

PA ENTERPRISE

DeskDemon's Magazine for Executive PAs, Office Managers and Secretaries

September 2017

How dirty is your keyboard?

Many women are confused about health advice

Be part of the World's Biggest Coffee Morning!

How to tell if your job interview went well

Ten Top Life Lessons

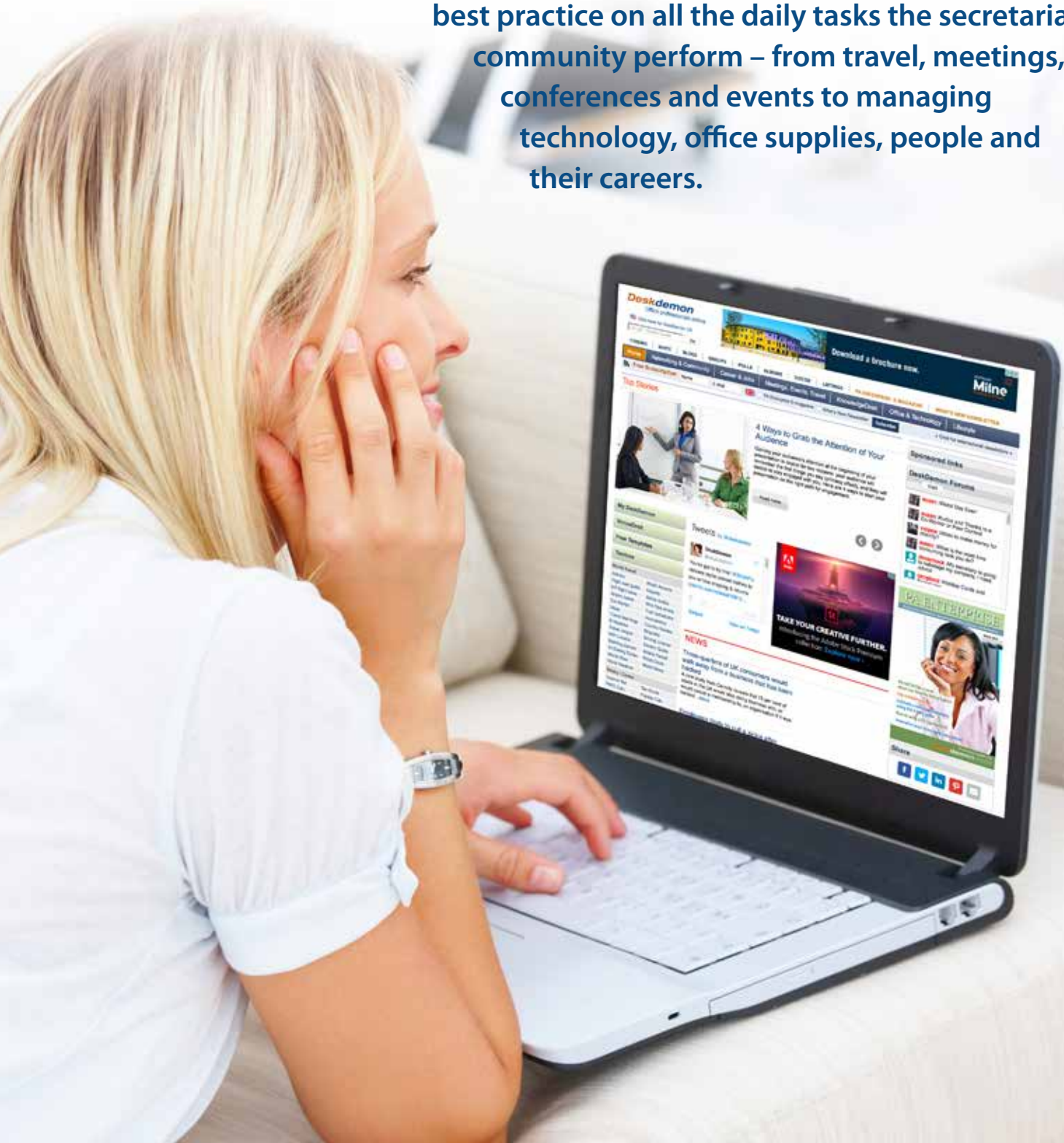
How long we all spend just... waiting!

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Are you jealous of your friends?

Almost a third of green eyed Brits are secretly jealous of a friend who has done better than them in life, according to a new study. Researchers took an in depth look into how Britons feel about their lives compared to the lives of their friends and family.

And according to the poll, 29% feel resentful - admitting they secretly wish they had the lifestyle and material things that a close friend or family member has.

