

**PARENTAL  
ADVISORY  
EXPLICIT CONTENT**

Dee Angel,  
a typical bloke from London uses a wormhole  
to go back in time to 1993 – like a messenger in despair he has raced  
to write a book highlighting 10 secrets that will prevent  
his total destruction. Now he must make sure to share them with his  
15 year old younger self and hopefully in time to  
save his own *life!*



*“This is the best book in the World”*  
Tribute

*“The last time the blonde asked me if I was happy, I told her to fuck off –  
I later bought her a copy of this book.”*  
A.A. Guill – Times on Sundays

*This is angel dust for everyone in search of themselves,  
it really “gives you wings”*  
David Attenborough

*“If we want to stop the riots of London 2011 from happening again,  
we need this book as part of our national curriculum”*  
Gaurdian

*“The most honest life insurance I’ve ever invested in –  
and without all the fear mongering”*  
FT

*“Dee Angel will even have The Künsnacht Practice addicted to this book –  
I would certainly recommend it as a universal alternative ”*  
HappySearching.org



London 2012 olympics graffiti at Haygate estate

## MADE IN LONDON

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The London Renaissance  
representing the art of truth



to me / from me





No *ONE*  
can beat you at being you

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## Here's to the crazy Ones

to the Apple of my eye, Think different

### Listen to yourself. So you can be what you want to be

Self-awareness. *opp. Laziness, Acedia, Sloth, Carelessness.* I

You may not be the centre of the Earth, but you can trust yourself to know the difference between what's right and what's wrong. Simple. You can deal with all the questions you want answering by simply finding yourself some time to learn to listen to yourself.

Only you, can be your help.

Think different. Think for yourself.  
You need to know who you are.

Doing nothing might be fun for a while before it starts getting boring – and there is only so much telly watching one can do before you realise that you are watching people getting paid for doing what they love doing; like acting and playing football.

People on the telly are all doing what they have always wanted to do...

they are fulfilling their dreams and building a legacy for their grand children to remember them by in the future.

What are you doing? you're spending your time living in their dreams ...no one on the telly got there by watching it.

iThink different, Inc. All rights you have

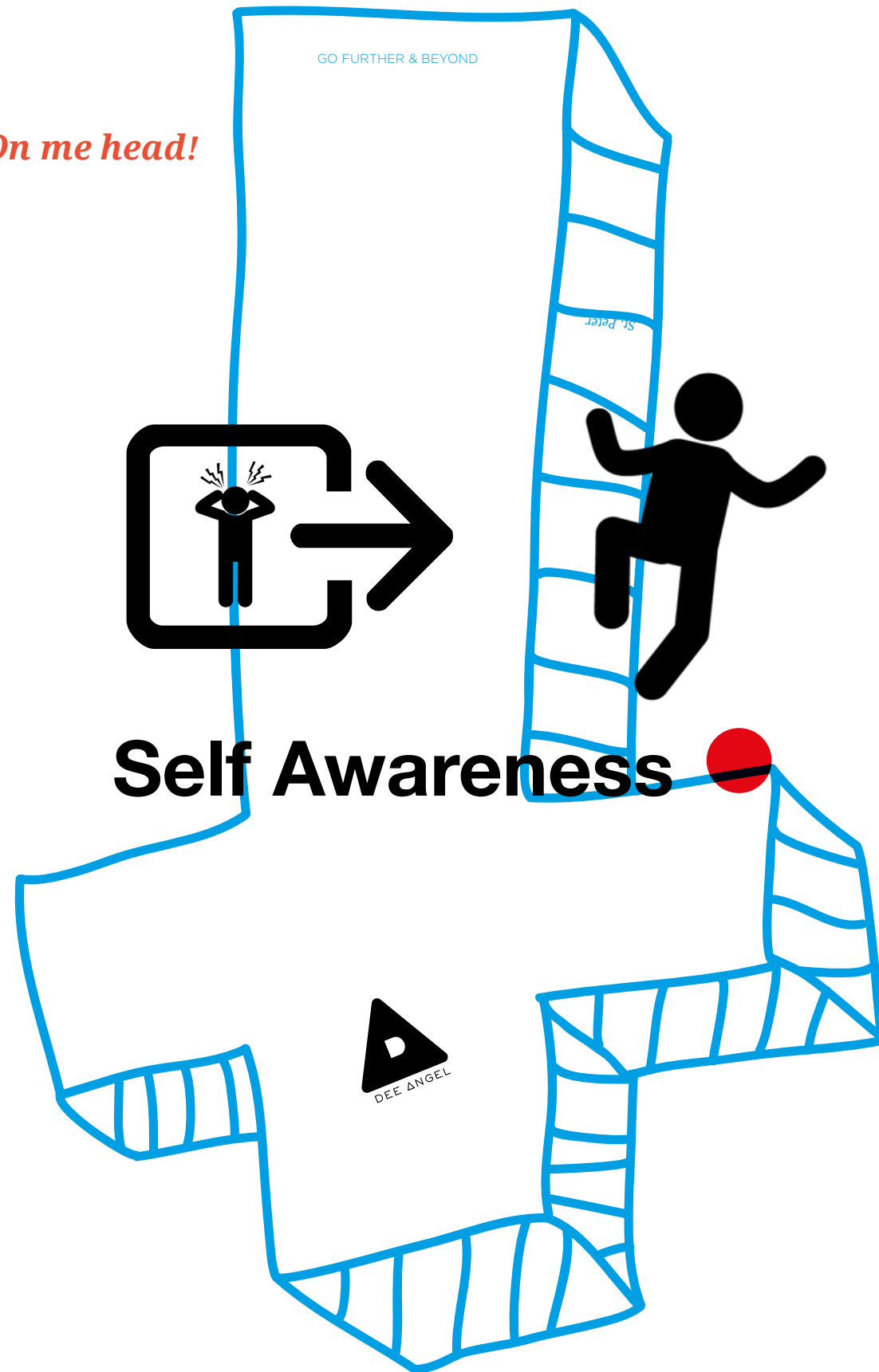


Listen to yourself.

[www.apple&pears.com](http://www.apple&pears.com)



**On me head!**



**We need to discover our own dreams and create our own legacies.**

We all have to do something, but the trick is finding a job that we truly enjoy doing. The days of working on things you hate are over. Working towards making your dreams reality, will give your life meaning and purpose.

A liberated person is the one who has found passion in their choice of work.

**So don't look for a job, look for your passion.**

Most of us don't know what we want to do when we grow up because we are restricting our minds on the possibilities of work by the jobs we see our nearest older generation already doing.

If you are studying it's great to experience such a variety of subjects because it will expose the subjects you're very good at. And out of them at least One subject you're really going to enjoy doing and pursuing.

**SO DON'T COMPLICATE THINGS AND HARNESS YOUR NATURAL TALENT. SIMPLY WORK HARD TO PUSH WHAT YOU ARE GOOD AT AND DEVELOP YOUR SKILLS – THIS WILL GIVE YOU THE WORK YOU WILL LOVE GETTING PAID FOR!** Sorted.

Education is everything – education is the passport to the future, tomorrow belongs to all those who prepare for it today – and you must learn a little bit of everything. Knowledge will provide you with more options. If you end up working in a job you're not happy in, you keep it because it pays, it gives you independence for going out, for bills and stuff. If you are feeling used and abused – switch it in your mind without speaking any words – and learn

to see what you can learn from it – pick up anything that can benefit you. As there is always something you can learn in all jobs that will be useful for you in the future.

Any job is fine as long as the rest of the time you're searching and focusing constantly for the job that will fulfil your passion.

Use your time, money and the internet wisely as tools to achieve it.

**Back of the net...**

You can't score without a goal to aim at.

*Only when you have decided to be something, can you then be it – Only when you know what you want, can you go and get it.*

*People with goals always win – simply because they know where they're going!*

*"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary"*

Steve Jobs  
iGenius, Inventor, Communicator,  
Making the complex simple & desirable. 1955 - 2011

*"If at first, the idea is not absurd, then there is no hope for it. Imagination is everything. It is the preview of life's coming attractions."*

Albert Einstein  
Father of modern physics. 1879 - 1955

So the first step is finding a job you will eventually be passionate about.

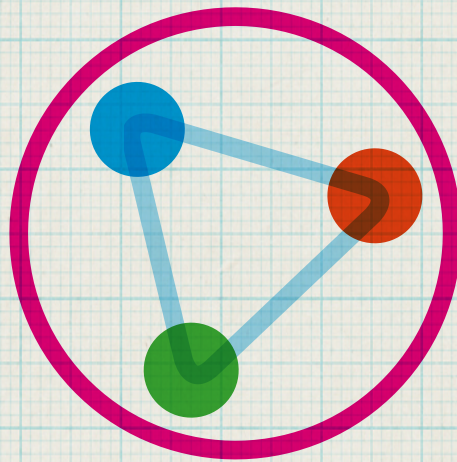
And to do this all you have to do is learn to;

**Listen to yourself.**

To help us do this, we use the simple method of the 3 colour structure of the Proton.

*YOU ARE FREE TO LIVE YOUR LIFE AS YOU WISH TO IMAGINE!!*

2. WRITE DOWN YOUR GOALS



3. THEN - **JUST DO IT.**

1. ASK YOURSELF THE QUESTION AND ANSWER IT

*You can use this method for ALL your questions...*

*Nothing is just given to you - You have to go and get it!*

You will know it's the right answer when you can imagine yourself doing it...  
If you can imagine it then you can achieve it.  
Aim to the stars, Dream BIG and Believe...  
If you can dream it then you can become it.

" TO BE AN EDUCATIONAL GAME DEVELOPER YOU MUST FIRST BELIEVE YOU CAN / TO BE AN ASTRONAUT YOU MUST FIRST DREAM YOU ARE"

*We are the dreamers of dreams.*

*We are the music makers.*

Just make sure it's amazing. When you get tears of excitement, then you know it's good!

Scientists call it using your bigger

\*unconscious mind, others call it meditation.

But once you've found out what you're interested in doing - then the rest is just getting on with it.

*\*link to wikipedia, to look up the meaning of words*



*What you're interested in doing chooses you - you just need to choose it back in return.*

*That's how you find love.*

So it works like this: you ask the question.

**1. What do I want to be?**

Now write down a list of all the ideas you can think of. Lots of them, there is no right or wrong answer at this stage. Make sure it's fun!

Don't criticise anything.

Include all the small things you like doing.

Welcome unusual ideas. Think big.

Combine and develop your ideas.

- Give yourself a deadline for an answer.

**2. Answer the question out loud to yourself.**

I want...

Do it, it's going to feel real good.

Why do you want it?

Remind yourself why you want it.

**3. Believe it. Close your eyes and imagine yourself doing it.**

Meditate every night in the pillow to reinforce what you want to become.

**! FOCUS !**

When you realise what you want to be, that's **POWER**. Now you will be the person you were always suppose to be, which will make you grateful for everything.

**Don't forget it!**

Stick it on your wall to remind you! never lose sight of your answer. Don't allow anyone to put you off, and use negative comments as fuel to carry on even more focused.





“Here’s to the crazy ones. The ones who see things differently. They change things. They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward. While some see them as the crazy ones, others see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.” Jobs.

Even your brother will joke.

“... listen to him, he thinks he’s going to change the world.”

But it’s not their world you will change, but yours.

The easy answer was – I want everything! but...Concentrate on developing your skills in an area you’re interested in and everything else comes to you automatically. The money, the independence, the flat, the marriage... you don’t need to see your whole life planned in front of you.

Just take the first step now.

**Listen to yourself and you will know yourself.**

Away from the small temporary pleasures of life – fulfilling your set goals will be your ultimate sense of happiness.

You must need to go beyond the world of simply feeling good and avoiding harm to others and enter the world of knowing good and doing good.

This is about you.

This is the difference between merely existing and living... living a life to the full.

*I know you got soul.  
Happiness and Pleasure are Not the same.*

/  
‘happy means possessing what is good and beautiful...’

“Climbing from the love of one person to love of two; from two to the love of all physical beauty; from physical beauty to beauty in human behaviour; thence to beauty in the subjects of study; from them he finally arrives at the branch of knowledge which studies nothing but ultimate beauty. Then at last he understands what true beauty is.”

Plato: 428 – 348 BC.  
Western culture Philosophy and Science.  
*The Symposium.*

“Everything is easy, once you know how”

**Education is everything –  
education is the passport to the future.  
Tomorrow belongs to all those who  
prepare for it today.**

The way we live today in a major city like London – the first ideas of money, work, liberty, justice, property, rights, law and the voting system of the majority of the people choosing politicians to have the authority to put them in practice.

All can be traced down to the ideas written by Plato in his book *The Republic*. Today 2400 years later not only do we live by these great ideas but we have yet to find better alternatives.

“When I grow up I want to be a Polymath”

**Take your opportunities.  
Make the most of your opportunities.**

Some times you do things simply because you can. For the love of creating.

You don’t need any other reason.

**NO ONE IS BORN SMART – stupid  
life is the journey of  
discovering knowledge and happy  
are only those who remember  
what they have learnt**

**“What profit a man if he gains the world,  
and loses his own soul?”**

If you work only for the money; you will essentially be selling yourself to the highest bidder. This is self-approved slavery to the person that has hired you; you will now help fulfil their passions while never having the time to nurture your own.

“Therefore I say to you, whatever things you *ask* when you meditate, *believe that you receive them, and you will have them*”

Believe in yourself to know the truth for yourself... wherever the truth may come from.

“I can’t do Maths”  
– Bollocks

Quit convincing yourself your own lies.

It’s fine to admit to yourself that you’re not interested in Maths... but don’t for 1 sec. think you are a special case.

In everything you want to learn – Practice makes perfect!

Failing a history test at school may be shameful, but there is no need for you to add ‘the unrealistic assumption’, that failing a history test means that you are useless at history.

It just means you simply need to revise more or differently.

Our history always teaches us.  
Preparation and revision is 100% of any test.

Do what you Love.

Passion should drive everything that you do.

If you're feeling a bit down, it will start making you feel instantly better. The one major thing you truly learn in the University is how you can teach yourself.

Now more than ever with the Internet you can teach yourself everything.



*Surrender your ego*

It's a logical process really – if you wanted to simply work for a high salary – all you need to do is research the top 10 most highly paid jobs going, find the education required and doing it.

It's as simple as that.

Fools happiness is Fools gold.

People claim that constantly getting drunk makes them happy. But what sort of happiness is this? Is it 'fool's happiness' or real happiness? Happiness is like gold and fakes are possible.

Our society is obsessed with seeking happiness through consumption and short term pleasures that always leads to the very opposite.

You will one day find yourself getting drunk again in your local pub and you will look at the old boys around you with their hollow eyes who make sure to drown themselves every night to stop ever needing to meet themselves; unleashing their inner demons, like depression for not doing or persevering their passions.

As you look at them –

In your ear One will tell you –

“You don't want to become like them”

You will listen – you will not forget, as if you don't, you can see your future in their eyes.

I take orders from just one

person: **ME**

*No One tells me what to do –*

I need to find out for myself

If you search for answers you will find answers, if you look for problems you... erm

“To bE or not to Be,  
*that is the question*”

You either want to be some One  
or you don't –

You are either a doer or a hater,

*you choose fool*

“Listen to yourself. So you can be what you want to be.” It's the first secret of this book, and it also connects the other 9 to form a collection of steps that sees into developing your self-awareness.

Self-awareness involves considering how I interact with people and the world around me.

It's about understanding that my own inner world is a place that can do harm or do good not only to myself but to other people.

Just being angry is not only bad for you but it's really bad for those who have to deal with you. They can pick up my anger and it affects them even if I never did anything wrong to them.

To avoid this we just need to keep looking out for ourselves –

give yourself a chance to teach ourselves and develop by our own discipline and experiences.

What do you want?

Do it... move on!

Next.

William Shakespeare 1564 - 1616.

# Preface /

---

I have come back in time,  
so I could give you this book.

This book shows you how to find  
your 'happiness'. And the sooner you discover  
the secrets the sooner you will begin to live your  
life to the full, away from fools happiness.

Be quick and listen as I am only giving you  
what you once asked for.

The happiness you seek will only come to you  
indirectly by defeating the causes of  
your unhappiness – which I have identified  
throughout this book.

Like a gardener that cuts his plants,  
so this book will make cuts that encourages  
strength and growth.

All you will need is an enquiring mind  
an open heart, determination and most  
importantly, to remember what you learn.

Learn or die

I wish I knew then  
what I know now –

*...well, go now and know.*

Like discovering 10 god particles,  
self-awareness is knowledge and  
knowledge is happiness.

Many people discover these secrets very late in  
their live's, which is regretful wasted life time.

But most people never find them at all – they  
die never haven't known who they are.

I give you the truth about yourself –  
a self-awareness that will ultimately allow you to  
defend yourself from forced self-destruction.

Once you have full control of your minds  
meme and your body's genes, your life will be  
powerful beyond your imagination.

This book is your reminder /

This is my art –  
these are my lyrics  
exercising their freedom;  
this is your valuable reference book.

Dee ▲ngel

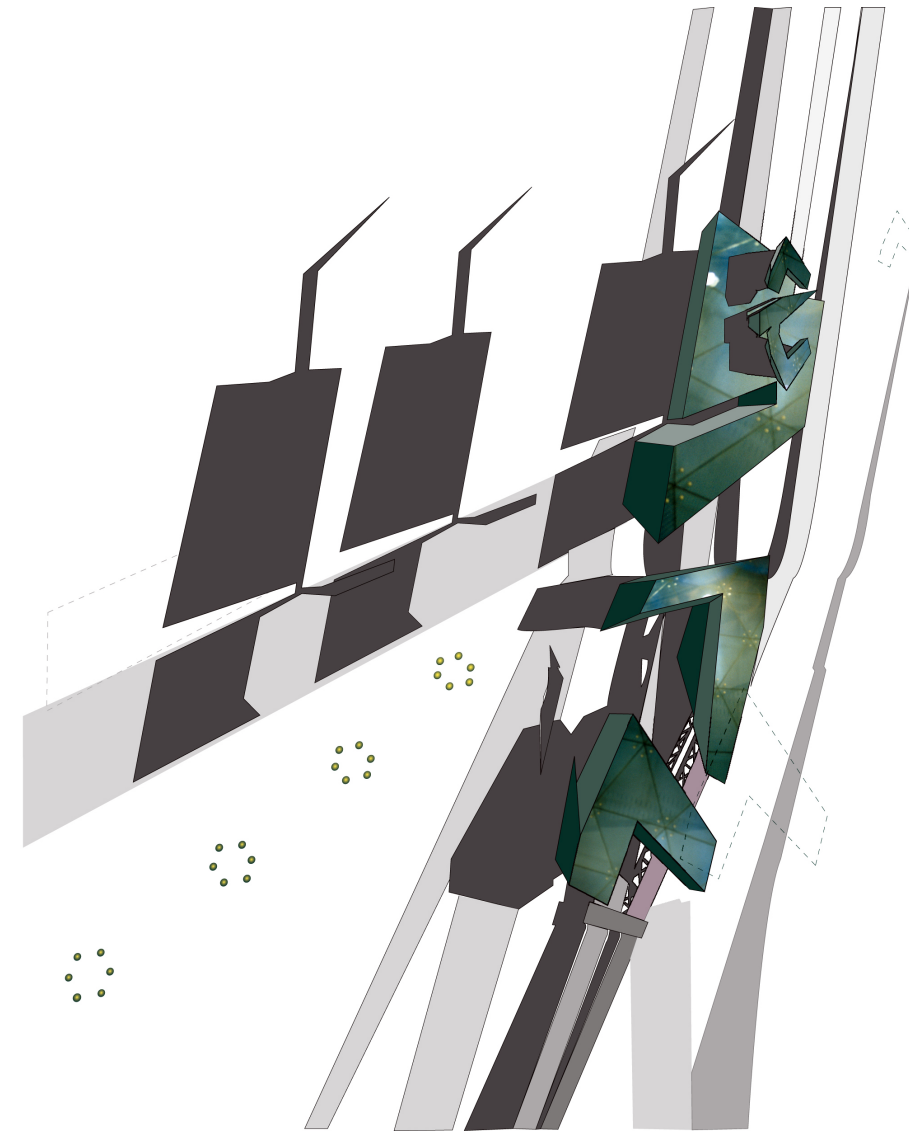
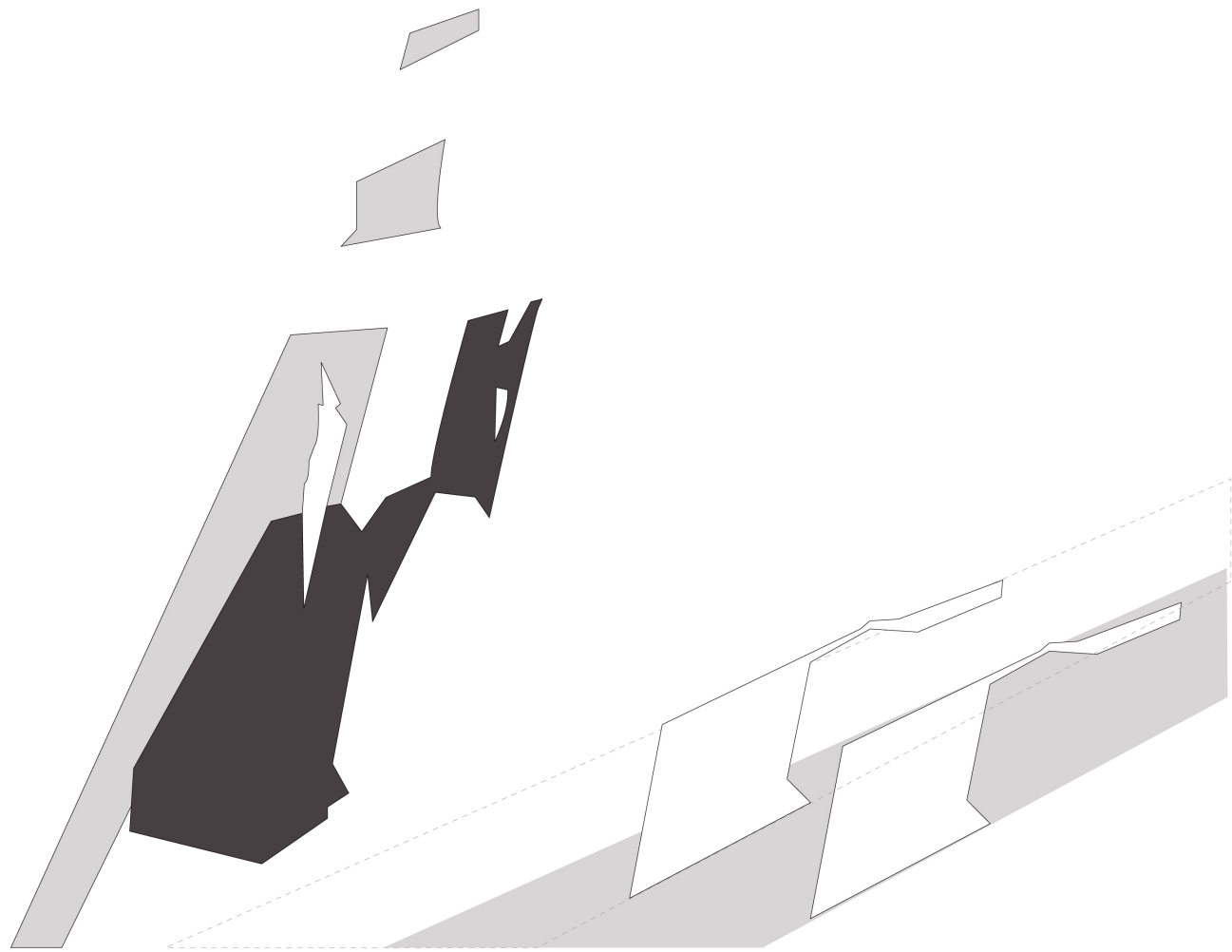
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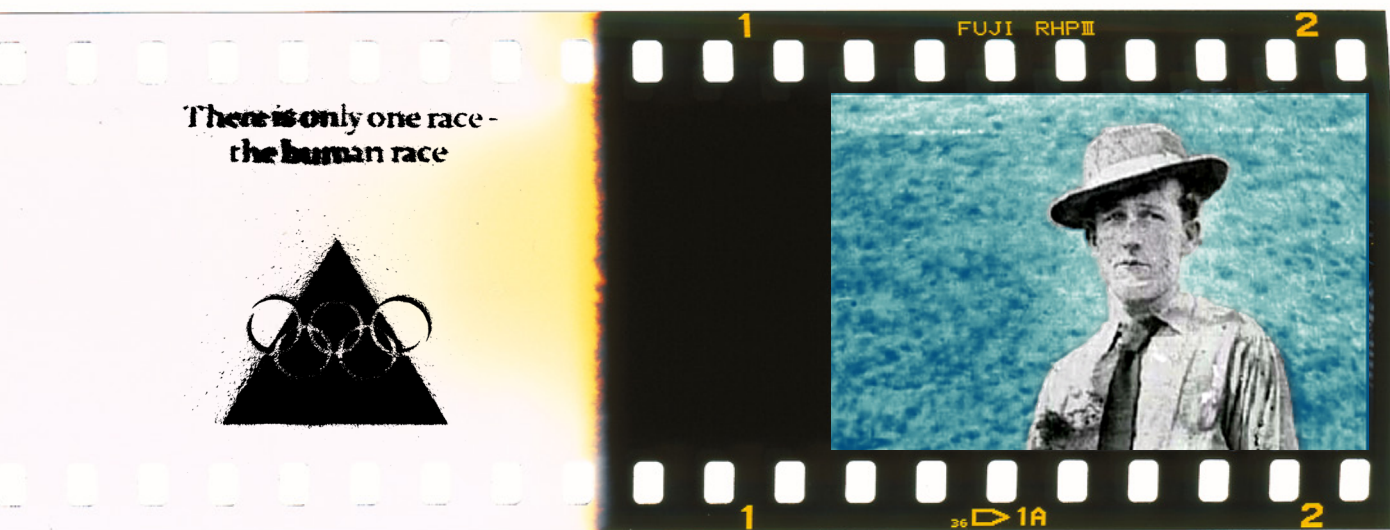
If you could go back in time, what would you advise your younger self at 15?

