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magazine

April / May 2015

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Welcome to lifestyle



It is hard to believe that Lifestyle magazine has already reached its first anniversary milestone! Where did the last 12 months go?

We have had some great feedback from our customers and readers and look forward to the next 12 months full of optimism.

One client told us they had generated between 60-70 new customers from their advertising campaign which is great to hear.

So if you are a business person looking for more business give us a try!

Meanwhile you can sit back and relax and enjoy our latest issue without a politician in sight - I for one will be pleased when the General Election is over.

It may be a fascinating contest this time round but it is hard to read, watch or listen to anything in the run up to the General Election without hearing some kind of political debate.

Roll on May 7th - or should I say May 8th!

More importantly, it's Spring and after a winter that has not been particularly severe but seems to have dragged on for a long time, can we hope for a good summer?

There is always someone ready to make predictions - but we will get what we will get!

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SS15 Panache Swim Collection

Crafted for fit, styled for comfort

Designers have this season focused the SS15 Panache Swim collection around the theme of day and night. The first theme is called 'Summer Days' which is inspired by a relaxing poolside paradise. It is centred around being sophisticated and nostalgic as well as chic, playful and charming, and this is seen in the collection through the timeless combination of nautical prints and colours in a 1950s style. The second theme 'After Dark' is inspired by nature's landscape after sunset. The theme is sensual, glamorous and bewitching with vibrant jewel and mineral colours and exotic floral and animal prints.



◀ The Eadie is a new fashion range that has a sophisticated, yet playful feel thanks to the beautiful navy crochet fabric and contrasting white overlay. Designed to appeal to women of all ages, this set is crafted with support in mind, utilising boning, gathered outer fabric, powermesh wings and inner foam cup to achieve this. The Eadie Kaftan Dress is a flattering V-neck dress that provides shoulder coverage thanks to waterfall sleeves and co-ordinates with each piece in the collection.

The best selling Britt ➡ range returns for a third season in a classic red and white mini spot print with navy detailing and bow. This 50s inspired swimsuit has a skirted front panel and low leg styling for a slimming and feminine vintage shape. A wider hook and eye on GG-H cups give added support and comfort for the top sizes. High waisted briefs and a bandeau top are the new way for this favoured collection to add instant glamour. Tummy control power-panels also keep the pant flattering and on-trend.



◀ The Tallulah collection returns as a favourite fashionable piece. Pretty purple animal print is streaked through a black swimsuit to take glamour to another level. Xtra Life Lycra fabric is used to craft and resists fabric degradation caused by perspiration, chlorine and oils, helping to maintain fit and colour intensity.



Marina returns in a luxurious and vibrant amethyst sheen fabric, with twisted rope detailing and gold beads for a glamorous summer look. Bewitching jewel tones inspired this luxurious and opulent piece, creating a look that transitions from day to night. The new padded twist bandeau tankini style with draw side rope and ties has been added to make this collection universally flattering. ➡

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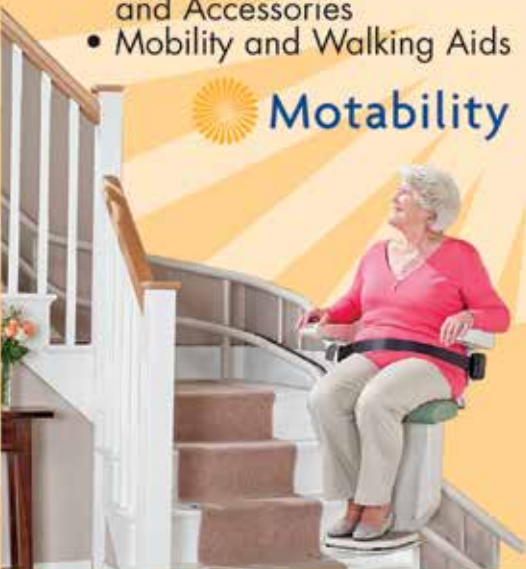
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Find out more about IBS

If 1 in 10 of everyone you knew, and the same for everyone you will ever meet had the same medical condition, would you want to know more?

