

Unhustle™ is The New Trend for 2019

A new company by the name of Unhustle launched a lifestyle movement and transformational retreats to get people out of the hustle on their ordinary lives

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Unhustle™ is the new trend for 2019
Unhustle lifestyle movement launches to claim back our time and lives



Unhustle Logo

[Incline Village, NV, January 3, 2019] The Unhustle lifestyle movement launched right before the New Year rang in. Unhustle combines elements of simplicity, slowing life down, mindfulness, digital detox and mindbody wellbeing. It is an effort to get people to be mindful of their technology consumption, find balance and presence in their every day life, maintain mindbody wellbeing and learn how to enjoy the simple things in life.

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We started Unhustle as a way to get people to shift their perspective and focus on the things that are truly important in life. We hope it turns into a wellness worldwide movement.”

Milena Regos

Unhustle is spearheaded by one free spirited couple who decided to take control of their life a few years back, simplify everything, live in the moment, live in an airtsream 4 months out of the year and build a likeminded (or likehearted) tribe.

A digital marketer burnt out on too much screen time, and her husband who is unhustled by all standards when it comes to online connectivity, are determined to create a new movement. They are starting the Unhustle movement to get people to realize that life is too short, we need to control how we use technology and focus on what is really important in life.

Too many people are hustling for all the wrong reasons yet overall wellbeing in our society is diminishing based on different studies. In one research by Gallup where more than 2.5 million Americans participated, recorded higher than ever stress and anxiety levels despite a growing economy. The study examines how people feel in their day-to-day lives across key dimensions of well-being, including physical health and wellness; having supportive personal and family relationships; financial and economic security; having a sense of purpose; and connection to one's community.

Entrepreneurs and businessmen and businesswomen are being encouraged to hustle and #hustle has become a trendy topic on social media. When is enough enough. We see no reason to believe that hustling more makes people happier or healthier.

Unhustle is based out of Lake Tahoe and La Ventana, Baja California Sur, since this is where the founders live trading the snow for the beach but never leaving nature behind. With the help of lodging providers and health & wellness practitioners, the Unhustle team is setting up a few [transformational retreats](#) to take people away from their ordinary lives into an extraordinary nature setting and teach people mindfulness, meditation and the art of living without the constant technology interruptions or the need for more likes.

Science has proven that mindfulness reduces anxiety, eases stress, improves cognition, focus and productivity, and it helps the brain reduce distractions. Mindfulness may even help entrepreneurs with opportunity recognition. Some of the most innovative leaders in the U.S. have been known to practice meditation and mindfulness and people feel the need to disconnect from technology and reconnect with humans, nature and their own selves. From Richard Branson to Ariana Huffington, Wisdom2.0 conferences, MindValley and 1440 Multiversity, people and organizations are starting to focus more on wellbeing and mindbody wellness programs. Unhustle is joining their ranks with the purpose to unhustle people of all ages and establish a movement for those who need to claim back their time and their lives.

Each Unhustle retreat will have its own theme to provide a variety of mindbody wellness topics. Some will be mindfulness, others will be yoga and meditation, and some will be just simple movement techniques or nutrition for optimal living, with fun outdoor activities. All retreats will incorporate a human potential coaching element (presence based coaching) and all of them have a digital detox component included.

The company has plans for day retreats in Lake Tahoe in the summer of 2019 and week long retreats in Baja California Sur starting in March 2019 with various online learning programs throughout the year. Phil Regos, cofounder of Unhustle likes to say: "Keep things simple. Simplicity is the key to happiness." Milena Regos, cofounder of Unhustle says: "Digital technology is taking over our lives and we are forgetting to do basic human things like having a real conversation. It's time to take back our time and focus on things that make us happy and healthy. Spending more time on self care, including meditation in your daily routine and having



Milena and Phil Regos



Simple living

real human connections instead of social media friends raises your happiness level". To learn more about the founders and their philosophy, check out www.unhustle.com

Unhustle™ is a lifestyle design company and transformational retreats focused on keeping things simple, digital detox, mindfulness and mindbody wellbeing.

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