can you remember? back in time



angel





Norval Marley

" I DON'T HAVE PREJUDICE  
AGAINST MESELF.  
MY FATHER WAS A WHITE  
AND MY MOTHER WAS BLACK.

Them call me half-caste  
or whatever.

Me don't deh pon nobody's  
side. Me don't deh pon the  
black man's side nor the  
white man's side.

Me deh pon God's side,  
the one who create me and  
cause me to come from  
black and white."

Bob.  
One Love



Profile 1999. Ravensbourne College, Global Lack of Communication project. A1 Screen print





Rhetoric poster design against drugs and driving. Ravensbourne College, Dee Angel profile 1999.

## "ALWAYS MAKE THE MOST OF WHO YOU ARE"

Chewing chicle rubber made Wrigley's \$5 Billion of revenue in 2007 – marketed as flavoured chewing gum.

### Bitter sweet story.

There were 2 brothers that on Christmas all their mother had to give them was 1 chocolate bar and 1 lemon tree.

Her mother couldn't decide who to give what to; so she asked them to decide it between themselves.

But it broke into a huge fight over the chocolate bar... and John the elder dominant character with the strongest arms forced himself and took the chocolate bar and scoffed the lot in seconds.

When the other brother Luke had no more tears left to cry, and the many days spent without talking to anyone had given him more time to think than he had ever done before – he came up with a bitter sweet idea.

He took the tree that he had chucked in the rubbish bin and decided to plant his Lemon tree and to look after it for many many weeks, long enough to hear the whispers of everyone making fun of him, his friends and John.

Until finally the day came when it was ready; he plucked his juicy lemons and squeezed all their juice; added water and sugar a few ice cubes and made the most refreshing of drinks.

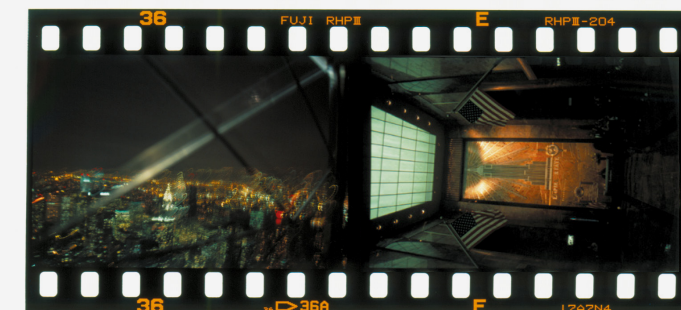
Now he would drink sweet lemonade for a lifetime!

He went back and thanked his mother for the best present he could ever have dreamed of wanting.

And when his friends offered to pay him by the glass of lemonade he managed to save enough money to buy as many chocolate bars as he could ever have wanted – although the desire of chocolate was not so much there anymore.

What first looked like the worse present ever, had now turned into the best investment miracle that he could have ever imagined.

How John now looks back and wishes he had had the idea of sharing their presents in the first place... but all of Lukes bitter thoughts have turned sweet like his lemonade and now he still enjoys sharing it with his brother!



### The Bucket man and the Pipeline man.

There are people that make money on the amount of buckets of water they can carry to the village everyday – but there are other people that while carrying buckets are also developing their ideas of water Pipelines.

No matter how much stronger or harder the young bucket man works – while easily making more money in the short term he will never be able to compete with the Pipeline man once the pipeline is finished – he who once had a dream of not wanting to be carrying buckets in the long term.

Some people have pushed themselves hard to be able to one day get to their goal and enjoy working stacking up shelves.

Others stack up shelves but are unsatisfied, they are not pushing themselves hard enough – so they study at discovering their passions.





## I WANT TO SUE MY TV COMPANY FOR TURNING ME INTO A VEGETABLE

Sack EastEnders! Nothing attacks your self-awareness and imagination more than the life sucking corrosive TV programmes you can get yourself addicted to.

They are not dumbing us down, the TV are in business to give people exactly what they want; cheap, quick illusions they can believe in. TV has proved that people will look at anything rather than themselves.

People have given TV the power to turn lies into truth and the truth into lies.

Before TV we were all artist of one form or another, in our spare time we had hobbies that created things.

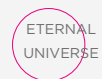
If the programme is not true, if it's not educational or you get nothing good from it... don't watch it. Be engrossed by reality.





*Life is pointless if you don't have people to share it with*

# EAT TOGETHER



MY MANOR MY COUNCIL ESTATE

MY LONDON

## Eat together - nutritional advise.

*Eat your greens, easy on the meat & booze,  
lay off the cakes and pies, move your lazy ass.*

---

*Moderation. opp. Gluttony. You fight Gluttony with Moderation II*

---

*FOOD, GLORIOUS FOOD! SLOW FOOD, QUICK FEET*

**You are only going to get fat if you eat more than your body needs.**

**We all have to eat; and it seems odd at first that something as vital to us as breathing, needs to be regulated. But our choice of food has consequences - in both its quantity and its quality.**

*A dynamic body needs a dynamic mind.*

You must adapt your intake accordingly as you grow up; growing up in London's city culture you are going to naturally be running around more at 15 than you are at 40+ and you are going to be eating less at 15 than you are when your 40.

All that metalheadz club dancing, Pantera gig moshing and football playing is helping you keep a normal weight.

And you gradually run around less as you enter the working life of sitting in front of a monitor for 8 hours a day and generally doing less calorie burning activities.

Age 40,  
low activity + high intake = over weight.  
Age 15,  
high activity + moderate intake = perfect weight

**Energy used + amount of quality food = ideal weight**

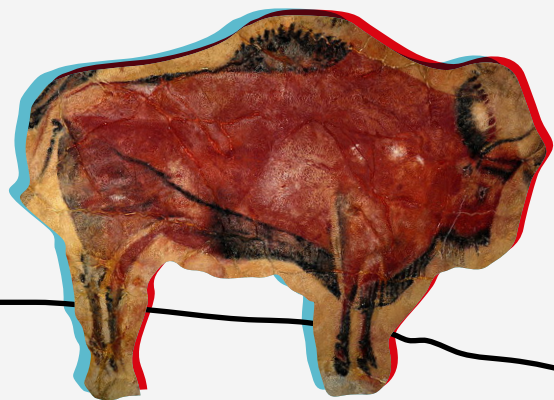
Whether you feel too fat or too thin at this moment – reassure yourself you can take a grip at any time. And forget marketed diets you see advertised – in general if anything needs advertising it's because you don't need it. Everything advertised is about making money; they care about themselves, not you! Why would they? they don't know you. Only you, need to put some effort! no quick fix.

**Fast foods are confectionery candy – constantly making a meal out of them = obesity**

Treat all fast food and all branded confectionery food imitations like sweets.

When eating fast food **burgers** and **chips** Think of Doughnuts & marshmallow fingers. When drinking **Cola** think of acid sugar water syrup – when eating **Crisps** think of sherbet flying saucers – I wouldn't want to have chocolate that was made out of beef, so I don't want a burger that is made out of toffee. **Chewing gum** is not a breakfast option.

*Cook a real burger today!*



Cave of Altamira, Spain.  
Possibly the oldest painting of food,  
Upper paleolithic times, est. 40,000 years old

**Why do you and so many people struggle to keep a normal weight today?**

▲ *For this you need to look into human evolution.*

We are the apes that walked on 2 feet out of the forests. Our bodies today are evidence of how our ancestors ran long distances on the plains and savannas of eastern Africa. Taking advantage of its foods; while avoiding predators that would make a meal out of them.

Our bodies have evolved for running because this is how we got food – walking is homo sapiens evolution niche to compete with the other living animals.

The physical work with the amount of food you ate concluded in a natural balance – as you couldn't have one without the other.

Food is as basic as life gets and even though the developed world seems not to have difficulty feeding itself – it has broken our natural cycle that we all have evolved from and now we must all individually find our own balance of physical activity with the food we consume.

**Find your balance. The happy Medium.**

Finding this balance is the source of much unhappiness in this world of plenty – where western culture suffers from the extremes of both obesity and anorexia and the constant worry about the effect it will have on our physical appearance. It's only by using our own judgement and discretion that we can fight the temptation of our extreme food thoughts.

remedy of a Stressed mind is the **Exercise of the body.**  
**Exercise of the mind** is the remedy of a Stressed body.

**You can't have your cake and eat it.**

There is a duty to your body to feed it with food with nutrition whether you like it or not.

You need to find delicious ways to eat real food like vegetables, rice and fish. Supermarkets are not helping by selling us fruit and veg that tastes like crap – this is to encourage us to buy more processed foods, which is where their fattest profits are. I see row upon row of intensely processed foods tweaked by chemicals for max. 'mouth feel' and 'repeat appeal'.

And next to this, more rows of diet, low fat, low sugar crap marketed to the exact people made fat by the previous isle.

Only with moderation can you really enjoy your slice of cake. *"I can make broccoli taste so good it will make you cry"*

**YOU MUST LEARN TO ACCEPT, UNDERSTAND AND MAINTAIN YOUR BODY TO ITS NATURAL BEAUTY**

If hunting for us today consist of travelling to the office and sitting down for 8 hrs and then sitting in front of the telly for dinner, thats 12 to 14 hrs a day sitting down.

Walking, running, cycling or any other aerobic exercise or sport must be done to achieve our balance. It's not about extremes it's about regularity and designing your lifestyle, which is tricky to start with but becomes habitual. But listen, if you can walk – walk!

Turn that horrible commute into something good.

**No sweat.**

You've learned to walk for an hour. Now work towards being able to run gently outside for 30 minutes without stopping every other day. Only got 5 minutes? Well run faster then – and stop making excuses to yourself. Just stretch, break a sweat, stretch again and stop.

*The more you do – the more you want to do. The less you do the less you want to do.*

*Your body adapts accordingly to what you decide in your mind to do.*

If you don't want to run, do a 7 minute morning cardio work out in the comfort of your room.

Four different exercises, one after the other – for 25 seconds each: (use an interval timer)  
1. side to side push ups 2. mountain climbers 3. towel squat and raise 4. jack knife sit ups. Rest for 60 secs. at the end and repeat 3X.

It's going to make you feel Real, real good; and the benefits are for you and no one else.

**Depression needs to be fought back.**

Everyday life stresses ripping your head apart? You can't stop thinking about what that prat said about you and can't fall asleep at night?

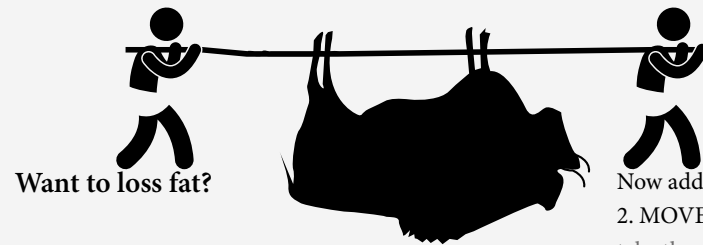
Do this, go for a jog in the park... eat some good real grub... and you will sleep like a baby – ready to deal with anything in the morning!

*"Marathons or extreme intensive gym workouts are just as unnatural as sitting in front of a computer all day."*



## Real food is your life's medicine

Eat the seasons. We can eat our greens to starve cancer. Eat all those great high in antioxidant foods – especially if you enjoy a cigar or a rolly from time to time – make sure you're eating a couple of handfuls of bitter peppery salad greens every week.



Want to loss fat?

**exercise + correct food = fat burning**

Every body is different with different types of metabolism. Good doctors can provide us today with our body's information so we can tailor our exercise to me as an individual and not some average guideline.

### 1. Exercise 3 times per week.

Go for that long gentle run and enjoy the fresh air or HIIT (High-Intensity Interval Training) stretch, warm up and get into an intense cardio work out for just 7 minutes, as mentioned on previous page. Change it to your favorite exercises that suit you best and as you progress increase the intensity to 3 X Burst of 30 seconds as fast as you can without stopping.

*In 7 minutes you can have the same fat burning full body work out as 2hrs. per week gym work outs. The trick is to work the muscles as close to fatigue as soon as you can, yet maintain the exercise for 7 minutes.*

*(It's the 80:20 rule – the first 80% of benefit takes 20% of the effort, the last 20% takes the next 80% of the effort. The extra 20% benefit is necessary for elite or competitive athletes to get the 'edge,' but not for those of us who just want to be generally healthy.)*

Best to pay for a sports facility – Gyms are expensive social events.

Now add.

2. MOVE, everyday – Just keep on moving! take the stairs rather than the lift. Just walking, even just standing up, you're increasing your metabolic burning rate. Don't allow one hour to go past without you moving.

plus.

### 3. Every other day DIET.

**Fast days:** Monday / Wednesday / no meat Friday.

Don't eat carbohydrates or sugar. No fat, bread, dairy, potatoes, or sweet fruits.

Eat tasty rabbit food: In the morning, just a coffee and egg on greens like spinach. For lunch eat 2 or 3+ Apples (*pectin*) and loads of Nuts (*High in omega 3 oils*). Drink plenty of water!

At dinner, eat 'Gigantor' green salad mix – everything fresh in season; green vegetables, courgettes, aubergines, wilted onions, green beans, broccoli, lentils, olives and toasted seeds, like pumpkin. Add some sustainable fish, like smoked mackerel.

Frozen mix bag of vegetables, steamed and stir fried is good too. Served with defrosted white fish fillet, seasoned with freshly milled black pepper and salt, dusted in flour, before frying in a little olive oil.

If you have to snack – snack on raw green veg. but it's better to go to bed slightly hungry, it's during our sleep that our body is told by the brain to either store fat or burn it.

**Feed days:** Sunday / Tuesday / Thursday / Saturdays.

Eat what your body feels like. Enjoy your Sunday roast with a glass of red wine, rice, pasta, bread... just don't binge!  
HIIT + MOVE + DIET+1 MONTH = 10Kg weight loss.

*Done!*

A perfect time to do this is from Shrove Tuesday until Good Friday – if you can stomach it.



**We are not all chimps with mobile phones – We are fire controlling humans.**

We have always been Hunting and gathering; our ancestors the Australopithecus were a busy bunch over 2.5 million years ago. But we had to wait roughly another million years before the biggest breakthrough in our history – we learned how to control fire!

And fire made cooking possible and by cooking our food, Homo erectus consumed a greater variety and amount of foods with less effort than ever before. Giving us more time to think how to use the same fire as a weapon and defence from animals, and to see in the dark whiles travelling into colder climates where fire helped keep us warm.

*( In 2010 Dr. Nicholas Ashton discovered flint stone tools in Norfolk, U.K. Which could date as far back as 780 - 950 thousand years ago (published on Nature.com)*

Our modern civilisation started from the moment we first shared our food together

**Cooking made us human.**

**Food made us think smart – You hunt and I'll cook it.**

Cooking got us together at mealtimes, man and woman worked together to take advantage of the best foods, which forged the first families and communities.

The first creative ideas of technology were thought of in these communities, where people first taught each other shelter skills and tool making for butchery and hunting.

*First items designed by man were sharpened stones for cutting meat and roots.*



Honey has always been our natural sweetener until refined sugar cane became mass produced in the 18th century. Sugar (glucose) is the source of energy naturally found in milk, carbohydrates and in all good whole foods with naturally occurring sugars – fruit, veg, whole grain bread, lentils, butter beans, etc. This is where the majority of our complex carbohydrates should come from rather than refined sugar.

Today processed foods are using cheaper Artificial Sweeteners (ASs) which are 'generally recognised as safe' – such as Aspartame and High-fructose corn syrup (HFCS).

### 1. Consumption.

HFCS is a science lab sweet liquid extracted from corn, like other sweeteners, they are popular in the processed food industry because they add taste, colour, bulk and thickness. Roughly an adult should consume no more than 6 tsp of refined sugar a day – and one of the main problems with processed foods is how easily it makes us abuse these quantities – especially when it's hidden on products you wouldn't have thought needed extra sugar adding, like burger buns and processed meat.

### 2. Addiction.

When we eat a spoon full of real honey you can feel it – it fills you up. Even refined sugar used in jams, can become 'sickly sweet' as your body naturally regulates itself. But with ASs like HFCS, they have taken away these 'problems' leading to people bingeing unaware.

Addiction quickly follows as it hijacks leptin, the hormone that controls appetite, so once you start eating it (*processed chicken burgers*) or drinking it (*ASs diet drinks*), your brain doesn't know when it's full to stop eating and instead your body becomes addicted.

If you are addicted you can't simply just cut down. You need to completely stop all sugar and ASs. Go cold turkey for your brain to reset and your cravings will go away.

### 3. Disease.

Politically, fat has been blamed for the disturbing rise in **obesity** and cardiovascular disease. Processed food companies concerned with people buying less went on to produce ranges of 'low fat' and 'heart healthy' products with removed fat but now replaced with higher amounts of ASs, which has constantly increased sales.

The problems of obesity and cardiovascular disease have not been dealt with by lowering fat intake, instead ASs has increased obesity, fatty liver disease and diabetes.

## Sugar is Addictive – SUGAR IS ENERGY, BUT EXCESS SUGAR IS STORED IN YOUR BODY AS FAT. HOW'S THAT FOR A SWEET IDEA

When our liver is full to the max. limit of sugar, the excess sugar is converted by the liver into 'fatty' acids and returned to the bloodstream, where it's taken throughout your body and stored (in your stomach, buttocks) as fat.

