

SHANA

A close-up portrait of a woman with dark hair pulled back, wearing large gold hoop earrings with white circular accents and a nose ring. She is looking directly at the camera with a slight smile. The background is a solid dark grey.

CLEO

ANASTASIA JOHNSON
INVESTOR IN THE FUTURE

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02 TABLE OF CONTENTS
Have a look at what's in this SHANA Magazine's edition.

03 EDITORS NOTE
A quick note from our Editor.

06 MOVIES
Highlighting the most binge worthy movies and online shows.

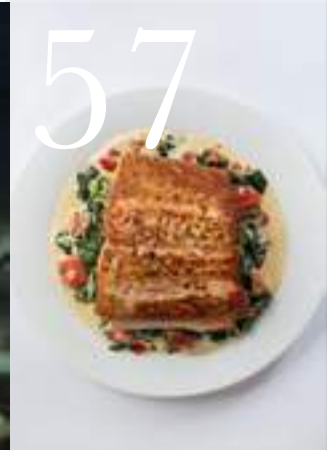
21 FASHION FORWARD
Helping you put your best fashion foot forward.

25 BOSS WOMEN
Highlighting the most outstanding women globally.

27 BOLD & BEAUTIFUL
Our beauty is bold and beautiful

31 INTERIOR DECOR
Keeping you inspired to create the most beautiful spaces.

33 BUSINESS
We take a look at the most innovative business and current trends.



contents

ISSUE 12

41 MAIN ARTICLE
Cleo Anastasia Johnson is a trail-blazing entrepreneur featured as a Forbes 30 under 30 Africa, she is a philanthropist and an award-winning business boss.

53 THE FOOD FEST SECTION
Highlighting the beautiful photography of Noxy Hadebe and the amazing chefs who work with her.

57 TRAVEL
Tour the world with and find the best hot spots in Africa.



Ed's note

'Wathint' Abafazi, Wathint' Imbokodo' You strike a woman you strike a rock, this saying is the epitome of African women. We are like rocks embedded in our societies creating stability, foundation, and weapons for change.

In this edition we talk about everything women as we celebrate International Women's Month, we highlight our top 6 women of the year so far and also discuss why women-owned businesses and brands are not in the top most admired brands in Africa list yet. Although there are more African female entrepreneurs than men on the continent. I won't preempt the articles but I will say we as women are having a moment and now we need to leverage our resources and unify our efforts to equip women with the technical and soft skills they need to be competitive in the market.

A woman who is thriving in this competitive market is our cover star Cleo Anastacia Johnson who epitomises a woman who goes after what she wants but is still able to find a healthy life balance (substitute the word balance for whichever word you prefer). Not only is Cleo a Forbes 30 under 30 rock star she's also a trailblazer and a community shaper which is why we were so excited to interview



her. Check out her interview on page 45.

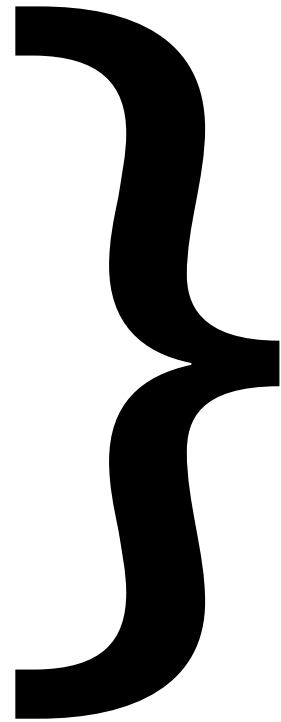
Women's Month has reminded me how many phenomenal women we have and how far we've come when it comes to representation and breaking what was seen as insurmountable glass ceilings. This edition shows us how important diversity is and how women are not monolithic, how some of us can be fighting against GBFV, while some represent us in parliament and others in fashion, the ability for us to be this diverse truly makes me feel proud of the women who have come before and excited for the work we have to do as young women for future gen-

erations to come.

