



EXTRACT FROM THE BOOK: **BEAUTY AND THE BEAST WITHIN**

The new millennium has seen an even greater division of traditional roles.

Today, in 2009, females now want all the trimmings that corporate life has to offer; promotions, travelling, staying away from home and aiming for CEO positions.

Woman command recognition, authority and big pay cheques.

Women are working long hours, having kids, relying on before and after school child care, are cooking convenience meals, and hiring cleaners. The traditional female role is either being hired out, shared by both parents, or done mostly by the same over-worked female. And unfortunately in her mission to prove to herself and her partner that she is competent and able, she has lost the ability to self-assess and relinquish some roles.

Modern woman is trying to achieve too much and is stressed and unhappy.

Hormone changes are a consequence of this modern and demanding lifestyle.

More ladies are demonstrating high androgen (testosterone) levels, insulin problems and altered cortisol levels.

This is leaving many ladies with acne appearing at 40, and male hair patterns (whiskers on the chin and upper lip are common). Women feel angry and are aggressive to men.

Swinging insulin levels create a see-saw of energy levels and sugar cravings. Alcohol, chocolate and lollies are consumed en masse!

Addictions to many things are rampant as women try to release their stress. They become addicted to internet social pages (eg: facebook) they send sms and tweets, they smoke cigarettes, they drink alcohol, they eat sugar, swirl on lattes and lash out with some good old retail therapy.

The stereotypical subordinate, house-wife of the 50's with her hair in curlers has been replaced with a hairy, angry monster called modern woman.

She is not happy, nor is her sexual opposite – the mere male. Somewhere in the last 50 years, the pendulum has swung too far and ladies need to relax, reassess and determine what they want.