According to the survey, 42% said they know someone in their social circle who always has the latest "must have thing".

And according to the study of 5,000 Britons by Currys PC World as part of their Great Indoors study, 12% have gone and bought the latest phone as SOON as they realised a friend had it.

A further one in twenty have immediately gone out and bought the same television as a friend because they were jealous of how it looked in their house.

One in twenty have emulated the exact same hairstyle of a friend they admire - and a further 5% have purchased the same car as someone they look up to.

Astonishingly, 2% have even gone as far as purchasing a holiday home, just because a friend or family had one.

According to the data, over half (55%) secretly aspire have the life of their best friend, while 21% want the life of the next-door neighbour. A further 18% dream of having the life of a work colleague.

Matt Walburn, Brand and Communications Director, Currys PC World said: "It's only natural that there is some form of rivalry between groups



of friends. We all know that one person who is the first to get the latest smartphone or must-have gadget.

"It's healthy to want to strive for a better lifestyle and to want nice things, It's never worth falling out with friends, however, it's flattering if you're the person everyone is trying to be like."

68% of Brits admit many of the people they would like to trade lives with are shallow and materialistic. Women are guiltier of wanting what other people have, with 47% of men saying their other half is obsessed with what other families are doing. Ironically, 21% of Brits say it annoys them when friends copy things they have spent their hard-earned cash on.

Angel or devil?

The average Brit considers themselves to be 79% good – and 21% bad, according to a new study. Researchers took an in depth look into how the nation sees themselves - with some surprising results.

According to the data most of us (45%) claim we would do anything for anyone, while a further 28% would consider themselves to be a “good egg”.

However, behind the smiles and the niceties, 90% of us claim to have a dark side – with the average Brit owning up to doing something bad six times in the last 12 months.

Saying something spiteful to hurt someone else (25%), sharing a secret had promised you’d keep to yourself (22%) and kissing someone you shouldn’t made Brits naughty list.

One in twenty (5%) even admitted to having an extra marital affair and 16% have sworn at a stranger in the street after a minor disagreement.

The ‘good v bad’ study, which was carried out by online casino playujo.com also revealed women claim they are more likely to have a dark side than men (61%). In fact, a sinister one in ten (11%) of the 1,500 adults polled said they have a dark side that no one knows about.

A spokesperson for playujo.com casino said: “On the whole the research shows most people consider themselves to be good person - but we all have a tendency to go off piste from time to



time. The research highlighted that most people are aware of their weaknesses whether that be telling a few fibs, losing our temper or snooping at something we shouldn’t.

“No one can be perfect all the time and we are all capable of behaving badly when tired, stressed or under pressure.”

To keep our dark side in check more than two thirds (67%) of the population felt they need the occasional chance to misbehave.

Continued ►

And nearly two thirds (64%) of respondents said they find people who are 'holier than thou' a bit boring and felt it was good to have an edgier side.

High stress levels and a bad temper were the most common weaknesses of those polled with a quarter complaining that money was their Achilles heel.

Telling lies, the opposite sex and alcohol were also listed as common character flaws the survey found.

A quarter of the adults polled (24%) said they have suffered life changing consequences as a result of being badly behaved and 39% said they often felt guilty after getting up to something they shouldn't.

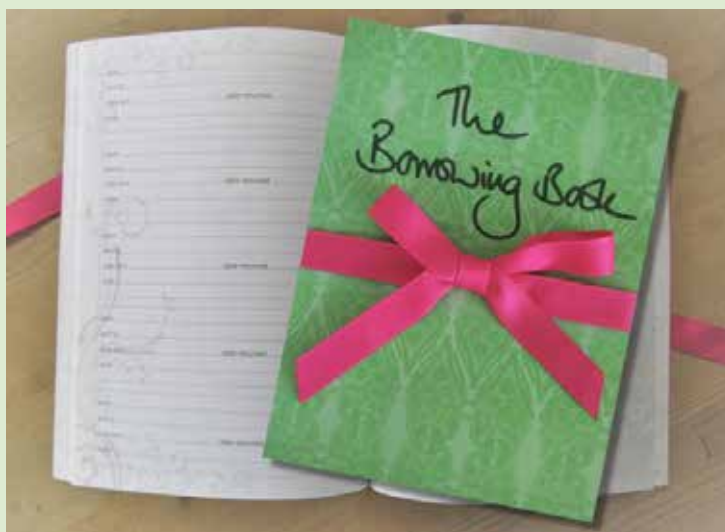
Nearly half of Brits said they often come across as sweetness and light but harbour vicious thoughts about people they dislike.

MOST COMMON MISDEMEANOURS...

