



## Reach out: why a touch says miles more than words

Peel yourself away from your Blackberry. Shut your notebook (OK, not before you've finished reading this; we have some great ideas here that we don't want you to miss)... and go and give a friend a hug.

Touch is so powerful it can ease pain, release feel-good hormones into your system and lower your blood pressure. Scientists have even shown how touch therapy can help to heal wounds and help recovery from depression. That's the simple, strong power of the lightest touch on the arm, or a loving big bear hug.

Make yourself a promise to get more touchy-feely. Reach out and feel the positive vibes flow your way. Here's how to bring the power of touch into your life...

1. Start a five-a-day habit of complimenting people and giving them the smallest pat on the shoulder or the arm. It will feel strange at first, especially if you're not a touchy-feely person, but it will soon become a warm and friendly habit... and it's catching.
2. Give your clothes a fragrant squeeze factor. Discover the amazingly uplifting effects of Touch Effects technology in the new Lenor Infusions variants. Their micro perfume capsules gradually release bursts of fragrance every time you touch. So whether you're bunched up on a crowded train, cuddled up on the sofa watching *Strictly Come Dancing*, or welcoming your family through the door for Christmas Day, the uplifting, sunny scent released every time you touch will add vitality to your day. Try Barefoot in the Grass to add a splash of dewy freshness to a grey morning.
3. Play tag at least once a week. Children love the thrill of the chase, but they love being caught and tickled almost as much.
4. Curl up and read together... a bedtime story is not just for kids; grown ups can benefit from curling up together too. Feeling romantic? Read to each other. Link arms, touch toes.
5. Ask people are they OK? Not just friends... your boss... the guy who takes your train ticket. They'll appreciate the time you've taken to check.
6. Make a fairy cake thank-you. You can't always fling your arms round a kind teacher or a thoughtful neighbour... but a chocolate brownie or a fairy cake is an edible hug.
7. Book a massage. It can ease tense shoulders and an achy back, but also boost circulation and get oxygen and nutrients to the bits of your body that need it.
8. Turn a chore into a daily treat. Don't whisk your cleanser off and on in a five-second flash. Spend

a minute or two massaging it into your face firmly without pulling your skin too much. It will give you a glow, firm up your face and give you a brighter look.

9. Pamper your wobbly bits. Massage hips and thighs with your shower gel or moisturiser to soften them, improve circulation and improve cellulite.