



ISLE OF
PARADISE

PRESENTS

GET BODY POSI

THE ULTIMATE GUIDE TO
BODY POSITIVITY & INNER HAPPINESS

By Jules Von Hep



Hi Babe!

I'm Jules Von Hep: Celebrity Spray Tanner, professional naked body viewer, human ray of sunshine and your new best friend.

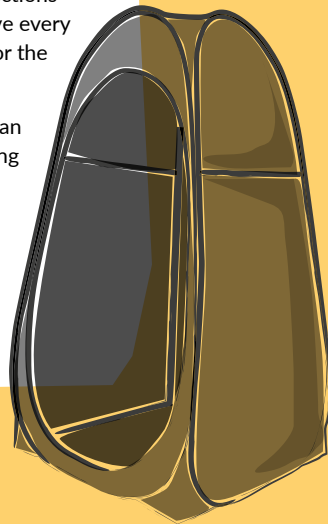
I want to let you in on a little secret. The main reason my clients book me isn't for the golden glow of a spray tan. They book me because I help them feel good naked. Feel confident. Feel strong.

Spray tanning is transformative for both the mind and body. Imagine when you come for a spray tan - the makeup, the jewellery and the clothes are all stripped off and you're left bare. Your naked body isn't just what makes you YOU, it's what's on the inside too. Are you kind? Are you inquisitive? Are you funny? Are you insecure? Maybe you're a mix of it all. Either way, that's where I start to see who you truly are.

We're all the same underneath our clothes. We all have our insecurities, whether we're dressing for a Hollywood red carpet, a big date, or a day at the office. We all have our scars, lumps, dimples, stretch marks, aka Babe marks; so-called "imperfections" that fill my eyes daily, and guess what? I love them! I believe every BODY is BEAUTIFUL, and I've spent every day of my life for the past 10 years spreading this message.

I believe in the life changing power that body confidence can give YOU and have learned that I'm pretty good at spreading the love - helping people be their best selves. I want to pass on this powerful guide of how you can begin loving every inch of yourself - starting from the inside out. And honestly babe, it's easier than you think.

Are you ready to join me on this body posi journey?





MY ROAD TO HAPPY

Sometimes in life we need people with fancy letters after their name and certificates on the wall. Doctors, psychologists, counsellors etc.

I get that. I don't have any of that. But what I do have is my journey. The stuff I've learned along the way. And my core beliefs.

I believe that body confidence and acceptance can transform your life. And I've learned that I'm pretty good at helping people become body confident. Every day, I receive letters and messages from my clients, followers and even complete strangers thanking me for changing their lives. This makes me so happy because – believe me – I know the journey to body confidence isn't easy. That's why I want to pass on this powerful programme, why I want you to start loving every inch of yourself – inside and out.

So... how did I get to this point in my life? What gives me the authority to talk to you about this stuff? How exactly am I qualified to help you? Well, fluff that cushion, pour that drink and let me tell the story of how little Julian became Jules – the best spray tanner in the world...

**TIP:
NEVER
UNDERSELL
YOUR
ABILITIES**





MY FIRST BODY SHAMING

I walk out of a sweetshop and a complete stranger tells me I'm fat. I get my first taste of body shame.

THE BULLYING BEGINS

I am bullied every single day at school. I get constantly teased about how I look. I think this is normal, and I feel completely alone.

SELF-HARMING & SUICIDAL THOUGHTS

I feel stupid and invisible. By age 18, I am self-harming every day. I leave school feeling broken.

BYE JULIAN, HELLO JULES!

I decide to dump Julian and start again. I tell my parents I want to rebrand as Jules! They accept my choice and introduce me to friends as Jules. It was one of the kindest things they ever did for me. Things finally start falling into place.

THE COMPARISON TRAP

I start comparing myself to my new friends and looking at my body differently. When I look in the mirror, I hate everything I see. I'm convinced that even the new 'me' isn't good enough.

THE END (OR COULD HAVE BEEN)

I am assaulted in a nightclub, beaten to the floor and kicked to pieces by a complete stranger. I am diminished to a shell and feel lost, alone and revolting. I feel unworthy of living.

HORRIBLE BOSSES

I have a job I love. But every day, I am bullied and manipulated by my employer. From the outside, it looks like I am smashing it – working on national TV shows, presenting in several different countries and growing a huge celebrity client base. On the inside, I feel worthless and insecure.

MY ROAD TO HAPPY

In life, there are crossroads. Moments where we make a profound choice. Should I just give up? Focus all my energy on the negative experiences in my life and decide it's just too much? Should I release myself to the downward spiral and fall?

OR SHOULD I RISE?

