The Body Remembers: How Biases Reinforce Pain and Emotional Wounds

Pain is not just limited to this lifetime. In some spiritual traditions and regression therapy practices, it is believed that trauma and pain from past lives can become imprinted in the body's cellular memory, influencing our current experiences and responses.

These imprints can manifest as unexplained fears, chronic pain, or emotional wounds that seem disconnected from any present-life event. Understanding how biases reinforce not just current-life pain but also inherited soul-level wounds allows us to expand our perspective on healing beyond the physical and psychological into the spiritual.

Cognitive biases were once crucial for avoiding danger, identifying threats, and learning from past experiences.





Pain is not just a physical sensation; it is a story the mind tells, a memory the body holds, and an imprint the soul carries.

When past-life imprints remain unexamined, cognitive biases—especially confirmation bias and anchoring bias—may cause individuals to unknowingly recreate similar painful experiences in their current lives. For instance, someone who carries an imprint of betrayal from a past incarnation might develop an unconscious expectation of betrayal, reinforcing this belief through modern interactions. This deep-rooted pain pattern may keep them stuck in cycles of mistrust and emotional suffering, further perpetuated by their cognitive biases.

Healing such imprints involves deep inner work, including past-life regression therapy, soul retrieval, and energy healing, which aim to release these subconscious imprints and allow the soul to integrate newfound wisdom and freedom.

Pain is not just a physical sensation; it is a story the mind tells, a memory the body holds, and an imprint the soul carries. When we experience emotional or physical pain, the mind creates shortcuts to prevent us from repeating painful experiences. While this is meant to protect us, it often leads to distorted perceptions that keep us stuck in suffering.

Negativity bias focuses on suffering rather than progress. If someone has endured trauma, their brain fixates on past wounds, making healing feel impossible.

Even when positive change happens, the mind downplays it, clinging to what is wrong.

Confirmation bias reinforces limiting beliefs about pain. If someone believes they will always struggle, their brain seeks evidence to prove it's true. They might ignore moments of relief, dismiss breakthroughs, and reinforce their suffering.

Anchoring bias traps us in past pain. The first painful experience we endure becomes a mental reference point, influencing how we view all future pain. Even if healing is possible, the mind anchors to the past and resists new possibilities.

The illusion of control causes anxiety and emotional exhaustion. The belief that we must control everything to avoid pain leads to frustration and suffering. In truth, surrendering to what is beyond our control creates more peace than fighting against uncertainty.

Understanding these biases is the first step in breaking free from their hold. When we recognize that pain is not just a reality but a perception filtered through biases, we can begin to shift how we experience it—mentally, emotionally, and spiritually.

Breaking Free: Transcending the Mind's Labyrinth Through Awareness and Soul Alignment

Healing isn't about erasing cognitive biases—it's about becoming aware of them so they no longer control us.

Awareness and mindfulness are the first steps to freedom. Noticing when biases are shaping our thoughts helps us see the patterns that keep us stuck. Asking, "Is this true? Or is my mind filtering reality through past experiences?" allows us to challenge automatic assumptions. Mindfulness practices help us step back from reactive thinking and view situations with greater clarity.

Reframing and expanding perception is key to challenging the stories we tell ourselves. What if the pain is not a dead-end, but a doorway to transformation? Instead of believing "I will always suffer," shifting the narrative to "I am learning from my experiences and growing every day" creates space for healing.

By practicing intuition, meditation, and energy work and connecting deeper with our soul, we shift from mental patterns to soul-level awareness. Trusting the soul's wisdom allows us to move beyond logic and reconnect with our inner truth. The soul is not bound by cognitive biases—it exists beyond fear and beyond limitation. By practicing intuition, meditation, and energy work, we shift from mental patterns to soul-level awareness. True clarity comes when we listen beyond the noise of the mind and connect to our deeper knowing.

Additional practices such as guided visualization, self-reflection exercises, and conscious breathing techniques can further help in rewiring thought patterns and reducing the impact of biases. Neuroscience-backed techniques, like cognitive behavioral therapy (CBT) and neuro-linguistic programming (NLP), can also be integrated into healing practices to bring about long-term shifts in thinking. NLP, in particular, focuses on reshaping thought patterns and language to create positive behavioral changes, making it a powerful tool for overcoming cognitive biases and emotional blocks.

Conclusion – Beyond the Mind: The Path to Clearer Thinking & Inner Freedom

Cognitive biases are not flaws; they are simply filters through which we experience the world. When we become aware of them, we regain power over our thoughts. When we reframe our perceptions, we create space for healing. And when we trust our soul's wisdom, we transcend limitations and step into clarity, resilience, and transformation.

The mind's labyrinth is complex, but the way out is within.

By Dr Margit Gabriele Muller

www.drmargit.com

LONDON FASHION WEEK

20-24 FEBRUARY 25



Ahkeke Londond Catwalk Show In Collaboration With Black PR Group - Outfit by Ahkeke Londond