*How long will it take 'politics' to now tell us, that sugar also makes you fat? and 'fat free' labelled processed food isn't really free of fat? But why can't we 'believe' what's written on the box? Why can't we have 'faith' in our government for our health? Confused? You are meant to be.*

No one knows the long term risks of ASs – it took 90 odd years to recognise industrial trans-fats advertised as 'healthy' margarine, to cause cancer.

The main problem with processed bought foods is we have no idea what we're really eating.

All I need to know is this, if I want a sweet treat I will have naturally ripe sweet fruit, raw and home baked; instead of branded artificial ice creams, full of ASs.

I believe, people who eat ASs and abuse sugar constantly, will begin to find less intensely sweet foods, such as fruit, less appealing and unsweetened foods, such as vegetables, completely unpalatable. This will turn them away from healthy, filling and highly nutritious foods – and make them consume more artificially flavoured sweet foods with less nutritional value.

Food should be simple, sticking to the best raw whole ingredients, as we've been happily consuming for centuries – who needs processed foods anyway? I am off to enjoy some real pork with proper crackling, and without One calorie of guilt.

### Drug foods is Taxed crack

*Think of all the Drug foods that you can eat lots of without ever getting full? crisps, corn flakes, chocolate, hot dogs... ice cream...*

*How many Mc'Ds could you polish off when you're very hungry? How cheap are they really, when you're hungry again 20 minutes later?*

*Like drug pushers they sell it to us deceptively cheap, get us hooked and now we are fully dependant on them.*

*We know what the meat in the burger on its own tastes like, just as it looks, nasty, so why do we still go back for more?*

*Feeding children drug foods is child abuse.*

Diet dodge:

Enjoy an ice cream cone shortly before lunch.

# Sugar can be the willpower you need to undereat.

When you're hungry, it usually means your energy's down. By eating something with sugar in it, you can get your energy up fast. In fact, sugar is the fastest energy food around. And when your energy's up,

there's a good chance you'll have the willpower to undereat at mealtime. How's that for a sweet idea? Sugar . . . only 18 calories per teaspoon, and it's all energy.

Sugar Information  
General Post Office Box 94, New York, N.Y. 10001

1960's American misleading sugar advert –  
Selling sugar makes money and getting people addicted to sugar is big business.





### Food made us design.

Cooking and sharing food together gave us friendships. We progressed – we shared our knowledge, we remembered it and passed it down to the younger generations constantly developing our intelligence.

The transformation from Homo habilis to Homo erectus; shows that our brains physically grew in size and our bodies adapted to cooked food.

Smart thinking gave us better tools for better hunters for better foods.

People like Ray Mears who teach bush craft are testament to how they feel connected with this cycle of nature – there is a lot we can learn today from the hunting, cooking and survival techniques of our stone age pass.

We have been doing this for so long that today when we experience going out fly fishing, cooking our catch in an open fire and sharing our rewards with others – we can feel a sense of being in our true element.

*A beautiful and perfect harmony of work, skill, patience, excitement, reward, real food, gratitude and well deserved pleasure.*

*This is possibly as good as life ever gets. Actually... it doesn't get better than this.*

### You get what you put in.

This is why we enjoy BBQ's and picnics so much. Today in a city like London it takes some effort to organise this simple eating outdoors experience, we humans have always done – but it's worth it because of the pleasure it gives us.

Pleasure has to be earned and we must not forget that.

*Eating crap makes you feel crap – then it kills you younger.*

### ▲ THE MODERN FOOD INDUSTRY WITH ITS GREEDY PROFITS ARE MISLEADING PEOPLE ON WHAT FOOD IS

Commercial food companies hide behind their own brand perceptions and responsibilities – *“If people like our cheap poor quality foods and they demand more of it, who are we to stop taking their money?”*

Processed junk which is still labelled as food today in supermarkets is so far removed from real natural foods that in the short term it affects our body and mind.

It makes us feel physically ill and it affects our minds concentration and development. In the long term *eating processed meat daily shortens your life.*

*‘You have a duty to your body to eat real food’*

### Advertising intentionally confuses us on how often we should be eating.

The amount of real food we should be eating, are thoughts that need to be mastered as the very first step along the path of human fulfilment. If we can't be aware of something as simple as food we have no chance of dealing with other more complex thoughts.

Food has been tempting people since the stories of Adam and Eve, only now it's getting more difficult than ever as we are hunted down by fast food companies everywhere we go.

Eating is an activity that involves the mind, the will and the body and it requires personal attention.

The same model of Supply and demand – which is used to sell crude oil in the markets is being used to sell our food; high street fast food chains and processed ready made meals are mass produced products which are usually seen as cheap but it's because of its really poor or no nutritional quality.

is they have got us hooked on this bacteria crawling crap, that has to be washed in ammonia; which means some high-tech artificial flavourings like Monosodium glutamate E621 are needed to deceive our tastes and smell senses to thinking it's real beef...and after some extra artificial dyes with super size me amounts of poor quality salt and sugar, we have a tasty turd recipe.

**Nice to meat you. It's not cheap it's shite.**

### So... what's the beef?

*everyone is happily paying to*  
THERE IS REAL FOOD AND THEN THERE IS JUNKIE FOOD AND WE NEED TO LEARN THE DIFFERENCES FAST.  
IF IT LOOKS CHEAP, TASTES GOOD AND IT'S PROCESSED – YOU DON'T WANT TO BE GETTING INTO THE HABIT OF EATING IT.  
**EAT SHIT.**

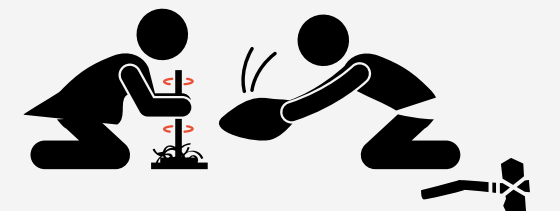
### How can anyone see a hamburger as cheap if it's made of MSM?

*(Mechanically Separated Meat)*

When all the good cuts of meat is cut off manually like the steaks, you're left with the bones of the carcass which still have some small traces of 'usable meat.'

All these bones of multiple animals with their tendons, skins, fat, rind, and other unsalable bits, from eye balls to the scrotum, all get squashed under high pressure machinery through a sieve that processes this into a meat toothpaste like thing – which then gets reshaped into burgers, sausages, nuggets and other cute names.

It's a great money making idea from the 1960's... to use all the bits that would have normally been used for dog food and re-sale it to the public instead. The worse thing





## HAYGATE BASHED CHICKEN

Serves 4

4 free range chicken breasts.  
4 slices of streaky  
smoked bacon, dry cured.  
8 fresh sage leaves.  
Glass of cider.  
30g butter.  
1 table spoon of oil.  
30g flour.  
crushed salt and black pepper

### Browned spuds

1 kilo of potatoes,  
cut into chunks.  
4-6 table spoon olive oil.  
2 tbsp chopped mint herb

**COOKING REAL  
FOOD COST LESS  
THAN TAKEAWAYS**

1. Make the spuds: boil the potatoes in salted water for 10 mins until just tender and drain. Heat the oil in a frying pan and add the potatoes, fry on one side without turning them over until they have browned in colour. Add chopped mint and season with black pepper. When done remove from the heat and keep warm.

2. Meanwhile: Sit the chicken breast on a board and cut through it horizontally leaving one side attached and opening them up like a book. Make sure it's all the same thickness, dust them with flour and use the back of a pan to bash the thickest parts so it's all evenly bashed. Place a slice bacon and two sage leaves on top of each breast.

3. Heat the oil in a large non-stick frying pan and add the chicken breasts, bacon side down and fry until the sage leaves are crunchy. Then turn over the breasts, add the 100ml of cider and let it simmer for 3 minutes, add the butter until the chicken is cooked. Season with freshly milled salt n' pepper.

Bish Bashed Bosh – Done! Get the chicken onto the plates and let everyone help themselves to the spuds.

Whether your a student or not –  
*“from preparation to cooking –  
there is no faster and cheaper  
real food than that”*

DÉE ANGEL

Haygate estate, 2012

*You don't have to be rich, to eat better than a king*

## POOR MANS KETCHUP

Finely chop a bunch of PARSLEY, a few ANCHOVY fillets and GARLIC, add a spoon full of nonpareille CAPERS, with its vinegar water & a good splash of extra virgin OLIVE OIL until loose –  
*Spoon this green sauce liberally on almost every meat, roast, boiled, or cold – or keep it coarse to eat as a salad, add lemon juice to eat with fish.*

*You have 5 wonderful ingredients with Endless possibilities...  
substitute the flat parsley or combine it with other herbs – basil, tarragon, mint, rocket, etc.  
If you don't have anchovies add a pinch of salt – no capers? add red wine vinegar.  
aka. Polymath Sauce.*

## 'POOR' MOTIVATES CREATIVITY

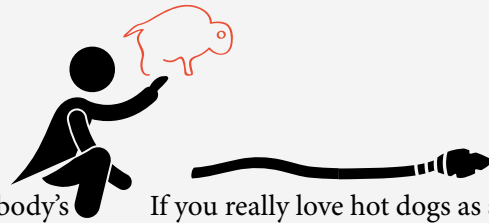
There is only one race -  
the human race



*Real food is humble, honest – and cooking it, is life enriching*



# oi Oi – Saveloy!



MSM is the same process to your own body's digestion system. When it eats real food your body takes in all the most valuable bits and nutrients it can find and ejects the rest in a crude form of waste.

Now just make sure this type of MSM burger has been well cooked before you eat it, because this is just the type of mass produced food that creates mass food poisoning.

E. Coli. kills 14 people per day in America with up to 200,000 people staying at home sick.

By October 2009 up to 164 people had died from BSE (vCJD) in Britain.

So not only is research today coming to terms with the fact that PEOPLE WHO EAT THIS MSM TYPE OF SCRAP DAILY ARE 20% MORE LIKELY TO SUFFER A FORM OF CANCER, but you also end up playing a game of Russian roulette every time you dare to eat it.

If you really love hot dogs as a now and again fun food – why not easily make them using real sausages?

Bangers are made with 90/80% pork belly and shoulder, 10% breadcrumbs, flavoured with herbs, salt and pepper, anything else is not worth a sausage.

## Cor Blimey – cockney cockles hey

Polskamp Meat Industry company are Europe's pioneers and largest company of MSM foods. A.k.a frankenstein food – not just from the factory machine process techniques but because there is still not enough information for scientists to predict its long term effects of human consumption.

Our government is quite happy to sell us food stuff that doesn't kill a lab rat flat in minutes.

Any good politician will tell you that if the public buys it, it's their job to keep us happy and supply it... but it's not like they are gambling on eating it themselves. I can't remember seeing a fast MSM food shop in the houses of parliament.

## Eat the seasons and know what you're eating.

Buy beef that cows are given grass to eat – not the ones that are fed with their dead relatives. Good red meat should be eaten only rarely. Don't take meat for granted.

A steak is always good but especially good to come back to after enjoying seasonal foods, spring lamb, green meals, chick peas, lentils, fish, wild fowl, the whole variety of foods is a pleasure – eating in season when all the best foods are at their most plentiful and economical is the most interesting and creative way to eat.

“The spread of BSE [mad cow disease] has revealed how secret alliances between agribusiness and government can endanger the public health. It has shown how the desire for profit can overrule every other consideration.

British agricultural officials were concerned as early as 1987 that eating meat from BSE-infected cattle might pose a risk to human beings. That information was suppressed for years, and the possibility of any health risk was strenuously denied, in order to protect exports of British beef. Scientists who disagreed with the official line were publicly attacked and kept off government committees investigating BSE. Official denials of the truth delayed important health measures.”

Eric Schlosser, 'Fast Food Nation' (Published 2002)

## Respect the animal that feeds you.

*Lets not eat cheap meat imitations everyday and lets eat real meat twice a week. yay!*

“Do not eat Richmond MSM thick formed – or the likes; how they still get away with calling it sausages it's disgraceful; even American Kraft hot dogs include the words MSM in their ingredients. These sausages with crushed beetle cochineal colouring to make the white fat look like pink meat. It makes me feel sad when my mother buys these and gives them to me in full faith.

How do I explain to her they are not sausages but fat fingers cosmetically engineered to look like meat?”  
Come mierda y pagala 'la polla records,' Salve (1984)

## Variety is the Spice of life

Eating MSM and other processed meat like beef, lamb and pork everyday, can result in:  
20% increase of dying  
21% for death from heart problems  
16% for cancer mortality  
- Harvard Medical School. 2012

Billions of pounds are being spent on expensive medicines every year to help treat many complicated forms of cancers and illnesses. When by just choosing to eat more greens in our daily diets, we will prevent most of these cancers from ever developing in the first place.

## The worse thing since sliced bread.

Even our humble bread which only needs 4 ingredients to be made – flour, water, salt, yeast – has since the 1960's been including up to 25 other ingredients like preservatives and forced enzymes. This is CBP industrial process you find in our pre-packaged sliced bread and burger buns. It may last for ages in the supermarket shelves for the convenience of the shareholders but it's tasteless and has little nutritional value compared to the real stuff.

Why does sliced CBP go mouldy and green? why doesn't it go hard like real bread so that it can still be used for french toasts, croutons, bread sauce and breadcrumbs for my *schnitzels*?

Buy real sourdough and 100% whole grain bread or have fun one boring Sunday baking your own. Or get a clever bread machine which lets you wake up to the smell of freshly baked bread – ready and waiting for breakfast; it's one of the most satisfying things you can do.

“What's the matter with modern bread?”  
– it's fake!

## Shelf life has compromised flavour

## Learn to listen to your body

Aborreecer

Food imitations and bad cooking is putting people off eating types of food their body needs.

If our experience of vegetables is only one of over boiled tasteless cabbage and burnt liver served to us in our school dinner days, as we grow up we keep unconscious mental records of the things we like and don't like without ever giving them a second chance.

Your mind is looking after your body and it will send a huge warning cry at just the thought of the food that made you feel sick; the first and last time you ever tried it.

*It's a pleasure and a shame to have some friends who say they don't like fish "but I like this" – whiles pointing at a grilled mackerel you've just freshly prepared.*

### Don't play with your food.

In the other spectrum **Nostalgia** is the main weapon used by high street fast food restaurants.

The one box per person gives the young a high status of independence – this one is mine and this one is yours, there is no sharing here... it's one portion per person no matter your age.

The unwrapping, the use of your hands only, the straw, the little sachets, the toys with current Disney characters, it's quick and instant fun! and this is the **(1.) fun** you remember as an adult that you want to share today with your children.

The food also contains 'special recipes' with sugar ingredients that have unique heavily scientifically researched

**(2.) flavours and added smells** which have

been planted in your unconscious memory bank and you're now at its mercy as its potent sweet aroma hunts you down when you try walking pass one of their outlets.

These smells remind you of 'happy' times, of when you were young and had none of today's grown ups worries and responsibilities.

It's a shame these fast food chains thought of everything but forgot about the food.

The One real necessity all our bodies need is wholesome food.

These memories of fun and food are at the heart of family life. This is how and why families worked on their differences to make family life work through generations. These tears of joy experiences of happiness whiles growing up should be associated with family and reality.

For example the taste and smells of your mothers favourite roast dinner on a wintery cold Sunday or grannies old skool Friday fish pie... these treasured recipes and memories keep the people you love alive forever.

These memories simply do not belong to any fast food restaurant chain.

### Forced fed chocolates by Cadbury's.

If we know mass produced factory frozen burgers sold to us in fast food restaurants are just like sweets, chocolate, doughnuts, or crisps, when is the majority of our culture going to realise it's not food.

You wouldn't try and punish your body by forcing it to survive on children's sugar sweets so why on these type of burgers?

Business is about selling more – it tells you chocolate is delicious to eat, which is true but it will not tell you how much of it you should eat.

More is at the heart of all businesses marketing criteria whiles advertising ethos to

the public is:

*"if it taste good and if it makes you feel good – keep on doing it more – life is short"*

Life is certainly shorter when many people get to a point they are eating only chocolate as their main meals 3 or 4 times a day until their physical and mental health is at crisis levels – most never make it back and end up with a sad death.

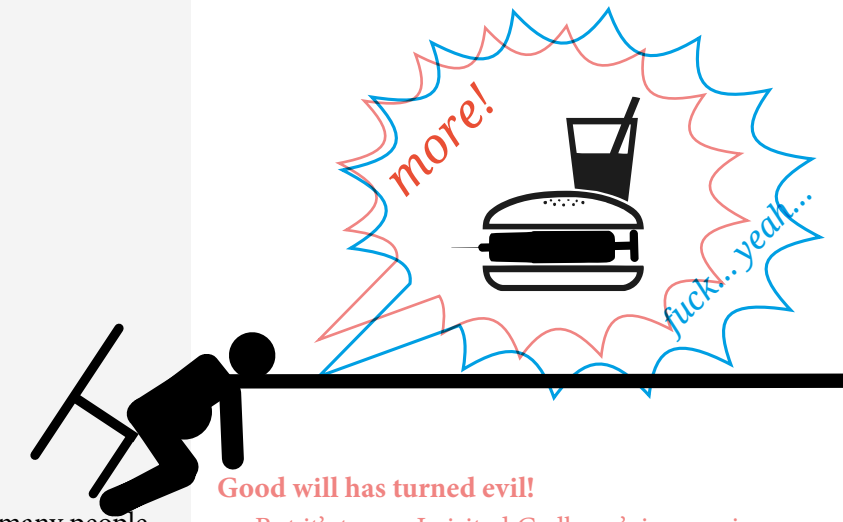
Only when people are at their lowest do they realise what's happened to them – they go back to these companies and ask questions of why they let this happen, they look for help from them only to find these companies laughing back at their suffering; with reply's like:

*"yes we do add lots of sugar and fat, so our products are sweet and soft to eat as you wanted them – but we can not be responsible for your weight control, that's your free will; in short it's what we like to call a YP not an MP.\*"*

*We hope this answers your questions and please find with this letter a free box of our So good chocolate New extra special, as a sign of our good will." (\* YP: your problem, MP: my problem)*



Whiles working for design company 2004.



### Good will has turned evil!

But it's true – I visited Cadbury's impressive factory in Birmingham whiles working on a project for them, to design a website aimed at **teaching skills like Business studies up to A level, in context of all things chocolate.** Perfect 'target age group.'

I saw a possible future of online teachers or worse still our whole education system privatised by junk food companies 'sponsoring' our schools – it really was one of my most disturbing jobs I had to work on, especially as I was helping this happen.

Everything needs our self-awareness. Nice things, pretty things, tasty sweet things, harmless bling bling –

Someone opening your mouth and force feeding you with your favourite chocolate by the spade full is never going to be nice.

### Slow food, money guarantee.

I can guarantee you at the same time that food is not something you can just through money at.

There is nothing quite like home cooking a low cost, full flavour plate of real food for someone you care about – to either say you're sorry or to say you love them. It's a display of true affection – and not even a honey moon evening at Arzak 3 michelin star restaurant can beat it.



## Real food cheer people's hearts

### A Real Happy Meal.

Treat yourself to a home cooked meal!

Make time for your meals and stick to them. Don't let fast food chains tempt you into impulsive eating.

Food awareness, is knowing what you're eating while learning to eat enough but never more than is needed.

▲ Before the "Columbian Exchange" – following the Spanish conquest of the Inca Empire, "New Spain" introduced the potato to Europe in the second half of the 16th century.

Hard to imagine what we all ate before potatoes changed our world. Also there were no Tomatoes or Chilly peppers in India for hot curries. Chocolate is a secret that Hernán Cortés manages to keep from the rest of the world for almost one hundred years.

## LOVED FOOD IS GOOD FOOD

*On special occasions bring out the steak and bernaise – the slow roasted duck, the pork belly or the lamb shanks.*

*You want to feed a party affordably?  
Chicken and Rice... with some chorizo.  
Boom! 30 minute paella...*

### 1. Breakfast 7:30

Egg on toast – with slow fried tomatoes or quick fried mushrooms or with smoked fish and wilted spinach. Omelette filled with veggies. Porridge in the winter with honey and cinnamon. Juice of a fresh orange, proper coffee.

### 2. Lunch 12:00

Whole grain bread sandwiches with ham cut off the bone and mustard. Stock vegetable soups or in the summer raw veg. soups like Gazpacho. Apples, nuts and seeds. Sustainable fish salads like mackerel, with herbs, runner beans, chicory, peppers, olives, all in season green vegetables. *(Amount of food eaten if you're healthy and from the ages of 18 until 60. Smaller meals 1. and 2. if added together should not exceed the main meal in quantity.)*

### 3. Tea 16:00

Cup of brew – water break.

'A' slice of cake – or a biscuit.

Make sure a biscuit does not turn into 10 by having a bunch of peanuts before.

*(eat plenty of raw whole foods – fruit and nuts)*

### 4. Main meal. Dinner 20:00

Broccoli chili pasta – aubergine and tomato bake, aubergine Curry with rice and chickpeas.

Mix vegetable stew (ratatouille) with an egg on top. Garlic chicken with salads – and good old Sunday beef roast, washed down with a glass of red. Pulses like butterbeans. Lentils with mushrooms served with poor mans ketchup. All things herbs and spices.

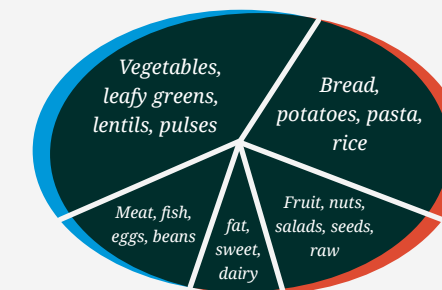
*Treat bacon and chorizo like a seasoning.*

+Something small and sweet.