My decision didn't happen overnight, let me tell you. But as someone who walked over one too many hot coals I decided to cut the noise and rise like a phoenix.

How? By being happy, honest and kind to myself.

By realising that happiness could fuel my decisions, I changed the way I saw the world.

A NEW CAREER PATH

An open heart and desire to be happy led me to an exciting career; traveling the world, meeting famous faces, and being inspired by incredible life stories and journeys.

A GLOBAL PODCAST

The shift in my perspective led me to start a successful global podcast focused on humour and happiness.

CREATED MY OWN BRAND

All roads lead to Paradise. The Isle of Paradise that is. After years of hard work on both myself and my profession, I was ready to start my own self-tanning brand.

Following the launch, we've totally changed the industry; our goal is to always empower & inspire acceptance and body confidence. This has been my greatest life achievement and a total dream come true; but would never have been possible without the experiences I've gathered throughout my life, both positive and negative.

SO REALLY THEN - WHAT IS BODY CONFIDENCE?

Body confidence is about self-acceptance. Let me break this down into 4 key principles I've found through my life experience:

**TOTAL
ACCEPTANCE
OF YOUR
BODY & BEING
NAKED WITH
YOURSELF**

**FINDING
YOUR
HAPPY**

**BANISHING
COMPARISON**

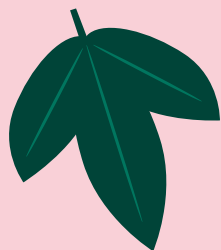
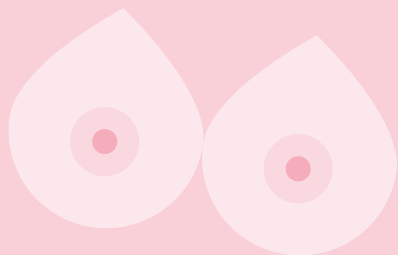
**BRINGING
SELF-LOVE TO
EVERYDAY**

There's so much energy put into achieving perfection which is an absolute waste of time.

trust me,
**PERFECT DOES
NOT EXIST.**

In this guide, I will take you on a fulfilling, optimistic, body-loving crash course through life. Let's boost that inner confidence and glow. It's time for more smiles and the occasional shimmy! It's time to feel great, every single day - and realise that you truly are a mega-babe.

THE NAKED TRUTH



APPROACH LIFE WITH VULNERABILITY, HONESTY & POSITIVITY

To get us started, I'm going to share a little secret: I haven't been body confident all my life. To be totally honest babe, I'm not even body confident every single day – because I don't believe that is actually humanly possible.

What I am is a flawed human. I laugh, I cry, I fart, my body wobbles, my mind wobbles, my heart flutters, and I'm funny about the texture of certain desserts. I'm no different to you (other than maybe on the panna cotta front). But in my career, I have been exposed to NAKEDNESS – more than you would believe – and with NAKEDNESS comes VULNERABILITY. I get vulnerability. I really get it, and I know how to turn it into something positive – for the world's biggest stars, for me, and for you.

BEYOND SKIN DEEP

I believe in the power of self-tanning so much. It's an instant mood-booster that leaves me glowing from the inside out. When I tan, my skin becomes an even canvas, glowing

and healthy looking. My eyes look brighter, which in turn makes me smile and feel more confident.

STRIPPING IT DOWN

To get to this glow paradise, first you need to strip it back. Nothing prepares you for the first moment when someone takes off their clothes for a spray tan. There's an indescribable vulnerability. It's a person stripping back their entire persona, everything that makes them "them" – which can feel pretty uncomfortable. To take the act of spray tanning to the next level, it's about making that moment and the whole process more enjoyable.

Thinking about my own insecurities and seeing these beautiful naked bodies, helped me understand how different we all are. It made me realise I really didn't have anything to be embarrassed about all along. And neither do you.



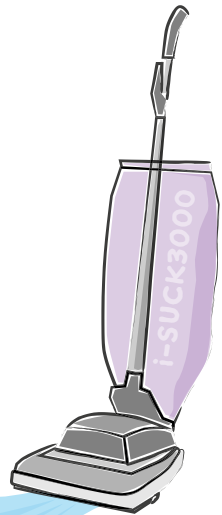
MOOD DRAINERS AND ENERGY RADIATORS

A huge part of this intimate process centres around reading the mood of my clients. When we strip everything back, we're left with energy. Learning to read and understand the core energy of a person is such an important part of my job.