WOLF & BADGER RUNWAY PARTY - OUTFIT BY JAMES LAKELAND



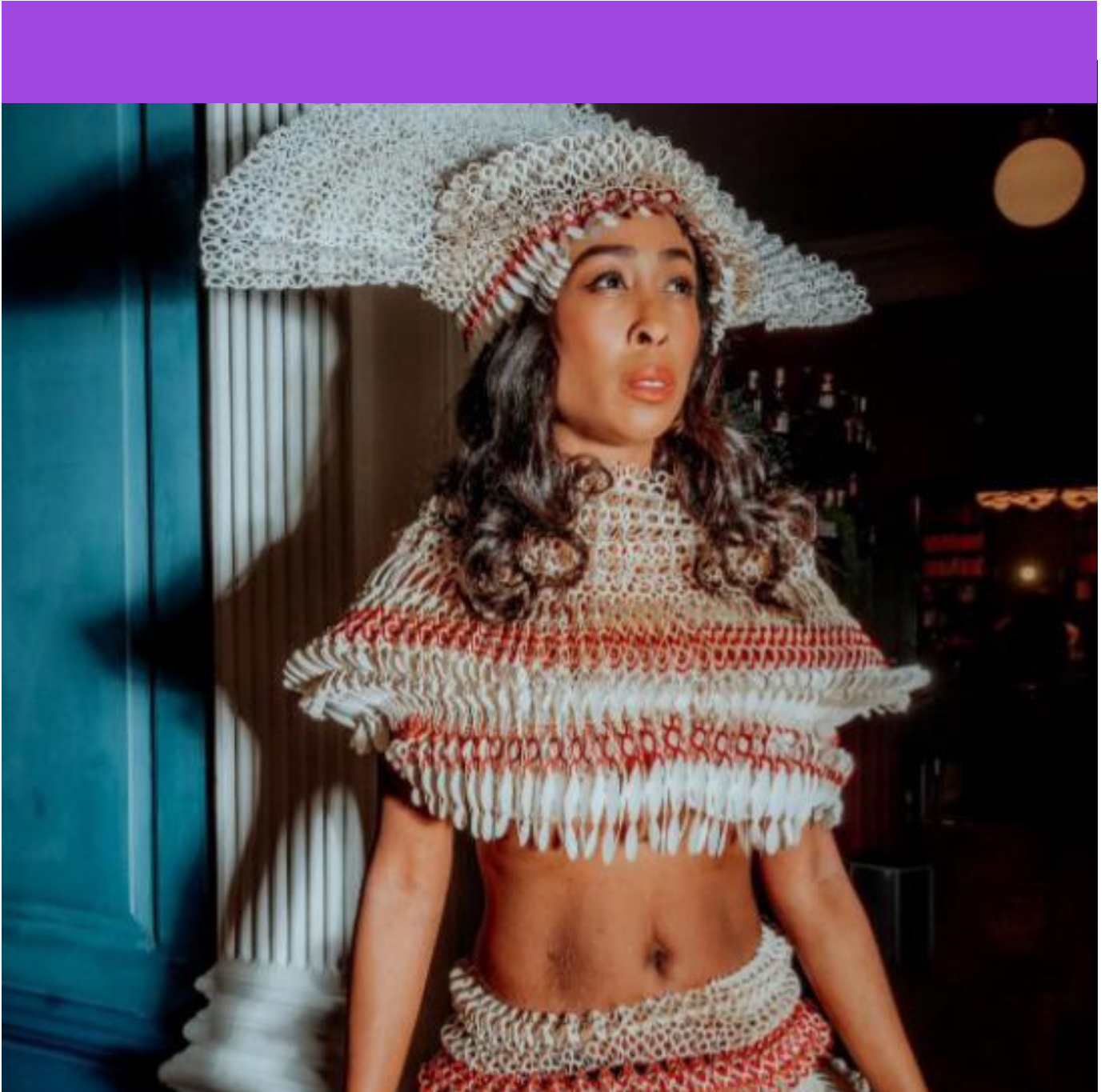
BARRUS CATWALK SHOW IN COLLABORATION WITH BLACK PR GROUP - OUTFIT BY GRLONDONPARIS



Lady Anne Welsh made a remarkable impression at London Fashion Week, both with her impeccable style and her participation on the runway.

Join us as we explore her memorable moments from this prestigious event. She brought her signature elegance to London Fashion Week, showcasing a series of stunning looks.

Explore her personal style highlights from the event.



LONDON FASHION WEEK

20-24 FEBRUARY 25



PUT TOGETHER BY
SAMANTA BULLOCK AND BULLOCK INCLUSION

DESIGNED BY LENNY LOPES
HAT BY MEG DENNIS
PHOTOGRAPHER: SOPHIA STEFELLÉ

PUT TOGETHER BY
SAMANTA BULLOCK AND
BULLOCK INCLUSION

WEARING GARETH VOLKA
PHOTOGRAPHER: SOPHIA STEFELLÉ



INFDark Catwalk Show Organised by Black PR Group - Outfit by INFDark



Outfit by Bella Barnett



Beyond attending, Anne Welsh took to the runway, modeling at The Future Of Fashion Show by Samantha Bullock. Witness her captivating presence and contribution to the innovative collection.

O B E S I T Y

Obesity has become a global health crisis, affecting millions worldwide. It's more than just a matter of weight; it's a complex condition with serious health implications. Understanding obesity, its signs, complications, and treatment options is crucial for promoting a healthier lifestyle.

What is Obesity?

Obesity is a chronic disease characterized by excessive accumulation of body fat. It's typically diagnosed using the Body Mass Index (BMI), a calculation based on height and weight. A BMI of 30 or higher is generally considered obese.

Signs and Symptoms:

- Increased body fat, particularly around the waist.
- Shortness of breath.
- Excessive sweating.
- Fatigue.
- Joint pain.
- Sleep apnea.
- Psychological distress.

Complications of Obesity:

Obesity significantly increases the risk of numerous health problems, including:

- Cardiovascular Disease: Heart disease, stroke, and high blood pressure.
- Type 2 Diabetes: Impaired insulin function.

Understanding, Managing, And Overcoming The Pain

- Certain Cancers: Endometrial, breast, colon, and others.
- Osteoarthritis: Joint degeneration.
- Sleep Apnea: Breathing disruptions during sleep.
- Fatty Liver Disease: Liver inflammation and damage.
- Mental Health Issues: Depression and anxiety.

Treatment Options:

A comprehensive approach to obesity management typically involves:

Lifestyle Changes:

- Dietary Modifications: Emphasizing whole foods, portion control, and reduced calorie intake.
- Regular Exercise: Aim for at least 150 minutes of moderate-intensity aerobic activity per week.
- Behavioral Therapy: Addressing emotional and psychological factors contributing to overeating.





Medications:

GLP-1 Receptor Agonists: Semaglutide (Ozempic, Wegovy), Liraglutide (Saxenda). These medications help regulate appetite and blood sugar.

Orlistat (Xenical, Alli): Reduces the absorption of dietary fats.

Surgical Procedures: Bariatric surgery, such as gastric bypass or sleeve gastrectomy, for severe obesity.

Latest Developments in Obesity Treatment:

The health sector is currently witnessing remarkable advancements in obesity treatment, driven by technological innovations, some of which are:

Digital Health and Telemedicine:

Mobile Apps:

- MyFitnessPal: Tracks food intake, exercise, and weight.
- Noom: Combines psychology with nutrition and exercise tracking.
- Lose It!: Focuses on calorie counting and community support.

Telemedicine Platforms:

- Teladoc Health: Offers virtual consultations with doctors and dietitians.
- Amwell (American Well): Provides access to a network of healthcare professionals for remote care.
- MDLive: Virtual doctor visits and health coaching.

AI and Machine Learning:

AI Applications:

- AI-powered nutrition apps: Apps that use AI to analyze dietary habits and provide personalized recommendations.

- AI-driven fitness trackers: Devices that use AI to monitor activity levels and provide personalized workout plans.
- AI in clinical settings: AI that can analyze patient data to predict risk factors and personalize treatment plans.

Minimally Invasive Procedures:

Endoscopic procedures, such as intragastric balloons, offer less invasive alternatives to traditional bariatric surgery.

Personalized Medicine:

Genetic testing and data analytics are used to tailor treatment plans to individual needs, optimizing effectiveness.

Robotic Surgery:

Robotic-assisted bariatric surgery allows for more precise and less invasive procedures.

Painless Universal's Commitment:

At Painless Universal, we are dedicated to promoting holistic well-being. We understand that obesity is a complex issue that requires a multifaceted approach. We encourage our readers to prioritize healthy lifestyle choices and seek professional guidance when needed.

