

GLAM-OATS OR GLAM-GRANOLA?

Welcome to Glam-Granola, the exciting new term coined by Wendy Roy. Sri Dimond reports



The search is on for the new term to identify the demographic of those women bidding for a holistic, environmentally aware, organic, fair trade, cruelty free lifestyle who also embrace beauty and fun and want to enjoy the good things of life. Yes, think Lifescape! Think eco-this and that and maybe ethical. But for those women who have a broader vision and want to give the earth and animals and all species respect, not just humans, cruelty free can ring more true. But even this term is basic and can lack the joy and energy, the real life and landscape of a holistic, cruelty free world. So Roy says, "We who are glamorously holistic, spirited and evolved now have a term to describe us. We're part of the intelligently trendy family of women known as Glam-Granola"

ENTER GLAM-GRANOLA GAL!

Wendy Roy is a delightful lady and, like many of the highly original women entrepreneurs of today, is both creative and analytical, deeply

committed to a better world, but not as just a goal. How we get there matters a lot. She is the originator of the term Glam-Granola and her book, *You Know You're a Glam-Granola Girl If...* is a fun way to see if you are one. It's got a uniquely American twist but that's part of the attraction. The message is the same for us whether we are Granola or porridge junkies. As oats are being eaten like there's no tomorrow in the UK, from a healthy breakfast with adult sprinkles on to zillions of bars full of the stuff, raw or cooked, perhaps we're better termed Glam-Oats! Either way, we embrace being healthy and glamorous, committed to a more caring world. We like to connect with each other and seek beauty. That's Glam-Granola.

EMPOWERING, ENJOYING

As well as a book, Wendy is currently working on her Glam-Granola Spa and Wellness Centre and beauty products to go with it. The salon will be built from sustainable materials from the ground up, she says, and altogether non-toxic. Women can have nails and hair done,

with Ayurveda inspired treatments and more, knowing Cruelty Free to animals, people and the planet is the hallmark. Sounds good? She is certainly working toward inner peace and her values have substance. You can read more about her on her various websites..

"We can only begin our walk towards a peaceful society once we commit to the development of emotional literacy and empowerment in our youth", says Roy. "We have the power to start creating an environment that validates us as individuals, right from the start... An environment that nurtures self-learning and teaches life and coping skills, creating a palpable, solid sense of self-worth in all." She is currently working hard on this campaign to empower young people so that they have the emotional intelligence and self worth to achieve all they are capable of, nurturing self-learning and teaching coping skills. Given how stress and depression are rising as the number one killer world wide, and regrettably affecting many young people here and in the US, she is right on track. ■

WWW.GLAMGRANOLA.COM

Official home of Glam-Granola® and book **"You Know You're a Glam-Granola Girl If..."**, celebrating those who are glamorously holistic. The gift book is now available in www.amazon.co.uk and at a discount through the www.glamgranola.com website.

WWW.WENDYSINGS.COM

Official home of Wendy Roy, Vocalist/Songwriter. Visit www.wendysings.com to hear her powerful sound clips and learn more about Roy's musical career.