Every single person you know gives off a different type of energy. This energy draws us to them. However, there are two main types of energy I like to reference when I'm training my assistants:

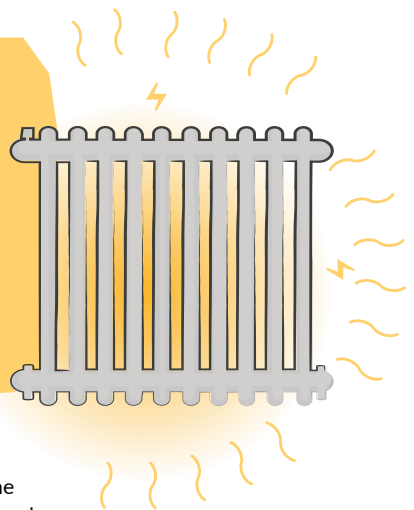
MOOD DRAINERS

People who suck the energy out of the room. They're like a vacuum for good vibes, bringing down the positivity of others. Have you ever had that moment when you enter a room and feel totally sapped of all your energy? You feel empty after? Yep, you've been drained babe.



ENERGY RADIATORS

People who make you feel alive and happy. They radiate love, laughter, and good vibes - you can't imagine your life without them. These people FEED your energy.



We all know a mood drainer or two and we all recognise the radiators. Something to always be conscious of is the personal energy WE give off. Be the radiator. Release positive vibes and share your energy. By sharing our positive energy with others, we receive more back in return. It's a win-win. People who do this are happier than most.



POSITIVITY PANTS

I'll say this now. Being a positive person is infectious. When you start to radiate this energy you won't believe how far you'll go on the Positive Pants Richter Scale. Your Positive Pants will be so thumbs-up they'll sparkle unicorn tears. How blinding!

Bringing this practice into our everyday lives is easy. Complimenting someone - a genuine compliment - is an instant shot of energy. By saying the things other people don't, and noticing the little things, we're radiating that ENERGYYY.

And how freakin' good does it feel? It feels AMAZING to make others feel wonderful. End the day knowing you made a positive impact on somebody's life, even in the smallest way. Knowing that you have the superpower to lift another's energy in a single moment is a natural gift.

MEET THE ENEMY: COMPARISON

LEARNING TO IGNORE THE BEAST

Co-written by Lucy Sheridan

One of the biggest obstacles I've had to overcome in my ongoing journey to accepting and becoming confident has been COMPARISON.

"Why don't
I look like
that?"

"I wish
I could have
that..."

"THEY'RE SO
LUCKY - LOOK
WHAT THEY'VE
ACHIEVED!"

You know what I'm talking about, don't you? Looking at what others have and **COMPARING** it to what you have yourself. Comparison comes in all shapes and sizes - a bit like we do. During my spray tanning career, I've been exposed to wealth and extravagance at every level. And this is the simple lesson that I've learned:

If you compare your life (or body) with others, you will start to feel unhappy.

Model, actor, popstar, influencer - despite (carefully curated) appearances, no one is perfect. They all have their own struggles. Remembering this, we need to teach ourselves to not fall into the **COMPARISON TRAP**.

*** DID YOU KNOW...? ***

A study, from York University in Canada, found that young women who were asked to interact with a post of someone whom they perceived as more attractive felt worse about themselves afterward.*

OH SNAP! IT'S A TRAP...

What exactly is a comparison trap? In a sentence, it's determining YOUR self and YOUR worth based on the lives of others.

As the name suggests, once you fall into this trap, it's hard to pull yourself out again, filled with self-doubt and self-loathing. So, it's high time we reset this trap, and start thinking about what works for US, not someone else.

This is increasingly difficult now that we're so connected to social media, where the word perfect is something we inadvertently see, hear and use a lot. Striving for "perfection" only leads to disappointment. Trust me babe, I've been there, done it - not worth it. Back in my early 20's I went off to university, started making a lot of new friends and looking at my body differently through a new lens. I started over thinking - thoughts like:

"Why don't people want to hang out with me?"