Enjoy our labor of love and be sure to like and share this edition with all of your friends and family and maybe even your enemies, who knows you might teach them a thing or two. With all our love, team SHANA Magazine.

live beautifully
Nicolle

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Ludik

On Netflix

"Netflix's first Afrikaans-language series, *Ludik*, centers on a man who is well-known in certain crime circles being forced to commit even bigger, more dangerous crimes." *decider.com*. This series has us in a choke hold not only was it enthralling but the directors got it spot on and you can see the actors chemistry on screen. Veteran actor Arnold Vosloo plays the part of *Ludik* and he is perfect for the role, the series takes place in South Africa but also ropes in Zimbabwe in a believable way and leaves you anticipating and wanting to watch the next episode.



African Queens (Njinga)

On Netflix

"Netflix has officially introduced us to the first queen being celebrated in their new series *African Queens*-- and we're absolutely buzzing. *African Queens* comes via executive producer and series narrator Jada Pinkett Smith and the global streaming service, as they bring life to the many female powerhouses that shaped post-colonial Africa. First up is Angola's fearless ruler Queen Nzinga of Ndongo and Matamba, who makes her debut on Netflix this February, 15th. The show is written by Kenyan-born storyteller Peres Owino and British diplomat NneNne Iwuji and comes via Smith's Westbrook Studios and independent film studio Nutopia. Be sure to catch the series premiere on February 15th, available globally on Netflix."

- okayafrica.com

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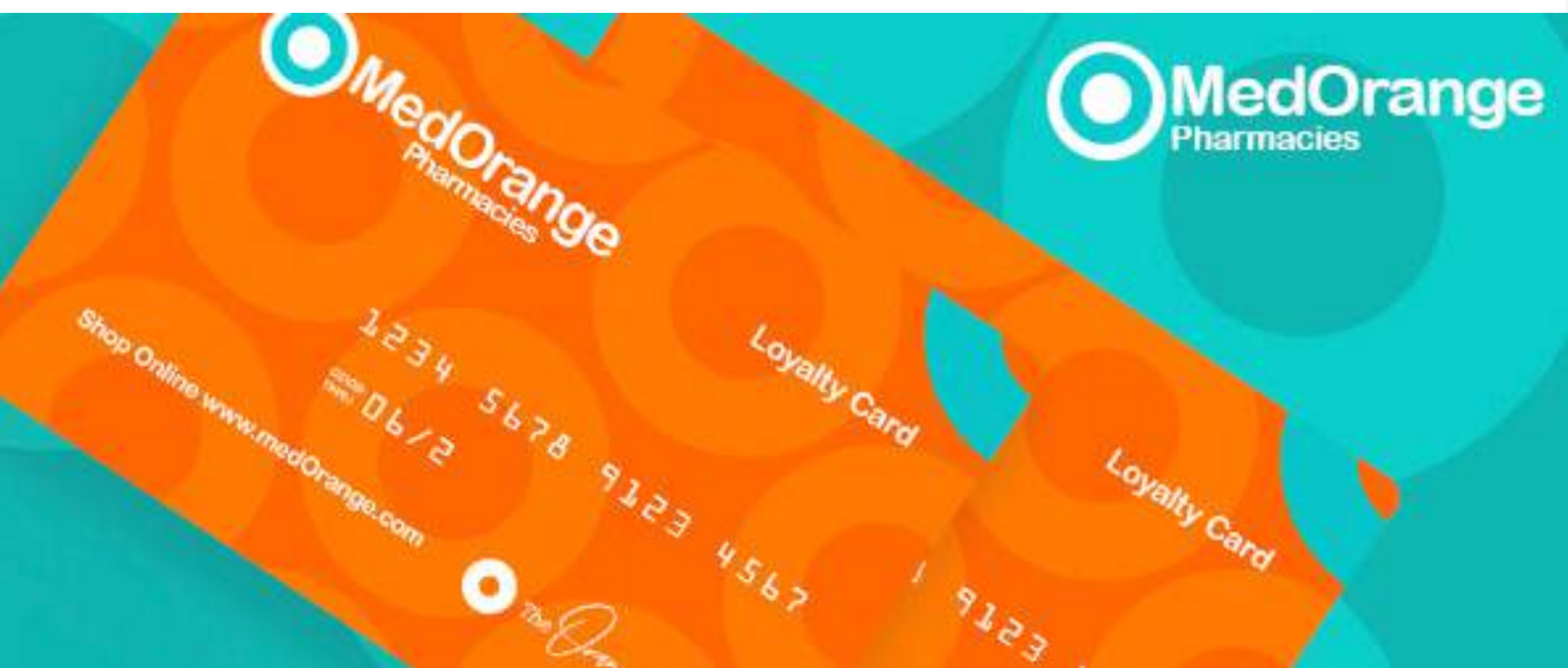
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BRANDS BY WOMEN FOR WOMEN