Natural yogurt with a table spoon or 2 of honey.

**Boom!**  
**Yummy – Scrummy**

Diet is not about eating less,  
it's about **EATING MORE REAL FOOD**



*Roughly the different types of food and the proportions you should eat them in, on a weekly basis.*

**Learn to cook. Be self-sufficient.**

**Eating is something you do 3 times a day... surely it's worth knowing a bit about it.**

In 4 minutes flat you can make an egg omelette with cheese. With 10 minutes you can make a Spanish spinach omelette that can feed 4 with a baguette and a salad.

Whether you're a student or not – "from preparation to cooking – you don't get faster and cheaper real food than that"

And the more you do it the easier it gets.

All you need is to learn 5 quick and simple favourite staple recipes to rotate – with rice, pasta, potatoes and veg, for a life changing experience. It's all about having the ideas; look up recipes of your favorite dishes on the internet and home cook them. As long as you have all the staple ingredients ready, you can cook almost any dish instantly. I found lots of inspiration from Saturday kitchen.

**Cooking great real food cost less.**

Eventually you want to buy a dynamic weeks worth of food and mix it up to a variety of meals. 30 minutes prep on a Saturday goes a long way to making your weekday dinners simple. After a Sunday roast jerk chicken, you can keep the leftover chicken for weekday sandwiches or next day croquettes meal – and using up the bones to make stock for soups like minestrone, stews, paella and all things gravy. Soon you'll want a window herb box!

This does not mean you can't enjoy a good take away from time to time... or a fry up on a late sunday!

**Gluttony makes me sick.**

Gluttony is eating more than your fair share over and over again, a temporary fix pleasure in a self deceitful road to long term pain.

At its worse, it will over indulge while no one is looking, it hides itself from others. You beat gluttony by finding your Moderation.

Moderation of real beer, cider, wine and good forms of alcohol, cheers the heart. Excess glutt of alcohol on an empty stomach turns you into a raging alcoholic.

Eating good real food is a pleasure, but sharing food with guests brings delight... a happiness found in the *dimension beyond pleasure.*

Discretion (*Self-awareness, the power and right to decide according to one's own judgement, and freedom of choice.*) enables people to find their moderation, their happy medium, that place of balance between extremes.

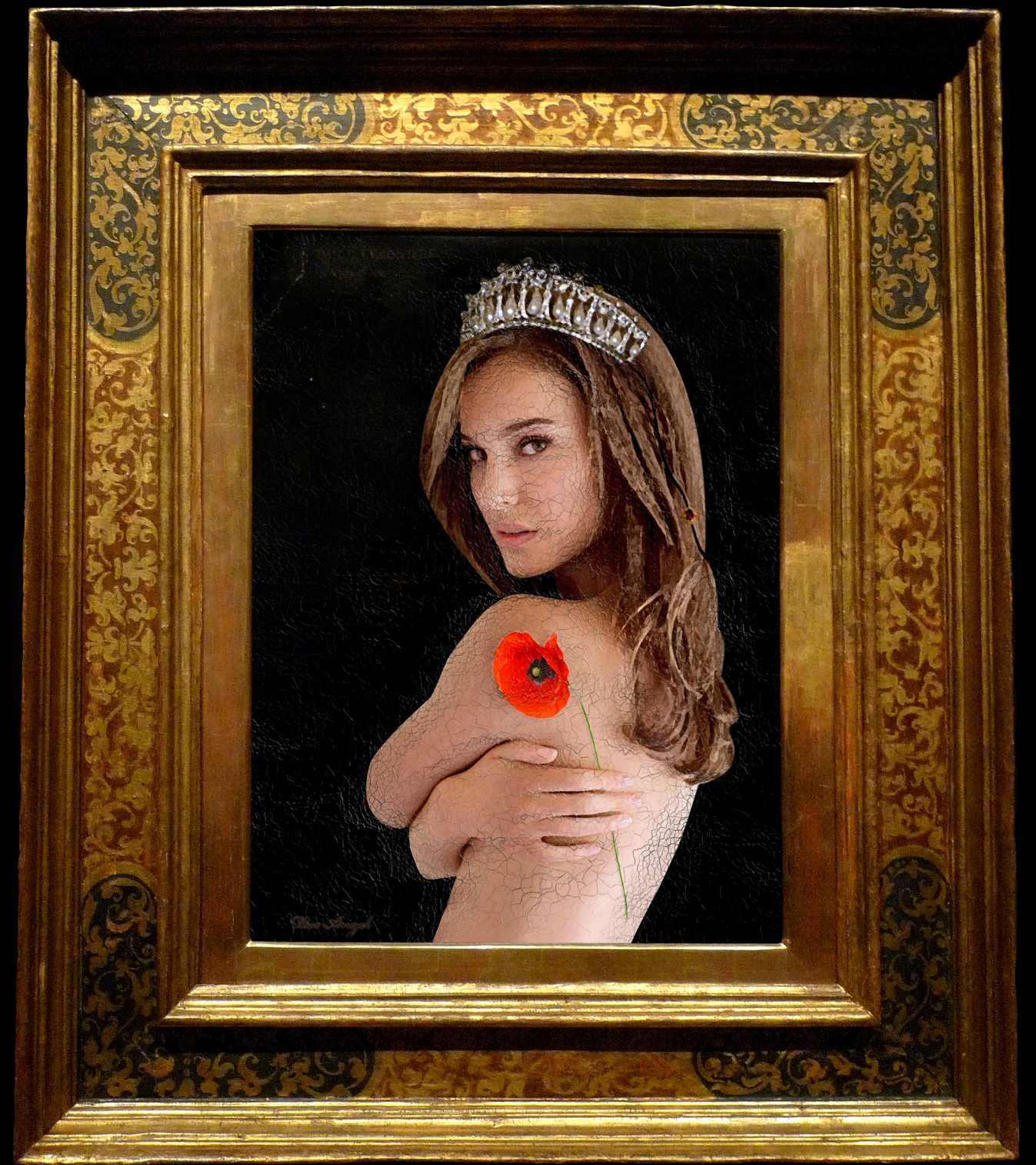
**Eating and drinking modestly and on set times will prevent food thoughts dominating our life.**



*The Belle Diana*  
*Never let Pussy Rule your World*

---

LADY WITH A VERMIN





*Me so Horny,  
me Sucky Sucky  
Me Love You long time*

V838 Rose

## Never let pussy rule your world

Chaste love. *opp.* Lust. III

Sex feels soooooo finger licking good... you just know you've gotta get some.

The joy of puberty with 15 year old hormones going mennntal! – struggling to contain oneself with the sight of most young ladies seen in the street, on the adverts of the magazines; on those half naked girls in music videos... I tell yah...that ain't no music their selling me – that's pure fantasies of which all my wetdreams are made of... and now the golden age of the internet with all that frigging free porn... *ahhh man, someone pass me the lubricant.*

### No hurt feelings – I'm just Frisky

This is the age of casual sex, it's about for-filling our sex drive feelings – not frigging marriage.

This is 2 people getting what they are looking for... going for a few drinks with music – and rounding the night off with the mission position.

No kissing... make sure you don't let any

confusing emotional feelings get in the way.

Yeh, and make sure it's safe; we don't want any nasty STD's or some baby getting in the way.

This is two bodies like machines working towards one goal of climax.

Throw your 20p at the scene in the morning and get out of there for your classic one night stand.

*...You get me?*



The only difference between a man and a woman is: **men have a penis and woman have a vagina.** Everything else is the same emotions in many different camouflages.

### Sex sells and you're buying it.

We are simply bombarded with sex in Britain, coming from every possible direction imaginable. There is so much of it that it's shaping our highly sexualised popular culture – as if it wasn't hard enough naturally trying to compose one self than needing to feel so pressured by our own commercial media selling us 101 products to “help you” get all that sex you require and made to feel you need... as quickly and often as possible with as many people as possible – So you may brag on to friends and make yourself feel good about yourself; like a conqueror spreading its seeds and crowning himself prince of studland... believed only by your own little head.... as eventually the same friends and society end up branding you a slut or a womaniser.

### Many parts of our culture considers anyone who has not had sex by 17... as having something wrong with them.

Everyone is at it... there must be something wrong with you if you haven't had sex yet – you're missing out and unless you use this after-shave or she has the bang-on-trend little black dress you ain't getting any of it... imagine the embarrassment of being a virgin!... what would your friends think!?

Just because by law you can't have sex before 16 don't mean you must have it asap after your birthday, with any tom, dick or Hailie.

### It's not what you do but how you do it –

We all enjoy sex but it's how you get it that matters, the best sex comes when you've learned something –

*e.g. take any man or woman that has learned to play the guitar – instantly super attractive hot rock chick!*

Okay maybe not always... but you will know what I mean.



### Attraction is curiosity

Sex for the first time is a bit like trying beer for the first time. You want to taste it because everyone keeps going on about it; but once you've tasted it you think...



*The Money Shot*  
Nigella Lawson in 2012 with her obsession on how sex will always keep on selling. She's been married to Charles Saatchi, Co-founder of 1980s world's largest Advertising agency Saatchi & Saatchi.

### WTF.

Why are we letting our naturally young curiosity of the opposite sex and coming to terms with our own developing bodies be made into a commercial opportunity – We are all very weary of brainwashing cults and individuals like in Jonestown and the Waco siege of the 90's that groom people into giving them your hard earned money – yet no one is there to stop our whole culture falling victim to the commercialisation of sex.

### Think quality not quantity.

### Don't sell yourself cheap.

Growing up is about experiencing everything for the first time; and sex it's the biggest curiosity you want to find out for yourself. But it's the how you go about it and the why you want to do it that really matters. Remember it takes 2 to tango – and only when 2 mind sets are well connected in friendship and understanding of one and other can the sharing of bodies in sex have true pleasure.

*Your first love at 15 should be a healthy self-respect.* And a real desire to do nothing that can harm our sense of ourselves. Never stop learning who you are and what you want.

▲ ["JEANS ARE ABOUT SEX. THE ABUNDANCE OF BARE FLESH IS THE LAST GASP OF ADVERTISERS TRYING TO GIVE REDUNDANT PRODUCTS A NEW IDENTITY."](#)

Calvin Klein, fashion designer.

### Think with your BiG head, & not your little.

Blinded by the pursuit of money and fame, mothers sell their children.

At the age of 10 in 1975 Brooke Shields was forced by her mother to pose naked in a bath



for photographer Gary Gross – her hips turned sideways, her face heavily made-up and posed, inviting sexual intercourse. Richard Prince, who took a photo of the original photo was allowed to display it in an art gallery in America before the police banned it at the Tate Modern in London in 2009. This is blatant child abuse and not arty farty love of human form or freedom of sexual expression. In the 70's at the height of mainstream video porn it was printed by Playboy; feeding a problem with our society which is getting worse today with the internet pedophilia pandemic.

Sex in advertisement in the **1980's** is remembered when Calvin Klein used a now 15 year old Brooke, wearing their jeans, while remarking – *“Want to know what comes between me and my Calvin's? Nothing.”*

The portrait version of the advert is again of a heavily made up Brooke's undoing her blouse while sticking her bottom out – the pose was copied from 1960's pornography – which today seem to be more inspired by chimpanzees seductively offering themselves to the highest ranks in their social groups.

The strapline *“Want to know what comes between me and my Calvin's? Nothing.”* It's a long way of telling everyone she ain't got any knickers on... while using familiar porn words 'comes between me.'

This is where we come from – a creepy world that only 30 years ago was happy to pay a 15 year old to be 'sexy' – even though she wasn't given the chance of finding out for herself what sex meant to her.

Subliminal sex messages are used in the most innocent of products; it's used to speak to you as an individual; if you shared to anyone that it makes you feel sexually aroused you will be made to feel like a pervert or freak...but the reason you see sex in the adverts of ice cream it's because a whole team of advertisers

have spent months designing it; it's not because you're a pervert, it's because its intentional... and most people seem to enjoy it.

We are disgusted at countries where children are working in sweat shops, yet it seems fine when it happens in our own country.

Advertising made in America and the U.K. is published and viewed globally as a generalisation of rich wealthy western capitalistic civilisation – giving out a huge false message of inspiration to the rest of the world.

*It's finding that balance again – we don't want a nanny state but we also don't want to inspire ourself's into the hard core porn industry.*

**THE MEDIA DEGRADES HAPPY FEMINIST HOUSEWIVES AND MAKES CELEBRITIES OF THE SEXUALLY ABUSED LOOKING.**

**If you buy these pants you're going to get laid!**

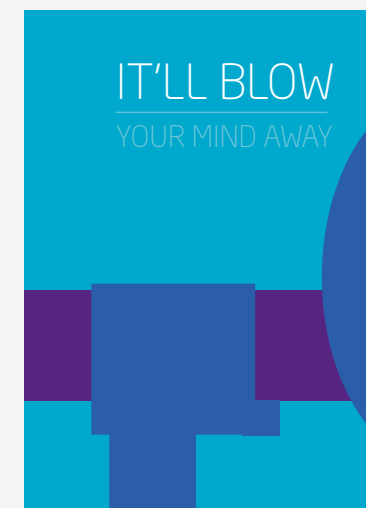
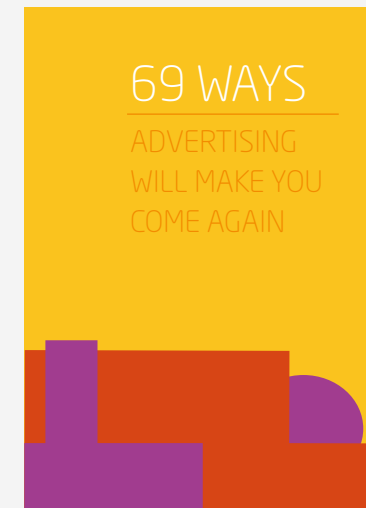
In the 1990's they filled every giant billboard and magazine with photos of slightly older people like Marky Mark wearing nothing but underpants with Calvin Klein printed on it...

*it was so successful that even I ended up with a few. Funny to think of him now as the actor Mark Wahlberg the star of the brilliant Boogie Nights, consequently a film which highlights the golden age of the porn industry of the 1970's.*

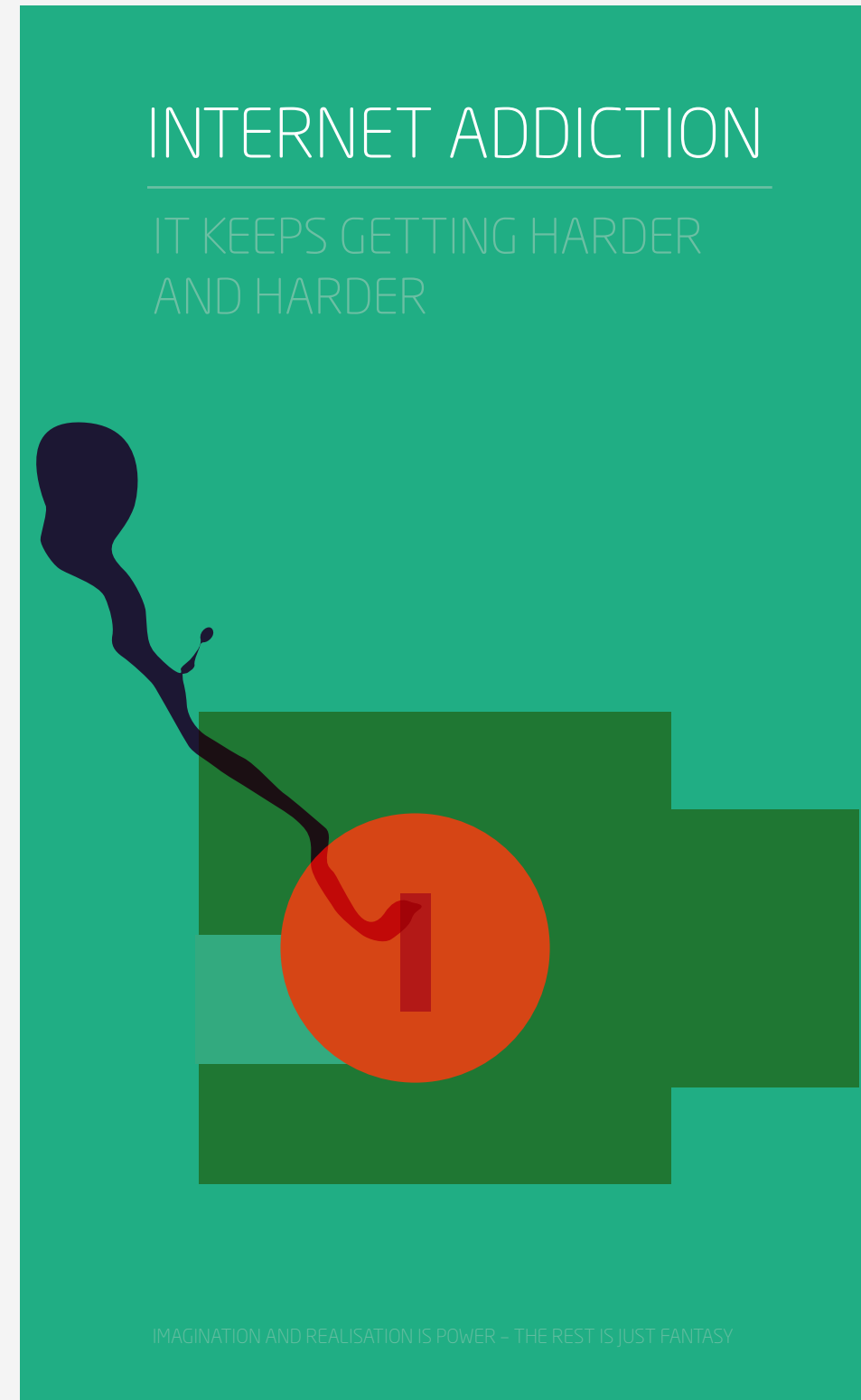
**Filth for the Gentry.**

Selling the idea of sex to the young by selling fashion items are tactics that have been copied throughout the 2010's and still are today by fashion brands like Hollister by Abercrombie Fitch and our very own Jack Wills.

And so it will remain for the rest of time with only you to guide yourself of whether you need a pair of good quality smart pants to keep your bits in and warm or a pair of pants with someone's name on it so you can make yourself feel more sexually attractive.



THE WORD  
LOVE HAS BEEN  
RAPED  
& CORRUPTED  
BY THE EROTIC  
PLEASURES  
OF CHASING  
BLACK HOLES



### Crème de la crème

Imagine two childhood sweethearts, virgins and friends who commit to each other and enjoy discovering their sexual journey together; it must be amazing! As you and your relationship grows in stages; so does your sexual relationship. Imagine them discovering the cowgirl position for the first time by themselves!... and other naturally occurring positions...amazing fun... it makes it yours! you own it! safe in the knowledge that it's uniquely yours, an experience only the two of you could have shared; it's part of your personal and special relationship. Sexual positions are explored together; imaginative and in honest loving fun. We don't want to eat all our sweets at once! it will end up making you sick and go off it forever. But just like chocolate it's always best served high in quality and in small enough quantities that keep you coming back for more! Just like all good things. Don't let some old muppet ruin this amazing experience with their sick website.

### Love sex tunnel vision

There is pleasure in sex without love but it's usually half as good and twice as costly. Waking up in the morning next to someone you not only like the look of but can carry a conversation with, like with a good friend will make long lasting bonds that can be relied on in the future. For this type of sex you need to first learn to respect yourself and learn how to love another persons mind. You only love those who deserve it. You love their values, and who they are – love's currency is virtues. It's not in what you do for them and what you expect for them to give you in return. If you buy someone a present it's for a reason, like to say thank you. You don't buy someone a present so that they need to buy you one back in return. **Sex** = libido, selfish pleasure, hollow, all about satisfying the body, short term. **Sex with love** = mind first, body second – a balance of two minds. Sharing sexual pleasure, long term human bonding. Sex is a reward,

earned out of love – most long lasting relationships start with friendship and fun sex that leads them to love. But you can identify love in hugs and in their kisses way before sex. If you only focus on sex you could end up falling in love with the wrong person. **Chasing black holes.** Young love is as much beautiful as it is painful and as mystifying as the black holes in our universe. When 16 or so you will have built trusty learn to think for yourself technics that help you decide on what you want– such as what to study in college; away from your parents old fashion views of life. You will soon realise that you can't rely on anyone's views 100% – and you have to make up your own mind by asking and seeking your own answers. You take opinions from the people you respect and that inspire you, but at the end of the day it's you and your gut feeling in your heart that needs to commit itself to your chosen path. It's the balance of your equations of wants and don't want – that end up in results. It's a quick rational way of thinking; your causes = results in effect. Example: You study art in college, after being inspired by paintings, printing, purpose built products, advertisement and communication and eventually you become a graphic designer. Simple education. Simple logic. **All makes sense until you fall in love** with another person and then your trusty “Learn to think for yourself” does no longer have the answers you look for. It turns you into a mush, blurry

state of mind, confused with lust and selfishness which would go to any lengths to keep the desired one as close as possible. Jealousy, trust, your entire existence questioned for the first time. The lack of self control is overwhelming. Your feelings towards another person should never take control and dominate your life for too long. **Samson & Delilah effect.** There is no other greater power that can turn a person into a shadow of themselves than those who get obsessed with another person – mistake love with lust at your own peril. Mistake beauty with love and you make yourself vulnerable to betrayal. People confuse themselves and betray others by desiring someone's attention while denying their affections. **Keep it real.** *There are 2 types of apples – one from the countryside; you hand pick of a tree, which you bite into and it overflows your mouth with juices of real sweet flavours; the other is a mass produced supermarket apple that's been gassed with ethylene for ripening, looking super unnaturally perfect with its cosmetic waxy shiny finish and bland inner self. This is also a metaphor for a type of person.* **Profits at any social cost.** 8 year old's want to be 12 year old's and 12 year old's want to be 16 year old's. What's the rush? it's all good to have some fun ideas as long as you don't forget to enjoy doing all things a small person can do... you will never be 15 again, so enjoy it. Parents don't help by keeping asking there sons and daughters what they want to be when they grow up; making many of them feel inadequate of their age as if something of a hindrance – It's making them want to grow up quick without letting them enjoy themselves as an 8 year old. Parents should help them enjoy childhood while helping them experience the full range of subjects and sports

life has to offer – supporting them with the turmoils of everyday life, study, puberty and teenage emotional roller coaster. Help them find out for themselves. Help little people find their self-worth. Many parents let their children be sexualise by the high street by buying their kids Playboy pink tops. If all little people are hearing and seeing is sex, they naturally want to be involved with what the rest of the world keeps banging about. It's encouraging them into sex before they are ready. **Have fun.** Having fun while learning is your priority when you're 16 or when you're 90. When it happens it

Humans need to be loved and to be loved in return

happens – friendship is usually a natural way into being introduced to some hanky panky – keep it mutual for the first time with someone you know well of course and maybe who's their first time too. Longer term you ideally only want to be having a sexual relationship with someone you love and they love you back in return. The reason is that fun sex can have long lasting consequences like having your own children. If you're having sex regularly there is a good chance of pregnancy and unless you're both mature enough and plan to have children, it's going to get complicated... & not so much fun. This is why so many believe that sex is a gift of a life long marriage commitment only. Or a non traditional commitment to each other

*Most people can trace their ancestry all the way back to 8 cans of strong lager and a packet of fags*

between long term partners. Which takes a lot of effort to make it work even when in love – a commitment to grow and learn and share life’s experience together, in good times and in bad – quite simply impossible to make it work without love.