Conclusion:

Obesity is a serious health concern, but with advancements in treatment and technology, there is hope for effective management and prevention. By combining lifestyle changes, medical interventions, and technological innovations, we can empower individuals to achieve and maintain a healthy weight.

Research Reference:
who.com
activeforever.com
advancedfoodintolerancelabs.com

By Akpobome Otohrise
PAINLESS UNIVERSAL



Important Note: This article is for informational purposes only and should not be considered medical advice. Always consult with a healthcare professional before changing your diet, exercise routine, or treatment plan.

Nutritional Bio-Individuality

Decoding Your Unique Dietary Needs Through the Lens of Chronobiology



In a culture bombarded with influencers and podcasts dedicated to health and wellness, it can be impossible to decipher what information is valid and what information is not rooted in facts. Improving your health is a huge decision! It improves your health beyond exercise; it also applies to your eating habits. Developing a healthy relationship with food will catalyze a well-rounded wellness journey.

For decades, we've received the same nutritional advice. Like a steady drumbeat, we heard the steady cadence of-

"Eat less, move more!"

"Avoid carbs if you want to lose weight."

"You need to eat small, frequent meals for optimal health."

Like a well-oiled machine, we heeded the advice in hopes of reaching our goals. After all, who doesn't want to achieve their goals?! Armed with our new mantras, fitness apps, and water bottles- we went to work! We were ready to take the gym by storm! Then it happened, and we experienced some success; however, the changes weren't long-term.

The frustration sets in, and we eventually abandon our goals. The problem wasn't our commitment to the process. The problem is most traditional advice is rooted in a one-size-fits-all approach. Understanding what to eat and WHEN to eat will become a game-changer for your wellness journey. The conventional approach to wellness fails to consider YOU. There is a one-size-fits-all plan that can effectively address your needs.

One of the most overlooked aspects of our nutritional needs is chronobiology. Chronobiology is the study of our internal biological clocks and rhythms. "Your circadian rhythm influences many aspects of your physiology, including digestion, hunger, and metabolism. But the relationship between food and your body clock is a two-way street:

Your circadian rhythms influence how your body handles food at different times of the day, but eating also helps train your body clock (although to a lesser extent than light)."[1] When we understand chronobiology, we can learn how to these patterns can impact our lifestyle habits- such as eating,

sleeping and exercising. Our circadian rhythms play a crucial role in our nutrition. Our rhythms impact how efficiently our bodies process food at different times of the day.

Personalizing Nutrition Through Chronobiology

Chronobiology helps our nutritional goals by focusing on when we eat. That is the key difference between the traditional model.

Meals and Metabolism:

According to the National Institutes of Health, eating in alignment with your body's metabolism aids digestion and nutrition absorption. For instance, breakfast usually kickstarts your metabolism, while a lighter dinner could prevent late-night digestion issues.



Early Bird vs. Night Owl:

One aspect of chronobiology considers your sleep patterns. Some people are naturally inclined to wake up early, while others function later in the day. Once you identify your chronotype, you can determine its impact. Your chronotype is your preferred sleep-wake cycle.

It's your natural tendency to sleep at a particular time of day. "Chronotype can vary from person to person depending on genetics, age, and other factors. Some scientists believe that chronotype may also differ according to geographical location due to changes in daylight hours.

To figure out your chronotype, think about your sleeping preferences, energy levels throughout the day, meal timing, and other facets of your circadian rhythm."^[2]



Hormones and Digestion: Hormones are typically the underlying culprits for our weight loss struggles. Some of the usual culprits include cortisol, melatonin, and insulin. Why? Because they usually fluctuate throughout the day. These fluctuations impact our appetites and digestion. For instance, your cortisol levels are the highest in the mornings. That's the ideal time for a nutrient-dense breakfast.

Let's contrast that with melatonin. Melatonin levels increase in the evenings. Those increases prepare us for sleep and lead to slower digestion. As a result, a heavy late-night meal may not be an ideal situation.

If you're interested in crafting a meal plan using chronobiology, consider using these steps:

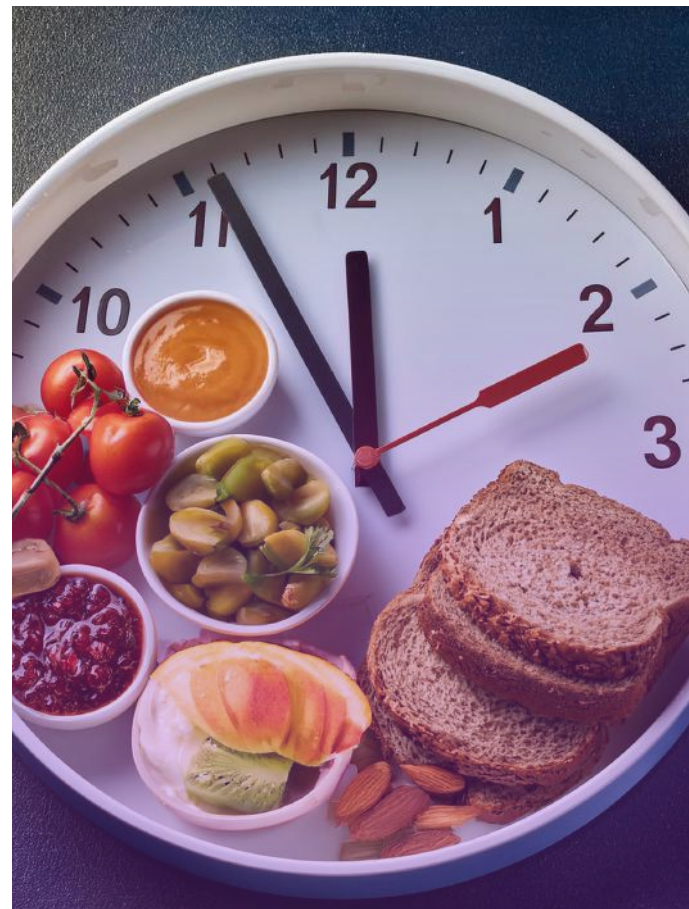
- 1) **Identify your chronotype.**
- 2) **Prioritize eating earlier in the day. Consume the most significant calories earlier in the day, when the body's metabolism is most active.**
- 3) **Maintain a consistent meal schedule. Eating at regular intervals helps regulate your internal clocks and aid in digestion.**
- 4) **Adjust as needed. It will take time to find the right combination that meets your needs.**

Moving beyond the traditional one-size-fits-all narrative and incorporating the chronobiology method will play a vital factor in optimizing metabolism, improving digestion, and enhancing overall well-being. By considering your internal clock, you can craft a diet that aligns with your body.

