



The Zero Point Effect

Cycle of Good

Inspired by the great visionary Buckminster Fuller, **THE ZERO POINT** was created with the intention to help the world to heal through a cycle beginning with Self Love.

Our products are all created with loving intention from the ingredients, to the products colours and scents and even the packaging and labels to highlight the healing vibes.

I hope this cycle helps you understand the impact you can make when you find yourself at **THE ZERO POINT**

01 Self Care

When you find yourself at **The Zero Point**, you begin to care about yourself, you gain a deeper connection to the world around you. You realize we are one and the same

02 Growth of Self Awareness

As you care for yourself, your self awareness grows. You consider your impact on the world and the people you love

03 Capacity to give increases

As you begin to care for yourself and your awareness grows, your capacity to give to others also increases. When you understand the impact you have and you feel good, you feel motivated and energized to help others

04 Action and Impact

As you act on initiating the changes you choose to make, you observe the impact of those actions. You appreciate how being able to find yourself at **THE ZERO POINT** enabled you to be your best