Commitment between a man and a woman takes yearly relationship health check ups – communication and mutual goals. But like with everything else you put effort and hard work into – the great rewards make it all worth while when you know it’s right.

### **Why would you want to limit all your hopes and dreams?**

Many 16 year old girls don’t see sex only as a pleasure but also as a means of independence from their parents – they see having a baby as a very fast one way ticket to getting a council flat. Some CAN’T WAIT to rush into giving themselves very little more to ever look forward to in their life.

This limits young peoples outlook of life, it ties them down to a small amount of life experiences that can only be experienced whiles you’re young.

Your education, you work opportunities, meeting people of all walks of life and nationalities, travelling, exploring, all the skills you develop whiles growing up without the responsibilities of looking after a baby.

Having children of your own must be one of life’s treasures; so why rush into it. What stories and inspirations will you be giving your children when you haven’t given yourself the chance of learning any of them for yourself.

Some young people inspire to be what their parents are – even if their parents are 4th generation people on the dole.

## **‘5yearFreepay’**

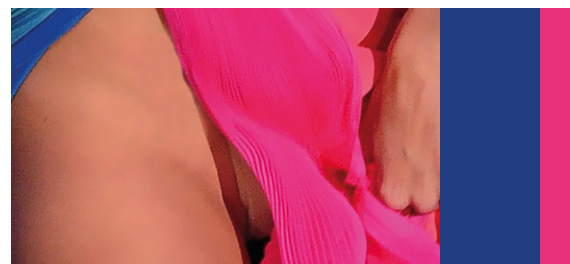
*it’s my mothers cute pet name for me*

*I don’t think people should have to need to work. To a point everyone should have their right to have nature’s water and foods which have been stolen from all of us.*

*The U.K. benefit system is one of the most humain in the world – but out of this goodness and support an awful “GREED” side has infested the minds of these girls; who naturally, without any other options or people to inspire them – simply want to do what their mothers have done. So they have babies themselves as the only way to live. They convince themselves – if it was good enough for mum – it will be good enough for me. Also the gender power has shifted – and it’s now common for a young woman to have multiple male partners to meet her needs. There are people in Peckham I know who have not travelled north of the river let alone set eyes on Big Ben... this is not money poor, this is poor in mind.*

### **Meeting William Blake in Peckham Rye park.**

*I was brought up in Peckham Rye – and I had to find out there was more to life, than what was to be found within the restricting 4 sides of a council flat. I went out to the west end and I once ended up in Chelsea; made me realise not everyone was out to fight me. Travelling opens your mind.*



**Using pornography** for masturbation does not make you go blind physically, but you become blind in the mind emotionally and spiritually if you get addicted to it. Pornography blinds your imagination whiles making you a slave to your own lust.

Using internet porn is a selfish waste of time that has no long term benefits to yourself or anyone else. Instead it can end up making you suffer feelings of guilt, shame, regret and humiliation.

### **Internet porn addiction, causing knob heads to drop off school.**

Nothing stops you from being able to wake up in the morning and interacting with the world around you than a big ejaculation session the night before. One thing is letting your shower water stream cause you a climax in the morning, the other is endless hours wasted by yourself in the dark whiles allowing sick individuals to pollute your mind. Porn is such a selfish practise that you begin to believe that you don’t need anyone anymore as you’re quite happy to even have sex with yourself.

The mind stores all these porno images you’ve seen and has no control of when to show them back to you!

In a flash back they reappear without any warning and always at the worst of times, like when in class speaking to your teacher, or at a work interview. Don’t harm your memory – Allow it to store useful and better things.

*Get to Sleep! Waking up in the morning is the first step to success*

Your ideal London sleeping time is:

1. Get to bed by 10ish / read
2. Fall asleep by 11pm
3. Get up at 7am

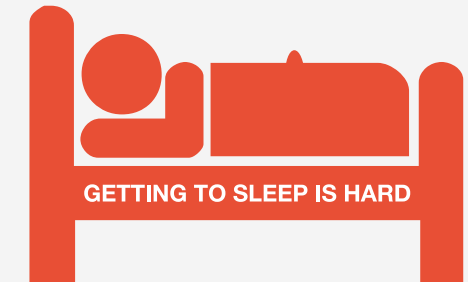
## **Get up!**

## **Oi Wanker!**

*stop it or you’ll go blind*



*Dreaming of Fellatio*



American porn is sold around the world – like in countries in Africa – where people are copying unnatural sexual acts which are breaking everyday family life. There are increases in rape cases and mutilation as porn films make some feel inadequate – such as penis injuries by many men trying to enlarge them.

Switch that sex frustration into learning something useful and profitable.

It’s a struggle – but a true character builder.



### There is no marriage without sex.

The lack of sexual intimacy between a husband and a wife is a working cause of a marriage breakdown. Understand that sexual intimacy is not just a carnal act for procreation or for physical pleasure.

It is the ultimate act of fusion that a husband and wife can ever possibly have. It is the glue that holds a marriage together. Sex is the act that brings in its wake an overwhelming tidal wave of positive emotion that is capable of sewing a husband and wife together as one.

A marriage without sex is not natural. It's a human truth. Like an anorexic who refuses to eat, a marriage without the sustenance gained through sexual sharing and physical intimacy is lacking in essential nutrients that it needs to thrive and prosper. As a result, it is severely undernourished. It is a mere shell.

Away from obvious health issues – the unwillingness from both a husband and wife to do anything about a lack of it, is a good enough reason to terminate the commitment of marriage.

*Commitment of 2 people is the balance of*

**sex, power & money**

### I WANT TO MAKE LOVE WITH TIME, SEX IS JUST CHEAP QUICK FRILLS & FRICTION

Q1. TO THE DOCTOR.

**‘WHAT CAME FIRST, THE HELP OR THE MONEY?’**

A1. A helping drug that supports half the 40 to 70 year old men who suffer from Erectile Dysfunction? (Impotence).

Even though impotence can be self treated by choosing to keep a healthy lifestyle.

or

A2. Erecting an Empire with Blockbuster drug called “Viagra” for the porn industry?

By cutting fluffers cost you have a more “efficient” industry – while keeping their top porn actors in self mutilated never ending hard-ons.

Viagra made \$1.9 Billion in 2008 with an average of \$1 Billion profit per year, for pharmaceutical company Pfizer, its creator. Like most businesses, Pfizer wants to double their profits annually– which can only happen by making more people dependent on Viagra while increasing sex addiction.

Pfizer is working together with the Pornographic film industry to keep increasing both their profit margins.

San Fernando Valley in L.A. makes an estimated \$13 Billion a year from the Pornographic film industry.

### ALL GOOD THINGS COME TO THOSE WHO WAIT

#### Lust in the mind control.

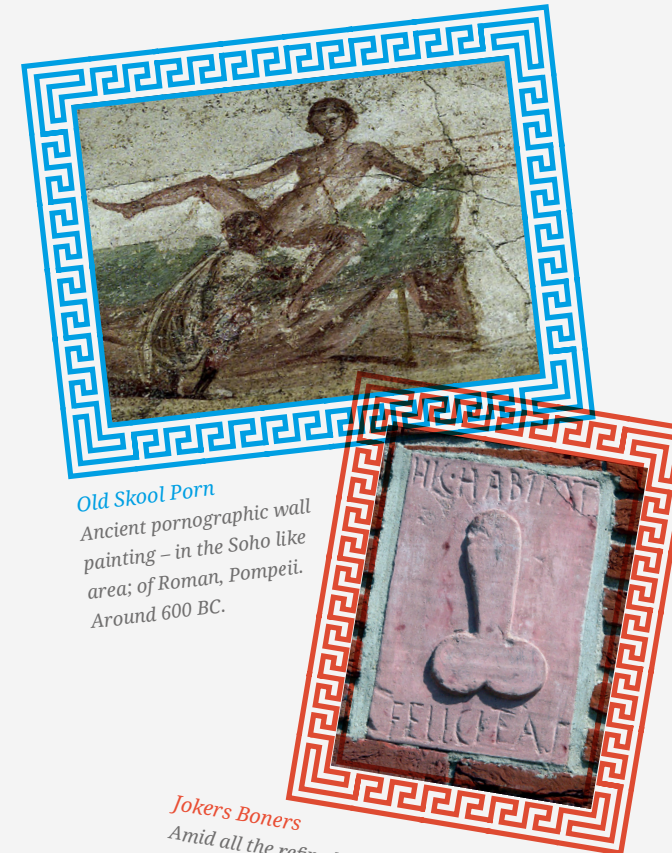
Everyone has sexual thoughts and we must try to direct these thoughts rather than being directed by them, to enable us to be free from such thoughts dominating our lives.

This is about freedom from sexual thoughts that lead us into destructive rather than constructive actions; good people can destroy relationships by sexual infidelity; we can destroy our integrity through sexual obsession; and we can find ourselves seduced by another persons sexual advances in a way that threatens our well-being.

*Uncontrolled eating and drinking* can lead into *loss of sexual control* and office party allegations of sexual harassment or the regretful one night stand blamed by both people on having too much to drink.

Just like developing our self-awareness when eating too much food – so must we be about our self-awareness on our sexual thoughts so they too do not become unhealthy.

Love and sex are 2 different things



**Old Skool Porn**  
Ancient pornographic wall painting – in the Soho like area; of Roman, Pompeii. Around 600 BC.

**Jokers Boners**  
Amid all the refined splendours of the great city of Pompeii, on the wall of the bakery you find this comic looking erect penis with the words *Hic habitat felicitas ( here lies happiness )*  
All that sophistication of Roman civilisation could not stop some Romans from thinking that only sexual indulgence was the path to all our happiness. Funny how little people have changed today.



**nice jugs**  
Askos; a red figure jug, to hold olive oil for lubrication. It was used 2,400 years ago.  
Porn is Old.

At 15 you are; 1. Single 2. Sexuality non active, lots of hugs and kissing. Broken hearted summer love.  
At 18 / 25 you are, 1. Single, 2. You seek and experience sexual intercourse for the first time, also abstinence as you confuse love with sex. You experience sexual thoughts and self-stimulation. You fall in and out of love; develop a strong sense of self-awareness when you are broken hearted 2nd time.  
At 29 you choose; 1. Married. 2. Sexually active. 3. Chaste.  
Long term relationship, choosing to work it out with the love that loves you back in return.  
(Sex and love still confused – is it only for procreation or only as bargaining tool.)

### Porn is Fake

Sex is about passion not porn. It's what adults do, not actors. At the right time with the right person, it can be amazing. All that matters is what it makes you feel like, not what it looks like.

Three types of sexual activity:  
1. sexual intercourse, 2. sexual self-stimulation and 3. sexual thoughts. Any of each one that has the power to dominate your life.

Your sexuality gives you three Choices;

1. **sexual status**, you can choose to be Single, Married or Celibate – a commitment to live without a sexual partner.
2. **sexual activity**, being sexually active or abstinence – having a break from sex.
3. **sexual integrity**, to choose whether to be Chaste or not.

#### Chaste.

Chaste is to live out our life by our chosen sexual status with integrity – such as being faithful to a long term committed relationship like in marriage. The temptations to live unchastely is as great for a married person as for a single person.

Sexual self-discipline. The goal of true human fulfilment in sexual matters is chastity, remaining faithful to our chosen path.





ANGEL

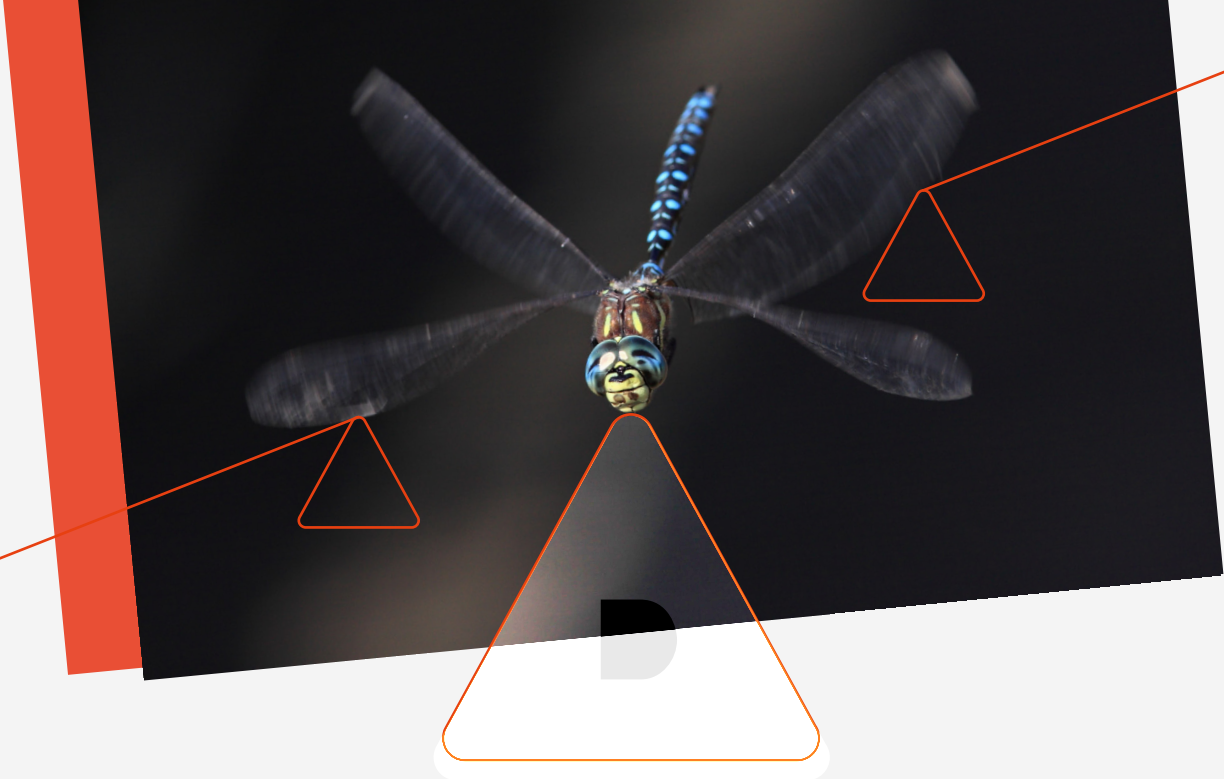
YOU NEED TO FIND THE

BALANCE  
DEE ANGEL

ON EVERYTHING

TOO MUCH  
OF ANYTHING  
HARMS YOU





## GREED, GREED, AND MORE F@@KING GREED

### Don't be on the Suckers list.

In product, or company, or false charity, or food, the number 1 priority is profit. Nothing is sold to you unless they make money. Salesmen that call you on your mobile phone or those so called charity people that keep wanting to speak to you when you're trying to dodge pass them in Neil street; their priority is to *"shift units, make money, smash targets...!"*

There ain't no suffering poodle's to be saved – they just play on your egos – try and make you feel like a big man, calling you sir and all that crap... soon as you sign up, what they'll do is put you on their Suckers list and sell your contact to another safe the donkey charity.

### Never get into debt.

**DEBT = SLAVERY**

*"If you're smart you don't need it and if you're dumb you've got no business using it – it just don't make any sense.*

*More smart people have gone broke through borrowing money than any other way.*

*A smart person can't go broke unless he borrows"*

Warren Buffett,

Investor since the 1950's

Ranked the richest man in the world in 2008.

In 2011 he was personally worth \$39 Billion.

*If you must have something you can't afford right away – wait a bit and SAVE UP FOR IT!*

### People care about their health, their work and their quality of play time.

They don't care about GDP. GDP counts numbers and if they are high; businesses and the government believe this is good. The GDP is an indicator used for our standard of living – and therefor high GDP must mean high standards of living enjoyed by a very happy public.

This is not true. Why? because if we were to measure everything by numbers churned out by computers; we then should look at bringing more destruction, crime and disease to our country – as these things will amount in positive high numbers for the GDP to add up.

By cutting the number of police, our city would be torn apart by crime and disorder, this is good for GDP, because of all the locks and security stuff people would need to buy.

By getting rid of the NHS and letting junkie food companies be our public health advisers – this is good for GDP, because when more people fall ill, more drugs and treatment need to be bought and paid for.

So if we look at these logical ways of increasing the GDP, we can guarantee growing numbers, whiles the standard of living of the majority of the public...gets to crisis levels.

This is the constant threat our country faces today as we live in a Capitalist society where profit is king and wealth is for a minority at the expense of the easily influenced majority.

**WAR IS PROGRESS**

## Find the balance

"People putting profits before social value, has resulted in binge drinking, the sexualisation of children and a long-hours culture that reduces our family time." David Cameron

Generosity. *opp.* Greed. IV

### British companies put money first without caring about you or the rest of the public.

Just because they are selling, it don't mean you have to buy it –

Only you can choose what you need and what you want.

▲ Companies aim to sell their crap alcohol at the suffering alcoholics of our society, the young and the poor minded. Bars and clubs attract customers by offering cheap booze – but once they've taken their money, they'll kick them out – leaving them to the police and ambulance to try and work out why, they've left with a broken nose.

- Fashion companies encourage the sexualisation of children by selling padded bras and Lolita beds to young girls.

- Long working hours culture companies

sack their workers for leaving on time.

They justify their actions on the argument that it's good for growth. They think it's good practice to want to make even more money than they did last year, the more they sell the more taxes they pay... which is good for growth in the U.K.'s GDP (Gross Domestic Product).

In a world in which everything is sold and everything can be bought – where do we draw a line to stop businesses selling crap we don't need, whiles ruining people's lives?

## THE BEST WAY TO CHEER YOURSELF IS TO CHEER SOMEBODY ELSE UP

### Money or your life?

Greed is an excessive desire to possess wealth, goods, or abstract things of value with the intention to keep it for one's self. Greed is inappropriate expectation. However, greed is applied to a very excessive or aggressive desire and pursuit of wealth, status and power.

As a secular psychological concept, greed is an unrestrained desire to acquire or possess more than one needs or requires. It is typically used to criticise those who seek excessive material wealth, although it may apply to the need to feel more excessively moral, social, or otherwise better than someone else.

### History is our future.

Companies greed is what brought the great depression of 1930's and it's greed and individuals selfishness again that has caused the great world crash in 2008 and counting...

History is our future... In a world that is not capable of learning from its past... a world that can't find its balance of extremes; it's all either Boom or Bust...

but why? Simply because the people who run these huge companies don't feel they are personally responsible. They are just doing their job and although they may be sacked, essentially they will always remain rich.

The wealthiest 100 companies have all the power to rule and command the world. Bankers are rewarded by their strength of deceit, in a power structure of our modern Oligarchy.

*Traders in the market are investors and raiders.  
Why work hard at creating - when you can take it from others?*

### Asian economic miracle in 1994 turns into Asian financial crisis in 1997.

The success of a booming U.S.A transformed and shaped the lending power all over the world - "Re-shaping the world." The American money machine looked to be so well oiled that it left the President Bill Clinton content; with little to do but getting his little head well oiled by his Lewinsky admirer.

American banks forced Asian countries like Thailand and Indonesia to borrow money in an American experiment to keep the world booming! But by 1997 within 2 months 15% of all Indonesians lost their jobs. With only top bankers and hedge-funders gaining out of this short term money movement experiment.

Others in power, like the secretary of the treasury Robert Rubin also got what they wanted; when the president of Indonesia had to resign due to the protest and looting of the public, he left the country in complete political chaos, with destruction, crime and disease.

Now Robert can set up a false charity to "help" the Indonesian public by selling them security locks and drugs... maybe he can also throw in some cheap booze too.

After 10 years working at Citigroup, Big Balls Bob was paid personally \$126 million, and he is still keen for some more. This is the same man who accused these countries leaders of backhanders and corruption.