What better way to celebrate Women's Month than by highlighting these 2 brands are brands designed and owned by women. In this edition we highlight Fabrosanz and Andrea Iyamah 2 brands with extremely popular owners who have set the tone for fashion in their respective countries.

House of Fabrosanz
R 1,900.00
<https://houseoffabrosanz.myshopify.com>



Wish list



ANDREA IYAMAH
THERO JUMPSUIT - MINT BLUE
\$331.80 USD
<https://www.andreaiyamah.com/collections/all/products/thero-jumpsuit->



learning to say NO when you need to and

Setting healthy boundaries...





The conversation around boundaries is critical for women. Learning how to say 'NO' for women is basically like grinding your teeth on a barbed wire but the real question we should be asking is why? The "N" word is almost equivalent to a curse word for women and 'no's' are usually backed up with extensive reasons to justify why they were used in this instance. "Women have been socialized into understanding that what is most important is that they be perceived as likable and agreeable," said Caitlyn Collins, a professor of sociology at Washington University in St Louis who studies gender inequality at work and at home. "In dating, in marriage, in friendships, in their hobbies, in the way they parent their kids, the way they operate in the world of paid work – this idea that what it means to be a good woman is to subsume your own needs for the sake of others around you is a hallmark of femininity" usatoday.com.

Saying no even to somewhat outlandish requests is seen as mean or bears the consequence of women being labeled as difficult to deal with and heaven forbid we are seen as difficult women in this modern-day society filled with endless opportunities and billions of people. Many self-appointed 'moral' police are quick to embark on the selfless quest of advising women why they should be kind and gentle forgetting that kindness is not a feminine trait but a human one. The moral police will even point out how men don't like strong women which is probably the reason you're not married/haven't been promoted/aren't as popular, the list is endless really. "Research shows that Women are more likely than men to report having a great deal of stress, according to the American Psychological Association, and almost

half of all women surveyed said their stress has increased over the past five years, compared to four in 10 men." Guess what ladies? men say no more than us and seem to be living much happier lives (this again is a generalization so kindly refrain from writing us a letter about how your uncle John Banda says yes all the time and is happier than your aunt Jane Sibanda).

"When women do say, "no" there can be social consequences. A woman seen as more aggressive at work, which research shows makes a man seem more competent, will also appear less likable, and less like a team player. This can impact her career and her salary." We have also been socialized to say no out of fear of bodily harm, because we are physically the weaker sex most times, and from time and memorial the physically weaker species is seen as prey and therefore avoids confrontation. Does that mean we are to avoid no like the plagues? No, this means we have to set boundaries early in our relationships not just with the word no but with clear guidelines on how we engage. Setting the tone is as critical as saying the words and sometimes when the tone is set you don't even need to say the word.

No is not good or bad neither is yes both are words meant to help us but when any of these two words start violating our principles or placing us in dangerous mental, moral, or even physical spaces we need to revisit what they truly mean and how we've been using them. Remember you cannot pour from an empty cup so don't unnecessarily overextend yourself when no is required, there are days you'll have to put your big girl pants on and do things you don't like but that

should not be every day.

Here are a few tips as you take on your journey to set boundaries:

1. Keep a journal:

Write down your daily experiences and analyse when how you responded and how those responses made you feel.

2. Go for counseling:

Sometimes the reasons we don't or can't set healthy boundaries are deep-rooted and need a professional with years of experience to help us unpack past baggage.

3. Pray about it:

Prayer may not be the advice you were hoping to see but there are times we need a divine intervention to help exercise wisdom and know when and how to set healthy boundaries.