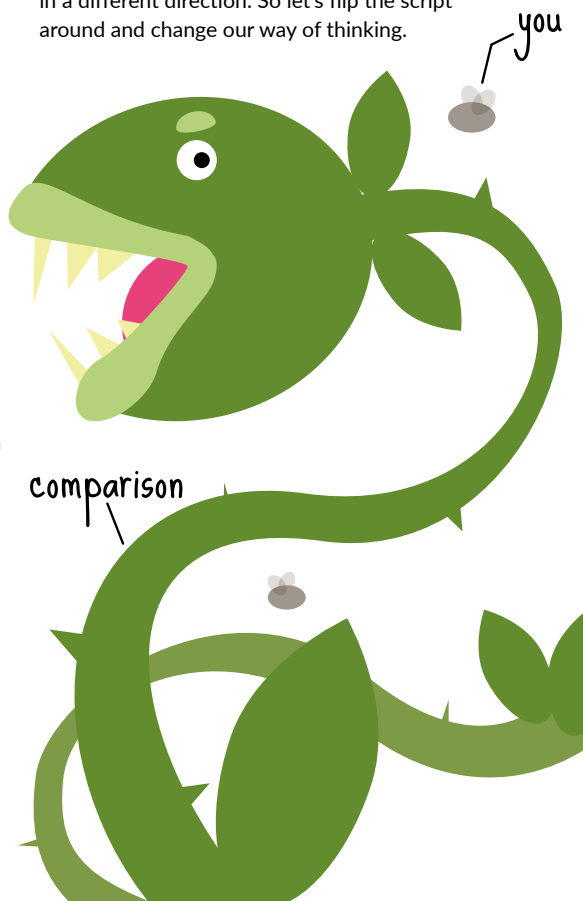
"Why does nobody find me attractive?"

When I looked in the mirror, I hated EVERYTHING about myself. I reduced what I was eating dramatically and developed anorexia. I believed my body shape and my appearance was what people wanted from a friendship - which sounds like madness, I know. I became obsessed with the number on the scales, with the number on the label of my clothes, with the number of calories I consumed each day.

Internally I battled the demons of comparison to my peers and those profiled in the media. I thought I had to change everything about myself and the way I looked to be liked by others. We've all had these moments in our lives - adjusting ourselves even slightly to fit in with others, trying to appear thinner, prettier, stronger. The bottom line: I was convinced being "me" wasn't good enough. I wanted to be someone else. My constant comparisons led me to lose sight of MYSELF. Now, imagine if I'd never escaped this trap.

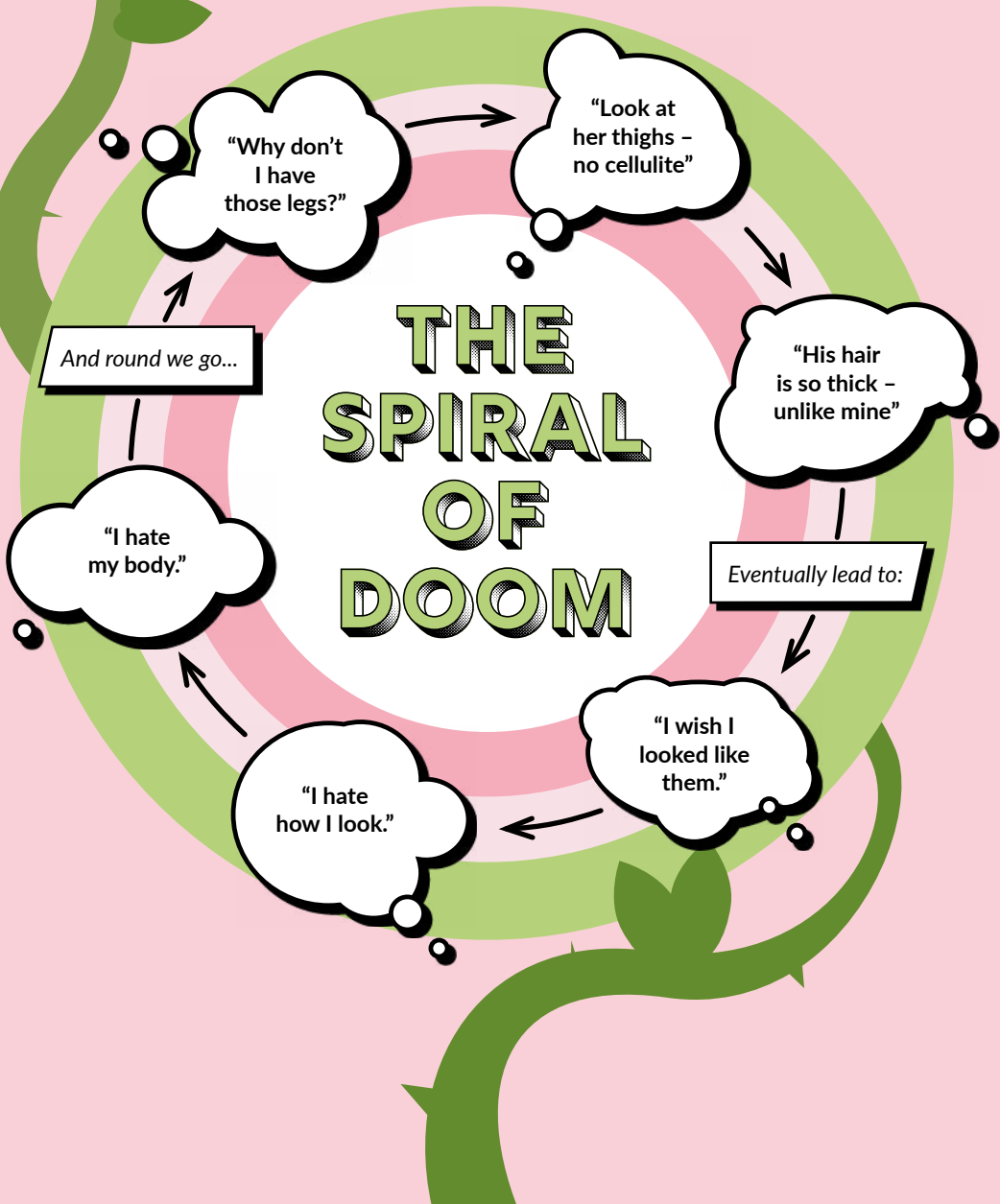
Where would I be now? And imagine if YOU take steps to escape this trap today - where will YOU be?

