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Copywriter



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'Every business needs a voice. Every personal brand has a story to be told. The more time we are spending online, the more we need our profile to come across in a positive, authentic way.'

I'm Nicole, a copywriter, content writer and storyteller. I've worked for over 10 years both as a freelancer and in-house marketing copywriter for national commercial brands, in the fields of Wellness, Lifestyle, Fashion and Personal Growth, as well as for some of Australia's top Podcasters.



I have an authentic writing style, can work independently, deliver work on time, and can adapt well to many different writing mediums. I have lots of flexibility and my freelance rate is $80.00 per hour including researching, editing and proofreading.

In this information pack, feel free to read my writing examples,

I look forward to aligning my work with yours.

Sincerely,

Nicole Salinger



Is your baby's skin known to be extremely delicate + naturally more sensitive, developing dry or slightly flaky skin, inflammation, and rashes? b.box body has introduced nourish, an all-over body oil; and hydrate, an all-over moisturiser. Both formulated with natural ingredients, vegan friendly + cruelty free. Leaving bubs feeling soothed and calm.

Nourish



Nourish is a light yet deeply hydrating aromatic oil formulated with sunflower, coconut + jojoba oil to help replenish the skin's natural moisture barrier + contains essential oils to help calm inflamed skin. In fact, nourish is ideal for baby massage + for helping to treat skin sensitivities like dry or chapped skin, or cradle cap!

Hydrate



Hydrate is a light lotion, infused with Australian botanicals like Kakadu plum and Aloe vera to moisturise the skin + contains a calming essential oil to help soothe any minor skin irritation.

And ...This Season's Pick-Me-Up?

Some Va-Va-voom!

Get peachy whether at home or on-the-go, with Runway room's Peach Punch Mineral Stick! This elevated peach hue in a creamy texture is perfect for your cheeks, eyes and lips, for those 5-minute touch ups! Whether applied with your fingers or a brush, you'll look sun-kissed from morning til' night!



The History Of Spas

When we think of the word ‘spa’, we usually envision a remote, tranquil bathing house: filled with integrative therapies, Romanesque baths, chimey music and trickling waterfalls infiltrating our mind and body. A place where we can simply lie back, close our eyes and breathe along with natures elements – of air, water, earth and fire.

These days, a spa is more than just a building with baths. It is restorative sanctuary, a sacred destination: home to a myriad of wellness treatments, mindful therapies and health and fitness offerings – balancing our mind, body and soul into a deep and restful new mode: of Zen.

Considered to be one of the oldest health practices in the world, let’s take you back to the beginning of time and across the globe: to discover the history and traditions of bathing culture.