- Lied about how much money you have spent
- Said something spiteful to someone
- Told a secret you said you would keep quiet
- Lied about your whereabouts
- Flirted with someone you shouldn't
- Lied about how much you drink
- Committed road rage
- Snooped on someone's emails
- Carried out an act of revenge on someone you don't like
- Told a lie to hurt someone
- Sent a naked selfie to someone
- Lied on a CV or interview
- Stitched someone up at work
- Had an affair

The Borrowing Book

Great news for everyone who loves sharing things with their friends, but has trouble keeping track of what's where and whose it is. Now there's a lovely journal on the market that makes borrowing and lending a lot more straightforward!



Having lent and 'lost' various things over the years, Sarah Walker and Clare Miller, the women behind the book, say, "We knew there were wine, cookery and travel journals out there, but looked and couldn't find anything that was for keeping a note of what you borrow and lend."

A whole lot of planning, and numerous design tweaks later, The Borrowing Book is now in production. It's printed by an environmentally-friendly company that holds FSC and PEFC certification, then finished off by hand at Sarah's kitchen table.

"It was such fun developing the design of the book, which we wanted to make practical, fun and pretty", says Sarah. "You write down the things you've borrowed at the front, flip it over and write what you've lent at the other end, then tie it up neatly with the attached ribbon. A great gift, ever so useful and looks fab on your bookshelf!"

The Borrowing Book is available now online at www.theborrowingbook.co.uk , priced at £10 (+p&p).

Many women are confused about health advice

British women are in a constant state of confusion when it comes to their health and well-being, according to a new study, which took an in depth look at how the nation's women feel about the health messages and advice they receive.



According to the study, women feel bombarded on a daily basis with conflicting health messages, leaving a staggering 81% feeling baffled by an information overload.

Whether a glass of wine is bad for you, whether it's better to eat a low carb or a low fat diet and if expensive anti-ageing creams really work, have emerged among a list of things modern women

find the most confusing.

How much water to drink a day, whether you can drink any alcohol when you're pregnant and whether or not to cut out bread completely and avoid red meat are also sources of daily confusion.

Almost two-thirds of women (63%) confess they

Continued ►



are at their wits end about the right thing to do in regards to their health, wellbeing and body – with 88% saying they wish someone would just give it to them straight.

The poll reveals that friends and doctors are the number one go-to advice givers (51%) suggesting UK women trust both equally.

Almost half of women say they turn to the Internet for guidance, with 14% scrolling through social media for the best advice.

Worryingly, a quarter of women confess that they are not happy in their own skin and would like to look and feel better.

This is perhaps reflected in the fact that two-thirds (66%) say they feel pressure to look and feel their best.

The majority of UK females (79%) admit they worry about getting it wrong in terms of their health and wellbeing. And 60% say they would like to be able to keep their beauty regimes as straightforward as possible.

A further four in ten of the 1,500 women polled said they are constantly switching from one fad to another in the endless quest for wellbeing.

Almost half of women say they turn to the Internet for guidance, with 14% scrolling through social media for the best advice.

The research by E45 was commissioned to launch the brand's new 'Straight Up Skincare' campaign, with newly announced brand ambassador, Olympic boxer Nicola Adams OBE.

Nicola Adams OBE said: "I'm incredibly proud, and excited, to be partnering with E45 as their ambassador to launch 'Straight Up Skincare.' I wholeheartedly support their ambition to encourage women to live less complicated, straightforward lives.

"In and out of the boxing ring, I always try to live life 'straight up' and without fuss, given how hectic life can be. It's clear that a lot of UK women want to do the same, however they feel overloaded with information. I think that's the reason that this campaign will resonate with so many people up and down the country."

Kate Sweeney, Category Marketing Manager at E45 said: "The research shows that UK women feel bombarded with lots of conflicting and, at times, downright confusing pieces of advice and information every day.

"We're launching our 'Straight Up Skincare' campaign because we know that women are leading busy lives and just want straightforward advice and products, which is something that E45 stands for and at the core of what we offer customers."

Four in ten of those polled say they feel pressured to spend more time and money on their beauty regime to keep up with their friends and colleagues.

Of those polled, one in twenty confess to hanging on every word of celebrities when it comes to advice and a further 9% have turned to sources such as Wikipedia as a reliable information source.