What I learned from this experience was that once you get to where you're looking to go, you'll only want to take it further. The best and worst part of it all, is that this vicious cycle is fuelled by one person only, YOU. Overcoming an eating disorder doesn't happen overnight, it took time and lots of support. The first step was understanding and acknowledging why I was doing this, then changing my surroundings and thought process. Over time, I realised that my friends were my friends because of my whole worth, not my appearance. I began to slowly change my mindset. Triggers come and go, but now I recognise these triggers and sidestep myself in a different direction. So let's flip the script around and change our way of thinking.



BREAKING FREE FROM THE CYCLE

One of the easiest ways to approach a fear, is to break it down until it's no longer scary. Thinking thoughts like these:



HOW DO WE DEAL WITH ALL THIS?

The answer is surprisingly simple. SHUT. IT. DOWN. Whenever you find yourself falling into a comparison trap about your body, just throw your self-defence mechanism into action. Replace self-hatred with self-love.

Take a stand and say:

"Oh hello doubts, fears and anxiety - good of you to stop by, but you know what? I'm not in the mood for a comparison trap today."

Then, let it go. These thoughts can't hurt you if you shut them down straight away. Work towards shutting them down EVERY TIME. Remember, every thought has a negative and a positive, and you can choose which to roll with.

***Say NO to body shaming
and YES to body praising!***

I DARE YOU!

Here's an exercise for you. Take out your phone and write down the name of one person with whom you fall into a comparison trap with. Underneath that, write down how that makes you feel. Don't judge yourself. Now I dare you to text all of this to the person you're talking about. I DOUBLE DARE YOU. Chances are they'll come straight back and tell you how RIDICULOUS you're being. Even if you don't dare do this, then delete it. DELETE IT forever. Then repeat after me:

"I am not going to let this thought process control me. I'm wonderful as I am."

By saying this, you're shining light on the darkness. You'll see those thoughts for what they truly are, negative thoughts, just words. There are better thoughts and stronger words you can choose to believe.

ACCEPTING THE WHOLE YOU

IT'S TIME TO GLOW

Whenever I'm asked to sit on a panel, or sum up body confidence for an interview, the immediate answer that comes to mind is always: 'acceptance'. Acceptance is a silent and calming thought in the brain. It's closing your eyes and checking into factual reality – the present, the right now. This is exactly where you are supposed to be. This is your body. This is your vessel.

The journey to self-acceptance isn't an easy one. Once you learn to overcome the endless cycle of comparison and unhappiness it brings to your life, things still can occur that will trigger some self-doubt. Recognise those triggers and know you're on the right path.

ACCEPT YOUR PAST MISTAKES

It's hard not to look back on the past with rose tinted glasses. Remember how slim you were in your teens, how young your skin looked, how that dress in your wardrobe fit two years ago.

It's important, however, to accept that the past is the past and it will stay there forever. Looking back to a life that once was will not help you in the present or in the future. It's happened. It's gone. Accept it.

Conspiracy Theory:
Wardrobe Monsters
are secret creatures
with heating superpowers
that shrink our clothes
whenever they feel like it.

I'll be honest with you. I have a very questionable tattoo on my hip. Okay, there's no question about it - it's just plain bad. But this was a choice I made, right or wrong - and now I'm living with it.

How and why did I decide to permanently ink this questionable marking onto my body? Well babe, I had just received my first set of exam results. To celebrate the joyous occasion, as one does, I took my fake ID, and drank excessive amounts of alcohol with friends.

And then, my young and impressionable brain pondered, "What other adult and rebellious activities can I pursue? This would be a *great* time to get a tattoo". So that's how I ended up behind the curtain of a small, dimly lit hair salon - a place where no good things have ever or will ever happen.



