



PARENTS GUIDE TO... STAYING CONNECTED TO YOUR KIDS

As our kids begin catching up to us on the height chart, it can feel like they're drifting away from us. Psychologist Dr. Ruth Fillingim gives advice on how to stay close.

When your kids are little, you're so close to them. Their giggles and their first steps are so close to you. But as they grow, their independence and their desire to be around you, it's more important than ever to stay connected. It's not just about staying close to your kids; it's about staying close to your relationship with them. As our kids begin catching up to us on the height chart, it can feel like they're drifting away from us. Psychologist Dr. Ruth Fillingim gives advice on how to stay close.

It's a very easy to fall into a negative cycle where bad feelings breed more bad feelings. It's not easy to break the cycle. You have to start with how you feel. The good news is that you can't be put off by a bad day. When things aren't going well, it's also important to keep your expectations realistic, and keep your focus on the things that you can control. You can't control your child's behavior. During times around the house, it's important to take a step back and focus on the things that you can control. You can't control your child's behavior. During times around the house, it's important to take a step back and focus on the things that you can control.

CHOOSE YOUR TIME RIGHT
It's important to choose the right time to have a conversation with your child. If you have a question about after-school activities or a concern about their behavior, it's best to talk to them when they're calm and not hungry.

DO STUFF TOGETHER
A great way to open up communication is to do things together. Shared activities are a win-win. If you can't find time to do things together, try to find ways to connect with your child during the day.

RESPECT THEIR PHYSICAL BOUNDARIES
When your child is upset, it's important to respect their physical boundaries. Don't force them to hug or kiss you if they don't want to. It's important to let them know that you respect their feelings.

FAMILY TIME IS ESSENTIAL
Family time is essential for your child's development. It's important to spend time together as a family, even if it's just for a few minutes a day. Family time helps your child feel loved and supported.

BEAUTY DUTY

Check out the hottest make-up trends coming from the runway

1. ALL ABOUT ORANGE
If you have a warm complexion, try a pink-based coral orange lip. Coral lip color will radiate with a more vibrant-orange tint. The secret is to keep it from bleeding outside the lip line. "Make sure the lipstick is applied on a moist lip," says Kube. "Priming powder across the lips will help to provide a good base."

2. BROWS ARE BIG
You don't know the difference good eyebrows can make to your face until you've had a play with a brow pencil or powder. By having your eyebrows shaped and the gaps filled in, you instantly give framing and balance to all your other facial features, says Kube.

3. GO BRIGHT WITH WHITE
A white-based mascara is a must-have for your eyes. It's a great way to make your eyes pop and give you a bright, awake look.

4. THE BRONZED AND THE BEAUTIFUL
Whether you're a fan of a bronzer, highlighting bronzer or a more matte, contour powder, there's no denying a bronze glow is ideal for summer. "A darker color under the cheekbones will help make the face look slimmer. It's like covering a dark pair of trousers," Kube says.

5. TOMATOES ARE RICH IN ANTIOXIDANTS, ESPECIALLY LYCOPENE, THE NATURAL PIGMENT THAT TURNS TOMATOES RED.

CUCUMBER
As well as containing antioxidant superfoods, cucumbers are mainly known for their soothing and cooling properties. They are very hydrating in silica, essential for hair and skin. Cucumbers are high in water content, which helps prevent dryness and skin irritation. They also contain caffeoyl and ascorbic acid, which helps prevent water retention (that's why cucumber slices are used to constrict under-eye puffiness).

TOMATO
Tomatoes are rich in antioxidants, especially lycopene, the natural pigment that turns tomatoes red. Lycopene can neutralize free radicals, reducing skin damage and preventing skin cancer. Lycopene also helps to reduce skin aging and even skin tone. Lycopene has been shown to have anti-inflammatory properties, which can help prevent skin damage and reduce redness. Lycopene also helps to reduce skin aging and even skin tone.

CARROT
Add carrot to your salad and you're loading up on a powerful beta-carotene, a powerful antioxidant that can help protect your skin from sun damage. Beta-carotene is converted by the body into vitamin A, which is essential for skin health. Carrots also contain vitamin C, which helps to reduce skin aging and even skin tone.

AVOCADO
Avocado is known for its good fats, monounsaturated fatty acids. These help your skin to retain moisture, preventing dryness and skin irritation. Avocado also contains vitamin E, which helps to reduce skin aging and even skin tone. Avocado is also a good source of potassium, which helps to reduce skin aging and even skin tone.