The same thing happened in Thailand, South Korea, Malaysia and the Philippines - all these countries returning back to the poverty they had all fought to come out off. What they bought was a short term lie sold to them by out of control bankers.

*"In the gold rush - the people who made the money was those who sold the spades"*



I DON'T WANT TO BE A CYNIC  
BUT I'VE JUST BEEN GULLIBLE  
FOR TOO LONG  
I UNDERSTAND TO KNOW THE  
PRICE IS IMPORTANT,  
BUT TO KNOW THE VALUE,  
THAT'S PRICELESS



# “It’s a Science!

Trainee banker. Aged 42.

▲  
The Economy

## Global financial crisis that started in 2008 – from your friend Allan Greenspan –

In 2006 the U.K. was a very tricky time especially for 20 something year olds not to be tempted in taking a loan or a credit card that gave you £50,000 no questions asked; as credit cards flooded the mail box in a lending orgy that spread to the poorest and least credit worthy people.

Credit card companies, like JPMorgan and Capital One came across as your ‘friend,’ willing and able to help you live a ‘happier’ life, just like what drug dealers say. These smiling loan sharks, baiting their victims as they hid their long term demands in the small copy.

This friend’s name is Allan Greenspan, the most powerful man in the world at the time of September 11th 2001 world trade attack – which led to the revelation of Corporate fraud in the US; such as, Enron – the commodities and paper company giant worth \$101 Billion in 2000 and like ‘magic’ not worth a penny by December 2001. That’s quite a disappearance act.

We now have a description to what happened to the money – “over valued assets.” Talk about living an ‘illusion’ within their comfort zone. With 22,000 smart people working for a company in cloud cuckoo land. Greenspan the ‘wizard’ took action to stop the US markets from collapsing by encouraging the American consumer to borrow more and spend more. This is why the British public had so many credit card offers here in the U.K. from Americas finest banks; it was to help Allan Greenspan balance his books.

## A greedy system needs to produce greedy people.

We guess; it’s a good idea if it works; but it didn’t... More spending and getting into

serious debt and being Mega Greedy to save your country –Does not work! because what happened next was that the American property bubble BURST and on 15 September 2008, Lehman Brothers went bankrupt with the biggest *in the world* disappearing act ever in history – \$1400 Billion dollars debt; KERCHING! try chewing on that *Super size* bad boy... As quick as that; it’s buckle up time again...

The banks here in the U.K. that borrowed from Lehman Brothers obviously found themselves in trouble...like RBS... probably, maybe in 20 years time we might find out what’s going on there today.

The whole world is in trouble now... it’s all connected– it’s all – cowboy bankers quote; “*economically extremely complex*”

By late September 2008 the once wealthy country of Iceland got poor when it couldn’t pay back it’s loans to the Bank of England.

Ireland’s turn. In February >2006 (BOOM) Quote from George Osborne. “*Ireland stands as a shining example of the art of the possible long-term economic policy making*”

> Feb. 2007: Morgan Kelly warns of Irish house prices could fall by 60%.

> Sept. 2008: US mortgage market collapses

> Feb. 2009: The Bank of Ireland can’t pay back its loans & asks for help from the Irish government. > Nov. 2010: Ireland is in £16bn debt and £20bn has shifted away from Irish banks; it accepts IMF and EU rescue package of £77 billion.

> Dec. 2010: George Osborne and the U.K. contribute £10bn in the Irish bailout.

(BUST in roughly 5 years) Ireland now set for years of cuts to pay back their debt. Who’s next? Greece... Spain, Italy, Portugal... the UK !?





"I BELIEVE THAT BANKING INSTITUTIONS ARE MORE DANGEROUS TO OUR LIBERTIES THAN STANDING ARMIES."

If the American people ever allow private banks to control the issue of their currency, first by inflation, then by deflation, the banks and corporations that will grow up around [the banks] will deprive the people of all property until their children wake-up homeless on the continent their fathers conquered. The issuing power should be taken from the banks and restored to the people, to whom it properly belongs."

Thomas Jefferson,  
3rd president of US. 1743 - 1826

The debt crisis;  
as of January 2012 the United Kingdom  
owes £1,003.9 billion.

RBS: Bunch of Bankers

"The Royal Bank of Scotland. – The large RBS bonus payments subsequent to the U.K. government bailouts have led to controversy. Staff bonuses were nearly £1 billion in 2010, even though RBS reported losses of £1.1 billion for 2010.

More than 100 senior bank executives who were paid in excess of £1 million each in Christmas bonuses.

84% of the RBS is now owned by the U.K. government (taxpayer), which bought RBS stock for £45 billion, representing 50 pence per share. In 2011, the shares were worth 19 pence, representing a taxpayer book loss of £26 billion.

Historically, the RBS stock price went from a high of over 700 pence in early 2007 to around 20 pence in late 2011."

### China Power.

Just like what happened in Asia, Bankers and politicians save themselves with public money bailing out the banks. But it's the majority of the people in the U.K. who suffer today and counting; they suffer from cuts in their pay cheque and suffer from rising prices; like in food. It's the majority of the public who now need to pay off the countries debt created by the mistakes of the rich and powerful few.

Yes, it's down to the everyday Joe working 14 hrs. a day at £10 an hour to pick up the pieces. This happened yesterday, this is happening today, and it will happen again tomorrow.

China is in control of America now and in control of cheap money and cheap lending. China has created a system to manage America to make sure what happened to Indonesia, and what is happening in Europe and the U.S today does not happen to them; they certainly don't want to be at the mercy of the financial elite.

There is a good reason why out of the 5 products nearest to you right now at least one will be made in China. This is because China deliberately kept currency exchange low, creating cheap exports for themselves – which today flood the US, U.K. and EU markets.

The irony how China, by keeping their currency poorer, created themselves richer prosperity. China now calls all the shots as they buy US dollars and US debts –

### Dialogue from film Wall Street.

Gordon Gekko: [at the Teldar Paper stockholder's meeting] ... "I appreciate the opportunity you're giving me Mr. Cromwell as the single largest shareholder in Teldar Paper, to speak. (gets some laughter and applause)

On the way here today I saw a bumper sticker.

It said, "Life is a bitch... then you die." (gets another laugh) ....well, ladies and gentlemen we're not here to indulge in fantasy but in political and economic reality.

America has become a second-rate power.

Our trade deficit and its fiscal deficit are at nightmare proportions. Now, in the days of the free market when our country was a top industrial power, there was accountability to the stockholder. The Carnegies, the Mellons, the men that built this great industrial empire, made sure of it because it was their money at stake. Today, management has no stake in the company!

All together, these men sitting up here own less than 3% of the company. And where does Mr. Cromwell put his million-dollar salary? Not in Teldar stock; he owns less than 1%. You own the company. That's right, you, the stockholder. And you are all being royally screwed over by these, these bureaucrats, with their steak luncheons, golf and hunting trips, their corporate jets and golden parachutes.

Cromwell: This is an outrage!

You're out of line Gekko!

Gordon Gekko: Teldar Paper, Mr. Cromwell, Teldar Paper has 33 different vice presidents each earning over 200 thousand dollars a year. Now, I have spent the last two months analyzing what all these guys do, and I still can't figure it out.

One thing I do know is that our paper company lost 110 million dollars last year, and I'll bet that half of that was spent in all the paperwork going back and forth between all these vice presidents.

The new law of evolution in corporate America seems to be survival of the unfittest. Well, in my book you either do it right or you get eliminated.

Till debt do as part



In the last seven deals that I've been involved with, there were 2.5 million stockholders who have made a pre-tax profit of \$12 billion dollars. I am not a destroyer of companies. I am a liberator of them!

The point is, ladies and gentleman Greed, for lack of a better word, is good.

Greed is right, greed works. Greed clarifies, cuts through, and captures the essence of the evolutionary spirit. Greed, in all of its forms; greed for life, for money, for love, knowledge has marked the upward surge of mankind.

And greed, you mark my words, will not only save Teldar Paper, but that other malfunctioning corporation called the USA... Thank you very much.

Wall Street 1987,

Film Directed by Oliver Stone.

Basic true capitalism ideals in a film content.

"If you need a friend, get a dog"

It's not about the money  
– It's about the game.

Keep the British Museum, V&A, and the Natural History Museum free for ever!



“The inherent vice of **capitalism** is the unequal sharing of money; the inherent virtue of **socialism** is the equal sharing of miseries”

Sir. Winston Churchill

#### **Gekko – Double dip back to the past.**

Isn't it funny how a film character like Gekko in 1987 had already seen the future of what's happening now and the World wide financial crisis of 2008?

Countries, Economies, bankers, stock managers, having no accountability to what they buy and sell because it's not their personal money at stake.

What's also funny is a how a character like Gekko can use this insight knowledge and reality to convince gentle, comfortable people that they would be better off selling their shares to him, as he will 'help' them liberate their failing companies and make each of them even richer. But this is Gekko, a maximum profits for me only – at all cost, sort of person. This is not a team player.

The clue is when he speaks about Greed – Greed is to want more than one needs but it's also to prefer to burn it than to share it with anyone else. People get tempted by words of greed and get surprised when Gekko takes all their money and leaves them with nothing.

#### **Most bad people think they are good people.**

If we only listen to the nice words of people without taking note of their past works we can allow ourselves to be deceived. The best liars convince themselves of their own lies.

People like Gekko, take the universal human temptation towards cruelty and inhumanity as a means of gaining 'power'. This power gives them the advantage over other people – which they then label as 'good'.

A person is only known when you have studied his work and his past. You judge a tree by the quality of its past fruits.

Just because his words are right don't mean his intentions are right.

Any Gekko self-acclaimed, ego maniac hypocrite character, will say to you everything you would like to hear, whether the most beautiful, impressive, intelligent or witty words – they will say anything as long as you let them take what they want – your money.

Gekko would be the first to call you an idiot. He only told you what you wanted to hear.

#### **Humdog Blogger: Lost faith.**

Carmen Hermosillo had been one of the earliest believers in the new communities of cyber space, her online name was humdog and she lived in California, but then she lost faith and she posted an attack that caused a sensation online in 1994 –

*“It is fashionable to suggest, she wrote, that cyberspace is some island of the blessed where people are free to indulge and express their individuality. This is not true. I have seen many people spill out their emotions, their guts online, and I did so myself until I began to see that I had commodified myself.*

*Commodification means that you turn something into a product which has a money value. In the nineteenth century commodities were made in factories by workers who were mostly exploited... but I created my interior thoughts as commodities for the corporations that owned the board that I was posting to, like Compuserve or AOL and that commodity was then sold on to other consumer entities as entertainment.*

*Cyberspace is an empty hole. It absorbs energy and personality and then re-presents it as an emotional spectacle. It is done by businesses that commodify human interaction and emotion. And we are getting lost in the spectacle...”*

Carmen Hermosillo ( R.i.p. 2008)

*New age grooming;  
brought to you by **Facebook***

*“In the beginning  
they treat you nice –  
then they f\*\*k you up the...”*



Karl Marx, born in Germany.

*Only by making people believe  
you're someone you're not,  
can you take advantage  
of them.*

#### **School Subjects.**

State schools tries to teach us all how to read and write mainly so our elected mafia can force all to pay taxes. There are subjects in English, Science and number games in Maths – but there are no everyday useful subjects like “Financial Responsibility” – how we can save money and live well within our means without getting into debt.

They ask what job do you want to fit into – are you going to choose correctly and became a police man? or are you going to become a bum and a criminal?

They never let you into the idea of “creating” our own jobs in the future.

Quite different to the message in Private schools where students are encouraged more on how they can build their own companies.

Away from working for money,  
no one teaches us how we can eventually  
**get money to work for us.**

By saving money first – opening up a savings account and Direct debit as high a sum as you can every month, say 30% from your wages. Then by investing in high value assets; such as buying a flat and living off its rental income.

We can all work towards never needing to work again by these “assets” paying you out more money per month than you need to spend per month.

Crazy idea... right.



## / “in marriage, food or investing – Think Independently”

*Believe in yourself –  
no jumping on bandwagons, following sheep.  
Don't back the market – research it yourself  
and back your knowledge.”*

Warren Buffett,  
Billionaire Investor since the 1950's, has personally made  
more money than anyone – ever.

### Warren Buffet – shows you his money maker.

The greatest investor of all time. Buffett lives modestly in his native Omaha, in America's mid-West, and runs his 150 billion dollar business with a staff of just twenty. He works out what's best for him and sticks to it. He is ordinary and lives a deeply unconventional lifestyle – simply quite boring to many; but he dances to work everyday. He found what he was good at and made it his passion from an early age in how to make money by buying and selling.

There is one price he pays for this – and that's being a person who finds it difficult to enjoy anything else but the game of money making.

Many people want to make money to buy themselves independence and to be able to choose where to live; it allows you to follow your passions – such as travelling or creating something; but for Warren, making the money is his passion, not the spending.

Warren is not someone who would splash \$2,000 on a holiday for fun – because his fun is working 24/7 in the financial world, reading about companies and new businesses, that's

his Paradise island. This is a man who's had to metamorphose himself into a no extravagance lifestyle personality, never spending on anything, a financial conservative – who once refused to lend his daughter \$30k for her new kitchen. He drinks the fizzy drinks from the companies he invests in and eats the common local pub grub. Warren Buffet is respected by the highest federal court, for his long standing reputation of a man of integrity and true to his word.

Warren's son – Peter Buffet sold his shares to find his passion for music. Had he not sold them, he would have \$60 Million today. But as Peter puts it, *“Money or your life?”* – *“I'll take the rich life, lived and had for the past 40 years, than being money rich today.”*

This is a testament of how unique people we all are. When even a father and son who share the same genes and morals, can have such different passions. Warren is the extreme example of how one must learn to be, to come first place in the money making game. We must all learn from Warren's system on how money is made, while following our own individual passions.

There are many successful individuals following their passions which we would all regard with the same high esteem... they're just not famous or their passions don't lie in money making.

*You ever truly asked yourself what you would do if you was rich? I am telling you to do just that, right now!*

LOOK AFTER THE PENNIES  
AND THE POUNDS  
WILL LOOK AFTER THEMSELVES

### We sit starving amidst our gold.

It's not being rich if you are born with so much money, that you never push yourself hard enough to find your own passions. In fact it has a detrimental effect in people who only value merit. A believe that what you have and gain should come only through your personal work efforts and skill developments.

And not out of inheritance or by “it's who you know – not what you know” social networks.

Many private educated people value the struggles of the common people to a point of personal embarrassment. While others who have paid their way into Eaton and Harrow have a smug enough upbringing to look down at us.

### Small is better.

The bigger the company the more immoral and blind stupid they get. Admirable intelligent people are being paid to fit into the organised institution. They were hired on their individual talents and merits, but are now satisfied in achieving merely office politics high status.

It affects our entire society which highly regards the mediocrity, everything collectively settling down to vegetate in an easy irresponsible working routing.

Also known as the ‘comfort zone’ of our society of doing the very minimal – while individuality is driven out, outcast. Smaller companies can applaud the freedom of a person's individuality – they have a bigger sense of conscious and moral responsibility.

*At least they always switch their office lights off!*

BEING RICH IS HAVING ENOUGH  
MONEY TO BE ABLE TO BUY AND  
KEEP ALL THE THINGS YOU THINK  
YOU NEED

## YOU ONLY GET 1 CHANCE AT BEING 15

that's what money forgets...  
it can't buy your mortality... your life.

### Greedy consumer culture.

Greed lies at the heart of many of today's political and social problems. The western way of life demands that we take natural resources from poor countries as cheaply as possible; we avoid paying a fair price and so poor countries remain poor. Western financial institutions have become caught up in a web of loans to poor countries of such complexity that most people are now massively in debt to rich people; greed on all sides has fuelled the nightmare of the so called ‘third world’ debt.

We are caught up in a greedy culture that has brought up great benefits to many people through industrialisation and globalisation, but we are also aware that those benefits have been bought at a terrible price, a price that has been both financially too low and environmentally too high. We are greedy and neither communism or capitalism have been able to control the consequences.

*“The primary purpose of capitalism should surely be to serve the wider, long-term interests and concerns of humanity, rather than the other way around.”*

We normally see greed as a quality in other people rather than in ourselves. We see it in the mega-rich with their obvious big spending, in city executives with their huge bonuses or in corrupt politicians taking bribes. We think that all greedy people are corrupt or rich, provably both, and since I'm neither corrupt or rich, logically, I am not greedy.

We fail to see that greed is not an all-or-nothing event; it is a thought that exist on a spectrum from weak to strong, but it affects us all when we make decisions on material stuff.

*“You want to sell me a pair of shoes that’s fine – just don’t bull shit me with how it’s going to make me into a better person.”*

### **Happiness Consumerised.**

Our communal happiness and our individual happiness depend on our ability to acknowledge and control our greed.

Greed is a part of everybody’s make-up, whether we are rich or poor, whether we choose a good life or whether we pursue a life of luxury.

Two basic insights of how greed works.

1. Greed has its origins in the mental picture we have of our life and its needs.

2. If we get that mental picture wrong, it’s a potential source of breakdown in the lives not only of individuals but also of our communities.

### **Mass Media Culture.**

Like modern food supply, it’s a global process of treatment, packaging, transportation and marketing – that ends up in the supermarket shelves. There is a long list of middlemen that has caused our food producers to lose touch with the people who eat it. And it’s this same process used for almost all of the products we buy today

~ Everything has been consumerised.

Maybe this is not a bad thing as many would argue it has improved our quality of life, but the point I want to highlight is how this has affected us and the type of person it has created us into. When we have more, we want more, our mass media tries to persuade us that more things mean more happiness – it’s always about more and never about less.

Our western world with its capitalist societies is bursting with products and stuff that the majority of people don’t actually use or need. Businesses know that there is only so many upgrades or more of the same material products they can sell – so they have got together with advertisers to consumerise our very own culture as well. Our football, our needs of the arts, creativity, imagination, our music and literature. Even our very moral purpose has been consumerised, branded to sell us more things.

### **Taking the Mickey with fake smiles.**

Brands are created when we take a product that on its own is a mere commodity but when meaning is added to it, we create a brand loyalty.

A brand that people can fall in love with. The largest mass media company in the world in terms of revenue is Walt Disney, this company founded in the 1920’s with the innocent and beautifully crafted animations has been selling us our cultural stories in staggering different forms of merchandise.

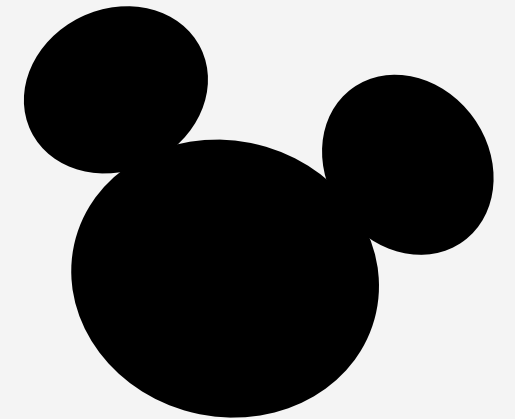
From the cinema films and published books it has expanded into a multinational Disney Mass Media Mogul. As a TV abc broadcaster and presenter of the disney channel, as radio disney and music producer – mouseketeers Britney, Timberlake and as a travel agency to its 14 theme parks around the world. Everything disney – its branded clothes and all the toys carries with it the moral message of its story’s – Good triumphing over evil.

But the real story that sparks our family blindly into greed is that disney educates and helps our children to being good – and to be a good happy family we must keep on buying more disney products. We must be the first to see the latest film and not forget the disney christmas present to go with it. This is the evil intentions that hide in their good stories. Disney is telling us that only through the disney experience will our children have a happy life.

And millions of families around the world buy into this unconscious deeper message as they pilgrimage to Disneyland.

“The happiest place on earth” – where every smile must be paid for.

Not long ago meaning and morals were available to all of us for free as part of our heritage but now companies sell it to us as products with meanings.



Even basic products are now marketed to tell us that not only will it give us the obvious material pleasures but also about its wider moral purpose.

*“This orange juice is not any other orange juice– it’s a thirst-quenching healthy orange juice that puts you back in touch with nature.”*

*“These trainers will not only make you run faster, they will extend what you can achieve in life.”*

Many brands today suggest to offer more than just the material but a personal freedom of spirit that lives life to the full. The reality of course, is to make us all addicted to consumption.



Advertisers invade our unconscious mind – and they tell us you can never be happy, unless you buy all the things that will bring you happiness. The world is full of glamorous high paying jobs, easy casual sex and eternal physical beauty – as long as we attach ourselves to the right fashionable products by their Grooming Brands.



Take the story of Cinderella, from B.C. China to Arabian nights, every culture has its own form but with fundamentally the same moral story. Good wins over evil at the end. Cinderella is rewarded for her persistence in keeping good. The last is made first – and those who give into envy, greed and anger like her step sisters will never be satisfied. But forget the good personality – what we are told now is that there is a fast track to be Cinderella and all you need is to keep buying the right packaging. Which means the bang on trend dress, a little bit of bling and a pimped out ride. And how can I forget the shoes. This is how you get your Prince – and “live happily ever after.” or do you? really

## JUST DO IT!

I personally loved Nike trainers and especially the smell of a new pair. Back in the early 1990's it was a real status symbol in my neighbourhood and the whole of urban London. When I was 14, I spent most of my summers salary on a pair, after I had been working at the local print shop in Peckham high street.

I say most of my money; I got £15 per-day and I had £75 to spend at the end of that week, neatly packed in an envelope. Naturally over excited at being able to afford the most expensive pair in the sport shop at £75 – *I did!* – I made small talk with the older and distrusting looking lady as I explained that I had just got paid, making sure she knew this was the reason why I had all this money and I hadn't just stolen it! She replied:

*“Well I better not take all your money then”* and gave me a massive £10 discount.