I asked for a blue star, but my tattoo artist informed me there was no blue ink left. Never one to be deterred, I opted for green instead. What I left with was just that, green and not much more. The thought that, "you'll regret that when you're older!" meant nothing to me - I knew what I was doing.



Years and years have passed, and each time I look at it in the mirror, I'm faced with two options:

Stare, obsess, regret.

Allow the green blob to manifest and fester away in my brain.

OPTION A

OPTION B

Total acceptance.

I do not regret this tattoo. It reminds me of a point in my life when I felt true youth, freedom and rebellion.

When you write your thought processes down like this - it's clear to see which option seems like the more fulfilling choice. Whatever your version of the green blob is, it's important not to judge ourselves too harshly. Be more forgiving. It's all part of the process of replacing self-hatred with self-love.

LEARNING TO LOVE HOW YOU LOOK & FEEL IN THE NOW

Wiggle your toes and your fingers. Look away from these words and around the room. Stroke your skin and your body and give yourself a hug. Go on, do it! HUG YOURSELF!

This is what your body looks and feels like right now. Whether you like your body or not is a different matter – this is how it is today. What do you have on your body that shows the life you've LIVED? Scars? Marks? Bruises? Freckles? Wrinkles? Tattoos? Your body is your temple, and these are your unique markings representing your amazing, miraculous life.

Repeat after me:

I accept my body. I accept the present. I accept the whole me.

THIS IS IT BABE.

The magic wand to transform you into your favourite celebrity, Instagram idol or friend doesn't exist! You are you. This is your life, this is your body.

Take a pen and paper and list down five things your body allows you to do:



DISCLAIMER:
This magic wand
doesn't exist.

1.

2.

3.

4.

5.

Think about what your body does for you
every day and realise your body is truly AMAZING.
Say it with me...



MY
BODY
IS
AMAZING

FIND YOUR HAPPY

IF YOU LOVE IT, DO IT DAILY

'No matter what I'm doing or where I am - I just want to be happy.'

We've all thought this at some point in our lives. This simple philosophy seems so achievable at its root. Of course, as we grow through life, it's all too easy to lose sight of this mindset - things get in the way. Sometimes things happen that make us feel we'll never be happy again.

For me, this came at age 31. I was the victim of a homophobic attack in a nightclub. I was beaten to the floor by two total strangers and my world fell apart. My skull ached, my body was sore, but worst of all my spirit was broken. I pushed myself to carry on, but eventually I cracked and broke down. I felt worthless, alone, bruised and lost.

This was the darkest time of my life. But do you know what, babe? In life, there are crossroads. Moments where we make a profound choice. At this moment, I faced a decision I will never forget. Should I finish it all? Give up? Focus all my energy on the negative experiences and decide it's just too much? Should I release myself to the downward spiral?

Then, something changed. During my recovery, a friend and life coach told me that if I wanted to survive, I had to feed my happy. 'I don't care what it is,' she told me. 'If it makes you happy, just do it.'

What a revelation! In your darkest moment, to find any and every source of light and gravitate towards it is the best thing you can ever and will ever do. I found the more I focussed on feeding my happy, the more I began to heal. Why wasn't I doing the things that made me feel good every single day before?

It's something I now revisit time after time.

Every day I remind myself that I can be happy. And I can stay happy. All I have to do is 'feed my happy'.



It's so important for you to think about this in relation to your own world, what matters to you, and how you're going to feed YOUR happy. Because believe me babe, nobody else will. So what feeds your happy? **THINK ABOUT IT!** Shake off the shackles of what you **THINK** you should be and follow what feels right.

For me, happiness is fed by nature. I **AM A TOTAL NATURE GEEK!** There, I said it. I love trees. I love birdsong. I love fresh air.

I stopped riding the conveyor belt of nightlife and followed my happy. This vicious attack wasn't going to beat me. It was going to shape me instead. I turned my darkness into light, my negative into positive.

REMEMBER: YOU'RE YOU AND YOU'RE AMAZING

Realising you're not like everyone else is one of the most important lessons in life. And that's just fine, babe. Better than that – it's amazing! Being you is the best thing you can be.

Play to your strengths and accept that what you have is unique to you. Just look at the creases that line the palms of your hand; individually designed by Mother Nature herself, like a work of art. Here you are.

I want you to ask yourself this: what truly makes you happy? Is it travel? Being near the water? Salsa dancing? If it makes you happy then baby, just do it and don't sweat the small stuff.

HOW TO FIND YOUR HAPPY

Write down 3-5 things in your life that make you happy.
Now think about how often you do them?