Find it in: Trilogy Cream Cleanser, Evolv Nourishing Hand & Cuticle Cream, Antipode Skin Sens Oil, Eye Cream

Find it in: Innoxa Tinted Skin Vitamin Treatment Lotion SPF 15, Trilogy Face Care Ultra Hydrating Cream, Blackberry Vitamin C Cream





WELCOME

Living Well is the “owned media” channel for Green Cross Health pharmacies. Green Cross Health supports over 300 pharmacies nationwide under the Unichem and Life Pharmacy banners and is passionate about the role that pharmacy plays in providing professional health care and advice, products and services to communities throughout New Zealand.

Living Well magazine delivers quality content to position Unichem and Life Pharmacies as the first port of call for health and beauty needs throughout New Zealand.

With more than \$220 million of sales across Unichem and Life Pharmacies each year, Living Well provides an unparalleled opportunity to drive awareness and sales while delivering genuine value to our shared consumer base.

Grant Bai
Chief Executive Officer
GREEN CROSS HEALTH



EDITORS'S BIO

Karyn Henger began her career in journalism in the late 1990s, working in daily newspapers for three years and then moving into the magazine industry. She was a staff writer for the iconic New Zealand Woman's Weekly and has written for many of New Zealand's favourite women's titles. A mother of three children aged 6, 12 and 13, she was the deputy editor and then editor of Little Treasures parenting magazine for a number of years before taking up her position as editor of Living Well. Karyn has a special interest in family health and looks forward to delving into the issues that matter to Kiwi families most.

Karyn Henger
Editor
LIVING WELL MAGAZINE

SHORT & SWEET
A tender glow, a new skin care and the ancient art of oil pulling

WELL-KNOWN THAT THE LATEST skin care products are packed with ingredients that promise to give your skin the glow it deserves. But what if you could get that same glow without all the chemicals and preservatives? Enter the ancient practice of oil pulling, a simple yet powerful technique that's been used for centuries to improve skin health and overall well-being.

THE GOOD OIL is the key to success. Coconut oil is the most popular choice, but other oils like olive, sunflower, and jojoba also work well. The idea is to swish the oil in your mouth for 15-20 minutes, then spit it out and rinse with water. This helps to remove toxins and bacteria from the mouth, leaving your skin clearer and more radiant.

SKIN CARE FOR VEGANS is a growing market, with many people looking for natural, plant-based alternatives to traditional skin care products. Look for ingredients like aloe vera, chamomile, and essential oils that provide hydration and soothing benefits without animal-derived products.

PHOTO'S HOT is a new trend in beauty, where people are embracing their natural skin tones and using minimal makeup to enhance their features. This is a refreshing change from the heavy makeup trends of the past, focusing on natural beauty and self-love.

LOOKING HOT is another trend, where people are using natural ingredients like turmeric and honey to create glowing skin. These ingredients have anti-inflammatory and antioxidant properties that help to brighten the skin and reduce redness.

SKIN CARE FOR MEN is also gaining popularity, with many men looking for products that address their specific skin concerns like acne, dryness, and aging. Look for products that are gentle yet effective, and that also provide hydration and protection for the skin.

BEAUTY DUTY
Check out the hottest make-up trends straight from the runway

LUCY LIGHT INTERVIEWS UNICHEM AND LIFE PHARMACY BEAUTY EXPERT KOBÉ THOMPSON

1 PASTEL POWER
A BARELY-THERE SWEEP OF PETAL PINK OR LAVENDER ACROSS YOUR LIDS IS ALL YOU NEED FOR A ROMANTIC WASH OF COLOUR. IF YOU'RE FEELING A BIT MORE DARING, GO STRONGER WITH THE SHADOW BUT KEEP THE LIPS MORE PARED BACK. SAYS KOBÉ THOMPSON, FOR A WOMAN IN HER 40s, TRY THE PASTEL SHADE JUST ON THE EYELID AND MAYBE A LITTLE UNDERNEATH THE EYE, FOR A SOFTER LOOK.

2 ALL ABOUT ORANGE
If you have a warm complexion, try a pink-based coral orange lip. Cooler skin tones will look radiant with a more reddish-orange tint. The most important thing when wearing a knock-out lip is to keep it from bleeding outside the lip line. "Make sure the lipstick is applied to a matte lip," insists Kóbe. "Putting pressed powder across the lips will help to provide a good base."

3 GO BRIGHT WITH WHITE
A white or natural pencil smudged along the waterline of your lower lashes will highlight the whites of your eyes, and give you a fresher appearance. "You can also highlight the inner corners of the eye, next to the nose. This will give the illusion of a wider eye," says Kóbe.

4 THE BRONZED AND THE BEAUTIFUL
Whether you're a fan of a luminous, highlighting bronzer or a more matte, concealing powder there's no denying a bronzy glow is ideal for summer. "A darker colour under the cheekbones will help make the face look slimmer. It's like wearing a dark pair of trousers," Kóbe says.

