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The Real Cost Of Startup Stress And What To Do About It

Taking care of yourself as a founder should be your number one priority

By Annabel Acton

Without enough sleep or nourishment, it's unsurprising that your skin takes a toll. Vance Soto, owner of the [Ole Henriksen](#) face/body spa explains how stress can lead to hormone imbalances, which then show up on your skin. This may seem like an inconsequential side effect, but when stress shows up on your face, it's noticeable and sends a message about the state of your affairs to your staff, partners and investors. A CEO that looks exhausted doesn't instill confidence.

Try: Putting skin health on your agenda. First and foremost it starts with getting enough sleep. However, you can turn your grooming routine into a meditative experience, rather than something to rush through. Soto says, "Scent is the most evocative sense. Inhalation triggers an intense sense of relaxation. It's an instant hit". Lavender oil is particularly good for relaxation, either inhaled or in a hot bath.