

Eminé Ali Rushton

BIOGRAPHY



Eminé Ali Rushton is a leading wellbeing journalist and author.

She graduated from Durham University in 2002 with a 1st class Bachelor of Arts degree in English Literature. After two years of work experience across various titles, including *Vogue*, *GQ* and *Harvey Nichols Magazine* **Eminé** began freelancing as a beauty writer.

Now, with over 12 years' experience across beauty, health, trend and wellbeing journalism, **Eminé** has written for a wealth of different titles that span the publishing spectrum – everything from *ELLE*, *i-D*, *NYLON* and *Sunday Times STYLE* to *Harper's Bazaar* and *Vogue online*.

Currently Beauty & Wellbeing Director at thinking woman's glossy *Psychologies*, **Eminé** specialises in features that debunk beauty and wellbeing myths, and that always provide inside-out holistic solutions. She believes that beauty is anything but skin-deep, and that our diet, mood, environment and of course, health, are what make us look better, and ultimately feel happier. She is a big supporter of natural, organic, ethical, responsible and sustainable brands, and often champions ethical start-ups in her high-profile pages.

One of the first beauty bloggers in the UK (*Miss Malcontent Seeks Truth in Beauty* began in 2007) she had one aim – to be utterly honest about the very best, and worst, beauty products on the market.

Her pursuit of honest and hype-free wellbeing solutions – something we are all increasingly in need of with our high-octane stress-filled modern lives – is what led her to discover the ancient healing heart of Ayurveda. **Eminé** believes that Ayurveda, with its emphasis on living in tune with the seasons and identifying the body's own unique constitution, is the ideal antidote to modern life – delivering a truly balanced body and mind even when we're rushed off our feet. With a painless, intuitive and seasonal approach to food, the Balance Plan changed her life.

Eminé's first book is titled *The Body Balance Diet Plan*; published by Watkins on April 16th 2015. An ambitious lifestyle and wellbeing site is launching to support it – www.balanceplan.co.uk which goes live in early April.

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