

THINKMAGENTA

GLOBAL
WELLNESS
DAY[®]

2022

HELLO TO A NEW YEAR!

Once again, happy new year everyone. 2022 will be a wonderful, pleasant, peaceful, happy, unique, fun, trouble-free, super year for the whole world! I wish I would say that's true. But it's not.

The thing is, 2022 is off to a difficult start. Covid 19 cases are at record-breaking levels. We are concerned about those with chronic conditions and the elderly population.

Economic problems have been added to our worries about getting sick. Unemployment is on the rise, inflation is increasing and life is getting much more expensive. Depression and anxiety disorders are spiking worldwide. In short, we are going through difficult times.

While the world is undergoing unprecedented times, someone needs to do something, at least to instill hope to those around them. Maybe we can't change the circumstances but we can help people change the way they think. Starting with one person and spreading to five more. Those five people then touch 50 people; those 50 people touch a further 500...you can guess the end of this equation.

We were just a few people when we set out on a journey for Global Wellness Day. Today more than 350 million people around the world celebrate it.

Even though Global Wellness Day is only one day that inspires people to live well, it promotes a philosophy that spans the whole year. In 2022, we desperately need the spirit of Global Wellness Day 365 days a year.

From now on, as Global Wellness Day volunteers, we vow to be active every day of the year by focusing on the biggest problem of the world.

As the first days of 2022 pass, we are here to change the way people think. Quite simply but in a very profound way...

#ThinkMagenta

Come on, let's start thinking together.

Belgin Aksoy
Global Wellness Day
Founder



WHAT IS #THINKMAGENTA?



#ThinkMagenta is the theme for Global Wellness Day 2022. It is an idea that rises amidst the negativity in the world. A reminder with a positive effect on life.

To change your life – or at least begin to change your life – you first must change your mindset. If you're in a dark room, you cannot open the door and throw the darkness out. You need to turn on a light in that room. So we give that light its color: Magenta.

Magenta, the color we've selected to represent Global Wellness Day, is the most striking of colors. No one can miss it. It is noticeable even from the farthest distance. It gives you energy the moment you see it. Changes your mood. It invites you to come alive.

This year Global Wellness Day Ambassadors, Key Supporters and volunteers will work together to change people's thoughts in a positive way and to add color to their thoughts.



WHAT IS OUR AIM?



It can be difficult to change or influence the world around us, but we can change our reaction to what's happening by influencing thoughts and providing a new perspective.



In 2022 Global Wellness Day Will...

- **Celebrate this special day with the theme #ThinkMagenta.**
 - **Invite people to #ThinkMagenta.**
 - **Teach everyone simple but effective affirmations.**
 - **Remind people that living well begins in the mind.**
- **Show that when you know where to look there is a good side to even the toughest days.**
- **Spread the #ThinkMagenta philosophy to our communities and beyond.**

**#THINKMAGENTA
WITH A DEEP BREATH
AND A SMILE**





In stressful, anxious, tense and negative moments, there is a very simple way to disperse the dark clouds:

- 1. Stop what you're doing and calm down.*
- 2. First take a deep breath and exhale. One breath is enough.*
- 3. Afterwards immediately smile. Smile in spite of everything.*

It's that simple. You've already started to **#ThinkMagenta**.

#ThinkMagenta is simple to do whether you are at home, in the office or outside. It doesn't matter where you are. Anyone can do it anywhere.

It can be difficult to find a way out of the tension we are in. However, it all starts with these three extremely easy steps. Stop, breathe and smile. That's all. Looking for the positive in life can change your whole day, even your life.

THERE IS MORE TO #THINKMAGENTA





Negative thinking is a process, a stain that has been reinforced and permeated in your mind by successive negative thoughts. Of course, it is important to momentarily relax. However, under any circumstances the real success is to be a full-on Magenta Thinker.

We have prepared a set of suggestions that encourage everyone to think positively. Small recommendations that can make a substantial difference in your daily life have been gathered under five headings.

You don't have to do these all at once. You can start with the ones that come the easiest to you, and add three suggestions that you like every week.

You will see that the more you **#ThinkMagenta**, the more you will want to do, and you will direct your mind, body and soul towards the good.

