

Women of the world unite

Australian psychologist offers solutions to cross-cultural women's issues

**Imagine a world without body image, a place where the only thing that counts
Is what is on the inside...**

Denise Greenaway, food psychologist, renowned lecturer and mother, has seen this world firsthand, having traveled to the Australian desert to work with a community of Aboriginal women. Here she witnessed a community of women who did not define themselves by their physical appearances but rather by their values roles as the guardians of children, the earth and each other.

Based on these experiences, Greenaway writes, *Finding Artemisia: A Journey into Ancient Women's Business*, a cross-cultural journey into the female mind and spirit, highlighting the powerful connection that has been lost over time between women and their true selves.

Greenaway's new book takes a close look at modern societal roles, modern family structure, relationships and identity pressure against the backdrop of a traditional Australian desert community.

"I wanted to take readers into an image-free zone and let them taste the freedom that it brings," Greenaway says. "I wanted them to feel the core of what it means to be a woman, free from society's definitions."

Finding Artemisia covers topics like women's relationship with food and body image, gender roles in modern day society, and the importance of women getting back to their roots, away from the pressures of society.

Through her book, Greenaway has one ultimate goal: to remind women in today's society about "ancient women's business" : loving, supporting each other, bringing up children, healing the earth.

"The solution my book offers is a different way of seeing the world: rather than through 'physical appearances,'" Greenaway says. "Ancient women's business shows women there is another way, a way that has served women for thousands of years: a world without body image."

Finding Artemisia: A Journey into Ancient Women's Business by Denise Greenaway

Paperback, \$19.75

ISBN: 978-1-4525-0384-4

Available at amazon.com and www.bookdepository.co.uk

For more information please visit www.denisegreenaway.com

About the author

Denise Greenaway lives near Byron Bay on the east coast of Australia, where she is a consulting psychologist, author and speaker. Greenaway has traveled all over the world to schools, summer camps, corporations, prisons and reservations, lecturing about women's issues and healthy body image. Her modern fairytale *Mirror Mirror*, changed the way girls thought about themselves. Her beautifully illustrated *Rainbow Food*, changes the way children think about food.

###

RELEASE: DECEMBER 2012

For interview requests or other enquiries

Contact Denise at greenawaydenise7@gmail.com