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By Beverly Johnson
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Painless Tips

Spring Into Wellbeing – Refresh Your Mind & Body

As the days grow longer and flowers begin to bloom, spring is the perfect season to refresh your routine and focus on your wellbeing. After the hibernation of winter, it's time to embrace new energy, healthier habits, and a renewed sense of vitality. Here are some simple yet effective ways to enhance your wellbeing this spring.

Soak Up the Sunshine

Longer daylight hours mean more opportunities to enjoy the sun's natural benefits. Spending time outdoors boosts vitamin D levels, improves mood, and helps regulate sleep cycles. Whether it's a morning walk or an afternoon picnic, make the most of the sunshine.



Refresh Your Diet with Seasonal Foods

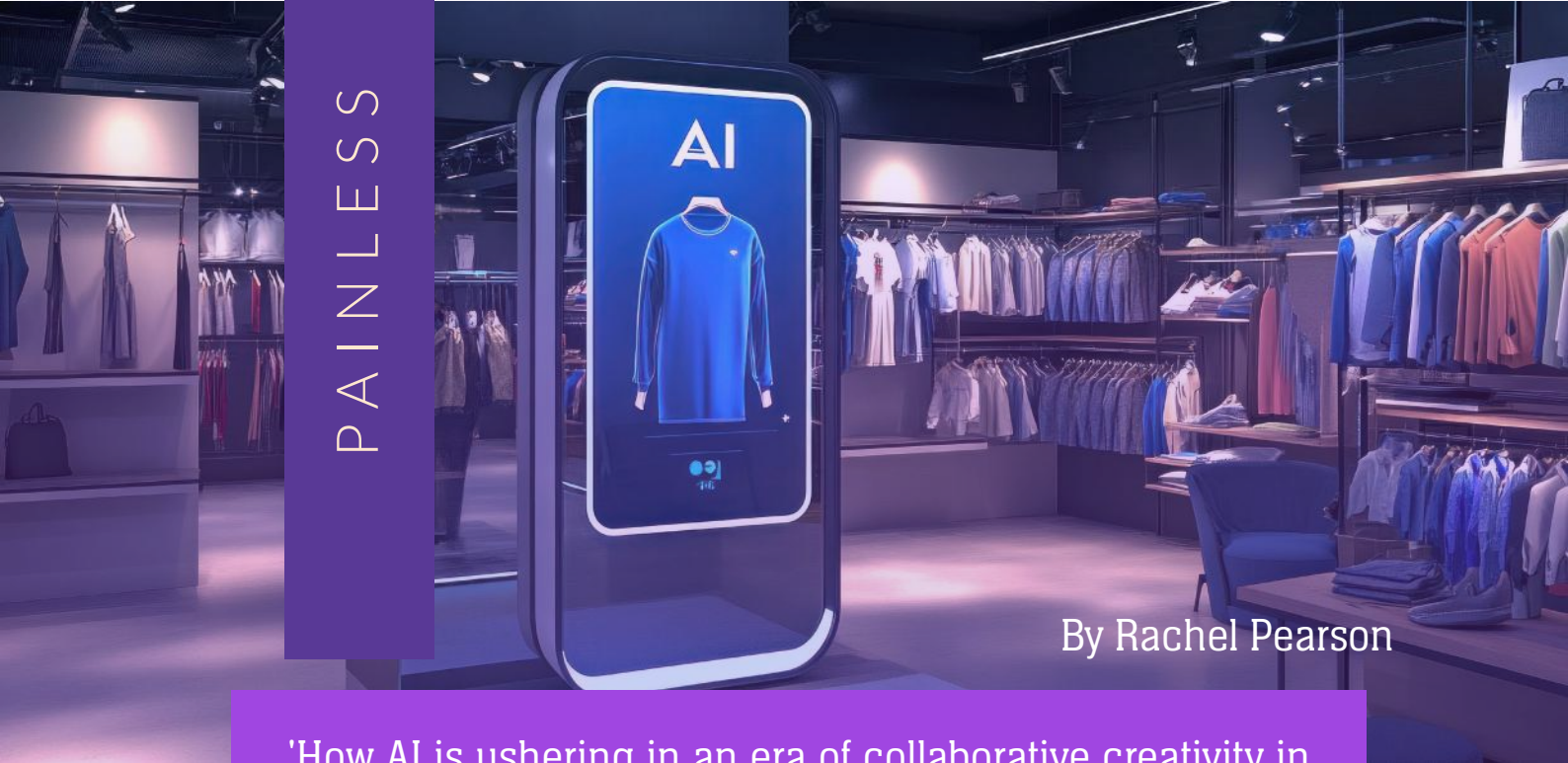
Spring brings an abundance of fresh produce, so why not update your meals with lighter, nutrient-packed options? Leafy greens, berries, citrus fruits, and asparagus are rich in antioxidants and vitamins that can help improve digestion, boost immunity, and give you that springtime glow.



Spring Clean Your Space & Mind

Decluttering your home can do wonders for mental clarity. A clean and organised space reduces stress and promotes relaxation. Take this opportunity to tidy up your surroundings and introduce calming elements like fresh flowers, natural scents, and soft lighting. Additionally, a mental detox—such as journaling or practising mindfulness—can help refresh your mind.





By Rachel Pearson

'How AI is ushering in an era of collaborative creativity in Marketing and Branding. How it's changing the roles of marketers and brand strategists.'

"Creativity is just connecting things" was famously attributed to Steve Jobs. Whilst Jobs may not have had AI in mind at the time, it's a highly relevant concept when we consider the shifts happening in the creative industries today.

Thanks to AI, we have the opportunity to connect more things together in a shorter time than ever before.

The volume and speed of change have been unsettling.

What will it mean for creative thinking?
What will it mean for original insight?
Will there still be a role for human creativity?

It's not surprising that these questions come up. Anything that has the potential to create such radical change as AI should be questioned. However, as Jobs' quote highlights, creativity has always been about building connections. AI brings a new dimension to this, and one that will continue to evolve. But as the initial distrust starts to settle, we're seeing new opportunities and innovation emerge from the blend of creativity and AI.

One of the biggest shifts we're seeing is the recognition that instead of AI being a threat to creativity, it has the potential to bring brands closer to consumers. As we move further into 2025 and we are immersed in the first year of Generation Beta, our expectations of companies and brands are increasingly set by our digital experiences.

15 years ago most consumers would have accepted a one week wait time for online delivery.

Now? It's an inconvenience if it's not offered the next day. Digital has driven direct-to-consumer business models which have raised the standards of customer experience. And brands need to be more creative with not only how they connect with consumers, but how they engage in every touchpoint. 5 years ago personalisation was a 'nice to have'; a marker that the brand is forward thinking. Now, it's the bare minimum.

