

**From the trusted online voice @sensible\_amber comes actionable advice for entering your genuine self-care era**

## **BEYOND SELF-CARE POTATO CHIPS**

*Choosing Nourishing Self-Care  
in a Quick-Fix Culture*



AMBER WARDELL, PhD  
Psychology Today contributor and TikTok's @sensible\_amber

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## **ABOUT THE AUTHOR**

**Amber Wardell, PhD**, is a cognitive psychologist, writer, *Psychology Today* contributor, and trusted social media influencer with **over 690K followers** on TikTok and Instagram where her authentic advice on motherhood, marriage, and mental health has made her a trusted voice of honesty and reliability among women who are looking to embrace nourishing self-care and self-empowerment.



## **Beyond Self-Care Potato Chips**

*Choosing Nourishing Self-Care  
in a Quick-Fix Culture*

**Amber Wardell, PhD**

Mainstream self-care culture has convinced women that manicures, rom-coms, and Botox are what they need to feel better. While these practices can provide some fleeting satisfaction, they lack the critical and long-lasting nourishment that women actually need to thrive. These 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 and 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.

Through intimate and often humorous personal anecdotes—and employing the same combination of raw honesty and relatability that has made her **a trusted online voice** and social media sensation—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 so women can begin to set aside their bag of self-care potato chips and reach instead for something more nourishing, healthy, and sustainable.

“This 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,” says Wardell. “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.”

# SAMPLE INTERVIEW QUESTIONS:

1. What is *Beyond Self-Care Potato Chips* about?
2. Could you explain the book's title? What is a "self-care potato chip"?
3. Why was it important to you to advocate for meaningful self-care for women in particular?
4. Is it ever too late to begin sustainable self-care practices?
5. How do you recommend implementing nourishing self-care for beginners?
6. Many women struggle to balance marriage, motherhood, friendship, family, personhood, a career, and much more. How do you suggest women try to implement meaningful self-care practices into their daily lives without becoming overwhelmed?
7. How have your experiences on social media influenced your relationship to advocating for self-care?
8. 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?
9. What can readers expect to learn from reading this book?
10. How has your own relationship to self-care changed over the process of conceptualizing, writing, and now promoting this book?
11. How has motherhood changed your views on the value of self-care practices, particularly as it relates to your daughter?
12. What has been the most rewarding aspect of developing an online presence and sharing your advice online and now as a book?

## TALKING POINTS:

- The concept of quick-fix, fast-food "self care" versus nourishing, sustaining self-care
- The problematic messaging that's been given to women, especially millennial women
- Examples of realistic and fulfilling self-care practices
- How Amber learned to love herself again, and the practical steps she took to get there that can serve as a roadmap for others
- Actionable advice that replaces unfulfilling, superficial solutions
- Amber's impressive social media following: what her audience takes away from her content and what they've taught her in return

## TIMELY TIE-INS:

### September

- Self-Care Awareness Month
- Self-Improvement Month
- Working Parents Day – 16
- World Gratitude Day – 21
- National Singles Day – 21

### October

- Emotional Wellness Month
- National Forgiveness & Happiness Day – 7
- National Train Your Brain Day – 13
- Evaluate Your Life Day – 19

### November

- National Gratitude Month
- National Family Caregivers Month
- Singles' Day – 11
- National Unfriend Day - 17

### December

- Read a New Book Month
- World Peace Meditation Day – 31

### January

- New Year, New You

### February

- Self-Renewal Day - 2
- Singles Awareness Day – 15