5 BROWS ARE BIG
You don't know the difference good eyebrows can make to your face until you've had a play with a brow pencil or powder. By having your eyebrows shaped and the gaps filled in, you instantly give framing and balance to all your other facial features, says Kóbe.

FEELING HEAVY, BLOATED AND UNCOMFORTABLE?
If you get bloating, wind or digestive discomfort, you've probably tried everything for it. Or have you?

IT'S NOT JUST YOU who experience bloating and discomfort. It's a common problem that affects many people, often without them realizing it. The good news is that there are natural ways to manage these symptoms and improve your digestive health.

PHLOE BOWEL HEALTH CAPSULES are a natural, plant-based solution that helps to regulate your bowels and reduce bloating. They contain a unique blend of ingredients that support the natural function of your digestive system, helping to prevent constipation and gas.

HOW TO TAKE PHLOE is simple. Take one capsule with a meal, preferably breakfast or lunch. It's important to stay hydrated and maintain a healthy diet to get the most out of the capsules.

WHY YOU SHOULD TAKE PHLOE is because it's a natural, safe, and effective way to improve your digestive health. It's suitable for both men and women, and it can be used long-term to maintain a healthy digestive system.

CONTACT DETAILS

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SECTIONS:

Living Well is divided into four easy-to-find sections:

Upfront

Newsy bites of information about new health and wellness products, the latest in health trends and tips and advice

Feature

Lengthier features about health and wellness issues at the forefront of New Zealanders' minds. Includes stories about family, relationships and fitness.

Health

Seasonal health stories, Q&As and columns from medical experts.

Beauty

The latest in make-up and skincare products and trends. This section also covers men's grooming and advice for teens.

Regular features:

- Short and sweet
- Behind the scenes (opportunity for product mention, where relevant)
- Seasonal health story
- Story on pregnancy/fertility/new motherhood
- Ask the experts
- Tried and tested (beauty products)
- Men's grooming
- Giveaways

THE AUDIENCE

Focusing on the core values of "care + advice" and creating content that will reflect this and seasonal issues, Living Well is a magazine for the busy New Zealand woman who strives to look after herself and her family, and for whom healthy living and looking good are an important part of life.

She strives to eat well, exercise and be healthy for the good of herself and her family. She also ensures they are taking the best steps to be fit, healthy and living well too. She enjoys trying new health, nutrition and beauty products (particularly anti-ageing and products derived from nature) and will often purchase after trying a sample. She is more likely to spend money on personal care products than the average woman.

She is also a keen magazine reader and is much more likely than the average female to:

- seriously consider or actually buy something she has seen in a magazine (+13%)
- go online or phone an 0800 number to find out more about a product or service (+23%)

We can deliver you this valuable audience of New Zealand women through Living Well, which is a combination of great content creation and intelligent marketing solutions.

Launched in January 2015 and printed three times a year. Living Well will be mailed directly to high value consumers identified through our Living Rewards database. Further copies of Living Well will be distributed through Unichem and Life Pharmacies.

In New Zealand, there are 216,000 women aged 25-54 who sit in the Living Well target audience.

These women are 17 times more likely than the average person to have shopped at a Life or Unichem Pharmacy in the last month; 89,000 of them in the last month (41%)

The average age of the Living Well reader is 40 and her average household and personal incomes are significantly higher than the national female average at \$125,770 (55% higher) and \$46,300 (59% higher) respectively.

Key dates

Booking deadline	Material deadline	Issue date
6 March 2015	13 April 2015	Autumn/Winter issue 22 May 2015
10 July 2015	17 August 2015	Spring issue 21 September 2015
3 November 2015	1 December 2015	Summer issue 2016 Early February 2016

Rates

	Casual rate	2x rate (7.5% discount)	3x rate (10% discount)
DISPLAY ADVERTISING			
Full page	\$ 4,950	\$ 4,579	\$ 4,455
Double page spread	\$ 8,900	\$ 8,233	\$ 8,010

	Casual rate	2x rate (7.5% discount)	3x rate (10% discount)
LIVING WELL PROMOTIONS			
Full page	\$ 5,450	\$ 5,079	\$ 4,955
Double page spread	\$ 9,600	\$ 8,933	\$ 8,710

(the price includes design but writing, photography, styling and talent is quoted per promotion)

	Photo & caption	Mini article
INTEGRATED CONTENT		
(each)	\$2,200 (6 per pg)	\$ 3,000 (2 per pg)

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

- The above rates are exclusive of GST and non-commission bearing
- 10% premium applies to the following positions: Inside Front Cover, Outside Back Cover, Inside Back Cover and any guaranteed positions.