What UK women find most confusing about their health and well-being... (according to women)

- Do expensive anti-ageing creams really work?
- What is healthier, a low fat or low carb diet?
- How much water should you drink every day?
- Are diet drinks worse for you than drinks with sugar?
- Should you cut bread out of your diet completely?
- Are low fat foods all full of sugar?
- Is coffee bad for you?
- Is red meat healthy or not?
- Will washing my hair everyday dry it out?
- Is running good for your heart or bad for your joints?
- What is better to do cardio or strength exercises?
- If you pluck a grey hair, will more appear?
- Should you cleanse, tone and moisturise every day?
- Should you eat dairy or not?
- Will shaving your legs make my hair grow back thicker?
- How much water should you drink?
- Is a glass of wine bad for you?
- Will eating butter clog your arteries?
- Are avocados healthy or fattening?
- Should you take a day's rest between exercise days?
- Is it better to have a fizzy drink or an alcoholic one?
- Will products on the skin clog it up?
- Is sparkling water bad for your teeth?
- Is olive oil good for you?
- Will chocolate give you spots?
- Will lifting heavy weights bulk you up or make you lose weight?
- Should you pluck your eyebrows?



- Is retinol good or bad for the skin?
- Is it OK for your skin to have the odd sun bed?
- Will sunbathing age your skin?
- Are prawns healthy or full of cholesterol?
- Is fruit a carbohydrate?
- Will high heels make you look thinner or give me bunions?
- Will botox make you look older?
- Should you drink Guinness when pregnant?

How long we all spend just... waiting!

The average Brit will spend the equivalent of nearly two years of their life just waiting. Researchers took an in depth look into how long we spend aimlessly hanging around – waiting in supermarket queues, delayed flights and waiting impatiently for phones to charge among the main time wasters.



On average we spend ten hours a year waiting for laptops and computers to load and 45 minutes every month waiting for video buffering to stop, according to the study by TalkTalk.

The research found 11 minutes a week is spent waiting for our phones to update and the equivalent of nine hours a year will be spent twiddling our thumbs while TV and films painstakingly download.

With many of us online shopping, streaming films or watching live TV on the internet while using other devices at the same time, the demands of modern homes have surpassed standard broadband.

It's no wonder that waiting for the internet is causing Brits to lose their cool so much - 138 times year to be precise - that TalkTalk has coined the term "Load Rage" to describe this modern-day

phenomenon.

Aside from internet induced 'load rage', the study also revealed sitting in traffic, waiting in for deliveries to arrive and eagerly waiting for food to be served in restaurants were among the things we got fed up of waiting for.

And the typical adult complains in a shop, restaurant, doctor's surgery or on the phone nine times a month about how long something is taking. The research uncovered that 14% of Brits spent so long hanging around they shouted at a shop assistant and 23% have cried in frustration that they were having to wait so long.

The data revealed we spend 38 days of our life waiting for parcels and goods to be delivered to our house, with a further 18 days spent queuing in the post office.

Laurent Kretzschmar, Head of Product at TalkTalk said: "We all lead increasingly busy lives and our time is valuable. Although technology and connectivity have accelerated so many aspects of our lives, with countless devices all connecting to our internet, many busy households have outgrown standard broadband."

A huge 94% of respondents were in agreement that modern life has made us impatient and that we have come to expect things instantly. In addition to that, 95% said they think it would do their health the world of good if they relaxed and let things happen when they happen.

TIME SPENT WAITING FOR....

Phone to charge 1.2 hours a month

Sitting in traffic 1.2 hours a month

Deliveries to arrive 1.2 hours a month

The washing machine to finish 59 minutes a month

Computer or device to load 53 minutes a month

Your partner to get ready 52 minutes a month

Food in
restaurants
51 minutes a
month

Being on hold
50 minutes a
month

The oven to heat
up 50 minutes a
month

Supermarket
queue 49
minutes a
month

Buses 48 minutes a month

Waiting for tradesmen to arrive 47 minutes a month

To see a doctor 46 minutes a month

Films, TV shows to download 46 minutes a month

Video buffering to stop 45 minutes a month

Phone to update 44 minutes a month

Trains 43 minutes a month

Kids to get ready for school 39 minutes a month

Waiting for car to be serviced / MOT 37 minutes a month

The post office queue 36 minutes a month

Delayed flights 35 minutes a month

Queuing in the bank 34 minutes a month

Outside the school gates 34 minutes a month

Coffee in a coffee shop 33 minutes a month

Outside changing rooms 30 minutes a month



How dirty is your keyboard?

Researchers tested keyboards from a typical London office and found bacteria that could put their user at high risk of becoming ill. The germs found could cause food poisoning symptoms such as diarrhoea and other stomach upsets.

In one case, a microbiologist recommended the removal of a keyboard as it had 150 times the recommended limit of bacteria. That meant it was five times filthier than a toilet seat that was swabbed in the same test.

The main cause of a bug-infested keyboard is eating lunch at your desk, as the crumbs encourage the growth of millions of bacteria.