It was one of the happiest days of my life! I walked home feeling great for myself, excitement, joy, like I was walking on air! – with my favourite trainers on and still 10 quid in my back pocket. I couldn't believe how generous she had been and how lucky I was.

But there was a thought that did remain playing on my mind; much after my trainers started to fall apart within a couple of months.

It was how did that lady manage to reduce the price of those trainers by 10 quid? Was it because she liked me? or did she buy my loyalty? would I now be expected to buy all my trainers there? – as anything else would be considered rude on my part; right? Or how much did she buy those trainers for in the first place? to take £10 off the price and still make a profit.

I understood from working in the print shop that when my boss Ian Conway bought a marker pen for £1 he would get me to price them at £2. You buy for a pound and you sell it for two – this makes trade and profit sense.

But I could never work out what equation she must have applied on the trainers.

## JUST THINK

*Fantasy is great as long as you know what fantasy is.*

It was a big lesson for me on value, that still remains with me today and always will.

There are certain products like the pen where 100% mark up is added; it makes its profits to the shop on the quantity it sells. Nike on the other hand is one of the many extreme examples of markups. A shop certified by Nike which buys in bulk can buy pairs for as little as £5 then sell them to the public with a 1500+% mark up and a price tag of £75. Even when a store brings the price down to £50 – when trainers go out of fashion as new stock comes available – they are still making £40 profit.

*No such thing as bad weather, just bad clothes.*

### Lesson on value:

- Good quality products have an honest price to be paid.
- Poor quality products are cheap imitations of good quality products.
- **Products that are good or poor in quality with high morals attached to them by branded advertisement are overpriced products.**

I would remember to:

Buy purpose built clothes and products for the functions you require. And always keep a dynamic mind when buying anything.

you don't need a million pounds in the bank, to have a millionaire's life style you need to behave and do things like millionaire's do.

Preparation – don't buy food when you're hungry. Never be wasteful – make do sometimes, be resourceful, Invest in items that help towards your goals. Save some of your money by direct debit 20% into savings account. Treat someone, go somewhere different at least once every 3 months.

## COMMERCIALISATION CREATES A CULTURE IN WHICH WE JUDGE ONE AND OTHER BY WHAT WE OWN

When I was 18 I would draw notes on my wall with the Nike slogan “Just do it” to help me focus with my studies. I would never had believed that one day I would end up working for Nike as a freelance graphic designer at the U.K. branch of the company Wieden+Kennedy who’s co-founder Dan Wieden coined that now famous slogan in 1988 Nike advertising campaign.

*The truth is, there are lies.  
There is truth hidden in lies and lies that hide  
truth. Patience is the only way you  
find out why.*

### Brands – False Symbols of Status.

Nike’s main target group is the poor inner city urban ghetto youth culture. Nike doesn’t sell trainers that you can run in – you can get those for £30 – Nike sell the poor kids a chance to buy self esteem, they provide a slice of their dreams of riches in their otherwise suffocating poverty and endless cycle of violence and drugs.

This is a bit of hope, which is going to make them feel good about themselves and a chance to tell the world they are somebody.

Overpriced trainers have become a false symbol of status in our urban culture, making us believe what we have is greater than who we are. This breeds temptation in the poor to sell drugs, get into debt and to mug people so they can buy these symbolic brands.

### A Higher Purpose.

Nike has a section on its website called ‘Addicts Gallery’ where runners can post comments like this from Sam:

*‘I am at the will of a higher purpose.’*

On the video clip, we see Sam running in Nike kit and saying: *‘I have plugged into a higher purpose, left this world and came back changed.*

*I am Addicted.’*

Like Disney for families, so Nike for young adults – Nike is trying to convince us that they are serving us with “a higher purpose”, but only as long as we go through their brand and buy their products. This is the commercial exploitation of our self-awareness.

Statements like “I am at the will of a higher purpose” has a destructive effect on our understanding of personal identity – our very souls are being consumerised – destroying peoples sacred imagination.

### Resisting our Greedy culture.

Greed is destructive to our imagination and mind before it destroys our body.

Disney, Nike, McD’s and all the other large companies have taken over our imagination. The precise place where greed can be grown, and once planted there, they can make us endlessly greedy – and that’s exactly what they are doing.

We live in a world where everyone is being told that shopping is good, but no one is telling us how Greed is the hidden motive.

There are products which use strap lines like: *‘Because I’m worth it’* for hair products and *‘Go on, Indulge yourself’* straplines given to chocolates, cosmetics, spa-retreats, underwear and perfumes. Companies all know they’re selling products that no one really needs, but by the naming, they are suggesting that you must have them. They’ve got people thinking of self-indulgence as a way of preventing their unhappiness; so whenever we are unhappy and need to cheer ourselves up, all we must do is go out and buy these products.

But once we recognise this marketing intention, it’s easier to see that these products do not give us happiness – that happiness comes from elsewhere.

Just as greed will always be there inside us, in degrees from weak to strong; so too will mass media culture be part of the world we live in. We need to learn how to overcome the temptations designed to make us lose ourselves. After all, without any guilt we all sometimes need to buy what’s available in a supermarket and we all need to buy new running trainers.

Once a year, for 1 day, starting in March for 6 weeks, I like to give up eating meat. I go veggie Friday – it sounds easy, but it’s not, it certainly helps me give my body the variety of food it needs as well as a good lesson of self-control.

It makes me appreciate meat so much... and the more local the meat comes from the more respect you will have for the farmed animals that feed us all.

Some people like to lose some extra weight and see it as a new years resolution – giving up alcohol, snacks, desserts, that extra meal in exchange for a leaner body. It’s a shift you only need making once for long lasting results, that will make you find your balance.

The other thing is declutter spring clean, if you haven’t used an item you own since last March then I probably don’t need it, so give it away. It’s a good way to heighten self-awareness about material possessions, is quite liberating and you may be surprised to discover what you don’t need. By realising all the things we don’t need – we can then begin to see and think about the important things we do need.

As a 15 year old, you need to value yourself – parents need to offer their children our traditional stories, so it can encourage their own imagination and they can learn to tell their own stories. From the day we learn our first words – little people need to explore and act out their mind in creative play – this is the best way for them to defuse the takeover of their imagination.

Self-awareness empowers us to walk away from it of our own accord and not be at the mercy of commercial interests.

DON'T LET THE THINGS YOU OWN – END UP OWNING YOU



PRIDE in the soul  
can cause sexual licence in the body, GLUTTONY in the body can  
cause SADNESS in the heart and ANGER in the heart can cause  
illness in the body

#### Sad Christmas Mammón.

Parents go through so much effort to buy  
the perfect present, only for the kid to chuck  
it aside and shout “look at this amazing  
huge cardboard box it came in!” –  
imagine the possibilities!

What kids really want is their parents to  
make time for them, for storytelling, to play  
and do stuff together – not expensive toys.

What would you rather have, both your  
parents to be with you for Christmas fun or  
4 gold watches to compensate your mum not  
being there – because shes too busy?  
We all need money but we must also set a  
limit, so it never takes away from what’s  
important in life.

Christmas is a great time for big and small  
kids to play creatively with imagination.  
And yet it is the time of year when mass media  
is out to hunt you down the most.

Christmas has been made into a celebration  
of greed, sugar coated by a layer of giving.  
The commercial world has taken over the  
popular imagination at Christmas and  
demands that we only give importance to two  
parts of the festival, presents and feasting.

Shopping and spending is vital for both  
these activities and over the chaos is smeared  
a sentimental shortcut to purity of  
Self-awareness: one day of peace and love,  
then back to normal.



“Happy Christmas – may the celebrations of  
the birth and life of J.C. strengthen your  
Self-awareness. Be prepared, be patient, with effort,  
persistence and only with his assistance  
can we overcome our obstacles that leads us to  
Pure Self-awareness.”

#### Buy nothing Christmas.

There is no real need to buy endless amounts  
and varieties of christmas presents – we could  
instead simply give what we already have or  
what we can make with our own hands.

(e.g. Homemade Apple chutney)

People need liberating from the marketing  
pressures that are increasingly a burden at  
Christmas. The consumer world tells us not to  
wait but to ‘buy now’. *Buy now a new sofa on  
credit and pay it back in monthly instalment for  
4 years...* long enough for the sofa to have been  
ruined whiles you’re still paying for it.

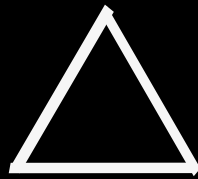
We need to think long term – when getting  
married it makes no sense getting into debt over  
the engagement ring which gives you a day or 2  
of novelty ‘happiness’ and years of pressure and  
torment paying it back.

This is fools happiness.

WHEN YOUR BODY IS IN  
TUNE WITH YOUR HEART &  
SOUL. THEN OUR **EATING**  
OPENS UP OUR HEARTS TO  
OTHER PEOPLE,  
OUR **SEXUALITY** IS AN  
EXPRESSION OF LOVE  
AND OUR **POSSESSIONS**  
ARE GIFTS TO SHARE

*Discipline you body for these rewards.*





*Creative intellect*



*Disordered intellect  
(anarchy)*

*Samson Shaving a Philistine is a story over 3,500 years old. It's captured here in a marble statue by Giambologna in 1592. Go and see it at The V&A Museum, London.*



*Philistinism describes the social attitude of anti-intellectualism that undervalues and despises art, beauty, spirituality, and intellect. A philistine person is smugly narrow of mind and of conventional morality whose materialistic views and tastes indicate a lack of cultural and aesthetic values.*

*The oldest trick in the world.  
Silk trap, baited with a woman*



*Ray Liotta, GoodFellas, Film directed by Martin Scorsese 1990*

*Karen: I know there are women, like my best friends, who would have gotten out of there the minute their boyfriend gave them a gun to hide. But I didn't. I got to admit the truth. It turned me on*

*I swear to my fucking mother, if you touch her again, YOU'RE DEAD*

TREAT EVERYONE WITH THE SAME RESPECT

YOU WOULD LIKE TO BE RESPECTED

D



## Treat everyone with the same respect you would like to be respected

Kindness, Patience. *opp.* Anger, Wrath. V. THE GOLDEN RULE

I AM HOLIER THAN THOU – MOST PEOPLE I MEET ARE DEAD.

*ONCE I UNDERSTAND HOW I CAN BE / I CAN START TO UNDERSTAND HOW OTHER PEOPLE CAN ALSO BE.*

**SiR\*** – it's really rare not to meet people who don't suffer from it today.

No one would get angry with the actions and words from a person with down syndrome.

So why would you get angry with a person with SiR? – you wouldn't – you shouldn't.

SiR does not discriminate, it affects everyone from time to time;

but once fully established with the help of mass media and established culture, it's extremely difficult, even impossible say many to ever relief. It's the source of depression in our society and the most severe Silent World Pandemic.

\* SiR (Self-inflicted Retardation)

*(n) People who suffer from a lack of Self-awareness.*

**Ok, fat jokes! You wanna do fat jokes?**

*(Imagine the scene, – me against you – and me cussing you down)*

Alright!...

*(I stand up)*

Your mother's so fat, when she went to the beach, Greenpeace tried to drag her back in the water! *(everyone in the room, except you, roars with laughter)*

Alright! Wait, wait, wait, your mother's so fat, when she moves backwards she starts beeping!

*(everyone, except you, laughs louder)*

... large unit, beep!, beep!, beep!, warning

I know I know...

I got a stupid one now right here–

Ur' mum is so stupid, she got hit by a cup and told the cops she got mugged!

*(to you - drying my eyes from laughter – whiles feeding from the reaction of everyone in the room)*

Let me get up on this chair for my ugly crescendo...

Ur' mum is so ugly she looked out the window and got arrested for mooning!

I am on fire now Barbie... gonna to call you Barbie...

Barbie's mother is so fat, that the bitch gets her toenails painted at Kwik-Fit!

*(everyone in the room, except Barbie, loudly roars and aches with laughter. I can't keep my balance as the chair moves whiles I am bending backwards laughing with mouth wide open, clapping and raising my hands in the air)*

Kwik Fit!... get it... get it... At Kwik Fit!

*(belly laughs whiles people walk pass you)*

Ahhh thats funny ROFL

IT'S PEOPLES STUPID BEHAVIOUR  
THAT MAKES YOU ANGRY; BUT IT'S  
ALSO STUPID IF YOU THINK YOU  
CAN CHANGE EVERYONE'S WAYS  
TO SUIT YOU.

SO IF YOU DON'T LIKE THE WAY  
IT MAKES YOU FEEL WHEN YOU GET  
ANGRY, LEARN TO CHOOSE NOT TO  
GET ANGRY

*You can choose not to get angry.*

**Your anger is your responsibility  
not anyone else's.**

It's a horrible way to live your life always assuming the worst in people around you. You've been lied to, you've been let down in the past from some of your so called friends and now you have built a hard thick skin defence system that will not play Mr. nice guy anymore.

You feel being nice just means letting people take advantage of you. All the horrible things you've hated people doing to you, you are now going to get your own back by doing them to others. Nasty people deserve to be treated nasty. Why should I wait for my friend, *they would never have waited for me!*

Being polite is much more difficult than being rude.

It's easy to just tell everyone to fuck off and to leave you alone, who are they to criticise you and try tell you what to do.

You've been introduced to the word 'Trust' and its an idea you're not willing to practice even with your own mother, let alone anyone else.



**Live and let live – Live and let Die.**

But by using common courtesy and ordinary civility or simply having some manners towards other people; It gives you a quality that speaks highly of you for yourself and for the person you would like to be.

You don't need to be polite for the sake of other people, and you don't have to care what they think about you either.

Fuck em; you do this for yourself; this is about how you want to be.

**What don't kill you only makes you stronger.**

You can't be angry at everyone all the time, it's exhausting wasted energy.

To you:

- Take control of your meme;
- don't be blindly led by others;
- never take anyone's word for it;
- never assume anything in life until you have given yourself enough time to find out the truth for yourself.

- You want some respect? learnt to respect yourself first.

- Don't stir up trouble and justify your anger by pointing out someone else's small wrongdoing, when now you've just gone and made it 10 times worse!

- Don't be a frigging hypocrite.

- And stop finding excuses in things that happened to you in the past to justify your lazy present and poor future; there ain't no one to blame today.

**Keep your Peace.**

If I label the people who judge me with SiR, it helps me from reacting towards it; instead I smile and I keep my peace.



**Rise above the scum SiR,  
with a stiff upper lip.**

Arguments are usually with family and friends – so if someone you care about is angry with you, whether rightly or wrongly – Make peace at once. Stubbornness and brooding over it in silence, creates untrue poisonous rage thoughts that blind the truth and destroys your soul.

Arguments with SiR's can always be avoided by rising above them – put yourself in their shoes, stand tall and understand what's behind their insults without taking any offense.

**The Art of Fighting without Fighting.**

It's a clever person who can turn around someone's verbal attack into something truthful, and funny to reply with – instantly defusing it.

Why are you going to react and go down to their level by shouting abuse back? Why are you going to let this person bring you down for the rest of the day? If this stranger is looking for a reaction from you – it's a very empowering ability not to give them the satisfaction they want, instead give them the complete opposite.

*“My way of joking is to tell the truth.  
That's the funniest joke in the world”*

Muhammad Ali

**Down but never out.**

No cussing shouted at you can really hurt you; unless You let it get you. It's not easy, but by using and remembering your Self-awareness you can do it.

With time and practice it becomes easier.

Muhammad Ali; had to take a punch to win his fights but his biggest weapon was his disciplined mind and self-awareness.

*“I know where I'm going  
and I know the truth,  
and I don't have to be  
what you want me to be.  
I'm free to be what  
I want”*

Muhammad Ali,

Sports personality of the Century, as voted by the British public, 1999 BBC.

**Platonic love.**

If anything show your enemies some kindness, give them a smile, it'll be worse than revenge.

Being approachable just gives you more opportunities in meeting interesting people... no matter how tough you need to look, to survive in your council estate.

If you can imagine your future as behaving like a grown person who is strong enough to take responsibility for their actions; unlike so many adults you see today.

If you want to progress and grow both in body and mind – you're going to need to be respectful towards other people.

And it's these other people you meet in person and in books and films... anywhere, that you must also learn from – their mistakes, their experiences, their ideas... there is an essence that you can collect, a quality you can keep for yourself from the great people you admire and you can keep it to help you get where you want to.

Hate looks and reacts quickly – but good understands and See's.

**THE GREATEST**

Take this quote from Ali, the most beautiful fighter,

*“I hated every minute of training, but I said, Don't quit. Suffer now and live the rest of your life as a champion.”*

so, now you add flipmode to his motivation quote; change a few words so it speaks directly to you;

*“I hated every minute of studying, but I said, Don't quit. Suffer now and live the rest of your life as a champion.”*

This is how we learn from great people.

His use of the word “hate” was used to better himself and not wasted on someone else.

This is how we can be inspired by other people – your fight will not be in a ring... but your fight is with bettering yourself to get where you want to be. Your goal.

That's your real fight!

ONCE YOU'VE SEEN BEAUTY AND  
ONCE YOU'VE LEARNT BEAUTY –  
LIVING IS BEAUTIFUL AND ANGER IS A  
WASTE OF TIME

The next door grannie can be another great person, because seeing her driving can inspire you to think *“If she can drive – surely I can also pass my driving test”* in fact, if anyone can do it, so can you.

*I see you!*

Good to “let off steam” every once in a while?

We are not steam engines, we are rational human beings who can make our own choices.

**Hard to concentrate?**

Other thoughts are distracting you from what you want to do?

Choose a word to live by for the day... like

**iFOCUS!**

– this is a good word.

Mind focus on your goals.

To stop a racing mind, let it be the word that you remember –

when too many things come to your mind all at once, distracting you from your daily set goals.

“what am I doing again?”

... Focus!

and carry on.



*‘Anger is within us all for one purpose,  
for when we become angry with our own faults  
and failings’*

John Cassian

*‘Anger dwells only in  
the bosom of fools’*

Albert Einstein

### *Do I look bothered?*

When I was working full time as a graphic designer in London, the pressure of balancing my time between, the long working hours of the design service culture and time away with my girlfriend, caused me to breakdown in tears in front of one of the company’s directors to my embarrassment.

I was not happy to work second weekend running, after working overtime weeks on end 13 hours shifts. I felt I had to choose between work or a weekend away of fun and relax time.

Firstly I was distressed by work – I was convinced that if I didn’t take on last minute work commitments I would simply be sacked. Losing my job was not an option as I was fully dependent on its salary for survival. I resented my boss for using his position in asking me to work these hours while threatening my personal life.

Secondly I was pressured by a girl friend who was losing her patience and was feeling personally let down. I found my girlfriend lacking understanding, unwilling to see things from my perspective and overreacting at the

situation by saying “fuck work.”

I wanted to please both and I needed to find a **balance** as both were in many ways connected.

A man that can’t pay his way is not very attractive and you could end up losing both.

*No money no honey.*

And thirdly I was overwhelmed with my own feeling of rage at the whole situation.

With help from others, I came to recognise that I was very **angry** and that my anger was my responsibility and not my bosses or my girlfriend’s. If my anger was truly mine, then I had to do something about it and not just blame other people.

So on 26 May 2006 I used my teachers advise and my 10k savings to give me enough encouragement to ask for a 3 month non-paid sabbatical to fulfil my travelling dreams.

Although I didn’t travel. I used some of the time to meet up with an old friend from back in the college days; we visited great exhibitions like Michelangelo’s drawings at the British Museum;

it was my One hour a week searching and observing beauty – with no tasks or deadlines.

I read lots and cooked even more – it was very therapeutic; and fairly quickly, as my self-awareness kicked in, people and life started to be seen from a different perspective and I came to realise that there was no point of killing myself, for anyone or anything.

The rest of the time I was free to explore how to make it as a self-employed freelance designer.

I now wanted to set my own goals and set myself tasks to achieve,  
*I just had to own my life and actions as mine,  
exploring in depth how I lived and loved, worked  
and chilled.*

By concentrating on my interior world;

I was freed from my anger.  
Looking back, I came to see that my anger came from taking life far too seriously and reacting with panic as if it was life threatening.

Distress, anxiety, overwhelmed, there are so many words... I was worried.

I had a mixed mind set; one of overtly high expectations of myself and another of low self-confidence; fear of what would become of me if I was to lose my job. A job and position that I had worked hard achieving and was not confident in replicating.

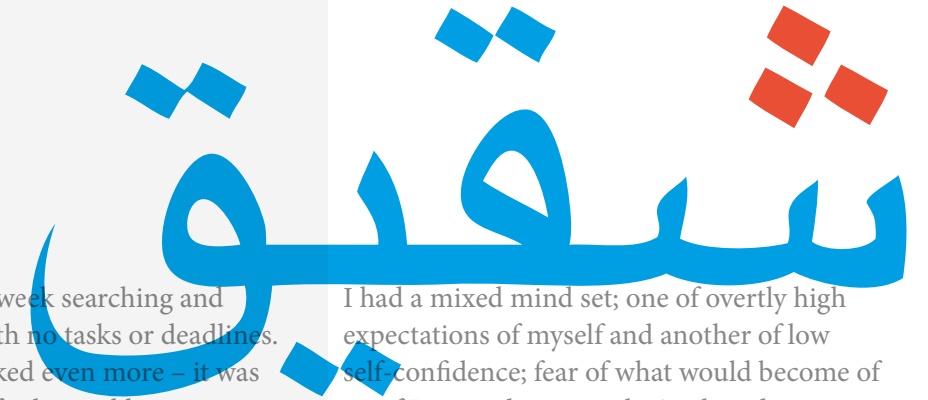
By making time I made a space where tasks, project deadlines and company politics were not in the agenda anymore.

