

Keyword: The Montcalm

## BritMums Live My Low-Down

BritMums Live My Low-Down. My feet haven't touched the ground really since BritMums Live in London (a blogging conference) and whilst I have been travelling I've tried to take the time to digest all of the things I saw and learnt whilst I was there. This was definitely my favourite BritMums Live so far, even though I really missed lots of bloggers that I would usually hook up with. I think for me the whole vibe felt more creative and professional. I was really lucky to have been asked again if I would like a sponsor for the event. When I found out that it was Boots, I couldn't say no, as its brand that not only has its roots locally to me (Nottingham) but one which I love and trust as a parent and lover of all things hair and beauty!

Style Me Sunday : My new fashion guru!

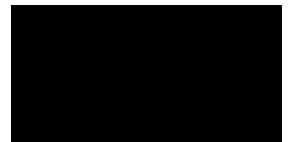
I had a fab brunch pre BML, where we got to know the lowdown on things such as suntan cream, sunglasses and hayfever, whilst we chatted over crumpets, coffee and pastries which were yummy!

So I thought I would share with you some of the images that I took, and some of the brilliant facts that I learnt thanks to the Boots team.

The amazing bed at [The Montcalm](#).

Top Tips from the Pharmacy :

Insect repellents can help keep mosquito bites at bay by affecting their 'internal landing gear'. The repellent disorients the insect, preventing it from landing on you and causing it to fly away – keeping you bite-free. It is estimated that the sweat glands on feet can produce up to half a pint of fluid a day in hot conditions. Ever wondered why your nails seem to grow faster in the summer? Evidence shows we get most of our vitamin D from exposure to sunlight which tends to cause faster nail growth. Did you know that chewing gum can relieve an itchy palate – a common hay fever symptom? Or that oral antihistamines alone will only really help relieve those with the mildest intermittent symptoms? I ordered breakfast in bed, so decadent! Nasal sprays are the best first line of defence if your symptoms are more severe, so speak to your pharmacist to ensure you are giving yourself the best chance of staying on top this season. Channel your inner celeb! Slip on the sunnies even if the sun is not at full strength. They will act as a great barrier between you and pollen and help avoid your eyes from becoming irritated. Before you turn off the light... as the days get warmer and more flowers open, more pollen is released – which then falls with the



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cooling air at the end of the day. So to help get a good night's sleep, make sure you have taken allergy relief to help keep symptoms at bay during the night.

The entrance of the hotel : [Montcalm](#).

Boots Suncare Team :

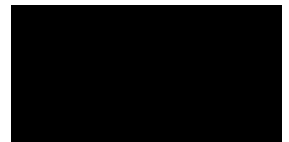
Wearing a t-shirt provides UV protection but only when it's dry – once it becomes wet it turns opaque so swimming in a t-shirt offers no protection from the sun's harmful rays. Sand, concrete and even grass all reflect UV but if any of these surfaces become wet the amount reflected can double. UV light reflects off surfaces so you will need to think about sun protection even if you are in the shade. This effect is particularly strong in countries like Greece where white buildings are plentiful – so keep your sunscreen handy! Hot baths can dehydrate your skin, leading to faster peeling. Stick to cool showers and use a moisturising body wash to really lock-in your colour.

The effects of the sun are cumulative, so if you burn an area of skin, it will be more sensitive to burning next year...to achieve an even tan, protection is essential from the first day. Around three tablespoons of sunscreen is enough to cover your whole body. But be careful not to over rub your lotion! If sunscreen starts to ball up you've rubbed too hard so remove any residue and smooth on a new layer – more gently! Think of your skin as a sponge that needs constant 'topping up' to keep it moisturised. Re-apply sunscreen at least every 2 hours, and more if you are in and out of water or doing exercise. 40% of UV exposure occurs when you're not in direct sunlight, always ensure you are protected by applying sunscreen before you leave the house.\*

One of the sessions, this one was about graphic design.

Boots Opticians

UV rays bounce off glass screens, so remember while the surface of your smart phone may be small, as you are holding it close to your eyes you are increasing your



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exposure to this reflection. Your eyes are ten times more sensitive to UV damage than your skin, so protecting them both in and out of the water is vitally important. All Boots Opticians kids' glasses and prescription sunglasses come with Boots Protect Ultra tough lenses – which are virtually unbreakable!

Jen Stanbrook : LoveChicLiving

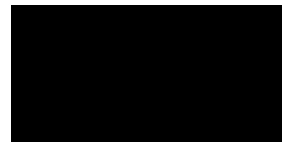
Children's eyes have larger pupils and clearer lenses so are more susceptible to sun damage – 80% of the eye's lifetime exposure to UV light is reached before the age of 18. Lenses with darker tints don't necessarily offer more protection as even glasses with clear lenses can offer UV protection. Dark lenses which don't offer a sufficient level of UV protection can be more damaging because they cause the eye's pupils to dilate and let in more light. Your eyes need protection from the sun all the time, even on cloudy days. Cloud cover only reduces the amount of UV light by 10%. In the morning and evening your eyes can also absorb light from reflective surfaces such as white buildings, wet surfaces and smart phones – even when the sun isn't out. All Boots Opticians lenses have all round protection from UV on both sides of the lens as standard.

The SuperSavvyMe Stand

I was loving the pink flamingo trend that Jen had chosen.

Anyone who reads my blog knows exactly how much I love succulents. This was such a great idea to display them!

Lindermans wine had an excellent stand, my oh my, the smell of the fresh flowers as



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you walked past!

Of course my sponsors were full of helpful advice about summer!

I saw so many people in the craft lounge, I wish I'd have had time to make something, but I thought this was such a great idea. I do hope it means that more bloggers will be using there new found skills!

It was a great event, and The Britmums hosts, members and sponsors should be really proud. I will leave you with one image though, it was one that made me chuckle. Is this the ultimate accessory for a Britmums blogging conference?

With thanks to Boots who were my sponsor for BML, and purchased my ticket and covered my expenses whilst there.

<http://ct.moreover.com/?a=21741070773&p=1lb&v=1&x=G8O8wH86VKe1bDf6oxnOWg>