Poor personal hygiene, such as dodging the wash basin after going to the loo, may also be to blame.

A previous report, conducted by the University of Arizona, found that a single desk can support 10 million microbes. The key offenders are, perhaps not surprisingly, telephones. Your 'phone can harbour up to 25,127 microbes per square inch, followed by keyboards at 3,295 and computer mice 1,676. You can put this in perspective by considering that the average toilet seat contains only 49 microbes per square inch!

Despite the obvious health hazard of a dirty keyboard, the frequency people clean their computers varies widely, the Which? Computing survey found:

10% said they never cleaned their keyboard, with a further 20% admitting to never cleaning their mouse. Almost half cleaned their keyboard less than once a month.

The superhighways for bacteria are hands and

the surfaces we touch. Viruses are transferred by our hands, especially cold viruses. The chances of falling ill are greatly increased for pregnant women, those who are already ill, or those with poor immune systems.

The spread of germs and viruses can be minimised by adopting a regular and correct cleaning regime. Bacteria levels can be reduced by as much as 99% just by wiping over a surface with a specially formulated impregnated wipe.

Shake, Shake and Shake again!

What's fallen out of your keyboard?

Well, if it hasn't been cleaned recently, there'll be visible things such as food, hair, maybe a sprinkling of dandruff. But what about the things you can't see?

Saliva. Every time you breathe, moisture is created and it settles somewhere!

Dead skin cells. Yes, afraid so. We all shed millions every day and where better to come to rest than in a computer keyboard.

Body fat. Very yucky, but true. Every time you type, touch a screen or telephone, the oil in your skin leaves a microscopic film. Just think what a few months' build up looks like under a microscope.

You may not mind having a collection of nasties in your keyboard if they belong to you - but what



about when equipment is shared, such as in the case of hot desking? Do you really want to collect body fat and saliva from someone else? Thought not!

Clean it now!

If you are feeling distinctly queasy by now, it's time to make a resolution - and don't wait for the new year. Clean regularly with the correct products and you'll wipe out those keyboard nasties, and telephone germs.

Keyboard. Hold the keyboard at a downward angle over your rubbish bin and use an airduster to blow along the keys. Finish off with an anti-bacterial keyboard swab to zap bugs and reduce static. Once a week is good practice, but a daily wipe is recommended.

PC Screen. A daily wipe with a specially formulated cleaning wipe will keep your screen germ-free and reduce the build up of grime that can cause eyestrain.

Mouse. To clean inside the mouse, turn it upside down and release the tracker ball by turning the plastic ring (where the mouse ball pokes through), in the direction of the arrow. Remove

the ring and flip the mouse over so that the ball falls into your hand.

Wash the ball under lukewarm water and leave to dry. Use an airduster to clean the inside cavity - watch out for falling dust or hairballs! Using long-handled buds and specially formulated liquid, clean the interior, paying particular attention to the rollers. The only place inside the mouse you shouldn't touch is the circuit board. Allow the mouse to dry and then return the mouse ball and restore the plastic ring to its original position.

To avoid sticky cursor syndrome use a slick mouse mat rather than a fabric one.

Telephones. Telephones deserve a daily wipe using specially formulated cloths to keep bugs away from your ear and mouth. It's a must, particularly if other people use your 'phone, so clean regularly and clean thoroughly.

Make sure that you don't collect body fat and saliva (especially if it belongs to someone else!). A fast 60-second cleaning regime every day with specially designed computer cleaning products is all you need to keep your desk free from bugs, germs and other nasties.

How to tell if your job interview went well

Your last job interview seemed promising. You answered the interviewer's questions, did a masterful job of explaining how your experience matches the company's needs and even shared a laugh. Everything indicates that you rocked the interview! But did you really make as strong an impression as you think? Can you really tell if a job interview went well?

Let's face it; leaving a job interview can be as unnerving as preparing for one. When you walk out the door, it's easy to begin second-guessing yourself. We're all quick to question whether we paused for an extra couple of moments before answering that third question. And was that joke a little funny?

Spend too much time trying to put yourself inside the hiring manager's mind and you'll drive yourself crazy. Still, it would be nice to know how to tell if a job interview went well.

Compare your experience with the following seven signs to determine whether you your job interview went well.

1. The interview runs longer than planned

The interview schedule is normally a tight fit, with candidates slotted in between existing meetings and other commitments. If an interview runs over by more than a few minutes, that indicates the interviewer like what he or she hears.

2. You feel a rapport with the interviewer

This is a key factor in knowing how to tell if an interview went well.

