



HAPPY
WEDNESDAY

HI THERE,

**WELCOME TO THE SEVENTH ISSUE
OF HAPPY WEDNESDAY MAGAZINE.**

IT'S ABOUT SELF-HELP.

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**COVER AND BACKCOVER ILLUSTRATION
BY BARBARA ANA GOMEZ**

**WEBSITE
www.happywednesday.co.uk**

***iCuddle*
CREATED BY RAUL QUIROS**

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This simple but effective tool cuddles the iPhone user (Android is coming up in 2013!!!!) at his/her request.

It's so hard to cuddle someone, or being cuddled these days, isn't it? We need cuddles, but our agendas leave little room for these little gestures that makes us feel a little bit better and shiner. If you, like me, have a hunger for cuddles but every time you moan for some you're denied them constantly - welcome to my world. Statistics show that 90% of British people are cuddle-takers but only 10.4% are cuddle-givers. So, out there, there's a chance in ten of getting a cuddle: a hug, a compliment, a kiss in the ass.

I invented the iCuddle because I was sick of looking for cuddles elsewhere. The iCuddle is the sole application for iPhone (and Android in 2013) that cuddles you at any time and for a period configurable by the user. It has several levels of cuddling, from friendly and soft encouraging sentences spoken by suggestive men and women voices, to heavy cuddling, like tickles and petting and compliments.

No matter how bad you feel! Read what other users say!

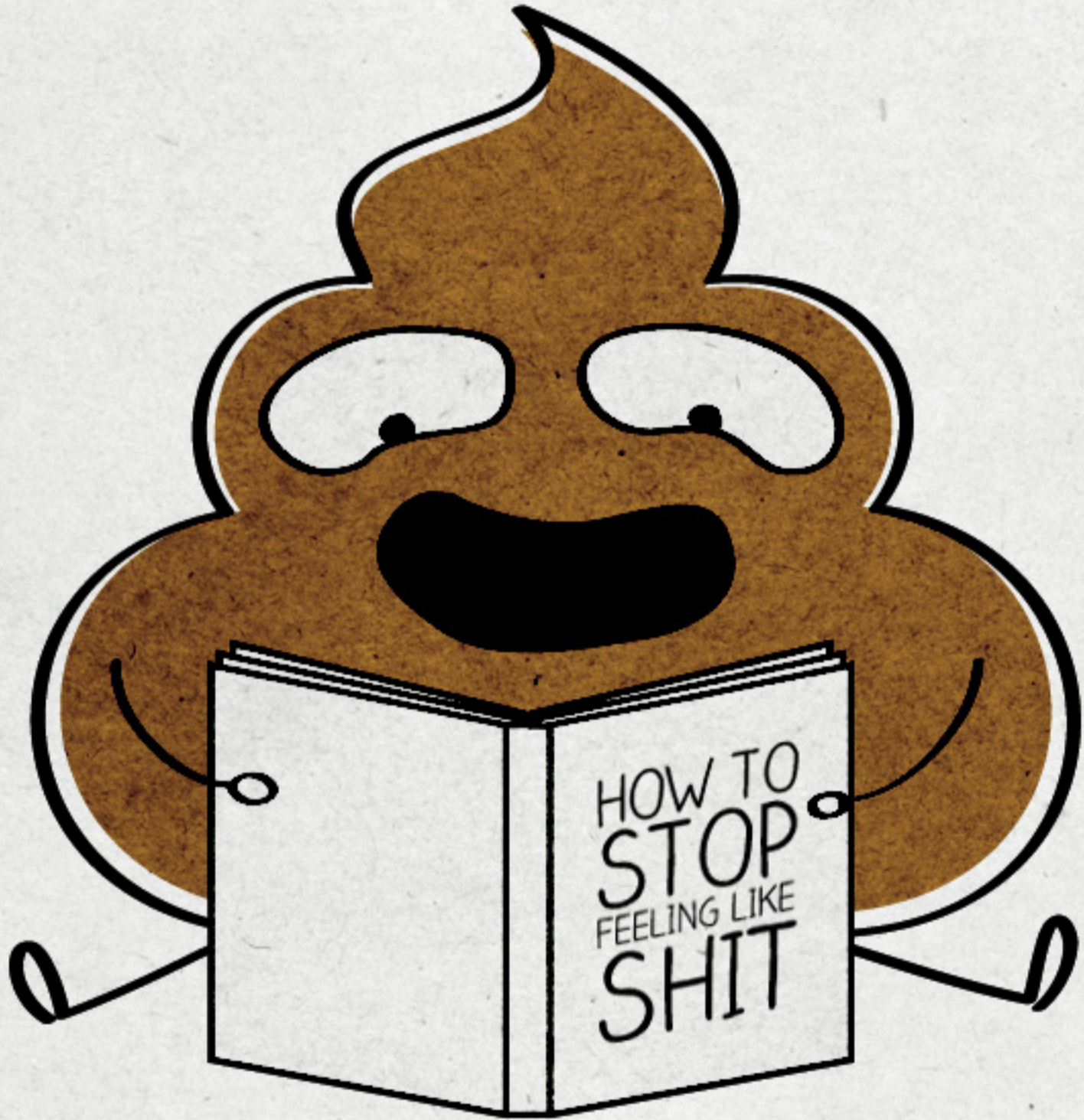
"I was fired for gross misconduct - I had a fight with a panda in the London Zoo where I used to work as animal carer - and I thought it was the end of my life. When I arrived home my girlfriend recommended me to download this app, and although I was a bit reluctant at first... What can I say, it just simply works."