Ancient Egypt

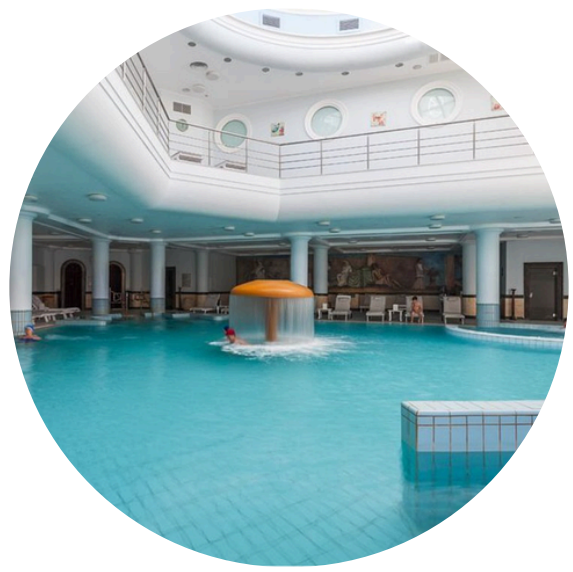


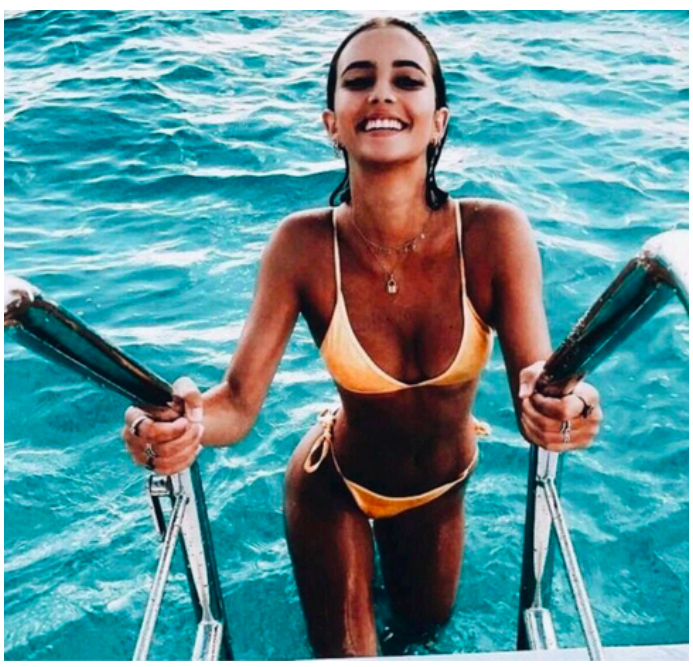
Culturally speaking, the bathing process was deeply connected to an ancient civilisation’s religious practice, possibly developing a belief in the healing powers of mineral waters, particularity in Ancient Mesopotamia, in the Minoan civilization and in Egypt. In fact, one of the earliest bath houses traced back to 2500 BCE, in Mohenjo-Daro, in the lost city of the Indus Valley civilisation – in Pakistan.

Even in Ancient Egypt, the locals were extremely fond of their bathing tradition, washing themselves several times a day using an aromatic paste made from ash and clay –believing that cleanliness brought a person closer to the gods and was vital for entry to the afterlife.

Ancient Greece

A water-led culture appeared to be brewing, when in 900 BCE, in Ancient Greece – it appeared that hot water tubs and hot air baths called ‘laconica’, were first created, along with the term, ‘thermae’, the Greek word for heat. In fact, Greek philosopher, Hippocrates, who was alive between 460 – 370 BCE, thought that the cause for disease came from the body’s imbalance of bodily fluids, thus declaring that the cure for this was to immerse oneself in an aromatic bath and massage on a daily basis. This process, known as balneotherapy, was the founding principle of what is known today as spa bathing.





Did you know ...

The Ancient Egyptians believed that cleanliness brought a person closer to the gods and was vital for entry to the afterlife.



How To Complement Your Workout

As you embark on your fitness success story, there are lots of exciting chapters waiting to be opened. At this stage, your body may start to crave a bit more variety, to tone down the high energy of your workouts. So have you thought of extending yourself, and trying other programs that COMPLIMENT your current exercise regime, that instead focus on calmness, balance and relaxation?

At Recreation Carnegie, we invite you to try these 3 classes that bring the elements of Mind, Body and Spirit together, to help you relax and reconnect with the world around you.

Vinyasa Yoga

Welcome to a calm environment, where you will spend an hour in an ancient, sacred practice that is meant to bring together clarity, movement and meditative elements for your overall wellbeing. It is done through power based Yogic poses that improve your flexibilty, balance and breathing, and that mentally train you to be the Master of your Mind, Body and Soul. Results: Feeling strong, enlightened, relaxed and rebooted for the rest of the day!!!

Bodybalance

Welcome to a reinvigorating class to relaxing music that mixes the elements of Yoga, Tai Chi and Pilates. This class is quite transformative, in the sense that the tracks chosen are meant to take you through a series of stretches, moves and poses to refresh your mind, creating balance, strength, flexibility and clarity of spirit, bringing your body into state of harmony and inner calmness. Results: Feeling balanced, centered and refreshed to bring you back to the essence of YOU.

Foamroller

Welcome to the world of self- massage, where you will enter a quiet, reflective space for ultimate relaxation and inner stillness. In 30 minutes, you will learn the techniques of myofascial release to improve your flexibility, function and performance. Results: Feeling relaxed, stretched, and reinvigorated to tackle your other classes!

Have you tried any other classes at Recreation Carnegie that have extended your Mind, Body, and Soul? Please share!!!

Until next week!

The team at Recreation Carnegie!







Fill your soul with life. Ignite your spirit. Step up to Table Mountain - the new crowned jewel of Cape Town, South Africa ...

