

WHAT

CARE

Your mind is constantly constructing stories. The words you choose shape your reality and influence how you experience life.

Recover the value of your words. The language you use matters. Avoid narratives that limit you or reinforce negative patterns. Reframe the way you describe your past and present.

Distinguish reality from projection. Not everything you think reflects reality. Pay attention to the assumptions you make and challenge thoughts that do not serve your growth.

Set clear boundaries for your story. Do not let external opinions dictate your experience. Own your perspective and allow yourself to rewrite limiting beliefs.

CONTENTS + EMOTIONS = EXPERIENCES

Identify toxic environments. If a situation drains your energy or generates emotional exhaustion, step away or change your role in it.

Limit the weight of routine. Daily obligations can take over your personal space. Be intentional about dedicating time to what truly nourishes your well-being.

Create reminders to stay present. Use small cues—a note, an object, or a sound—to bring yourself back to the present when you feel lost in autopilot.

Life unfolds in sequences of scenes.
Take care of your emotions in the
scenes in which you participate.

CLEAN

HOW

Loosen the grip on your story. Your past is not a single version of reality. If a memory weighs you down, explore it from another angle and ask yourself what new meaning you could assign to it.

Break the cycle of repetition. If the same thought resurfaces with intensity, it is not the past insisting—it is the way you continue to narrate it. Challenge the habit of reinforcing limiting beliefs.

Question inherited beliefs. Not everything you once believed still serves you. Some ideas helped you in the past, but they may now act as barriers. It is time to evaluate what is worth keeping and what needs to change.

Recreate the contents

REDEFINE WHAT YOU FACE

Shift the emotional charge

Separate the fact from the feeling. What happened and how you feel about it are two different things. Detaching the emotional charge from an event allows you to see it with greater clarity.

Reframe frustration. Instead of resisting discomfort, use it as a reference point. It can reveal areas where you need to adjust expectations, develop new skills, or change strategies.

Introduce new emotional references. Surround yourself with inspiration, explore fresh perspectives, and actively seek out experiences that challenge your old ways of thinking. Expanding your world expands your sense of what's possible.