Typically, you can sense when you click with someone. The conversation flows a little more

smoothly. Your witty comments are greeted with a smile or small laugh. If it feels like the interviewer could be an old friend, that's a clear sign the job interview is going well.

It's also an excellent indication that you'll mesh with the organisation's work environment if offered the job.

3. The interviewer has positive body language

Not sure if you've developed a rapport or not? Evaluate your interviewer's body language. Smiling, laughing, leaning forward and making eye contact are all signs the interviewer is engaged and interested in you and in what you are saying.

4. You're asked about other job prospects

When interviewers ask whether you're interviewing for jobs elsewhere, they're trying to get an idea of how in demand you are and how quickly they need to move you to the next stage of the hiring process.

They may be feeling the pressure to prevent you from slipping away. If they schedule that second interview before ending the first, you're definitely in consideration for the position.

Continued ►





5. You're invited to meet potential colleagues or other decision-makers

You know an interview is going well when interviewers start introducing you to people who weren't on the schedule. At this point, you're being evaluated as a potential colleague.

Be friendly to everyone you meet so you make a great first impression on them as well. Also use the opportunity to get a better sense of what the corporate culture is like. Are these people you could imagine yourself working with each day?

6. The interviewer invites you to call or email with questions

Handing out a business card can be a good sign, but at some companies, it's standard.

Pay attention to what the interviewer says when handing you a card. 'Here's my direct line and email address; don't hesitate to contact me if you have any questions,' for example, likely means you're on track for a second interview.

'Let me know if you're called to interview anywhere else' or 'Be sure to contact me if you receive an offer from another employer,' indicates there is serious interest on the employer's part.

7. You're asked for references

If this happens on your first interview, it means the company is seriously impressed and looking to fast-track the process. So before interviewing, be sure you've lined up a strong roster of professional references and they are ready to take calls from potential employers.

How to tell if a job interview went well

Whether or not you see the signs above, you'll

know how to tell if a job interview went well the next time you meet with a hiring manager. And sometimes simply knowing where you stand with a potential employer is all you're looking for.

What to do next

It's important to be prepared and it's time to consider what will happen next if you aced round one. You may well find yourself invited back to second interview, or even offered the job a few hours later.

Remember, you were well prepared for the initial meeting, but how you perform in round two is just as important. Prepare to be more specific and to tie up any loose ends from round one. It's the perfect time to ask the questions you've thought of since the first interview.

A key part of the job search process is knowing how to negotiate the right starting salary when a job offer comes. Download a copy of the Robert Half 2017 Salary Guide for insights into salary and hiring trends.

cv-library.co.uk

Ten Top Life Lessons

from Amazon Best Seller Brian Keane

Former school teacher and fitness model Brian Keane has punched his way to the top of the Amazon charts with his new book 'The Fitness Mindset'. In his book, Brian offers a huge range of hints and tips to help readers achieve and keep the body they want. Brian also has a passion for living life to the full. He believes his success has been shaped by the 'Ten Life Lessons' he follows on a daily basis.

Brian Keane said, "The last section of my book is a compilation of the best advice I have gathered throughout the years. It's a mixture of things I have learnt through training, parenthood and the ups and downs of life. These are the values I live by every day and hope to inspire others to do the same."

Brian Keane's Ten Life Lessons:

Wherever you decide to go, go 100%

One of the life advices I would give to my younger self would be, "Once you know what you want, go after it with all of your heart."

