

A wholesome approach

We spoke to wellness entrepreneur Freyja Hanstein about the holistic benefits that the Wholesome World app offers its users, particularly those experiencing illness

The founder of nutritional and wellbeing resource Wholesome World, Freyja Hanstein grew up in Cornwall and completed degrees in law and marine biology before travelling extensively to witness how different cultures approach wellness.

Moving to Australia, she met her future husband, Lars, in Indonesia, but when she was just 26 years-old, in 2014, tragedy struck and Lars died from abdominal cancer. Less than a year later, Hanstein herself was diagnosed with a tumour affecting an area of the brain that controls memories and language.

During her post-surgery recovery, Hanstein decided to combine the health and wellbeing research she had carried out for her own benefit into the Wholesome World app. This valuable resource offers advice and guidance on how to follow a wholesome approach to life, with a particular aim to support anyone going through chemotherapy or radiotherapy treatment, including her personal spa preferences.

We spoke to the Cornish-based wellbeing entrepreneur to find out more.

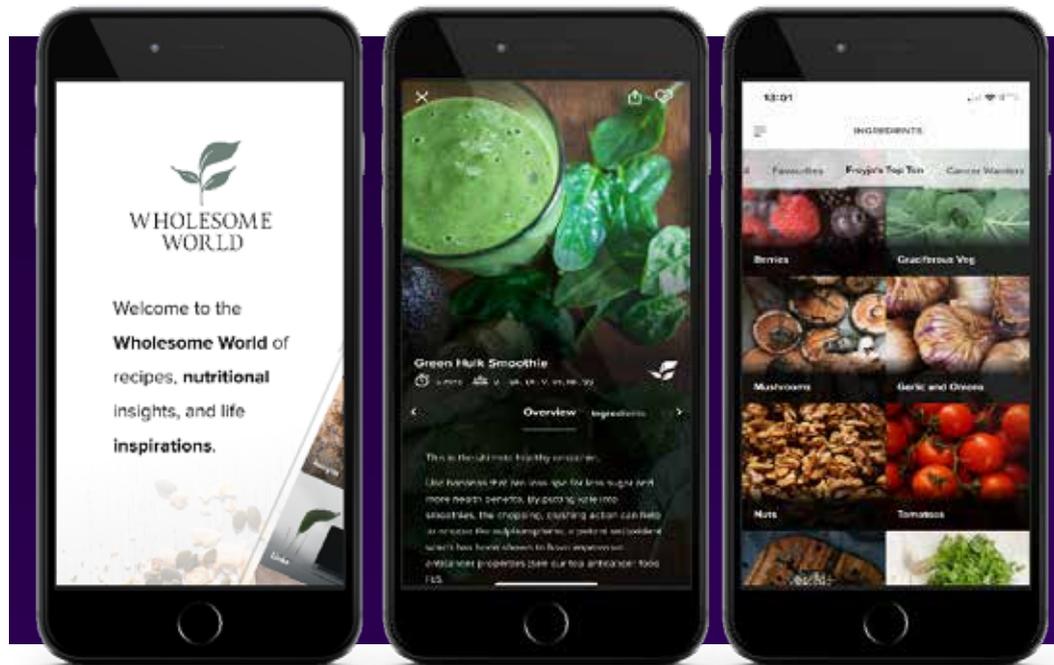
Tell us about your path to wellbeing

Wellness has always been a huge part of my life. Then, when my husband, Lars, underwent multiple treatment rounds for abdominal Synovial Sarcoma cancer, we looked for as many ways as we could to fill his life with wellness.

Lars passed away in 2014, one month after we got married. During the following year, I displayed worrying health symptoms and I was subsequently diagnosed with an Oligodendroglioma Cytoma.

I was lucky to have learned certain things from my husband's illness, such as how the cancer diagnoses are confirmed, so I pushed for a proper brain scan perhaps sooner than I would have done otherwise.