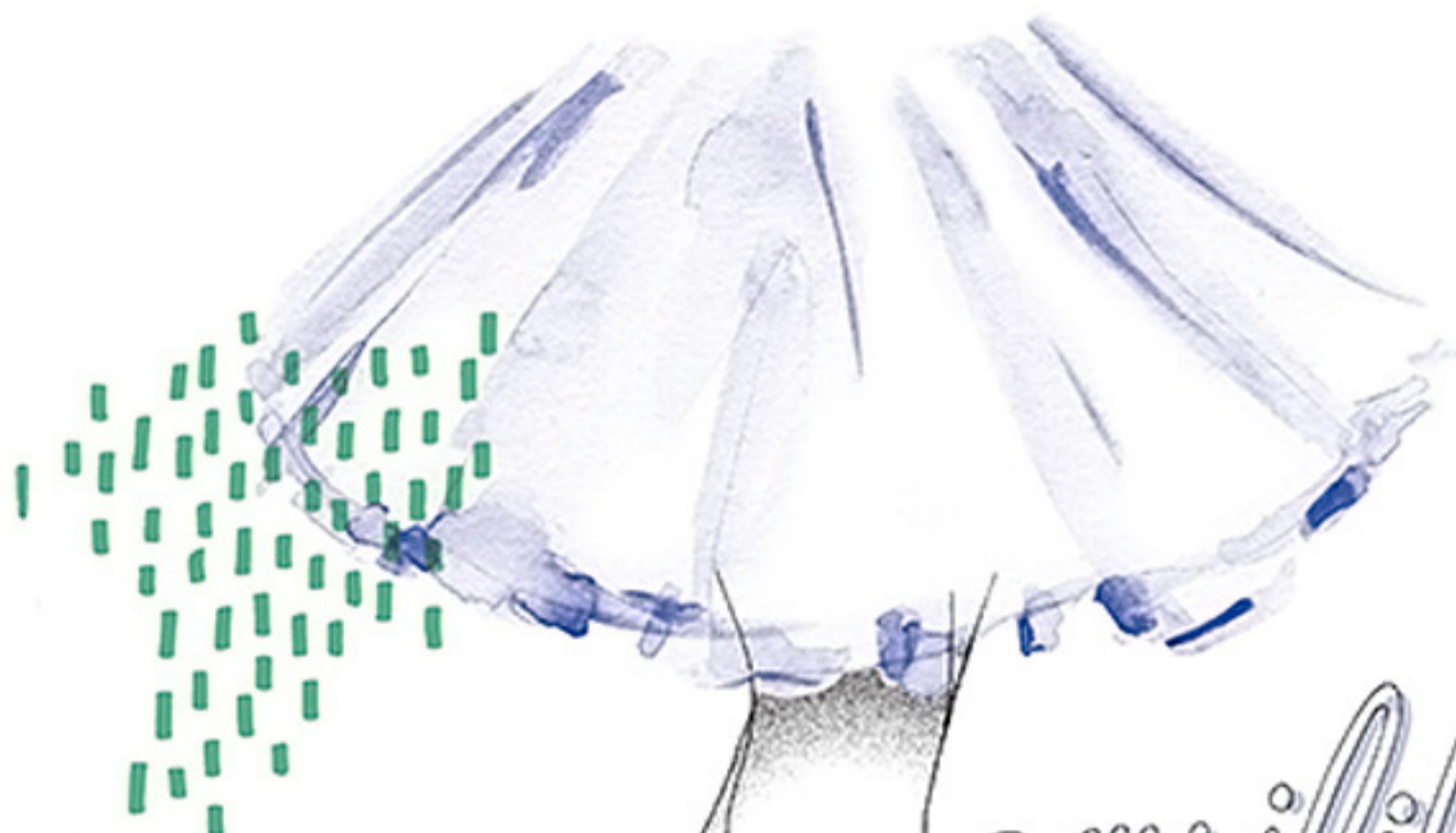
"I use it all day - even if it's been a good day, who can say "no" to a free cuddle?"

