



THE DIGITAL DETOX COMPANY

The Mindful Salon

A series of Creative Design Masterclasses
for the hair industry

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Designed, created and delivered
by Orianna Fielding & Dr Tamara Russell

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SW 7016
Mindful Gray

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“This is mindfulness but not how you know it”

The Mindful salon is about an enlightened approach to business.

It is about developing your business from the inside out.

Its focus is to find new ways to work with presence and mindfulness.

Designed to encourage conscious creative contribution and meaningful connection with clients. It is a new concept that generates immediate image based transformation while understanding that authentic lasting beauty comes from within.



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“ It is about culture, context and engagement”.

Salon professionals of all kinds forge relationships with their clients as helpers, listeners, coaches and confidants. As a result, hairstylists, colourists and barbers, can have a powerful influence on their clients' sense of self, and emotional wellbeing, as well as their appearance. With that power comes responsibility. To do this job at a high level, professionals and creative artists must take care their own inner life as well as that of their clients.

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“Mindfulness is as much a self-care tool as one designed to help develop and maintain balance”

As a busy entrepreneur and a top level creative, Mindfulness practices form an essential foundation for managing both the professional and personal aspects of your life.

Mindfulness is as much a self-care tool as one designed to help develop and maintain balance. Of all the tools that salon professionals have available, our applied, contextual Mindfulness practices add a multi-dimensional layer to the salon experience. This encourages a deeper form of engagement both internally with your teams and externally with your clients.

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I IN THE GENTLE *depths of the soul.*

EVERYONE DESERVES TO FEEL *beautiful*

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**“The mind is just like a muscle – the more you exercise it,
the stronger it gets and the more it can expand ”**



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The Masterclass Workshop series

Our series of 3 individual, half-day interactive, contextualised discussion based Masterclasses are designed to educate, entertain and inform. Participants are guided to develop a healthier more balanced working relationship with technology, their teams and their clients.

Designed, created and delivered by Orianna Fielding & Dr Tamara Russell The information and practical techniques will enable them to leave the Masterclasses with effective strategies to manage their salons, their teams and their client relationships in mindful and effective ways.

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Orianna Fielding

founder of the Digital Detox Company

author of 'UNPLUGGED *how to live mindfully in a digital world*' & *The Essential Digital Detox Guide*.

Internationally, recognised author, designer and broadcaster, Orianna has spent several years researching the negative impact of our digital over-connection. Her findings based on extensive research and in-depth consultation with leading experts in the fields of Mindfulness, Psychology and Wellness, form the core of her book *"UNPLUGGED. How to live Mindfully in a Digital World"*.

Orianna formed the Digital Detox Company in 2014 to expand the reach of the Digital Wellness practices featured in her book. The 'UNPLUGGED' digital Wellness programme was created as a step-by-step guided learning platform integrating Mindfulness, Psychology, Neuroscience and Wellness practices, to provide a unique, practical, profound and life-enhancing series of bespoke Digital Wellness, Creativity and Mindfulness Courses.

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Dr. Tamara Russell, MSc, PhD, D. Clin. Psych.

Tamara has been working with the Digital Detox Company since 2015.

As a clinical psychologist, martial artist and neuroscientist, Tamara brings a unique, multiple perspective to her mindfulness teaching, therapy, and research. Her particular interest is in the embodiment of mindfulness through mindful movement and this lies at the heart of all her training programs including “The Art of Mindfulness” and “Body In Mind Training” which are offered as lectures, workshops, courses and longer trainings to the general public, schools, corporations, and within the health sector.

Tamara’s work cuts across disciplines and sectors, bringing innovative, practical, fun and body-based mindfulness training to individuals of all ages and abilities.

Tamara is also a visiting Lecturer at King’s College London, lecturing on the clinical and neuroscientific aspects of mindfulness to students across a range of post graduate courses and conducting exploratory and innovative research projects.

Tamara’s clinical and academic research explores the link between movement, mind, and the brain. She specialises in using mindful movement as an embodied therapeutic tool for those managing non-ordinary states of consciousness (psychosis, bipolar, depersonalisation, existential crisis and trauma).

Tamara is the author of “*Mindfulness in Motion*” (Watkins, 2015) and “*#whatismindfulness*” (Watkins, 2017) as well as numerous academic articles exploring emotional intelligence, mindfulness, and mental health.

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