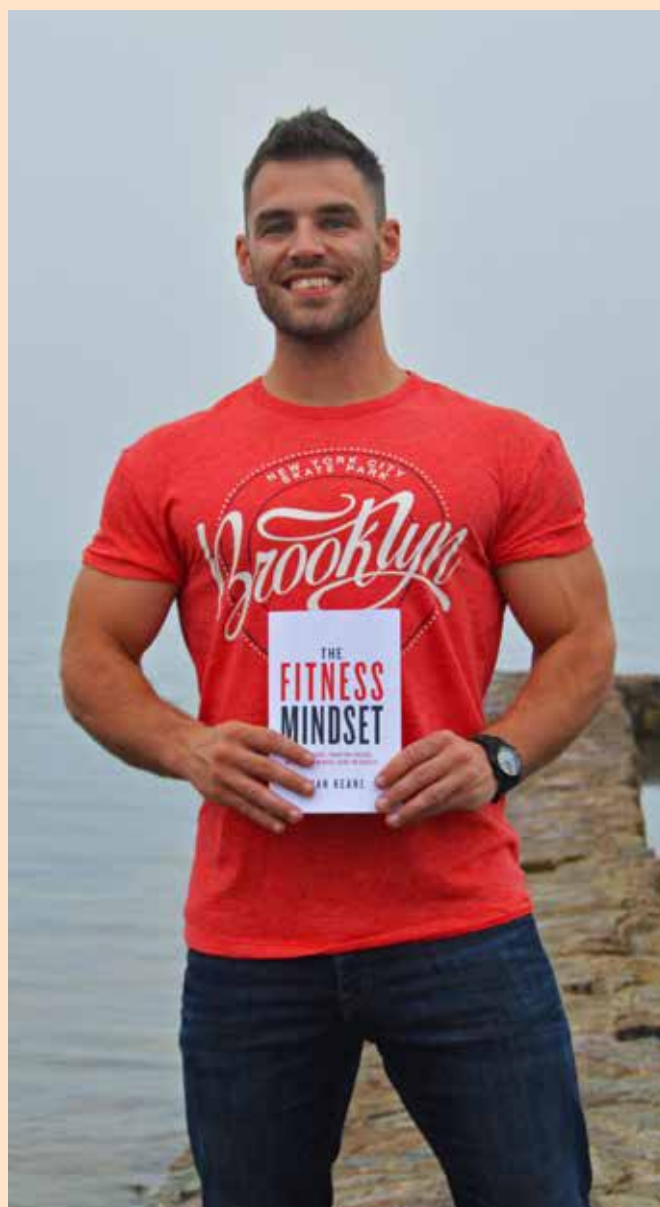
Today, I make all my life decisions on the simple premise that it's either a 'Hell, yes' or it's a 'No'. If it doesn't excite me, I don't do it. If it does, I'm all in.

Everything and everyone has beauty, but not everyone sees it.

If someone has annoyed or been rude to you, you may perceive them as 'being rude'. Rudeness, like most things that annoy us, is an action, not a characteristic.

Learn to separate the thoughts of what they're doing as an action and not who they are. They may be just having a bad day and it's not a reflection on their character – and definitely not a reflection on you.

Continued ►



It doesn't matter how slowly you go, as long as you don't stop.

It doesn't matter how slowly you are moving forward towards the life, mind or body you want, as long as you're moving in the right direction. You will eventually get to where you want to be.

If you think you have all the answers, you haven't asked all the questions.

One of the miraculous beauties of life is that we will never know it all. Things change, ideas change, science changes – we are creatures constantly evolving. Remember, people once thought the world was flat.

Life really is simple, but we insist on making it complicated.

Find the things that make you happy, do more of it. Find the things that make you unhappy, do less of it.

If you hate somebody, that's on you, not them.

Hate, like every other human emotion, is nothing more than a manifestation of thought – you control it. Hate puts your mind into a negative place, where the mere association of the person you associate this feeling with can destroy you as a person and your underlying happiness.

Don't adjust the goals, adjust the action steps.

As human beings, we have put a man on the moon. Next time you try to 'get down four dress sizes' or 'get abs for the summer' and wonder if you can do it, remember that as a species, we have put a man on the moon.

Respect yourself and others will respect you.

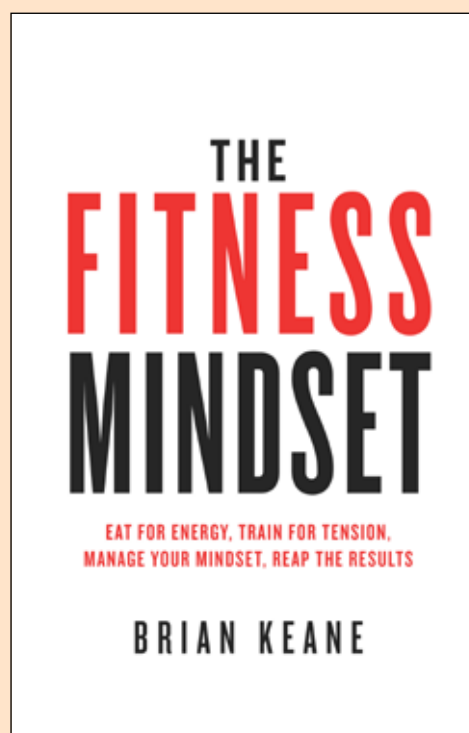
One of my biggest goals in life is to instil the feeling of self-worth and respect into my daughter. I would trade every single thing in my life to make sure my girl grows up with confidence and self-respect. I truly believe that respecting yourself gives you the confidence to be truly happy in life. How can anybody else respect you if you don't respect yourself?

What the happy person looks for in themselves, the unhappy person looks for in others.

Happiness comes from within, it's not a tangible thing. A nice car, a new house, an attractive partner – none of these things in themselves bring true 'happiness' or 'fulfilment'. They're external sources that can be taken away with a blink of an eye. Learn to find the happiness from within and you will always be happy.