"I am a Liverpool supporter. You know how it is like. Well, after using this tool for a while. I don't think in football anymore! Hmm, maybe some times, lol."

"Ditched my boyfriend after using it for a few days. My cat, cupcakes and my iPhone with this marvellous iCuddle, after that who wants a boyfriend????"

Please rate only when you've tried it at maximum power! Level 10!





equilibrium





TITLE: KILLERS ARE CALLING ON ME ILLUSTRATION: BARBARA ANA GOMEZ











TITLE: AUTOAVUDA

ILLUSTRATION: LAURA PERNAS





SELF-HELP ADVICE:

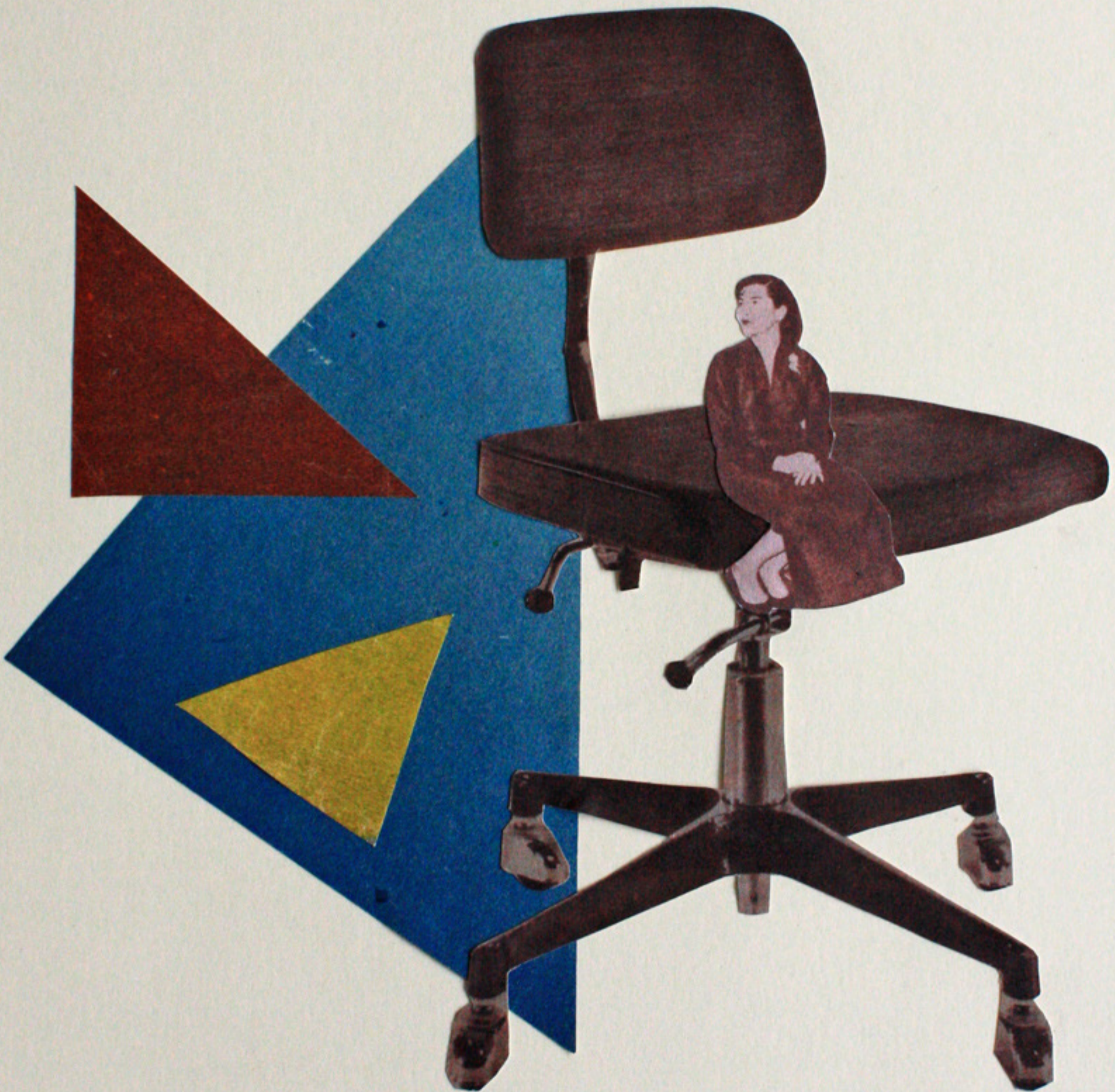
It's easy to loose
your ~~head~~ body both
well... I mean...
Shouldn't they be
together?


JOIN THEM











Cuando tengas ganas de morirte
esconde la cabeza bajo la almohada
y cuenta cuatro mil borregos.
Quédate dos días sin comer
y veras que hermosa es la vida:
carne, frijoles, pan.
Quédate sin mujer: verás.

Cuando tengas ganas de morirte
no alborotes tanto:
muérete
y ya.

When you feel you want to die
hide your head under your pillow
and count to four thousand sheep.
Fast for two days
and you'll realise how beautiful is to live:
meat, beans, bread.
Lose your woman: you'll see.

Whenever you feel you want to die
don't make such a fuss of it:
die,
full stop.



