Survival-content

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**SUBJECT: If You Want To Survive, <firstname>, You Gotta Keep Your Butt Clean!**

It’s important for the sake of your sanity to be able to stay at least relatively clean while in survival mode. It may not seem so important to you right now, but that’s because you’re probably clean. You probably have at least had one shower or bath in the past few days, right? Hope so…

Anyway, personal hygiene has been repetitively proven to boost mood. If you find yourself in a survival scenario, and you’re hungry, and you’re cold, and you’re exhausted, being able to clean your body and mouth does wonders for your personal morale. And when you are spending an extended amount of time in nature, morale means a hell of a lot.

Managing stress and keeping an optimistic attitude are of imperative importance for the survivor. There are physical, emotional, terrain-based and even imaginary forces working against you out there - until you learn to embrace them and make them work for you.

The point is that when you are clean, you think and feel better. When you think and feel better, you are more inclined to make savvy survival decisions.

Remember that every little detail of your day matters when you are surviving in nature. Don’t mistake the importance of personal hygiene. To learn more, visit the survival experts at XXX.