IBS or irritable Bowel Syndrome is a common digestive disorder which affects individuals around the world. Symptoms are wide and diverse which can include pain and cramping, diarrhoea or constipation or both, excessive wind, an urgency to get to the toilet. Emotional conditions often develop as a result, increased anxiety, reduced confidence and self-esteem, and negative beliefs begin to be believed which compound the physical and emotional symptoms further

IBS is no respecter of age, gender or background. The medical profession are unsure what causes the condition, and they have no cure for it. Their understanding of the condition is growing, but there is still much to learn. Until then sufferers have the choice of often largely ineffective medications, career changes, lifestyle changes and dietary changes which often produce little impact on the causes of IBS, which we have already mentioned above, the medical community are still unsure of its cause.

For more than 30 years hypnotherapy has proven to be effective for this condition. Research hospitals in Manchester in the UK and North Carolina in the USA and others around the world have been researching the benefits of hypnotherapy on this most troublesome condition.

Included in the research endeavours is an independent hypnotherapy practice in Warrington. Michael Mahoney researched and brought to market the first home use IBS Audio Program, for both physical and emotional symptoms of IBS, effectively he researched and developed a psychological intervention protocol which has been helping IBS sufferers around the world since 1998.

April is IBS Awareness month and to recognise this we are offering discount off our IBS Audio Program 100 CD sets, and even more discount off our MP3 version. And not forgetting other conditions such as Anxiety and Stress we have applied discounts to them too. Go to www.healthyaudio.com for more information.



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Hit Indie rock band perform in Golden Square record store!



Warrington fans of hit indie rock band The Cribs were among hundreds of people who travelled from all over the UK to be at a one-off gig at a Golden Square record store.

The festival favourites, who have performed to huge crowds at Glastonbury, Leeds and Reading, gave an exclusive performance and record signing at Head in Golden Square shopping centre following the release of their sixth album.

The Cribs fan, Gareth Jones, of Grappenhall, was with his girlfriend Anna Corral and more than 200 music lovers who turned out to watch the band play new numbers from their latest album, plus previous hits.

Gareth said: "I saw the poster outside the shop and was so dumbfounded I went in to ask if it was true. I mean this band play massive stadiums, I never expected to see them live in our local shopping centre."

His enthusiasm was echoed by Jamie Boyle, his friend Chris Holleran and Chris's young son Joseph Holleran, two in June, who were also overjoyed to see the band in their favourite store. "It's fantastic," said Chris. "We've followed them for a few years, so it's great to have them play right on our doorstep."

The Cribs, which is made up of twin brothers Gary and Ryan Jarman and their younger brother Ross, are no strangers to Glastonbury either, having headlined on its John Peel stage, as well as being regulars at Reading and Leeds Festivals, T in the Park and mega stadiums all around the globe.

They have just returned to the UK after touring the USA and, with their new album, *For All My Sisters*, just being released, it's been a busy few months.

Singer and bassist, Gary Jarman, said they were happy to find time out for the in-store gig.

He said: "We're not really a small venue band. We love giant rock stadiums. That's where we're at home. But we also like these in-store gigs, as they're a bit different. We're never quite sure who will turn out but there's always a good vibe and it's good to help out local record stores whenever we can."

Gary's younger brother, drummer Ross Jarman, added: "It's our first visit to Warrington as a band, though I've been once before a long time ago when I did some DJ-ing. Today the set up has been great, with a proper stage and sound system."

Head Store Manager Dave Rafter, said: "For us to have a band as big as The Cribs play in our store is a real coup and we hope to do more stuff like this in future. We've got Record Store Day coming up on April 18 with some more live bands. So customers should keep a lookout on the website or pop in and ask about what's coming up."

Golden Square Centre Director, Ian Cox, said the gig was great news for Golden Square and Warrington. He said: "It's good for the centre as it's another reason for customers to come here, but it's also a fantastic boost for the town. Having a band this big agree to drop in to play live really puts us on the map."

How will these Celebs look when they are older?

Believe it or not, some of the biggest stars out there are human (even if Kanye West likes to think he's superhuman) and they will get old one day.

VoucherCodes pro put their designers to the test to see what they could come up with in terms of making their favourite celebrities older. It took much deliberation in the www.VoucherCodesPro.co.uk office, with suggestions ranging from Kim Kardashian to Marilyn Manson (don't ask), they finally settled on 6 celebrities to make older.