Consumers expect that brands will not only cater for their personal needs, they want them to anticipate them. This expectation places a significant pressure on insight and marketing teams to deliver products and communication campaigns that both establish mass appeal, whilst also speaking to a consumer desire for more individuality.

This is one area where AI and creative collaboration can excel.

In 2022, 67% of CMOs reported that they felt overwhelmed by the sheer amount of data.

This is where AI is able to be a collaborative partner. AI's ability to collect customer data and analyse behaviour in a fraction of the time it would take a human, reduces data overwhelm and can identify the data points for customised insight and recommendations. This collaboration with AI can lead to personalised product recommendations or tailored content and communications that deliver a more bespoke experience.

However, beyond the data processing there is a much more significant aspect that AI can contribute to; brand positioning.

As someone who has worked on many brand projects, the 'process' of creating a brand positioning brings to mind late nights/early mornings of brand strategists and creatives pouring blood, sweat and probably many late night pizza orders into the 'final' positioning.



What we see today is more adaptiveness. More willingness to experiment and to innovate. It's needed. Brands can't keep relying on the same strategies, even when they have the heritage of the brand name behind them. Case in point? Adidas. For decades, sports branding has been built on the insight of high performance. Nike's 'Just do it' lined up against Adidas's 'Impossible is nothing'. Although very different brands, Nike and Adidas have competed on similar playing fields, speaking to being the best, striving for more and having the competitive edge.



In 2024, Adidas implemented what at first was a new creative campaign but actually resulted from a deeper shift in insight. The Adidas campaign 'You got this' shifted to a more uplifting, motivating tone that aimed to address the alienating pressure of sports sidelines. I don't know whether Adidas incorporated AI into its insights and strategy behind the campaign.

However, when a brand as big as Adidas decides to shift the core positioning of its brand, which has been the cornerstone for decades, something bigger is shifting. Big brands recognise that they cannot rely on being slow to adapt. They cannot wade through 100s pieces of data to find the 'story' for the next campaign. Consumers are demanding more, and brands must adapt to these fast-changing expectations. But does all of this come down to AI? AI is a tool for collaboration. It's not the driver.



Collaboration only works when there is clarity on the end goal. While AI is a fascinating tool for synthesising the amount of data we have access to, it cannot (yet) discern cultural context. Brands are ultimately cultural constructs. Brands and the affinity we have with them only exist because they create relevance to the culture we are in.

No amount of data points can tell you that. Culture is human. By definition, culture is the ideas, customs, and social behaviour of society. It takes someone with that human perspective to recognise the nuances of how the data fits into the culture around it. This is where the role of brand strategists and marketers evolves but does not become obsolete. We may not need as much input anymore into data collection. Gone are the days of endless market research focus groups and data analysis.

This is an area where AI can play. However, as Jobs quoted, the data cannot exist in a vacuum. Creativity is about connecting things; the most



important aspect a brand can connect with is how it is relevant to what its customers want. That's not driven by human logic or data patterns. It's driven by looking at the data and then seeing the context, relating it to the real human experience. That is what creativity is. Real, lived experiences turned into ideas.

Take Adidas as an example. I'm sure there were extensive hours poured into analysing consumer behaviour and industry data. However, at the core of this campaign is one simple insight. 'The people around us can transform our own experiences in sports'. Data will back up this insight, but at the heart, it represents a cultural shift in sports and performance that recognises the mental and physical toll of continuous pressure and aims to promote a more uplifting message.

This type of insight requires human creativity to connect the dots. The roles of brand strategist and marketer are not becoming less important in the rise of AI. I'd argue they are becoming more relevant. But these roles are shifting. These roles cannot remain the 'gatekeepers' of the brand insight and strategy. Brand positioning is becoming more of a discourse between the consumer and the brand. Consumers want to feel part of the brand, and AI is a key collaborative tool to identify what matters to consumers and how to tailor that brand experience and execution.

Brands that continue to develop whilst seeing AI as an 'outside' tool risk losing their innovative edge. Instead, AI can be integrated into the creative process, where brand and marketing teams are the synthesisers. Creativity has always been the way ideas connect together.

As we move ahead and with more and even faster data at our fingertips, I think creativity is going to be measured by what brand strategists and marketers choose not to connect and instead

leave behind. The brands we see emerge as leaders this year aren't going to be the brands that have the most data and the most personalisation and that rely on AI for speed to get ahead.

They're going to be the brands that understand how to bring AI into the business and don't lose the heritage and originality of the brand voice. It's a tightrope to walk, but the brands that take time to leverage the strengths of both machine and human creativity will stand out. Ironically, as technology advances at an unprecedented pace, the core principles of marketing- mission, vision, and purpose- seen through a human lens will determine success. Mastering these fundamentals is what will allow brands to fully leverage new data capabilities and remain truly relevant to what consumers want.



BIO: Rachel Pearson is a former luxury marketing executive turned accredited coach, bringing over 15 years of experience launching and scaling premium brands—including leading the launch of a luxury airline alongside the team behind Uber during the pandemic.

Now, she helps coaches and service providers refine their positioning, messaging, and sales strategy to attract premium clients and build sustainable, high-value businesses. With a deep understanding of luxury branding and high-ticket sales, Rachel empowers her clients to scale with simplicity, authority, and unwavering alignment to their vision.

www.iamrachelpearson.com



Painless Tips

Spring Into Wellbeing Refresh Your Mind & Body

Move Your Body Outdoors

Warmer temperatures provide the perfect excuse to move more. Instead of confining workouts to the gym, embrace outdoor activities like hiking, cycling, or practising yoga in the park. Physical activity in fresh air not only boosts energy but also reduces anxiety and improves overall wellbeing.



Hydrate & Rejuvenate

Hydration is key to feeling refreshed. Increase your water intake by infusing it with springtime flavors like lemon, mint, or cucumber. Staying hydrated improves skin health, digestion, and energy levels, keeping you vibrant throughout the season.

Prioritise Restful Sleep

As daylight saving time shifts, your sleep schedule may need adjusting. Aim for 7-9 hours of quality sleep each night by maintaining a consistent bedtime routine, reducing screen time before bed, and creating a peaceful sleep environment.



Try Something New

Spring is a time for renewal, making it the ideal moment to explore a new hobby or revisit an old passion. Whether it's painting, gardening, or learning a new language, engaging in fresh experiences can stimulate creativity and boost mental health.



Mental Resilience A Skill You Can Build

By Gerrard Finlayson

Over the years, I've trained CEOs, entrepreneurs, and high-achieving professionals who face relentless pressure—balancing businesses, careers, and personal lives while navigating uncertainty and setbacks. Some handle challenges with confidence, adapting and growing stronger, while others struggle, feeling overwhelmed or stuck.