4. Find healthy boundary mentors:

Look for people who set boundaries in a way that inspires you and practice setting boundaries and saying no the way they would. If these mentors are within reach touch base with them and have conversations about some of your challenges. Some things are taught some are caught, in essence, you can learn some things through conversation, and some you learn through observation.

5. Lastly, research:

If you research to get a career opportunities you can take some time to research your mental health. Find books, experts, or even programs equipped to help you live a more balanced, less stressed, authentic, and happier life.

“Women have
been socialized
into understand-
ing that what is
most important is
that they be per-
ceived as likable
and agreeable,”





A change agent
Fighting
GBVF

A CHANGE AGENT FIGHTING GBVF

In conversation with Carol Shereni

Driven by a passion to be a part of influencing and effecting positive change in the wellbeing and empowerment of women, Carol Shereni has dedicated multifarious efforts that include public speaking, authoring books, philanthropy, and entrepreneurship to achieve this goal. Carol travelled to the USA right after high school and balanced her dual degree of Accounting and Finance, with her passion. At the age of 19, she launched the first of a series of 'Self-Esteem' classes at Edinboro University of Pennsylvania. She gathered female students that had encountered various forms of gender-based violence such as molestation, rape and abuse and assisted them in re-building their self-image and confidence, and in finding purpose. Carol grew her influence by authoring books. Her book, *Rise Above It*, was published and launched in the USA. It was written from a heart to inspire women to rise above self-limiting beliefs. The book was featured in *The Oracle*, a newspaper in Tulsa, Oklahoma, USA and was a gateway for several speaking platforms in the USA, Zimbabwe, and South Africa. Carol's book, *Inner Beauty*, opened speaking platforms for Carol to speak to women about self-esteem, confidence, and other worthwhile virtues. Carol has been a speaker at women's conferences that include Encounter Women's Conference (USA), Diamonds Women Conference (Zimbabwe), Precious Stones Women's Conference (Zimbabwe) and iRise Women's Conference (USA).

In Zimbabwe, Carol has had media appearances on Capital FM, Star FM, ZiFM Radio, Classic 263 Radio, Power FM, NewsDay, ZBC's Good Morning Show and ZBC National News. In 2017, Carol was featured in Volume 1 of

Woman Excel's Book of Successful Women in Zimbabwe. In 2018, Carol was a key contributor for a season of Capital FM's Woman to Woman Show.

In 2020, Carol launched her skincare brand, Esteem Skincare (Pvt) Ltd, in Zimbabwe and was featured in Zimbabwe's largest newspaper, *The Herald*. Esteem is a brand with a heartbeat. A brand whose mission is the outer and inner beauty of women. In 2021, Carol expanded Esteem Skincare sales to South Africa.

In 2022, Carol was appointed the SADC Regional Coordinator for Empire Partner Foundation's GBV-F Campaign. It is a role she currently serves in, coordinating the activities with stakeholders in various industries, to ensure a safer and more secure environment for women. Carol holds a Bachelor of Science in Accounting and Financial Services from Edinboro University of Pennsylvania, Master of Business Administration degree from Oral Roberts University, Diploma in Practical Ministry from Victory Bible College and a Diploma in Skin and Beauty Care from Jean Guthrie Beauty Care in Johannesburg, South Africa.



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<https://gbsn.org/profile/caren-wakoli/>



[https://alumni.state.gov/
alumna-creates-connection](https://alumni.state.gov/alumna-creates-connection)



https://en.wikipedia.org/wiki/Bogolo_Kenewendo



https://en.wikipedia.org/wiki/Monica_Musonda



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HAPPY V

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DigitALL: In

WOMEN'S MONTH

from

SHANA Magazine

living life beautifully



Innovation and technology for gender equality
shanamedia.com/features



BOLD & d.

HOUSE OF TARA FARIDA LIPSTICK

This vibrant red lipstick creates the perfect pop of color when mixed with another lip color. It also has a moisturizing effect that stays on for hours.
Credit: houseoftara.com

HOUSE OF TARA SUNSCREEN LOTION

"Karite's dermatologist-created Creme Corps Hydra-Our sunscreen lotion contains Aloe vera, Rosewater, and Orange Blossom. All popular for their healing properties.

