

# Editorial

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We live in times of instant information. Be it politics, economics, culture, sport, fashion or health, access to information is so easy. The dilemma is not the lack of information, but the overwhelming abundance of it. Choosing it, processing it and using it for our own benefit can be rather stressful on occasions. Should we accept just to be “informed” or should we rather use this information to “transform” ourselves, within and without, the way we want to?

TRANSFORM magazine has been created not only as a new informative media (instrument), but to provide practical, objective information that can be immediately used to transform our lives, in a lesser or greater way, but always for the better.

Life is perpetual motion. “Nothing is created, nothing is destroyed, everything is transformed”, said the French scientist Lavoisier. It is true that time itself transforms us throughout our lives, whether we want it to or not. Should we let time go it alone, or should we be part of the process?

TRANSFORM magazine has the ambition to become a truly effective instrument. Each article of each chapter, backed up by renowned specialists in their respective fields, will be written to help us achieve our own transformation without losing time in the process.

Looking good.... feeling good. “HANDSOME” will be the chapter concentrating on external beauty, sometimes the first step towards a transformation. From hairdressing to plastic surgery, our look has an impact on our day to day life. Privately and socially, improving our image is often a way to make a step forward for a better life. It also provides the necessary energy to make that vital second step.

A better image is pointless if not accompanied by perfect fitness. The “HEALTHY” chapter will focus on the most practical ways to maintain good health, improving it or recovering it. Good health in general, and more specifically diet, exercise, teeth and smile, circulation, are issues that will be scrutinized not only by our team of experts but also by the common sense of our very own readers. Being healthy really can be the second step towards transforming our life.

The “HAPPY” chapter will be dedicated to the outer and inner ways to bring happiness to our lives. Being happy is easier when you look good, feel good and are fit. Isn't that what matters? Being “Happy” means that you can also make others happy.

TRANSFORM magazine is not a vehicle to kill time, nor is it intended to vainly raise the desire levels of the more passive consumer, it is “information in action” for a better life. It starts today.

Pier Jean Albrecht