What sets them apart isn't talent or intelligence—it's resilience. And the good news? Resilience isn't an innate trait; it's a skill that can be developed, much like strength or endurance. But true resilience isn't just about bouncing back from hardship—it's about proactively building the mental habits that keep you strong before adversity strikes. Just as you wouldn't wait for an injury to start training your body, you shouldn't wait for burnout or crisis to train your mind.

I've seen this play out in my own life more times than I can count. Early in my career, I thought resilience was just about pushing through, grinding harder, and never showing weakness. That approach worked—until it didn't. Injuries, business setbacks, and personal challenges eventually taught me that resilience isn't just about toughness; it's about adaptability. The strongest structures aren't the ones that resist every force but those that bend without breaking.

Years later, that lesson came full circle when I suffered a life-changing back injury that will eventually require surgery. I had two choices: let it define me or take control and proactively shape the way I approached my health, fitness, and mindset. By applying the same principles I teach my clients—structuring my environment, focusing on controllables, and shifting my perspective—I found myself not just maintaining my physical health but reaching the best shape of my life in my 40s.





The same principles apply to mental resilience. Here's how to build it before you need it.

Reframe Stress as an Opportunity

I used to view stress as something to be avoided—something that signalled I was doing too much. But over time, I learned to see stress differently. As a business owner, father, and coach, I don't have the luxury of a stress-free life. Instead of wishing for fewer problems, I've trained myself to develop better strategies for handling them.

I remember when I first expanded my coaching business beyond in-person training, transitioning into online coaching. The shift was overwhelming—new systems, new client demands, and the fear that I might lose the personal connection that made my work meaningful. But instead of seeing it as an insurmountable challenge, I reframed it as a test. Growth, after all, is stress in disguise. By treating it as an opportunity to evolve rather than a threat, I not only adapted but thrived.

The same applies to your fitness, business, or personal life. Stress is a signal for growth, not failure. The key is managing your response to it.

Control the Controllable's

A hard truth I've had to accept—both in my personal and professional life—is that I can't control everything. But what I can control makes all the difference.



'The strongest structures aren't the ones that resist every force but those that bend without breaking.'





When my back injury worsened, I could have spiralled into frustration, dwelling on what I couldn't do. Instead, I shifted my focus. I doubled down on what I could still train effectively, optimised my nutrition, and adjusted my approach to movement. The result? I didn't just maintain my fitness—I reached the best shape of my life.

The same applies to business. When unexpected challenges hit—whether it's a changing market, a failed launch, or an economic downturn—you can't control the external forces. But you can control your effort, your habits, and your perspective.

Ask yourself: What's within my control right now? Then, take action on that.

Build Systems, Not Just Willpower

Most people think resilience is about sheer willpower—just toughing it out. But real resilience comes from systems that support your success.

In my coaching business, I learned early on that if I relied on motivation alone, I'd be in trouble. There were days I felt unstoppable and others where I questioned everything. What kept me moving forward? Systems. I set up routines that made progress inevitable—structured habits, automated processes, and clear priorities.

The same applies to mental resilience. If you want to stay consistent with your training, don't rely on willpower—structure your environment to make good choices easier. If you want to build a successful business, don't rely on “grinding harder”—build repeatable systems that remove friction.

Adapt, Don't Just Persist

Early in my career, I prided myself on being relentless. I thought the answer to every challenge was to work harder, push more, and refuse to quit. But that mindset nearly led to burnout.

The real lesson? True resilience isn't just about persistence—it's about adaptability.

I see this all the time in training. Some people push through injuries, ignoring warning signs, thinking that quitting is weakness. But real strength is knowing when to pivot. The same applies to business and life. Sometimes, the best move isn't to push harder—it's to change your approach entirely.

Invest in Proactive Mental Wellness

One of the biggest shifts I've made—both personally and in how I coach others—is moving from a reactive approach to a proactive one when it comes to mental wellness. Too many people wait until they're overwhelmed, burnt out, or in crisis before they focus on their mental health. But just like physical fitness, mental resilience is built over time.

For me, this means simple but effective daily habits: exercise, quality sleep, structured downtime, and intentional reflection. It means actively managing stress before it builds up and setting boundaries to protect my energy. The best time to strengthen your mindset isn't when you're already struggling—it's before you need it.

Final Thoughts

Resilience isn't about being unbreakable—it's about being adaptable. It's not about grinding through life but building the systems and habits that allow you to handle challenges before they arrive. Whether in fitness, business, or personal life, resilience is built through reframing stress, controlling what you can, setting up supportive systems, adapting when necessary, and proactively investing in mental wellness.

I've seen these principles transform not just my own life but the lives of my clients—entrepreneurs balancing immense pressure, parents managing careers and families, and individuals striving for excellence despite setbacks.

The best part? Resilience isn't reserved for a select few. It's something you can build, refine, and strengthen—starting today.



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PAINLESS

Spring
Into
Style

How to Transition
Your Look with Ease



Fashion





A new season means a new start. Spring is a season of renewal, and fashion follows suit with fresh styles, vibrant colours, and lighter fabrics. Spring fashion is about embracing versatility—mixing cozy winter staples with breezy spring pieces to create effortless yet stylish looks. Beyond practicality, spring is the perfect time to experiment with new trends, from soft pastels and floral prints to relaxed silhouettes and statement accessories.

Whether dressing for casual outings, work, or special occasions, comfort and functionality remain key. By focusing on adaptable pieces and seasonal trends, you can step into spring with both confidence and style.

Spring Colour Trends and Patterns

Spring fashion is all about a refreshing mix of soft pastels, timeless florals, and bold, statement-making hues. This season's palette reflects a balance between dreamy elegance and vibrant energy, making it easy to experiment with different

styles while also staying on trend. Whether you prefer a delicate and feminine aesthetic or a bold and confident look, there's a colour or pattern to match your mood.

Pastel shades continue to dominate spring wardrobes, bringing a sense of softness and sophistication to any outfit. Soft pinks, baby blues, and mint greens are particularly popular, offering a fresh and airy feel. These hues work beautifully in flowy dresses, lightweight blouses, and tailored pieces, making them versatile for both casual and formal occasions. Whether styled in monochrome outfits or mixed with neutral tones, pastels can add a touch of effortless elegance to your spring ensembles.

Having said that, no spring season is complete without floral prints, and this spring is no exception. This year, florals take on a mix of vintage-inspired and modern designs, from dainty, hand-painted motifs to bold, oversized patterns. Expect to see florals incorporated into everything from maxi dresses to structured blazers, offering a romantic and playful approach. Pairing floral prints with solid pastels or neutrals keeps the look balanced, while layering floral accessories—like scarves or handbags—adds a subtle seasonal touch.