1.

2.

3.

4.

5.

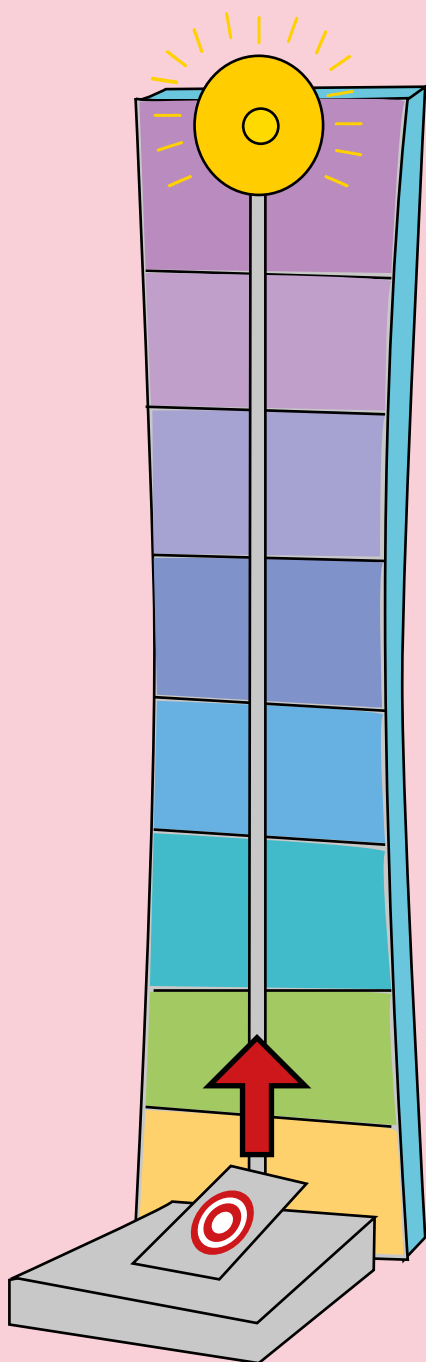
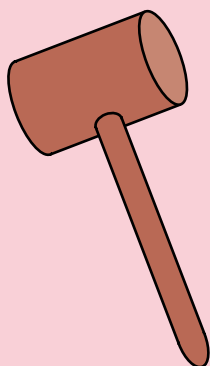
It's important to do these things as much as possible. Choose at least one you can do daily. Every time you're doing these activities, work to be present. Take it all in and allow the happiness to wash over you.

Happiness is an emotional state.

The happiness spectrum ranges from a general sense of satisfaction (things are cool, life's ok) to intense joy (things are brilliant, life's amazing!). From one end of the spectrum to the other, it's a good place to be. When we're happy, we feel better and do better.

Wherever you sit on the happiness spectrum, remember; the more you feed your happy, the harder the hammer hits and fires you up to ring the happiness bell.

Keep feeding that happy babe!





MAKE EVERY DAY SUNDAY

BRINGING YOUR SELF-CARE RITUALS TO LIFE EVERY DAY OF THE WEEK



For me, Sunday is the ultimate self-love day. There is something magical about the energy of a Sunday; sleeping in, long walks, brunches, and lots of laughter with those I love. It's the day I truly let go and feed my happy. This is the day that I accept and feel at one with myself. If you're going to feel confident, Sunday is a good place to start.

SELF-LOVE IS BORN ON SUNDAYS

Let's talk a bit about self-love. Self-love is connecting your mind with your body's experiences while taking the time to do this in a really thoughtful and meaningful way. Although it's a simple concept in theory, it's something we often overlook. Honestly babe, self-care is key to improved mood and reduced anxiety.

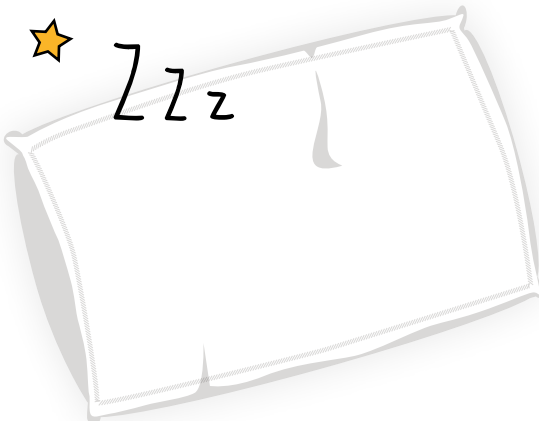
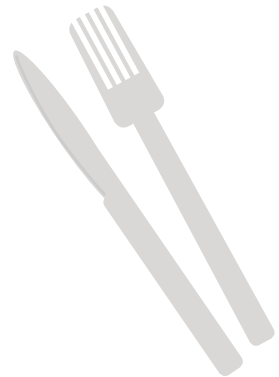
Establishing a self-care regime that works with you is SO important. Whether you have 45 minutes or just 5, it's the little things that make a difference. It's all about connecting the mind and the body - taking that moment for you.

