

Express Business

This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may affect them directly (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, some advertising in The Beeston Express supports it.

Life Alchemy

by Fiona of Inspirations Therapy

'Perfection' deception...

YOU may recall last issue's column ending with the message that we all have flaws but that these are just a part of who we are, and not necessarily a bad thing. But in this status-driven society we all experience the pressure to reach for perfection. In doing so, we often fail to realise that our idiosyncrasies can be our strengths, and that some of the most inventive, creative and successful people throughout history illustrate this point wonderfully.

Say you have to choose between the three potential Prime Ministers detailed below, which would you pick?

Candidate A: associates with crooked politicians and consults with astrologists. Is known to have had an affair with a colleague of his wife. This man also chain smokes and drinks several martinis each day.

Candidate B: kicked out of office twice, rises from bed at 11am, drinks champagne, brandy, and whisky to excess every day.

Candidate C: a decorated war hero. Vegetarian, doesn't smoke or drink, and hasn't had any extramarital affairs.

Well, if you dismiss Candidate A, you've just passed on President Franklin D Roosevelt, who led

the United States during both the Great Depression and World War II. Paralyzed from the waist down after suffering a bout of polio, Roosevelt overcame his disability and was elected president of the United States an unprecedented four times.

And if you decided Candidate B isn't right for the job, you've just dismissed the incredible Winston Churchill, wartime prime minister who led Britain to victory in World War II. This master statesman stood alone against fascism, becoming so highly regarded that the Queen granted him the honour of a state funeral.

But if you picked Candidate C, you've just chosen Adolf Hitler, military and political leader of Germany, who launched World War II and bears responsibility for the deaths of millions – including people with disabilities, homosexuals, gypsies and six million Jews – during the Holocaust.

Chilling, isn't it, how the criteria with which we are so quick to judge can be so deceptive? Until next time, I hope that's given you food for thought....

Fiona Lightfoot
Inspirations Therapy

ADVERTISING FEATURE

An A – Z of acupuncture: E is for Eczema

ECZEMA is a skin condition. It usually results in pink or red raised areas on the skin. Sometimes it is dry and sometimes it is accompanied by a discharge. The discharge may be either clear fluid, or a white or yellow creamy substance.

In Chinese medicine, dry type eczema is said to be caused by blood deficiency. Blood deficiency can mean the blood is weak or diluted – for example, when a person has a history of blood loss from heavy periods, bleeding ulcers or haemorrhoids. It can also be due to poor protein absorption, or a diet lacking in protein. Any of these factors can lead to a condition where the skin is undernourished, and the result is irritable skin.

Skin is a living membrane, like a lawn in a sense. If the soil is dry or lacking in nourishment, the grass suffers. If the soil is watered and enriched, the grass grows healthily. So too the skin. The blood vessels supply nourishment to the skin. The blood is pumped around the body by the heart. It leaves the heart along a thick blood vessel called the aorta. From there it splits into major arteries, to lesser arteries, then finally to the arterioles, these no thicker than a hair. Hormones affect arteries. Stress causes arteries to constrict. Poor blood supply to the skin is a subtle result. Eczema sufferers say the condition gets worse when they are stressed. Stimulating acupuncture points on the arms helps the blood vessels to open.

Eczema with a discharge is said to be due to damp, or damp heat. When heat is present the condition is fiercer.

The main source of damp comes from diet. Milk, dairy and greasy foods need processing by the body. If the body is overloaded with too much dairy or greasy food, skin problems result. Staff in burger joints often suffer from spots! 'Wet' eczema is often cleared with a simple change of diet. If not, stimulating points on the legs will improve the way the body detoxifies fatty foods.

Don't give up, and good luck.

Dave Yeomans
Beeston Natural Therapy Centre

ADVERTISING FEATURE

Onyx Goldsmiths celebrate 21 years this July

BEESTON'S unique jewellery experience has gone from strength to strength because, at Onyx, they believe that jewellery is an extension of your personality.

Onyx has developed from a small traditional jeweller and workshop into the best-stocked jewellery store around.

During the past 21 years, this famously different company has displayed an unbelievable range of elegant, breathtaking and amazing gem-set jewellery. All jewellery is made using the finest quality materials and finished to perfection.

Alongside the exquisite platinum and gold collection is a huge selection of life-enhancing gems set in silver; crystals that not only complement any outfit but are also believed to hold healing properties to improve your physical, emotional and psychological well being. For boosting your energy (carnelian); cleaning your space (amber); attracting wealth (citrine).

Crystals can be used to change your life. Smokey quartz is believed to absorb negative energy, transforming it into pure clean energy. Onyx has more than 64 of

the gemstones in stock.

That atmosphere, along with a famously friendly and efficient service, makes it a pleasure to shop at Onyx. Staff are always on hand to discuss your needs – including designing and creating your own bespoke pieces.

It's no secret that their stunning jewellery has been hired to TV shows and fashion shoots. The hire service has now been extended to all customers – another first for this innovative and successful company.

With more than 5,000 repairs, renovations and items made to order in the last year alone and 9,000 regular customers on the database, the popularity of Onyx Goldsmiths continues to grow. They now invite all customers, old and new, to enter their 21st Celebration Competition to win a white gold 0.21 carat diamond ring.

Please fill in the entry form opposite and pop it into the shop on Beeston's High Road before July 10. The Beeston Carnival Princess will select the winning ticket at the Carnival on Broadgate Park on July 12 – Good Luck!

Pre-Employment Academy

WANT a job but don't think you have the right skills to get ahead? Castle College is running a training course which can help you in the right direction.

The Pre-Employment Academy is a six-week course combining all the elements you need to improve your chance of getting a job. Ideal if you have been out of work for some time, it will rebuild confidence and update your existing skills.

Run in association with Broxtowe Borough Council and Working Links, the Academy covers Customer Service, CV Writing and Interview Skills. You will also undertake work experience in different departments of Broxtowe Borough Council, where you will meet new people and find a chance to put what you have learnt into practice.

The next course starts on Monday, June 2 at the Pearson Centre, Nuart Road, Beeston.

For more details, visit the recruitment event on Thursday, May 22 at the Town Hall, Foster Avenue, Beeston, between 10am and 3pm, or call (0115) 884 2749.

Onxy Goldsmiths 21st Anniversary

0.21 carat Diamond Ring Competition

Name

Address

Postcode

Telephone

Mobile

To have a chance of winning a white gold 0.21 carat diamond ring, pop this coupon into the shop on Beeston's High Road before July 10.

The Beeston Carnival Princess, sponsored by Onyx, will select the winning ticket at the Carnival on Broadgate Park on July 12.