Located 1085m above the bustling cityscape of Cape Town, South Africa, lies Table Mountain, the 7th wonder of nature in the world. Consisting of layers of sandstone and granite formed by volcanic and glacial action 520 million years ago, it is 6 times older than the Himalayas, making it one of the oldest mountains in the world. Once you land in Cape Town, you can see why this tall, protective mountain is so full of magical energy. Whether you are lazing on the beaches of Camps Bay or Clifton Beach, or watching the boats go by at The Waterfront, Table Mountain busily breathes life onto the entire city, laying out a nurturing tablecloth of rolling clouds over it's very top like billowing fabric. It effortlessly invites you into it's majestic glory, filling you up with the soulful life of Cape Town's cultural landscape.

Let your curiosity lead you there. Take an 8 minute tranquil ride up the cableway, to venture on top of Table Mountain's wondrous kingdom of wonder. Take in the breathtaking views and experience the essence of a misty cloud moving through you. Explore the Cape floral kingdom with over 8500 distinct species of plants, or taking in the airy stillness and peacefulness of this spirited atmosphere. Whatever you choose, you cannot help but relax your senses and simply be present in your own space of tranquility. After a time, clarity comes into play. Perhaps this is why Table Mountain captures our attention so vividly. Once you arrive to elevate yourself upon it's delicate layer, it's not long before you discover what it is like to sit on top of the world.

"Soon enough, you may discover what it is like to sit on top of the world."



Fashion / Aspirational Writing



The Frosty Fairytale

Ah, the wintry fairytale. Where Tchaikovsky's Sugar Plum Fairy swirls inside a Christmas lair. Where Frosty The Snowman and Rudolph the Reindeer are infinitely adored, and where Disney's heroine, Frozen's Elsa, spins icy castles and billowing paths with the tips of her fingers. Generation after generation, we continue to be inspired by the Wintry fairytale: of hope, faith, and the importance of togetherness.

Sparkly Magic

Mother Nature likes to breed her magic, in the most mysterious of ways. She gifts us with snowflakes and icicles, to remind us that it is not their icy temperature that counts - but how they miraculously sparkle and shine. That if the tiniest of snowflakes have the power to sparkle, then indeed, so can we.



Chalet Chic



Forget about the subzero reading, the icy winds, or the slushy roads. Take yourself to another time and place: to Chalet chic, the road to your Alpine dreams. Think fuzzy faux fur coats, furry handbags and ivory ankle boots. Stroll through the pine trees, down to the local village, and best of all? Relax like an Alpine Goddess, in the steamy hot baths that overlook the quaintest of towns. Apres- ski? The sounds of a soothing fireplace, with a cup of hot cocoa brimming in your hands. Wishing upon a bucket of stars - overlooking a twinkly village below.

Faux Fur

There's a new 'Fauxvolution' happening. Enter Unreal Fur, a cruelty-free, vegan fashion brand dedicated to the wellbeing of animals and the environment. This season, find your Faux-fest in powdery hues of cream, sleet and white. Along with their array of furry jackets, puffers, long coats, vests, and our favourite mini-me item - the Fur-ever Coat!





Live A life of enchantment. Imbue your soul with art, beauty and culture. Ignite your creativity in an exquisite Italian destination. .

Welcome to a 7 -day exquisite retreat that will make you feel like royalty. Reconnect with your creativity. Immerse yourself in the scenic beauty and cultural inspiration that is Lake Como, Italy - the Retreat Of Your Dreams.

Book your Enchanted Dreams Art Retreat for a rich experience indulging all of your senses. Dive headfirst into the enchanted resonance and rustic splendor of Lake Como, Italy. Experience the majesty of Grand Hotel Villa Serbelloni. Dine at the finest 5-star restaurants Lake Como has to offer. Explore the most inspirational wonder of the world, Damanhur, where your hopes and dreams await, to envelope you further into an adventure that defies description.

Take a magic carpet ride to an artful treasure trove like no other. Explore the masterpiece of your artistic nature in daily art based workshops. Meet international artists at their celebrated galleries. Imagine connecting with like minded people on your creative journey. Join me, Susan Ryan, as I take you on an exquisite 7 day Retreat to reconnect with your artistic self on a road to creative freedom and infinite possibilities. Where your renewed sense of self awaits.

"Reconnect with your artistic self on a road to creative freedom and infinite possibilities."