I made freelance work for me and proposed to my Tindall girlfriend the following year.

I now like to think that I’ve worried so much that I will never need to worry again.

Keep the balance;  
“ YOU KNOW WHAT  
YOUR PROBLEM IS?

YOU’RE ALL BRAINS...  
NOT ENOUGH COCK  
& BALLS ”





# Advertising

Psychological violence used to sugar coat all that is bull shit

Since the days of exaggerating speech and truth spinning, advertising has been used to convince you that rubbish is good. It's also used to persuade you of all the things you don't need by using psychological pressure to make you feel inadequate / as if you are lacking many things / harming your minds development of being able to see the truth for yourself.

## EMAIL

Begin forwarded message:  
From: Jed. I Knight <jed@jediknight.co.uk>  
Date: 11 November 2011 15:52:22 GMT  
To: Dee. Angel <Dee@Deeangeldesign.co.U.K.>  
Subject: Re: easy.

Nice one mate!!  
You're spot on.  
Thanks for the email.  
Gotta get me some goals!!  
Jed  
--  
On the move

On 11 Nov 2011, at 14:23, Dee. Angel @  
Deeangeldesign.co.U.K.> wrote:

Easy Jed,  
I was just thinking.  
Your question last night in the pub:  
*"Why am I bored? Last sunday was perfect; in the pub sharing drinks with my beloved Tom; eating a perfect sunday roast, and watching football." Do you and Helena get bored?*

Yes; I do get bored.  
and after questioning if its the environment or people around me; I realise that its me.  
If I don't want to get bored I need to look at different activities – I ask myself what could I do to get excited about something. I write it down and then do it.

If I don't know - I need to experience more things to find out. Tick your list of boxes; 10 things to experience before I am 35.... use the internet for ideas.

Just knowing that this weekend I am going to get out and go to Richmond park or the country side – helps me deal with being in front of this monitor for the week. This is my short term goal. I get bored of working for people - so Ive given myself another project where I decide everything- Now I am happier working for clients cos I always have my project to look

## Bored, so bored it scares me

forward to doing, soon as its over. This is my long term Goal. Give yourself some goals. Helena and I have a hobby we enjoy doing together. fly fishing. Something in common - that has limitless conversation. Art is another thing we share. Last few weekends we did spend in London; we went to the Natural history museum , another we went to the British museum. We both really enjoy. There is something about sundays - I am always bored on sundays, like Sunday blues.

Time out mag - The Sunday times - the metro - has so many ideas of things to keep melancholy at bay... London is full of stuff. It needs a bit of work sorting from what you like and don't but its always worth it. The National Gallery has an exhibition of Leonardo Da Vinci [www.nationalgallery.org.U.K./whats-on/exhibitions/leonardo-da-vinci-painter-at-the-court-of-milan](http://www.nationalgallery.org.U.K./whats-on/exhibitions/leonardo-da-vinci-painter-at-the-court-of-milan). the genius of the Renaissance – for me seeing his work gets me high. Bit like when I was in Rome; seeing the Sistine Chapel, that was a huge box ticked for me. [http://www.vatican.va/various/cappelle/sistina\\_vr/index.html](http://www.vatican.va/various/cappelle/sistina_vr/index.html)

This is just my example - everyone needs to find theirs...sport, music, languages, reading etc, - there is so much to experience and to learn... we really should never be able to get bored.

MIX it up bro.

--

Kind regards,  
Dee



[www.deeangeldesign.co.uk](http://www.deeangeldesign.co.uk)

T. 020 7385 5151 M. 077 9002 3564

DESIGN YOURSELF / PUSHING IMAGINATION



## Depression.

Antidepressant prescriptions alone cost the NHS £325m in 2008. In roughly 10 years it has tripled, with overall cost of treating depression at £3bn per year. And although this is good evidence of an increasing concern about mental well being, it also shows antidepressants are being over-prescribed, as people become over dependent on popping 'happy pills' like Prozac for a quick fix to beat their blues.

Exercise and a change of lifestyle should be their first prescription, as a majority of people are exhausted, run down in our crazy rat race – and what you need is no more than a few days to completely switch off and find yourself again.

*When I was at my lowest – my mind and attention was so consumed with decisions, that my head hurt as if I had bang it against a wall – like an intense head burning sensation that paralyses your mind in painful agony.*

*It was not possible to make a cup of tea in the morning without giving myself more things to remember and do, like, I must not forget to buy sugar tomorrow!.. constantly adding things to remember on top of a already overflowing work commitment, 5 projects on and with deadlines on the same week.*

*Making a list with priorities that I could look at; was a perfect remedy to not needing to worry about remembering anymore.*

*Did I consider happy pills?  
yes... I've also considered  
becoming a monk*

*I've seen my mother and auntie taking those 'Medicine Drugs' and I don't have to be a doctor to see that it's more like 'happy for a day' and 'a nightmare for a lifetime'.*

*Their conviction and utter blind faith which is visible in their face, of these pills they know nothing about – I find disturbing.*

*It's terrible to see members of my own family hooked on these drugs and in all the theatre and drama that dwells with it which dominates their lives.*

Doctors and surgeons are worth their weight in gold, when they have mastered such skills of penicillin and brain surgery.

But personally, as I am ignorant in this field, I can't help seeing another side that resembles the pimps of the movies and the drug dealers of my old neighbourhood. Are we still living in a remote ancient country ruled by some crazy shaman, with his voodoo magic?

Increasing numbers of children as young as 2 are either being given Ritalin, to control their hyperactivity or antidepressants like Prozac. Like some modern wickerman sacrifice – or Victoria Climbié witchcraft-style exorcisms;

there ain't nothing wrong with 98% of young people, apart from the extremely low self-aware parents that are bringing them up, terrorised with fear.

I don't agree with "keep taking your medication and eventually all will be well, because doctor knows best"

we are all the same in respect to 1 head and 2 arms but we are all individuals with the most complex living organism in the known Universe.

*your Brain*

In my search for my own remedy I found that Prozac, taken by 40 million people worldwide does not work – it's the very last resort to go to when everything else has been so completely exhausted and the situation is so severe that it becomes an option.

"Given these results, there seems little reason to prescribe antidepressant medication to any but the most severely depressed patients." *New major study by Professor Irving Kirsh of Hull University, 2008.*

From 1980 to 1994 Prozac went on a journey from the shrink's couch to the living room sofa – the bigger demand the bigger the availability. I believe the meme kicks in here –

**People always want what they don't have.** A friend can genuinely have a problem and been prescribed some medicine – only for the other friend to convince herself she needs some of those drugs too; because maybe it will also help her get up in the morning; blanking the fact she didn't get herself into bed until 2AM.

It's a complex matter – but I personally don't want to be a guinea pig; part of some historical statistic. I am suspicious, especially after learning of cases like the Thalidomide disaster of the 1960's – Thalidomide was a drug marketed as a mild sleeping pill, safe even for pregnant women. However this caused thousands of babies to be born with shortening or absence of arms and legs. Before this tragedy every new drug was seen as beneficial. – *is this a case of quick profits before rigorous long testing?*

I just knew I had to deal with my 'mental health' with my own mind – without the need of drugs that had the potential of taking it away from my own control and possibly making it worse.

**AN APPLE PRODUCT LIKE AN IPHONE ONLY NEEDS TO BE 80% COMPLETE IN FUNCTIONS FOR IT TO BE RELEASED TO THE PUBLIC.**

**WHAT PERCENTAGE DO NEW MEDICINES LIKE PROZAC NEED TO HAVE BEFORE BEING RELEASED TO THE PUBLIC?**

...hello? anyone...  
Dr. – pls?

## Beat depression.

**Smile** – that was my remedy. My last resort to lift my mood was simply not to forget to smile. Smiling helped me realise that no matter how bad my day had been I would always enjoy a good home made meal. That was my start.

**Educate yourself** – read the books that have shaped our modern civilisation; take a day and just read the whole day.  
*(e.g. look up Stoicism and see where it takes you)*

**High self-esteem** – Ignore celebrity culture, be less materialistic, go for a massive hike somewhere new, go cycling or running in Richmond park and meet the deer, have a long bath, get a new haircut and look after your appearance, send less emails and meet people, treat yourself to a home cooked happy meal *(e.g. Smoked haddock, poached in milk and served with wilted chard and poached egg on top. A real Happy Meal :)*

and take your time to savour things...

go and share a relaxed evening meal with someone you ain't seen in a long time...  
...take a bottle of red wine!

*The right balance of food with wine or real beer are the subtlest, most civilised, most noble of anti-depressants.*



**Placebo.**

I only need to convince my mother now that a lump of sugar can be better than Prozac or whatever shes taking now. Placebo certainly has no side effects.

There are more and more tests showing how powerful Placebo is.

Results that show that 2 lumps of sugar is more effective than 1. And that inserting a needle to a patient's arm with a little water, convinces the patient that they've been cured.

I don't know what this means – Is it the authority and respect that comes with education, the Dr. title? is it, the believe that doctors have supernatural abilities? is it, the uniform? is it, a miracle? or is it what people make themselves believe...

what is true is that Placebo works which gives us all questions of a grey area of what is real and what is not real.

How can it not be true if Science assert us it works?

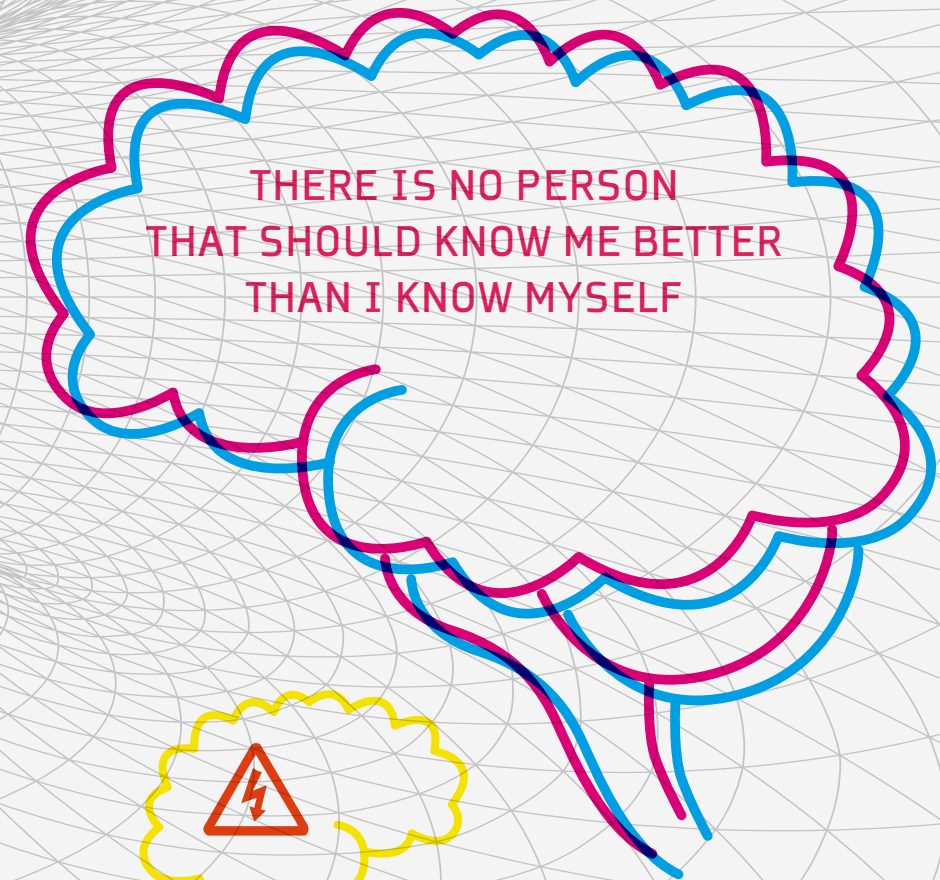
Prozac and SSRIs are certainly costing the NHS a lot of money... so excuse the cynic in me to only find that maybe it's just good for the economy.

It's a complex brain that differs in each person. But I know for me, as an individual – this evidence is more than I need to have upmost faith within myself.

No person knows me better than I know myself.

**LET ME  
BEYOND YOUR  
PLACEBO**

WATCH WHAT ENTERS YOUR MIND



WATCH WHAT ENTERS YOUR BODY





### The Torment of Saint Anthony.

From the spiritual tradition of fighting our inner 'demons,' to Freud's unconscious mind, to modern psychiatry and the chemical balance in our brains. The philosophy keeps on evolving but the problems of our mental health has remained the same,

How can we beat our inner demons? – we can beat them by wanting to be possessed with our Self-awareness instead. It will simply and ruthlessly refuse to be affected by our 'irrational' thinking – and instead it will choose to listen to our 'rational' thinking.

### Sigmund Freud.

The beginnings of psychoanalysis are found in the work of Sigmund Freud and what was nicknamed at the time his 'talking cure.'

But this was not just any kind of talking; this was about opening up the person's hidden 'unconscious mind,' a mind which Freud and his successors outlined for the first time.

This hidden mind is entered by the person talking about their childhood, their family history and most importantly their dreams; in this way, irrational negative emotional memories from the past can be recognised and with the help of the therapist, they can apply rational thinking to move them on, in a healthy way for the future.

### REBT – Angry? no need.

Psychologist Albert Ellis, in 1955 developed Rational Emotive Behaviour Therapy (REBT). He showed how peoples beliefs and what they thought, decided the way they felt and behaved.

Dr. Ellis summarises his approach:

REBT is based on the view that, what we label our 'emotional reactions' are largely caused by our conscious and unconscious evaluations, interpretations, and philosophies. Thus, we feel anxious or depressed because we sternly convince ourselves that it is terrible when we fail at something or that we can't stand the pain of being rejected. We feel hostile because we vigorously believe that people who behave unfairly to us absolutely should not act the way they undoubtedly do, and that it is utterly unacceptable when they frustrate us.

Your thinking and your feelings are connected. Like stoicism, REBT gives us the freedom to experience negative feelings of any kind, whether a personal failure or an attack by another person – because it lets us understand, that there are no good reasons why we must make ourselves get angry.

REBT gives people full leeway to feel strong negative emotions, such as sorrow, regret, displeasure, annoyance, rebellion, and determination to change social conditions... Self -destructive emotions and overreactions are of our own making.

...It believes, however, that when they experience certain self-defeating and unhealthy emotions (such as panic, depression, worthlessness, or rage), they are usually adding an unrealistic and illogical hypothesis to their empirically-based view that their own acts or those of others are reprehensible or inefficient and that something would better be done about changing them.

We must not blame others as an excuse for our own failures. And it's good for a student to feel regret for failing a test at school; but there is no need for them to add the 'unrealistic assumption,' that failing a maths test means that they are useless at maths. They simply need to revise more or differently.

### Dr.Ellis developed the ABC's model of feelings and behaviours to demonstrate REBT.

A for *Activate*;

what started things off, the event that triggers off a train of thoughts.

B for *Belief*;

our thoughts and feelings that sets our minds to believe the event in a certain way.

C for *Consequences*;

the reaction created by the belief – which makes us feel and behave in response.

### A rough adapted example, shows how two different ways of viewing the same event can have very different reactions:

- A) *A friend passed me in the street without speaking to me.*
- B)
  - i. *He's ignoring me. He mustn't like me. But, I didn't do anything to him?*
  - ii. *I am going to end up alone with no friends. Miserable forever.*
  - iii. *If I can't be considered as a friend – I must be worthless as a person.*
  - iiiv. *For me to be happy, people should love me for everything I do.*
  - v. *He thinks hes better than me. I didn't like him anyway.*
  - vi. *If hes going to be like that, he can fuck off!*

C)  
 Feelings:  
 ANGER, OFFENDED, SULK,  
 WORTHLESS, DEPRESSED

Behaviour in response:  
 AVOID HIM.

### Now, with a different Belief at B)

- A) *A friend passed me in the street without speaking to me.*
- B)
  - i. *He wouldn't have ignored me on purpose.*
  - ii. *He provably has something on his mind.*
  - iii. *I hope he's okay. He's a friend of mine – maybe there is something I can do to help.*
- C)  
 Feelings: CONCERN  
 Behaviour in response:  
 VISIT HIM AND SEE HOW YOUR FRIEND IS DOING.

The majority of us would ASSume what a person says or does at A) provokes our reactions at C) and so we can't help ourselves from reacting accordingly.

REBT challenges that assumption and tells us that it's our own chosen 'Believe set of Rules' at B) that determines our feelings and behaviours.

And not what other people say or do.

### Choosing a new Belief set of Rules.

So it's down to our own 'Belief set of Rules' we each give ourselves to live by, which automatically tells us how to behave and react emotionally in certain given situations – and not down to other people's behaviour.

Some of these rules will be rational beliefs and some will be irrationally self-defeating beliefs.

One Irrational belief rule, for example is:

*"In order for me to be happy, my family and friends must always approve everything that I do."*

Its irrationality sits, in the fact that we literally defeat ourselves by handing our well-being over to other people.

Now, let's look at it with a Rational belief rule:

*"It's great to get the approval from the people I respect and love – but it's not vital"*

People's approval is reassuringly good when we can get it – but it's not necessarily good to seek approval all of the time, as this could put our goals at risk. It can confuse the reasons why we are doing it and for who. **'But I did it for you' – we must be brave and carry on with courage and confidence of our own reasons and decisions.**

Another self-defeating belief rule is one which is believed in popular psychotherapy. This is the belief that events in the past are the reasons of our problems today. This takes our present life out of our control and this time it hands it over to past events.

A rational belief rule is:

*"We have the power to change the beliefs we learnt in the past – so we may behave for the better today."*

This is not the so-called 'positive thinking', which seeks to be permanently silly happy and optimistic. Rational thinking is realistic thinking. It accepts both positive and negative emotions as one – one which we can learn to choose its positive. Our correct Belief set of Rules, will create our correct emotions that will lead us to pure self-awareness.

### Don't aggravate my Anger.

Anger should always be avoided.

This should be your most important rule.

A person with anger destroys their right judgement, wisdom and their self-awareness. Anger is a demon that is anxious into always thinking the worst, making it psychologically destructive – it then keeps going on destroying our hearts, feelings and emotions.

To avoid anger we must give ourselves the time and patience to contemplate what we think – if we can change the way we think, we will automatically change how we feel, without ever giving in to Anger.

**We must be determined to overcome every kind of anger. Nothing should shake us in our determination to achieve Self-awareness**

**Like yesterdays stoicism** and like our traditional 'rational soul,' scientific experts today still don't know why we get irrational thoughts, that lead us to anger.

What REBT does show us is how we can master our way of thinking and let our 'self-awareness' take on these disturbing uninvited emotions, analyse them and reject them. A way that many people apply day to day without the help of doctors or therapists.

**If you hear people say things that hurt you,** learn to know that 90% of what people speak, they speak without thinking. Remember this, as it will help you to not take what people say so seriously. If a friend does us wrong, we can simply let them know by bringing it out into the open to give them a chance to understand, instead of us brooding over it in our hearts and glum silence. **let the clowns be clowns**

Only we are fully responsible for achieving our Self-awareness; and we must approach life in such a way that we do not depend on the perfection of other people for our own well being –

but out of our own power.

# Howzit? RATIONAL SOUL.

# Ja, Fully LEKKER, hey!

Nelson Mandela is a good example of somebody who combined his eagerness at the end of apartheid with a lack of personal anger.

He gave priority to reconciliation for justice and a better future, with a determination to overcome his Anger.

**"IF THERE ARE DREAMS ABOUT  
A BEAUTIFUL SOUTH AFRICA,  
THERE ARE ALSO ROADS THAT LEAD  
TO THEIR GOAL.  
TWO OF THESE ROADS COULD  
BE NAMED  
GOODNESS AND FORGIVENESS."**

Nelson Mandela. 1918 - 2013

Nelson Mandela was one of the world's most revered statesmen, who led the struggle to replace the apartheid regime of South Africa with a multi-racial democracy.

Jailed for 27 years, he emerged to become the country's first black president and to play a leading role in the drive for peace in other spheres of conflict.

He won the Nobel Peace Prize in 1993.

His charisma, self-deprecating sense of humour and lack of bitterness over his harsh treatment, as well as his amazing life story, partly explain his extraordinary global appeal.

Religion is the redemption of solitude.

For those who suffer from being alone while in a crowd, for those who fear ever being alone, for all who see things different to others, for those who push their general knowledge to the limit of their minds, for those who no person understands, for those with more questions than answers – for the crazy ones. Read Matthew 5-7 and with believe in the words of truth you will never be alone. Rest your head on truth – with believe you can let truth answer all your problems.

*Only for those who knock on the door can the door be opened to them.*

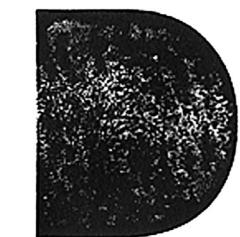
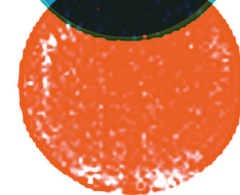
*Only those who enter through the door regularly enough do they receive the keys to the door.*

# F@CK RELIGION

Memory is a muscle that needs to be exercised



THE  
TRUTH,  
THE BEAUTY  
& THE



MAKE A DECISION TO TURN OUR WILL AND OUR LIVES OVER TO THE CARE OF THE SUBSTANCE

CONCENTRATE ON LOVING  
RATHER THAN ON BEING LOVED



Our common welfare should come first;  
to develop a healthy Self-love\* and not always sacrifice  
your own needs for the sake of others

\*self-love means taking responsibility for oneself, knowing oneself, respecting oneself, being realistic about one's strengths and weaknesses. In order to be able to truly love another person, a person needs first to love oneself in this way. – Self-awareness

# Vol. I