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FOR IMMEDIATE RELEASE

Cognitive Psychologist and Trusted Social Media Influencer Encourages Readers to Embrace True Self-Care Practices



Boca Raton, FL, October 29, 2024— Mainstream self-care culture has convinced women that manicures and Botox are what they need to be happy. While these practices can provide some fleeting satisfaction, they lack the critical and long-lasting nourishment that women actually need to thrive. These self-care practices are the potato chips of self-care — empty calories that cannot provide true fulfillment. In a world of quick-fixes it can feel impossible to find genuine self-care, until now.

Beyond Self-Care Potato Chips: Choosing Nourishing Self-Care in a Quick-Fix Culture by Amber Wardell, PhD, is a call to action for women to embrace true, sustaining self-care habits. As a psychologist, public figure, and millennial mother, Amber knows firsthand the challenges women face to take care of themselves amidst the chaos of life, all while unlearning the harmful self-care tactics women are taught from girlhood. While it might seem impossible to balance everything, this book provides realistic and fulfilling self-care practices for any reader.

“*Beyond Self-Care Potato Chips* is my love letter to exhausted Millennial women (and our sisters from all generations) who were brought up hearing that self-care is selfish and self-love is egoic. It is the story of how I learned to love myself again, and the practical steps I took to get there. I hope it will be a roadmap for other women to do the same,” says Wardell.

Through intimate and often humorous personal anecdotes, Amber demonstrates how readers can let go of unfulfilling solutions and begin embracing healing self-care. Encouraging readers to cultivate their own truth trench, Amber provides actionable advice at the end of every chapter.

By internalizing each piece of advice, readers can begin to set aside their bag of self-care potato chips and reach for nourishing and healing self-care practices.

About the Author



Amber Wardell, PhD, is a cognitive psychologist, and public figure with over 670,000 followers on [TikTok](#) where she offers trusted advice on motherhood, marriage, and mental health. With over a half million followers on social media, she has become a trusted voice among women who are looking to embrace self-care.

Beyond Self-Care Potato Chips: Choosing Nourishing Self-Care in a Quick-Fix Culture

Publisher: HCI Books

Release Date: October 29, 2024

ISBN-10: 075732522X

ISBN-13: 9780757325229

Trade Paperback, 336 pages

Media Questions for *Beyond Self-Care Potato Chips*

By Amber Wardell, PhD

1. What is *Beyond Self-Care Potato Chips* about?
2. Why did you write this book?
3. Could you talk about the title? And more specifically, what is a “self-care potato chip”?
4. This book targets women while advocating for self-care. Why was it important to you to advocate for self-care for women in particular?
5. How have your experiences on social media influenced your relationship to advocating for self-care?
6. As a Doctor of Psychology, an author, and an online personality, why is it especially important now to be sharing reliable and researched ways to practice self-care?
7. What can readers expect to learn from reading this book?
8. Many women struggle to balance marriage, motherhood, friendship, family, personhood, a career, and much more. How do you suggest women try to implement self-care practices into their daily lives without becoming overwhelmed?
9. How has your own relationship to self-care changed over the process of conceptualizing, writing, and now promoting this book?
10. What has been the most rewarding aspect of developing an online presence and sharing your advice online and now as a book?
11. Is it ever too late to begin sustainable self-care practices? How do you recommend implementing nourishing self-care for beginners?