The celebrities who got the VoucherCodesPro treatment were:

Kanye West

'Yeezus' as West insisted on being called ditched a music career after his relationship with Kim Kardashian broke down at the age of 45. He turned to writing and penned an autobiography called 'My Life as Jesus' which sold-out worldwide.



Miley Cyrus

The former Disney Channel sensation eventually found that the crazy life of Miley Cyrus was too much for her, changing her name by deed poll to Hannah Montana at the age of 40.



'Hannah' finally got the best of both worlds, becoming a successful hip-hop music producer as well as a successful singer.

Taylor Swift



The 'Shake It Off' star still looks as glamorous as ever, with her skin still glowing following a successful career as both a musician and actress. The former country star returned to her roots,

performing a sell-out US country tour before retiring for good with her 12 cats.

The 'Stay with Me' singer became a record breaking star and was knighted at the age of 38 for his contribution to music. The singer penned a number one collaborative album

with Ed Sheeran and George Ezra before landing several personal number one albums



Sam Smith

Eddie Redmayne

The British actor continued his Oscar winning success, winning a second 'Best Actor' award for his role as a transgender man in The Danish Girl. He is still making films into his 60's.



Josey Cunningham



The much criticised fame seeker hit the headlines at the age of 32 after becoming a WAG. A fully fledged page 3 model by this point, she also had a reality TV show following her life.

So, there you have our take on how these celebrities will look when they are older.

The original concept blog can be seen here <https://www.vouchercodespro.co.uk/blog/how-will-these-celebrities-look-when-they-are-older>

Warrington & District Society for Deaf People



Equipment Aids Room for Hearing Loss

Working in partnership Warrington Borough Council and Warrington District Society for Deaf People have designed and fully kitted out an 'Equipment Aids Room'. This excellent resource is to be found at Warrington Deaf Centre.

The facility helps to raise the profile and awareness of hearing loss. The support and equipment available enables people to live as independently and as safely as possible within their own home.

❑ Mrs W from Orford said 'The staff are so helpful and friendly, now I know what equipment is out there to help me.'

❑ Mr M from Widnes said 'I travel regularly from my home in Widnes to attend the Warrington Deaf Club, its great to see everyone working together to put on this great resource'.

❑ Mrs R from Great Sankey said 'It's wonderful for hard of hearing people in Warrington to have a central point to visit where they are able to see what equipment is available and to have it demonstrated. Some people might not realise what equipment is available so it really is a valuable service'.

The room contains an extensive range of equipment to support people with hearing loss, as well as information and equipment

to support people with a sight loss. The equipment can be provided free on loan to individuals, following an assessment of their needs by skilled, experienced and friendly staff.



The Equipment Aids Room continues the positive development of Deaf and Hard of Hearing services in Warrington, working alongside people with a hearing loss to deliver local services that meet local people's needs.

Staff at the resource will also be able to offer advice on social work support, volunteering, befriending services and hearing aid solutions.

For more details or to arrange a visit please contact:

Chris Wakefield, Warrington Borough Council Sensory & Telecare Team
Tel: 01925 443971 Mobile/Text: 07585308010

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Penny Spiers, Warrington Deaf Centre
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Chefs from 20 of the world's best restaurants 'perfect protein' to save the oceans and feed

At the first ever gathering of the chefs from 20 of the world's best restaurants on behalf of ocean conservation, the chefs pledged to support Oceana's "Save the Oceans and Feed the World campaign" and committed to serve anchovies and other small fish – like anchovies, sardines and herring – at their restaurants starting on World Oceans Day, June 8 2015.

The chefs will cook these small fish to encourage diners to seek out and enjoy this delicious, healthy seafood and to support Oceana's campaign to save the oceans and feed the world.

This commitment is the result of an unprecedented gathering of the world's leading chefs in support of ocean conservation which took place in San Sebastian Spain on March 17, 2015 at the Basque Culinary Center.

The Chefs will help Oceana to inspire and empower more consumers and individuals to get involved in supporting Oceana's policy campaigns and to help restore the world's oceans to levels of biodiversity and abundance that can survive on and support a planet forecasted to grow from 7 billion people to 9 billion by 2050.