During the week, it's easy to get lost in the routine. Bringing Sunday to everyday means sprinkling the joy you feel on this day to every day of the week. There's enough happiness to spread around!

Each morning when you wake up, think about at least three things you have to look forward to. Imagine your head hitting the pillow at the end of the day having enjoyed them all.


TOP TIP!

Make sure you add 3 self love tasks to your daily to do list. Productivity at its best babe!



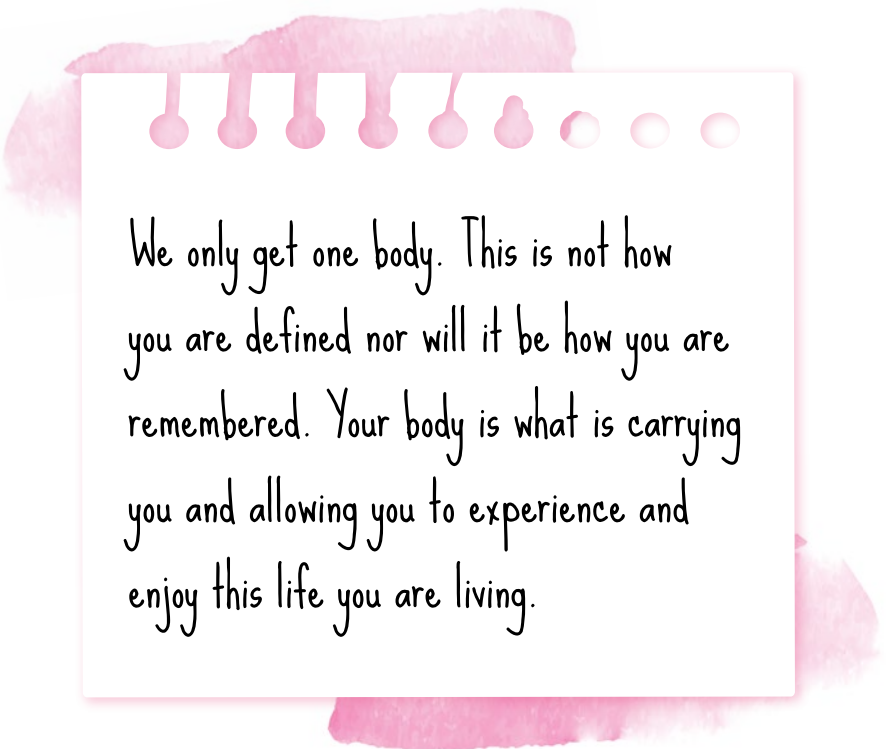


SOME WAYS TO BRING A LITTLE SUNDAY MAGIC TO YOUR EVERYDAY:

- Feed your body with an exercise routine that works for you – just 15 minutes does wonders for the mind and body.
 - Sleep is EVERYTHING! Those 8 hours are more important than you think, so try and get a few extra winks when you can.
 - Take a long shower. Close your eyes, be present and feel the water flow over you, from the crown of your head, right down to your toes. Heavenly.
 - Make plans with those who radiate positive energy.
 - Say no to others and yes to yourself – more time for you.
- 

HAPPINESS: COMING IN FOR LANDING

If you take one piece of advice away from this, let it be:



We only get one body. This is not how you are defined nor will it be how you are remembered. Your body is what is carrying you and allowing you to experience and enjoy this life you are living.

How you live your life and what you do with your time on Earth is entirely up to you – but try and be a little less critical of yourself along the way.

Am I body confident 100% of the time? No. Do I wobble? Yes. But I recognise the wobbles and realise that this is me. We all wobble.

Life is not a dress rehearsal, there's no second chance. We are all moving forward. Learn from, but don't live in the past. Spread positive vibes, feed your happy, and accept the whole you. Making these small changes to your every day will help shape the future and build a happier you.



**IT'S YOUR
TIME TO
GLOW
BABE.
READY?**

LOVE NOTES TO YOURSELF

I love my...

I am grateful for...

These friends make me happy...

Next week I want to...

I love my body because...

MY GREATEST ACHIEVEMENTS

(so far)

MY GREATEST ACHIEVEMENTS

(so far)

MY GREATEST ACHIEVEMENTS

(so far)

ISLE OF
PARADISE