I had brain surgery to remove the tumour, but after my post-op radiotherapy and chemotherapy, which ended in early 2017, I faced a steep learning curve in regaining my concentration and reconstructing my language and memory abilities.



How did you come to create the Wholesome World app?

My experience of cancer made me want to create something to empower people with as much knowledge about their health, nutrition and wellbeing needs as possible.

The app touches on so many different life and health aspects. My husband dealt with the repercussions of cancer for years and then so did I. After living cancer-free for two years I wanted to speak about the insight I have gained.

The app launched in February 2019 and has mental and physical fitness elements as well as nutritional information alongside different levels of health advice, including my personal spa and skincare choices, and scientific data.

I wanted to create a hub of all my health research, that would be easy to access so users could download information or read it on their phone totally at their convenience.

How does the app help people introduce positive lifestyle changes?

It is intended to open the door for people to start understanding what benefits their own health and wellbeing. The app offers a wholesome approach to healthy living.

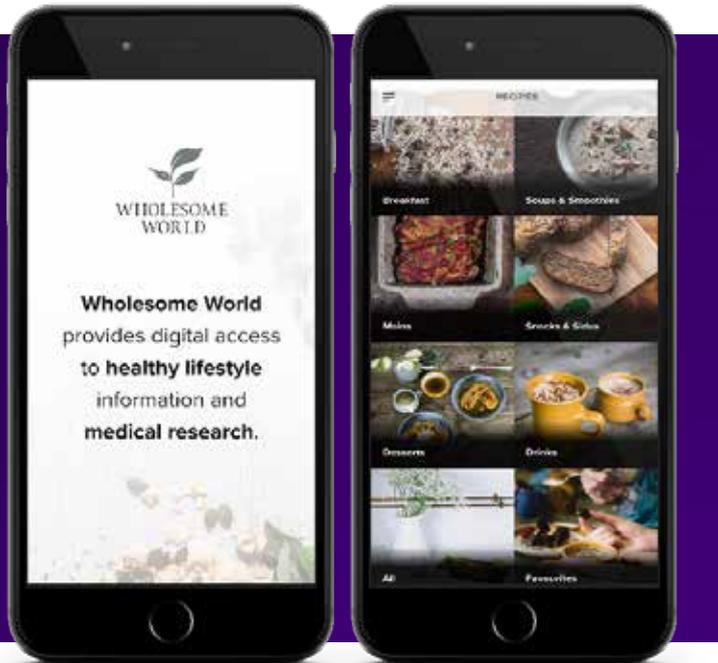
Everybody is different, so the app focuses on many aspects of lifestyle and provides information on everything from home-based habits to scientific progress. It has professional contributions from nutritionalists and chefs alongside trusted medical, lifestyle and healthy eating articles.

I've also included music on the app because, after my operation, I was unable to read during my recovery so I listened to lots of music instead. I couldn't focus on much and to even understand basic conversation was very difficult, so having music that allowed me an element of meditation helped to calm any stress in me.

What are you enjoying most about your new venture?

Meeting people and seeing positive reviews of the app is very rewarding, and I really enjoy creating

The Wholesome World app created by Freyja Hanstein aims to deliver wide-ranging wellness information including medical, nutritional, cosmetic, spa and music highlights



dishes that are nutritionally beneficial. It's great to be helping people to help themselves.

Most of the time, we are bombarded with what we 'should' be doing, but by embracing new ideas, foods and ways of moving, we can challenge ourselves in small, positive ways without feeling out of control or as if we are failing. It's the small steps that count at times when big changes are happening.

How will the app develop in future?

I would love to connect more with people using the app, so I'm going to put a diary on my website so readers can have a more personal insight into what affects me and my headspace.

Along with some of the contributors, I'm going to set up a series of mini Wholesome World Retreats, which will begin at Easter 2020 in Cornwall. Guests will be able to learn about food, enjoy physical wellbeing sessions and gain an understanding of the ethos behind the app.



www.wholesomeworld.com