The chefs who agreed to join the campaign and serve anchovies and other small fish on June 8 at their restaurants include: Grant Achatz (Alinea, USA); Gastón Acurio (Astrid y Gastón, Peru); Ferran Adrià (el Bulli Foundation, Spain); Andoni Luíz Aduriz (Mugaritz, Spain); Juan Mari and Elena Arzak (Arzak, Spain); Alex Atala (D.O.M., Brazil); Massimo Bottura (Osteria Francescana, Italy); José Luis González (Gallery Vask, Philippines); Brett Graham (The Ledbury, UK); Rodolfo Guzmán (Boragó, Chile); Daniel Humm (Eleven Madison Park, USA); Normand Laprise (Toqué, Canada); Enrique Olvera (Pujol, Mexico); René Redzepi (Noma, Denmark); Heinz Reitbauer (Steirereck, Austria); Joan Roca (El Celler de Can Roca, Spain); Pedro Subijana (Akelare, Spain); Joachim Wissler (Vendôme, Germany); Ashley Palmer-Watts (Dinner by



Heston Blumenthal, UK).

"It is remarkable that so many chefs - who are so busy – came together in support of ocean conservation and to take this joint action together. Most of us already love anchovies and other small fish," said event co-hosts Aduriz and Roca; "it will be a pleasure to share them with our diners and to help Oceana in its campaign to get more people to enjoy them and to help save the oceans and feed the world."

The small fish the Chefs pledged to serve – species like anchovies, sardines, mackerel and herrings - are known as "forage" fish because they play a crucial role in food webs in some of the most productive marine ecosystems in the world. They are the main prey and pathway for energy transfer from creatures with very low trophic levels—plankton—to those with higher trophic levels—predatory fish, birds, and mammals.

Forage fish form massive shoals that are targeted

nts pledge to serve the the world



by some of the largest fisheries on earth, but are only rarely seen in restaurant menus. This is because forage fish are mainly used to make fish meal and fish oil to feed farmed fish like salmon as well as chickens, pigs and other livestock. These “reduction” fisheries account for an enormous 37% of all the marine fish caught worldwide according to the United Nations Food and Agriculture Organization (FAO).

“Small fish like anchovies are generally the best fish for you,” commented Patricia Majluf, Oceana’s Vice President for Peru and a leading expert on anchovies and other similar fisheries who spoke at the gathering in San Sebastian. “They have very high levels of nutrients like Omegas, Vitamin A, Zinc and Calcium and are low in toxins like mercury present in other longer lived, larger fish.”

Lasse Gustavsson, Oceana’s Senior Vice President for Europe, challenged the chefs at the event to serve and highlight forage fish in their menus noting “we ask you to use your leadership in the

culinary community to make small fish something we put on our plates and not just in fish meal.”

“The Chefs’ commitment to Oceana to help get people to view small fish as delicious is going to help us save the oceans and feed the world,” added Andy Sharpless, Oceana’s CEO and author of *The Perfect Protein*. “We can feed tens of millions more people if we simply eat anchovies and other forage fish directly rather than in form of a farmed salmon or other animals raised on fish meal and fish oil. Eating more forage fish – along with scientific management of the world’s fisheries – will enable us to ultimately feed more people from the oceans and to be less reliant on getting our animal protein from livestock in the future. This means we will put less pressure on the planet in the form of demand for fresh water, use of arable land, and emission of climate changing gases.”

Peruvian Anchovies alone account for almost 8 to 10% of all fish – by weight – caught in the oceans. Yet over 90% of all of these anchovies are “reduced” into fishmeal and fish oil.

“We are not using so much wonderful food,” said Gaston Acurio, who signed the pledge and has already been leading a campaign to encourage his fellow Peruvian Chefs to serve anchovies. “I am thrilled to have my good friends signing on in the effort to wake others up to the joy of eating these tasty and nutritious little fish.”

At the historic event – the first time so many leading chefs have come together in support of marine conservation – the chefs viewed the premiere screening of the short film documentary “*The Perfect Protein*” which is part of this campaign for Oceana – which also includes a website and other actions- designed and directed by the Spanish creative Jorge Martínez.

For more information about the event, the documentary and the new digital version of the book, please visit perfectprotein.oceana.org

Jaguar opthalmic collection

Spring / Summer 2015

Jaguar has every reason for joy: This prestigious car brand won the readers' awards of the "auto motor sport" magazine's "Best Cars 2015" survey. The XE, XF, F-TYPE Coupé and F-TYPE cabriolet finished first in their class, their high scores surpassing all expectations!