It has an SPF 45 defense which acts as a sponge in absorbing the sun rays.

The sunscreen does not leave a whitish residue so there are no fears of having your makeup ruined.

For best results: Apply a healthy dose of the lotion after cleansing and toning or right before makeup.

Credit: houseoftara.com



c.

R Beautiful

MELANIN OWNERSHIP!

In this edition we're sharing a few beauty brands owned by women of colour,

a.

JACQUE MIGDO CONTOUR AND CONCEALER PALETTE

5 essential colors of cream product to contour and highlight so that you can shape your face how ever you choose.

The creamy concealer is soft and versatile so that you can also use it as a eyeshadow base to add more pop to your eye color, or add an undertone to your lips. You can also use it to hide blemishes and add color to your cheeks.

Credit: jacquemigdo.com



b.

JACQUE MIGDO PRECISION EYEBROW LINER PEN

For the perfect brow, you need precision application with a eyebrow liner pen (aka brow pen). You can: apply hair-like strokes with that stiletto point at the end of your brows, framing your face, and bringing your eyes to life. apply different stages of color, ranging from light to dark (so that you can get a more natural look) the fine hairs of your brows are lighter than the portion closer to your nose allowing a more natural look. get 24-hour staying power - and have your makeup last all night achieve a waterproof application, and never fear of your eyebrows wiping off.

Credit: jacquemigdo.com



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Lipstick
From
R350.00

<https://www.edgars.co.za/mac-ramadan23-matte-lipstick-c331546>

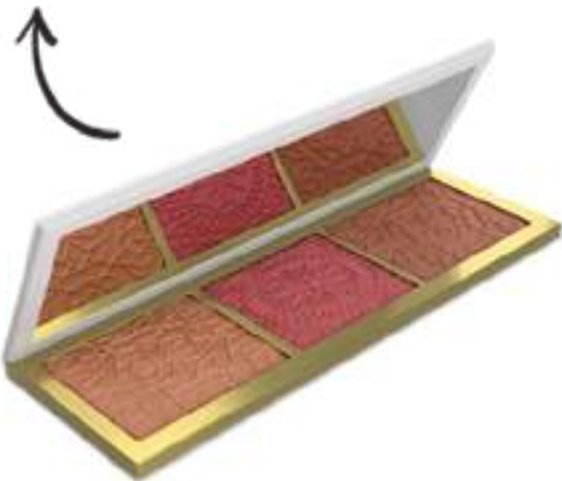


MAC Mineralize
Skin finish in Cheeky
Bronze
ulta.com
\$14



MAC
Pearlescence Highlighter
Pallette
Only

<https://www.edgars.co.za/mac-ramadan23-face-palette-extra-di-men-trio-33156501-opt1>



PASSION PRO
Passion Pro Matte Wand
Lipgloss

<https://www.dischem.co.za/passion-pro-matte-wand-lip-gloss-195>



INTERIOR DECO

We love dark earthy
kitchens.



1. MR PRICE HOME
16 Piece Stoneware
Dinner Set R459.99
| mrphome.co.za



2. WOOLWORTHS HOME
Luca Acacia Wood
Platter
R 299.00
| <https://www.woolworths.co.za/>



3. @HOME
venesse barstool fibre-
guard velvet emerald
R 3 239,10
| home.co.za

4. MR PRICE HOME
Citronella 3 Wick Candle
XI
R499.99
| mrphome.co.za



5. PIKATAN
Gear Bowl
| pikatan.com/



6. PIKATAN
White Stripes Bowl
| pikatan.com/

WOMEN IN THE C-SUITE

Some quick stats about African women and how much space they occupy in the leadership roles of corporate.