For those looking to make a statement, bright and bold colours are the way to go. Pops of yellow, coral, and lavender will be seen in everything from chic suits to everyday streetwear, injecting energy and optimism into our spring wardrobes. Whether worn as a standout piece—like a vibrant blazer or maxi skirt—or incorporated through accessories like handbags or shoes, these bold shades are perfect for embracing the lively spirit of the season.

Colour-blocking with contrasting tones or pairing brights with softer neutrals also allows for creative and eye-catching outfits.

Spring Wardrobe Essentials

Light layers are a must-have for the season, allowing you to adapt to fluctuating temperatures throughout the day. For strategic layering—start with a breathable base layer, add a light jumper or blouse, and finish with a jacket or cardigan that can be easily removed as the day warms up. This approach keeps you comfortable without having to sacrifice on style.

Cardigans in soft, neutral tones or pastel hues are versatile enough to pair with dresses, jeans, or skirts, providing just the right amount of warmth. For a more structured look, blazers add a polished touch to both casual and professional outfits. A lightweight blazer in beige, light grey, or soft blue is a must-have, allowing for effortless layering without feeling too bulky.



Finally, choosing stylish yet functional outerwear ensures you're prepared for sudden temperature drops or unexpected drizzles. Trench coats remain a timeless spring staple, offering both style and practicality. A denim jacket adds a casual, laid-back vibe, perfect for weekend outings, while a lightweight leather jacket provides a sporty-chic aesthetic with added functionality. For those unpredictable rainy days, a sleek, water-resistant raincoat in a trendy pastel or neutral shade keeps you dry without compromising on style.

Footwear in spring should be both functional and fashionable. Trainers remain a staple for everyday wear, pairing well with everything from jeans to sundresses. For a more polished look, court shoes offer a sleek, comfortable option that works well for both work and weekend outings. On chillier days, ankle boots provide the perfect balance between warmth and style, while ballet-style flats add timeless elegance to any outfit. Investing in a few key footwear pieces ensures you're prepared for any occasion.

Spring Outfit Ideas for Every Occasion

Spring fashion is all about versatility, offering a mix of relaxed, polished, and elegant styles that can take you from casual daytime outings to evening events. With the right pieces, you can effortlessly transition between different occasions while staying both stylish and comfortable.

For casual everyday looks, think effortless and breezy pieces that offer both style and comfort. Flowy dresses are a must-have, providing a light and airy feel perfect for warm spring days. Pairing a simple floral or pastel dress with smart white trainers or strappy sandals creates an easygoing yet put-together outfit. Relaxed jeans—whether wide-leg, straight-cut, or distressed—are another staple, offering a laid-back vibe when styled with chic tops like off-the-shoulder blouses, fitted bodysuits, or classic button-down shirts. Layering with a lightweight cardigan or denim jacket adds the perfect finishing touch.

For work-appropriate attire, lightweight blazers in soft neutrals or pastel tones are ideal for layering over blouses or fitted tops. Midi skirts—whether pleated, A-line, or wrap styles—offer a sophisticated silhouette while allowing for comfort and movement. Pairing these with polished flats keeps the look elegant yet practical, making it easy to go from meetings to after-work gatherings without sacrificing style.

For weekend plans, jumpsuits are a go-to choice, offering an effortless, one-piece solution that looks stylish with minimal effort. Meanwhile, maxi dresses in bold prints or flowy fabrics provide a relaxed and feminine touch. For footwear, stylish trainers are a must, blending comfort with trendiness whether you're exploring the city, running errands, or enjoying a picnic in the park.

For evening and special events, wrap dresses are a timeless favorite, flattering all body types with their adjustable fit and sophisticated drape. Opt for luxe fabrics like silk or satin in rich colours or delicate floral prints for an elevated look. To complete the outfit, statement accessories such as bold earrings, a sleek clutch, or layered necklaces add personality and glamour. Finally, heeled sandals—whether strappy, block-heeled, or wedged—bring the perfect balance of style and comfort, ensuring you feel confident for any evening occasion.





Accessories to Elevate Your Look

No spring outfit is complete without the perfect accessories to add personality and polish. Statement jewellery is a must-have, with a mix of bold and delicate pieces making their mark. Dainty layered necklaces, colourful earrings, and stacked rings allow for a mix-and-match approach that feels both curated and effortless.

Another essential accessory this season is trendy sunglasses, which not only protect your eyes but also serve as a fashion statement. Oversized frames exude a glamorous, vintage vibe, while cat-eye sunglasses add a touch of retro sophistication.

A stylish bag can instantly pull an outfit together. Crossbody bags are perfect for on-the-go fashion, while woven totes bring a laid-back, beachy feel. For a more polished touch, structured handbags in soft pastel tones or rich, earthy hues add sophistication.

With these accessories, spring fashion is all about the details—mixing classic staples with trend-forward pieces to create a look that feels fresh, stylish, and uniquely you.

Most importantly, spring is the perfect time to experiment with your personal style. Don't be afraid to try new colour combinations, mix textures, or step outside of your comfort zone with trendy silhouettes. Whether you gravitate toward soft pastels, vibrant hues, or timeless florals, make each outfit a reflection of your personality. Fashion should be fun, and spring's playful energy offers the ideal opportunity to explore different looks and create fresh, eye-catching looks.

Ultimately, embracing spring fashion is about confidence and self-expression. The season is all about renewal, so use it as a chance to refresh not just your wardrobe but also your mindset. By curating a collection of stylish yet practical pieces, layering smartly for unpredictable weather, and making new fashion choices, you can step into the season feeling empowered and effortlessly chic. So go ahead—embrace the colours, the patterns, and the joyful spirit of spring and step out with confidence and style!

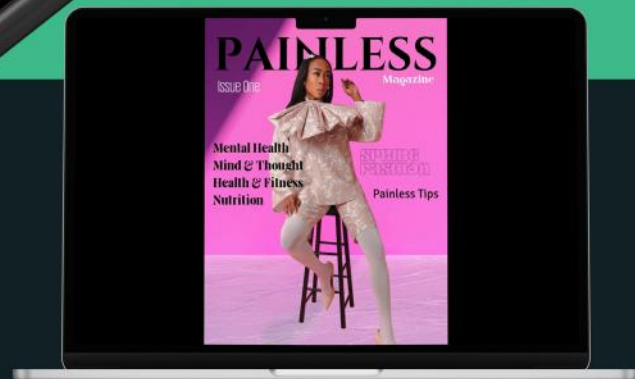
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INTERNATIONAL WOMEN'S DAY

Painless Universal International
Women's Day Event



On Saturday, March 8th, 2025, Painless Universal hosted a memorable International Women's Day event in collaboration with House of ROYA North West London. The event brought together a vibrant community of women to celebrate their achievements, reflect on progress, and advocate for gender equality.

The evening was expertly hosted by entrepreneur Ms. Kemi Abiola, whose warmth and energy set the perfect tone for the event. The event began with a charming introduction by my girls; Charlotte, Caroline, and Chloe, who set the stage for an evening of celebration and inspiration.