1

LET GLOBAL WELLNESS DAY'S MANIFESTO BE YOUR COMPASS IN LIFE.

Global Wellness Day's 7 Step Manifesto has changed the lives of millions around the world for the better. Those who started with small steps became able to implement all the suggestions over time. You too can start small and make a big difference in your life with patience and stability.

I. Walk for an hour.

II. Drink more water.

III. Don't use plastic bottles.

IV. Eat healthy foods.

V. Do a good deed.

VI. Have a family dinner with your loved ones.

VII. Sleep at 10pm.

USE THE RIGHT WORDS.

The words we use have a huge impact on our thinking. Sometimes we unconsciously use the wrong words and send negative thought signals to our brain. Starting today, you can make a difference in your mind by changing your words. Here is the list of statements you should give up or change:

NO – IT CANNOT BE DONE

Are you sure? Really, is it not possible? Is it impossible or is there a solution? Of course, we don't ask you to say YES to everything but you can be a little more careful when you say NO and NOT POSSIBLE. Remember... there is no such thing as impossible.

I CAN'T DO IT

Can't you do it or won't you do it?
There is a big difference...
because there is nothing you cannot do.

IMPOSSIBLE

Are you sure?

I'M TERRIBLE

You are not. You will be better.
You could say I am trying to be better.

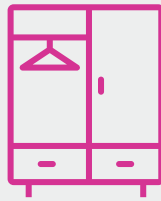
I'M NOT IN A GOOD MOOD

There is always something to cheer you up even at the worst of times. Change your perspective.

3

SIMPLIFY YOUR LIFE.

Simplifying your life has a soothing and healing power. The eliminations you will make at home, in the workplace or in your life will bring positivity into your life. Have less to have more!



SIMPLIFY YOUR CLOSET

Separate the clothes you don't use, share them with those in need or recycle them. Use just a few garments that you really like.



REDUCE YOUR STUFF

Things have souls. That energy permeates the space they take up. Get rid of items that are redundant, that clutter your living space and are useless. They are emotionally and literally excess baggage. Send them to those in need.



CONSUME LESS

For the future of our world, we need only one thing in every aspect of our life: sustainability. Less stuff also means less consumption. In every aspect of your life, use water and electricity sustainably. Separate your garbage and try to create zero waste. Contribute to the future of the planet.

BE OPEN TO DIFFERENT EXPERIENCES.

DO THINGS DIFFERENTLY

- Try a different route to work.
- Visit a building you've never been in before.
- Go to a park full of children.
- Call someone you haven't spoken to in a few years.

DREAM

- Imagine yourself doing the things you want to achieve.
- Remember and revive your past achievements.
- Imagine you are a rock star.
- Imagine traveling to a country you've always wanted to go to... but haven't.

PLAY WITH YOUR SENSES

- Eat an unusual fruit.
- Light a naturally scented candle.
- Start using a different fragrance or lotion.
- Listen to music while you work.
- Work outside.

PLAY GAMES

- Buy a complex Lego set and enjoy it.
- Learn chess; play it regularly.
- Grab a magazine and just look at the pictures.
- Go through your old photos.
- Play real board games, not on your phone and not alone, but with friends gathered around a table.

5

SHARE THE GOODNESS.

Scientific research shows that true happiness comes from sharing. Sharing your knowledge, sharing your experiences, simply sharing quality time with people will truly give you – and them – more joy and inner peace.



SPREAD THE THOUGHT

Introduce your spouse, your children, other relatives and friends to the **#ThinkMagenta** philosophy.



SHARE YOUR GOOD FEELINGS ON SOCIAL MEDIA

Good feelings are contagious. Share your “up” moments on social media. Reach out to your followers with good vibes. Include them in your feelings. Don't forget to use the **#ThinkMagenta** tag.

EPILOGUE

You can see that **#ThinkMagenta** is about more than the color.

It's about thinking... thinking in a positive way that has the power to uplift you and all around you. Thinking is the soul talking to itself. Thought is the ancestor of every action.

Think positively and it's more than likely your actions will come to great results. You are what you think. So why taint your soul with a cloud of negativity?

So...

#THINKMAGENTA



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