Inspired by the design of JAGUAR automobiles, their cutting-edge technology and exceptional luxury, the frames of the JAGUAR Eyewear Collection 1-2015 set new standards: Distinctive shapes, striking design transfers from car to eyewear and a huge range of colours fascinate men of all ages.

Awe-Inspiring Dynamic (Mod. 33811)



That is what makes the difference: Striking frame for men from the JAGUAR Performance Collection with design transfers from the F-Type's carbon wing-mirrors to the temples of the frame. Available in three colour variations: anthracite/light red (Col. 948), teal/turquoise (Col. 954) and dark grey with yellow (Col. 955).

Subtle Highlights of Colour (Mod. 33571)



The perfect result of a close collaboration with JAGUAR: Eyewear for men, powerfully designed with textured embossing on the temple which perfectly emulates the honeycomb interior of the CX-17. With blue colour highlights. Available in four colour variations: black with blue (Col. 969), grey with black (Col. 944), petrol with grey (Col. 967) and black with red (Col. 968).

Sportive Beginner (Mod. 33574)



Matching the launch of the new JAGUAR XE this frame from the JAGUAR Spirit Collection impresses with outstandingly aligned proportions, a modern coloration and sophisticated details – at a sensational price/performance ratio. Available in four colour variations: black/lime (Col. 977), black/orange (Col. 978), black/turquoise (Col. 979) and black/caramel (Col. 980).

MENRAD the vision:

Family-owned and now in the hands of the fourth generation MENRAD the vision has been in the business of selling spectacle frames and sunglasses for more than 100 years. Based in Germany and under the leadership of the brothers Hermann and Eberhard Müller-Menrad the company has more than 1.000 employees worldwide. It sells spectacle frames and sunglasses in more than 100 countries. Major brands from the MENRAD the vision portfolio are: MENRAD, DAVIDOFF, JOOP!, JAGUAR and MORGAN. The MENRAD corporate group's distribution channels are eleven company-owned sales subsidiaries in Germany, Austria, Switzerland, France, U.K./Ireland, the Netherlands, Poland, Italy, Turkey, China and the Middle East. Sales to other countries worldwide are handled by MENRAD's Germany-based central export department. The eyewear brands GANT, GUESS, HACKETT, REVO, SPINE and SUPERDRY are available in various European markets through MENRAD the vision. MENRAD the vision is one of the leading German companies in the eyewear industry.

www.menrad.com

The Jaguar spring-summer collection is available from local stockiest

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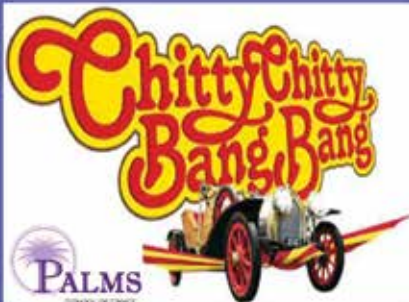


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Bubble tea going down a treat!

A new "bubble tea" craze is taking the local area by storm - and is exclusively available at Shelly's traditional restaurant in Warrington town centre.

BobaMix Bubble Tea is a small independent start-up which was set up last September by its founder Oliver Key after completing a Masters at Liverpool University.

They sell bubble tea, which is an East Asian, drink fusing together elements of ice tea, milkshakes and chewable desserts. The majority of their current business is as an internet mail order bubble tea supplier, selling via eBay, Amazon, Etsy and their own website.

Since February they have launched a new service to supply bubble tea to great independent cafes and restaurants in the North West, with Shelly's in Warrington being one of their first customers.

Oliver said: "We have done this for two reasons, first because we love bubble tea and want to share it with as many people as we can. We believe that the North West's independent cafes are the best way to grow bubble across our towns and cities.

"The second is that our local retailers are a vital part of our communities who have been under increasing pressure from the big chains.

"By introducing them to the fresh and growing bubble tea market, we can work with them to give them an edge over the larger chains in these difficult economic times."

Lifestyle readers can sample the new Bubble tea with the special £1 off voucher on Shelly's advert on Page 3.





