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BELLA LIFE INTRODUCES A FRESH APPROACH FOR ADDING COLOR TO YOUR WORLD WITH THE ONLINE MAGAZINE, YOURBELLALIFE.COM
- Encouraging People to Enhance the Colors in their world-

New York, NY (July 2010) – Bella Life is an online magazine that helps its readers infuse their lives with a burst of color. YourBellaLife.com is an indispensable resource with a touch of City chic for all aspects of lifestyle from food and fashion to travel and health. The essence of Bella Life is to empower readers to look within themselves in order to find the appropriate ways to maximize positivity in every aspect of their lives. Founder and Editor-in-Chief Nitika Chopra is your “Everyday Enlightenment Girl”, committed to bringing happiness to the modern-day woman.

“I chose the words ‘adding color to your world’ because this process is meant to be subjective,” says Nitika. “To me, it represents a combination of things such as spirit, joy, laughter, love and passion. For others it can mean any one of those things plus many more.” YourBellaLife.com is your one-stop-shop for everything that is going on in fashion, beauty, dining, healthy living and travel but with a unique spin. Nitika has found the perfect combination of uplifting techniques and confident methods that allow the individual to experience new and exciting things about themselves as they locate hidden treasures of love, life and health that were always there for the taking.

“My mission is to show people that love is possible in every moment. For many years of my own life it was something that I struggled with,” says Nitika. “After dealing with the turbulence of a debilitating disease for more than a decade of my life, I opened myself up to the expansiveness of happiness, and got busy creatively bringing joy into my life.” Inspired by her own journey of finding color in her world, Nitika Chopra decided to launch a platform where people can join together and explore the exciting outlets in which they can intensify their happiness.

Bella Life bridges the gap between standard lifestyle guides and the rhythm of enlightenment that is growing around us every day. By providing readers the best in eight different aspects of life from top experts in their fields, Bella Life will allow readers to choose what it is that makes their colors shine bright. Categories include *In the Kitchen*, *Away We Go*, *Healthy Living*, *Fashion Forward*, *Out & About*, *Love in Life*, *Horoscope* and *Beauty Buzz*. Moreover, Nitika continuously encourages her readers to follow their heart and do what makes them happy, stating that happiness doesn’t have to be so darn difficult!

Subscribers receive a Bella Life Telegram (calorie-free BLT!) once a week. The Bella Life movement doesn’t end online; YourBellaLife.com hosts Colorful Conversation Events frequently, inviting women to connect with other inspiring, multifaceted women and share how they add color to their world.

“My unconventional journey has taught me that we deserve happiness everyday. We owe it to ourselves to step into the happy, and we each have limitless potential to pass it on—in a big way,” shares Nitika. “Whether it’s sipping a favorite tea in the morning, laughing like a child, or buying yourself flowers, we need to find that daily dose of happiness and weave it into the fabric of our lives. I believe if we take this time for ourselves happiness will become a habit, rather than an afterthought”.

About Nikita Chopra:

Getting a harsh dose of life’s hardships at a young age, Nitika Chopra realized that everyone deserves happiness and that from something negative can stem the most beautiful of things. The creation of YourBellaLife.com is meant to inspire people to discover what it is that truly makes their world more beautiful. She chose the words “adding color to your world” because the process is meant to be subjective. To her, it represents a combination of things such as spirit, joy, laughter, love and passion. For others it can mean any one of those things plus many more. Her intense desire to unite with others and make sure they get their daily dose of love led her to many different career paths over the years including becoming a certified professional Life Coach, being a successful actress and television host, as well as writing the beauty and fashion section for a South-Asian magazine.

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For more information, or to speak with YourBellaLife.com founder, Nitika Chopra, please contact Nazira Sacasa (nazira@shoutsocial.com), 917-771-0811.