A highlight of the evening was the insightful "In Conversation with Shirin Johri," Co- Founder of House of Roya. Their discussion explored the journey of entrepreneurship and the importance of women supporting women in business.

Following this, attendees were treated to a captivating "Fireside Chat with Atosa Anzalchi," Founder of Atosa's Style Fashion Jewelry, where she shared her creative vision and the challenges and triumphs of building her brand.

The event also featured a stunning showcase of House of Roya's elegant homeware and Atosa's Style Fashion Jewelry, allowing guests to experience the craftsmanship and artistry of these remarkable brands. The evening was further enriched by a special performance from 13-year-old pianist, Anisa Ford, whose talent and passion left the audience deeply moved.

Throughout the evening, attendees enjoyed meaningful networking opportunities, connecting with like-minded individuals and fostering a sense of community. The event served as a powerful reminder of the strength, resilience, and brilliance of women, and the importance of continuing to strive for gender equality.

Painless Universal extends heartfelt gratitude to Shirin Johri, Atosa Anzalchi, Anisa Ford, Ms. Kemi Abiola, Charlotte, Caroline, Chloe, and all who contributed to making this International Women's Day event a resounding success. We are committed to continuing our mission of empowering women and celebrating their achievements.



STAGE PRESENCE



The pressure of performance is something that I thought I would leave behind once I retired following a 15-year career as a professional athlete. We were constantly told the 6P's rule, Proper Preparation Prevents Piss Poor Performance – an extra P for emphasis!! When broken down, this rule leads to another **'P': PRACTICE.**

I often talk about tips and tactics to combat imposter syndrome and confidence lays at the heart of the solution. If we break down where confidence comes from, it's feeling sure of yourself and your abilities. What better way to feel sure of your abilities than to meticulously practice your craft, not until you get it right but until you can't get it wrong. I believe that this distinction is what separates good from great.

There are many studies that talk about nature v nurture and also the 10,000 hours rule, which suggests that to achieve expert status, one must have committed at least 10,000 hours of practice. There is a big difference between proactive and purposeful practice. Anders Ericsson's work on deliberate practice (1993) challenges the simplistic

10,000-hour rule. He argues that mastery isn't about logging hours but engaging in purposeful, structured practice with feedback.

Consider my desire to become a single figure golfer at some point in the future. I play golf occasionally and sometimes even go to the driving range to hit a couple of baskets of balls. Largely to see how far I can hit the ball with my driver. That could be described as practice, but it would be a far stretch to describe it as purposeful practice. The difference being, I haven't committed to choosing a particular shot with a particular club and focused on that until I have mastered it.

Once I feel I have mastered that particular club and the range of shots it can produce, I can then turn my attention to another club and simply repeat until I have gone through all of my clubs raising my overall confidence levels for when I'm called upon the majority of the shots I may be required to play. Purposeful practice requires selecting a specific shot, focusing on refining it, and only moving on once mastered.

This mirrors how elite tennis players who are known for inch perfect serve and returns, free kick and penalty takers, high board divers, world champion darts and snooker players. However, if we move our attention away from elite sport, it is no different. Think about the hugely talented comedians and performers that we see on stage and on our TVs. When we see them deliver their killer one liners or the accidental trip on stage to set us up for their next story, or perfectly timed one liner, do we feel that it's the first time they have delivered that to us or it is the first time they have accidentally tripped up on stage?

The reality is, they will have meticulously crafted their script often trialling it out in smaller clubs and venues before they get to the bigger stages and then on to our screens. This aligns with Cognitive Load Theory (Sweller, 1988), which suggests that by overlearning and automating aspects of their performance, they free up mental bandwidth for improvisation and audience engagement. If we watched Michael Macintyre, Sarah Millican, Ricky Gervais or one of my favourites Katherine Ryan, they will have practiced tripping over in the exact same part owning the stage and the exact time in their performances in Leeds, Manchester, Birmingham, Leicester, Bristol and London – purposeful practice to its core!

For me, preparing a keynote speech follows the same structured routine I used as an athlete. When I approach my keynote speeches for major global clients, it won't be the first time I will have delivered it because that would be stupid and naive. My pre-delivery routine mimics my old sporting pre match routine which consists of ensuring I have had enough sleep so my concentration levels are on point. I am fully hydrated so I can function optimally, my equipment is fully charged and ready, my back up equipment is also there on standby too (I learned this when my left football boot broke during the warm up in cup semi-final). Faced with the option of either wearing odd boots or borrowing a pair from a teammate that I hadn't worn before, I realised that I needed to be better prepared for different eventualities where I could still control the controllables.





Practicing the content relentlessly in the build-up is a common occurrence, often using my VR headset to recreate the room that I will be delivering in with similar audience size and demographics. This approach aligns with Embodiment Theory (Damasio, 1994), which emphasises the connection between physical readiness and mental sharpness.

I will have visualised my opening words, where I want to add impact, emotion or need to add a dramatic pause, moving the practical practice to a mental rehearsal phase to help engrain it into my mind. Beyond physical preparation, Ebbinghaus Forgetting Curve (1885) reminds us that audiences forget 50% of what they hear within an hour and up to 70% within 24 hours.



This means I must structure my speech with memorable takeaways and repetition to enhance retention. Self-Efficacy Theory (Bandura, 1977) reinforces this—confidence grows through mastery experiences, and preparation is key to delivering with certainty.



All this happens before I am even close to stepping on to the stage to deliver any messaging. However, this cant only happen for huge global clients because at the sharp end where people and the paying public, where entertainers and performers are concerned, are expecting excellence every single time, one slip up and the reputation takes a hammering and may not recover.

For me, this means it requires the same purposeful practice whether it's for primary school children as it does for a

corporate blue-chip sales team or a conference for C-suite execs, the performance must feel fresh to each audience. Furthermore, whilst you are delivering your crafted performance that you have practiced over and over again its hugely important to remember that each audience member will be hearing and seeing your performance for the first time, so it needs to be delivered in a way like it's the first time you are delivering it, additionally, it's been carefully crafted for them. This echoes Stanislavski's Method Acting, where actors internalise their script so deeply that each delivery feels authentic, even after countless repetitions.

From a deliverers perspective the metaphor I think of is similar that of a gracious swan gliding smoothly across the lake. We don't really know how hard they are working below the surface to ensure above the surface is perceived as effortless. This is even more prevalent when considering the physical stressor associated with theatre performers which adds another layer.

Next time you watch a speech, a comedy sketch or a live theatre performance, take a second to think how hard they have worked to try and deliver you a memorable experience that leaves you inspired, motivated, emotional or just happier. They are not simply hoping to achieve this outcome as we all know – **hope is not a plan!**

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