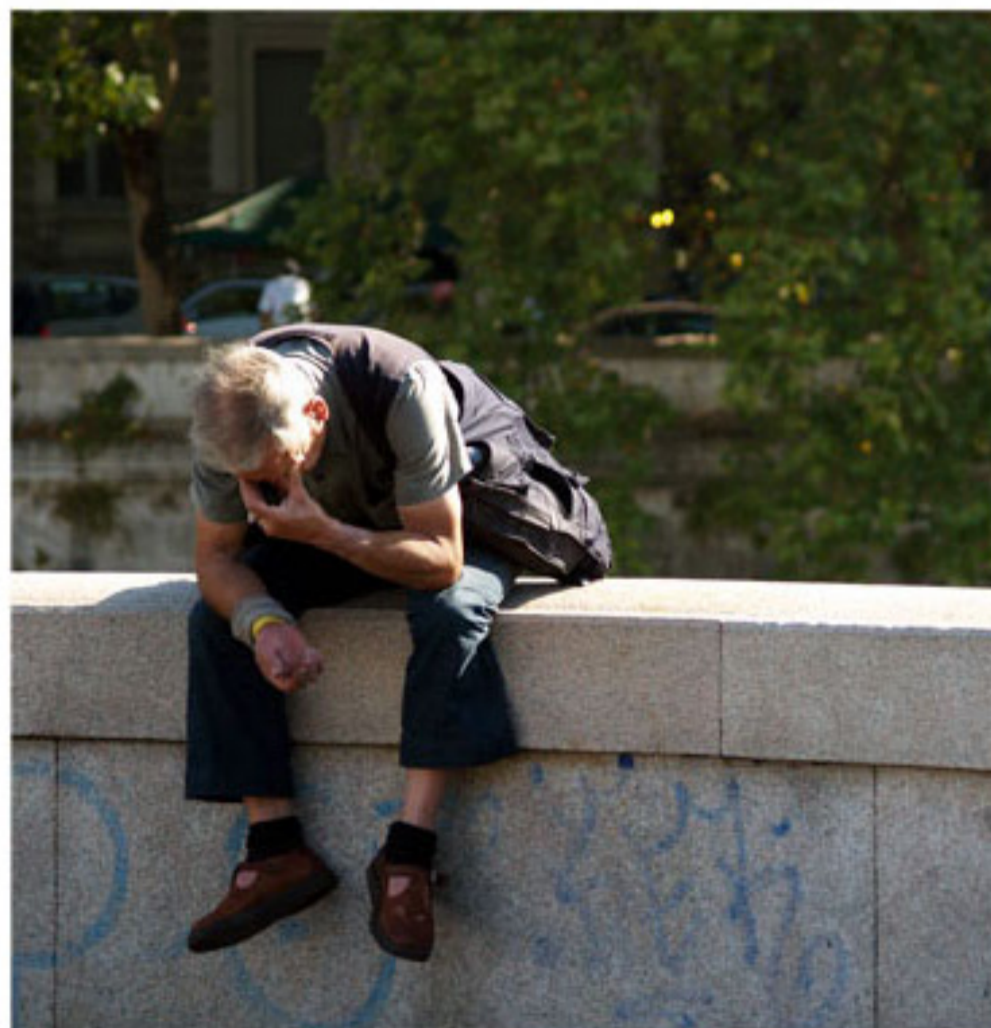
1.



2.



3.



4.



TITLE: SJÄLVHJÄLP

ILLUSTRATION: IRIA PRADO

Offer of the week!

£15

Självhjälp
moody chalkboard/mirror
was ~~£ 18.95~~
Write what you would like to hear
Magnetic shapes included
50x50

.....
EVEN
LOWER
PRICE
.....



1859
Samuel Smiles published "Self-Help".
The principle that good fortune was
not simply a matter of divine will
but of hard work and
responsibility



"Live your best life!"
Eat kale. Lose weight. Invest in
timeless cashmere. Find the perfect
little black dress



"Get," "Do," "Be"

Incredible
FREE **TV ONLY**
OFFER!

WOMEN ARE THE NEW TARGET AUDIENCE

\$11,000,000,000
spending on self-help in 2008.
Forecast: 6.2% annual growth
through 2012

INFOMERCIALS
are the largest by sales
volume of any self-help
medium

8 FACTS ABOUT THE SELF HELP INDUSTRY

18,000 LIFE COACHES
work in the U.S. There is no real oversight
board for life coaches. Anyone can declare
himself a life coach

Over **13,500,000**
relationship self-help
books were sold in 2007



Self-help is taking over the
SPORTS

Practice might not make perfect,
but you've got a better chance if
you have the right program



**MATERIALISM
TRUMPS
SPIRITUALISM**
true wellness requires
extreme sacrifices specially
economic



YASTERIZE REALITY & SIMMER BRIEFLY.



TITLE: HAND

ILLUSTRATION: CAT O'NEIL

