

CAHM

CAHM is a luxury fragrance and wellbeing brand with ethical principals based in Horsforth, Yorkshire.

CAHM was born from the need to channel my energy and anxiety at a particularly distressing time in my life into something positive.

My initials are 'AH' and CAHM essentially is me, Amy, wrapped in calm. Following EMDR therapy to combat PTSD, my life was completely changed for the better, and it is my goal to share with the world the life mantra I formed to help me cope:

- Take **CARE** of your mind and body and provide yourself with the time and headspace to do so
- Be **AWARE** that everyone needs a little down time - dream big but don't burn out
- **HOLD** close only those people who enrich your life and bring you joy
- Be **MINDFUL** that we cannot control the way other people behave, only the way we ourselves react

5% of all CAHM profits are split equally and shared between Bipolar UK and Soft Power Education.

Thank you for being interested in my journey, and my desire to bring a moment of CAHM to people through beautiful, design-led products that bring joy.

Amy x

