

THE ART OF BEGINNING AGAIN

“THE REBELLIOUS REVOLUTION”

For years, Josie Hamilton-Cook did as she was told. She built the life she thought she was supposed to - a successful career, a 26-year marriage, a beautiful home and a well-curated wardrobe. But beneath the surface, something deeper stirred. It began as a quiet whisper, almost inaudible beneath the layers of responsibility, achievement and appearance - until it grew into something she could no longer ignore...



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Every woman deserves to live rebelliously. Not with recklessness, but with rooted clarity, deep calm and sacred fire.

- Josie Hamilton-Cook



There's a quiet revolution happening at the luxurious Six Senses in Ibiza, led by one woman who dared to start again. Josie Hamilton-Cook is the founder of

Rebellious Essence, a soul-led movement that's inviting midlife women to not just reclaim who they are, but to reinvent the very way they live, lead and love with wild self belief - something Josie calls "mid-life rebellion".

From the healing shores of Ibiza, Josie is helping others do what she did: start again with technicolor truth and unapologetic intention.

Josie's own rebellion was not a spontaneous eruption - it was a series of soul-level shifts that took time, courage, and pain. "I always say I didn't just wake up one day and decide to burn my life down," she laughs gently. "It was more like I slowly began realizing I had disappeared in the life I built."

Her story is one many women will recognize—marked by self-sacrifice, silent struggles, and the slow erosion of identity. On paper, Josie had it all. But inside, she felt disconnected. Invisible. Misunderstood.

"I had been wearing a mask my entire life," she shares. "As a child, I learned to shape-shift to survive. To change my accent so I'd be accepted. To diet so I wouldn't be called fat. To tone down my dreams so I wouldn't be 'too much.'"

But eventually, she couldn't keep shapeshifting. Not if she wanted to heal. What followed was the unraveling of everything familiar: her career, her marriage, her roles as she had known them. In that sacred undoing, Josie found something far more valuable - herself.

"The world told me I was too loud, too sensitive, too bossy, too much. But my soul whispered back: 'You're just not in the right room yet.'"

Rebellious Essence was born from that awakening. A soul assignment. Josie shares; "it's breaking free from the outdated narratives we've inherited, especially around midlife and learning to live from the inside out."

Her approach is a unique fusion of inner and outer transformation. Using tools like astrology, human design, spiritual coaching, style consultancy and energy healing. Josie helps women reconnect with their personal essence - the part of them that existed before they were told who to be.

There are no one-size-fits-all blueprints in her work. "This isn't a surface level makeover," she says. "it's a metamorphosis." At its heart, Rebellious Essence is about freedom. Not just physical or external freedom - but the kind that comes from shedding shame, releasing roles and returning to the absolute truth of who you are.

When asked how women can begin living rebelliously, whether or not they attend a retreat - Josie doesn't hesitate:

1. Start Listening to the Whispers

There's always a knowing inside you. Listen to your body, your desires, your fatigue and your fire within.

2. Get Honest About What No Longer Fits.

Whether it's a job, relationship, habit, or belief, Josie encourages women to take inventory.

3. Embrace Spiritual Curiosity.

Don't be afraid to explore energy work, human design, meditation because your soul has its own language."

Now, from the healing shores of Ibiza, she's leading by example and helping women do what she did: start living rebelliously, unapologetically and entirely on purpose.

"It's a sacred space for women who are ready to drop the conditioning, rewrite their narrative, and rise into their next evolution - on their own terms."

Josie proudly hosts incomparable and transformative, luxury retreats set against breathtaking backdrops around the world - this includes the iconic Six Senses in Ibiza, exclusive Private Residences in the Hamptons and a carefully curated collection of handpicked destinations that enhance your Rebellious Essence Immersion. So, you can imagine, this isn't your typical wellness getaway.

Every detail is intentional - from the gourmet meals designed to nourish, to the private luxury villas where rest becomes a reclamation.

Guests will explore their Essence Code through visionary workshops, 1:1 styling sessions, soul-aligned identity work and healing rituals like drumming, fire ceremonies, and intuitive integration.

For those ready to step into an unforgettable journey of luxury, soul, and transformation. Discover and explore more or reserve your place at the next retreat, visit rebellioussence.com.