The recipe in this issue is supplied by Michele Butterworth, owner of Shelly's Restaurant on Bold Street in Warrington

Shelly's famous Lemon Curd Cakes

Ingredients:

8 oz margarine
8 oz sugar
8 oz SR
Flour
4 eggs
Teaspoon baking powder
Lemon curd jar
1 lemon
Icing sugar

Method:

Zest lemon and juice
Beat margarine and sugar half zest half lemon juice.



Beat in eggs.
Sieve flour and baking powder and gently fold into batter
In a cake tin place paper cases.
Put a spoonful of the cake batter on the top a teaspoon of lemon curd then spoon on the remainder of cake mixture onto cakes.
Bake in middle of oven reg 7 for 35 minutes.
Allow to cool on cooling rack.
Mix lemon juice and zest adding icing sugar to make topping for cakes.
Sprinkle with little cake decorations or eat plain.
Both ways a bit yummy!

Look up ! . . . and get more space at home for just £277 + VAT



We'd all like more room at home. But not everyone can afford to move or extend. So what if there was a way to get extra space for just a few hundred pounds, ready to use in less than a day? In truth, that space is already there. It's just not being used to its full potential.

For most, the loft is a dark and dingy place visited on rare occasions; a precarious scramble across dusty beams with torch in hand, grabbing what's needed then clambering back past boxes filled with long-forgotten belongings. But that dark and dingy place is worth thousands. In fact, it takes up a third of the floorspace in an average home. So shouldn't we be making the most of it?

And that's where More Than Loft Ladders (MTLL) comes in. Founded in Bolton six years ago, MTLL specialises in generating space by making our lofts easily accessible. The latest MTLL franchise to open covers the Warrington area and is run by skilled local, Paul Langley, who says the company's no-frills approach is what most people are looking for.

"We're not selling £15,000 loft conversions," says Paul. "This is a low-cost and simple alternative. For just £277 + VAT you can get a ladder that slides easily up and down, as well as a proper light and some boarding to make the space safe and secure. We can also fit a draft-proof loft hatch if required from only £55."

The price customers are quoted is the price they will pay, with no additional call out charges. Paul provides a free guarantee on all parts and labour too.

For a free survey and quotation with no obligation, contact More Than Loft Ladders now!

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Youth Club welcome support for Girls Group



Warrington Youth Club is delighted to announce that TK Maxx in Warrington has chosen to support the Girls Group Programme which has been run by the organisation for the past 15 years.

The personal development programme is aimed at girls and young women aged 13 – 19 from across the town. The course which is facilitated by qualified Youth and Community Workers supports the young people to learn about some of the social issues which may affect them during their teenage years.

Topics covered on the course include Self Identity and Women in the media, Healthy Living and fitness, Cyber Safety and Bullying, Alcohol and substance awareness.

The course is delivered three times a year in line with the school terms and supports 45 young women each year.

The Youth Club receive referrals for the programme from a range of professional organisations including schools and colleges, GPs, Child Adolescent Mental Health Service, Youth Service and young women themselves. They have received a significant amount of comments from young women following their experience on the course:

“I have been to Girls Group about 6 times now and I really enjoy it. I was really nervous about starting because it is something way out of my comfort zone but now I enjoy coming and don't feel nervous about coming because everyone who goes is really kind to me and welcoming, and it's nice to see them each week.”

“Right now in Girls Group we are doing Positive Diaries which is really helpful to me because that is something I need to work on. Doing the diaries so far has helped me because it has shown me some ways to start thinking positively about myself and other situations that go on around me.”

“I hope to be a more confident person who thinks



more positively about me and the situations that go on around me. Also I hope to be going to college with good GCSEs, because I have been able to concentrate more in class and revise because I have been in a better place thanks to Girls Group.”

Warrington Youth Club Chief Executive Dave McNicholl (pictured), expressed his gratitude to TK Maxx saying, “Warrington Youth Club supports some of the most vulnerable young people from across the town and the personal development programmes which we have developed with young people are imperative in supporting the young people through some of the most turbulent times in their lives.

“As a charity maintaining the funding to deliver these programmes in an ongoing challenge, the support of local businesses is essential in helping us to help those young people who need it most. I would like to thank the company and look forward to working with them in the future.”

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