Study the past if you want to define the future.

Learning from other people's mistakes or triumphs can allow you to create any life that you want. If you want to have more energy, sleep better, have the body you always wanted, or be the person who has the confidence to stand tall in any room, then consume every bit of information that supports that vision.



Brian Keane's new book 'The Fitness Mindset', published by Rethink Press, is available to order on Amazon at £11.99. The book reveals the best tips and strategies improve your health, lose weight and maintain the mindset to reach your body goals.

The myth of the 'relaxing bath'

A national survey conducted by Faith in Nature reveals that only 4% of us find time to luxuriate in a relaxing bath, revealing that the 'relaxing bath' is just a myth. Indeed, the term 'I'm off to soak in the bath' heard so often is most likely to be a figment of the person's imagination. They are far more likely to go home to browse Facebook or watch an episode of Poldark on catch up.



- New survey reveals that the 'relaxing bath' is a myth
- Only 4% of Britons take long and luxurious baths.
- 79% of people in the UK prefer functional and efficient showers
- 61% of Brits keep the same bathing habits 7 days a week

Backed up by Peter Kinderman, Professor of Clinical Psychology at the University of Liverpool and lead educator of the course on the FutureLearn social learning platform: 'Psychology and Mental Health: Beyond Nature and Nurture' who said: "People aren't maximising opportunities which make them happy. We could be making better choices about how we spend our time."

A poll of 2000 people reveals that the majority of Britons prefer an efficient and functional shower

instead of a bath.

According to the survey, 79% of Brits, more than three quarters of the population, say they focus on speed and attention to cleanliness rather than taking their time with a long soak in the tub.

Of the remainder, only 4% of Brits prefer to take a long and luxurious bath with candles or scents, 4% enjoy listening to music or singing their way through washing and 4% of Brits find themselves daydreaming instead of washing.

Continued ►

The majority of people's bathing habits do not change when it comes to weekend bathing as nearly 61% of Brits keep the same shower routine seven days a week.

Surprisingly, men (21%) are more attentive than women (14%) when it comes to their cleanliness ensuring nothing is left unwashed. It is men who spend longer bathing than women at the weekends, leaving time pressed females to carry on their weekday routines throughout the weekend.

The sectors in which people work also say something about their showering and bathing habits.

Brits working in the IT sector spend longest in the shower, clocking in at 15 minutes per day, compared to those in the administration/secretary industry who spend just over 10 minutes in the shower.

Nearly half (48%) of Brits working in managerial/consultant roles describe their weekly shower routine as 'in and out', this is compared to only 37% of Brits who work in engineering.

Brits working in healthcare are most likely to describe their weekday showering as 'long and luxurious' with 1 in 9 (11%) stating so. This is nearly 3 times more than those in accounting/finance and public sector industry (3%).

1 in 12 (8%) people who work in accounting/finance describe their weekday showering personality as 'daydreamer/thinker'. This is 8 times greater than those in a manager/consultant position.

Professor Peter Kinderman said:

"There are plenty of opportunities to make us feel good. The possibilities for enhancing our lives are endless and the choices are there for the taking. The paradox is that people aren't choosing things to make their lives better; they're making mundane and easy choices, which essentially aren't making people happy."

He continued, "I always encourage people to

make conscious choices about how to spend their time. Whether you have a spare 10 minutes or 2 hours, think about how you would like to make the most of this time. Whether the choice it to go for a run, to call a relative, bake a cake, or relax in a warm bath, it's choosing things that enhance our lives that make us feel calmer, more relaxed, and happier."

Joy Parkinson, Managing Director of Faith in Nature, said: "We were really surprised at the results of the national survey and it certainly indicates that Britons have forgotten how to relax. Modern day life is busy and fast paced, and we agree with Professor Kinderman about the types of choices people are making."

Joy continued, "Most people probably know that soaking in a warm bath provides a moment of calm for the mind and body, but they are choosing other ways to spend their time. Perhaps this is a lesson for all of us that we should all give ourselves more time to do things that genuinely make us feel more relaxed."



Faith in Nature's recipe for a relaxing bath

- Ban all digital devices from the bathroom
- Turn on some soothing music- no loud beats
- Dim the lights and light some candles
- Tell your family that you need 30 minutes of alone time
- Add some relaxing bath foam. Lavender is recommended for its soothing and calming qualities
- Enjoy!

For more information about Faith in Nature, visit: www.faithinnature.co.uk

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Greg Rutherford's Salted Caramel & Peanut Brittle 'Long Jump' Showstopper



Judy Finnigan's Lemon curd bakewell tart

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