5%

Across Africa, research shows that 5% of the CEO's are women, 22% of cabinet members are women, 25% of parliamentarians are women.
<https://www.policycenter.ma/>

29%

"29% of senior managers are women, 36% of promotion go to women and 44% of senior women hold line roles. Yet, women are still under-represented at every level of the corporate ladder as they gradually fall in number the higher, they climb".
<https://www.policycenter.ma/>

47%

"In Africa, women account for 47% of non-management positions while at the middle management this figure falls to 40% with the senior management positions decreasing to 29%. From start to finish, the exits of qualified career women amount to a leakage of 18 points".
<https://www.policycenter.ma/>

"Despite the increasing presence of women in the business world, African women are still grossly under-represented in leadership and management positions. Research reveals the Middle East and North-ern African region (MENA) has the lowest representation globally for women in leadership and management positions. Findings proposes that the three main obstacles women taking in on senior leadership roles in African organization are facing are:

1. Gender issues are not at the forefront of conversations.
2. The barriers women face in the workplace are poorly misunderstood.
3. Programs to redress gender balance do not tackle the main issues and this is due to lack of understanding the underlying reasons for women's under-representation."

\$28 trillion

"McKinsey's report further revealed that if women's economic participation were at the same level as men, \$28 trillion could be added to the world's economic growth by 2025.
<https://www.policycenter.ma/>

Emerging leadership
grew at an annual rate of

17%

"For women, though, their representation across all categories of emerging leadership grew at an annual rate of 17 percent over the last decade, with brand, data analytics/digital, D&I, and sustainability leading the growth charge. This could indicate that women are increasingly viewed as critical to driving the future success of the industry".
worldbank.org

In Nigeria, women occupy 22% of board seats in commercial banks according to the Central Bank of Nigeria statistics. The Governor of CBN, Mr Godwin Emefiele affirmed that banks with more women on their board and in top management positions are better managed. Ibukun Awosika, the current Chairman of First Bank Nigeria and Osaretin Demuren, the first female Chairman of Guaranty Trust Bank are exemplary examples of women changing the narrative in the Nigerian Banking Industry. In Sub-Saharan Africa, International Finance Cooperation has also partnered with institutes of directors and regulators on events aimed at building a pool of board ready female candidates.
- <https://www.policycenter.ma/>

ASSISTIVE TECHNOLOGY



ASSISTIVE TECHNOLOGY

by Nontsikelelo Nzula



Inclusion, open participation, and access to opportunities are models of an ideal society. For an able-bodied person, this may be effortlessly attainable in a conducive environment.

However, for persons with disability, opportunity does not translate to access. Let's take for instance a country with free education for all. In it, every child would have an opportunity to pursue schooling, yet for a child with a vision or hearing impairment, free education would not be beneficial without the relevant tools. Here the role of Assistive technology (AT) comes in to bridge the gap between opportunity and access. The World Health Organisation (WHO) describes AT as tools "that enable people to live healthy, productive, independent, and dignified lives, and to participate in education, the labour market and civic life". This is a vivid description of the role of AT, but what is Assistive Technology exactly?

Assistive Technology is defined as "any item, piece of equipment, software program, or product system that is used to increase, maintain, or

improve the functional capabilities of persons with disabilities" according to, The Assistive Technology Industry Association. The above definition covers items such as; hearing aids, wheelchairs, spectacles, walkers, braces, educational software, power lifts, pencil holders, eye-gaze, etc. These tools can be grouped into six categories. Mobility, Vision, Hearing, Communication, Cognition, Self-care, and Environment Products.

AT not only aids in the inclusion and independence of persons with disabilities, but it also has a positive impact on their socio-economic environment. For instance, wheelchairs assist in accessing educational facilities and increase chances of employment. Similar to the benefits of wheelchairs, hearing aids help in the acquisition of language skills, which without there would be restricted access to education and employment. Further, the use of AT can reduce health bills, for example, therapeutic footwear reduces the occurrence of foot ulcers, subsequently preventing the amputation of lower limbs. For the aging population AT delays and in some instances prevents

the requirement for long-term care.

Despite the benefits of AT, It is estimated that 1 billion people remain in need and that by 2030 this statistic would have doubled. Part of the 1 billion includes the need for wheelchairs and hearing aids. The WHO highlights that 75 million people are in need of wheelchairs and only 5-15% have access to one. Further, it is reported that 466 million people experience

hearing loss globally, and hearing aid production only meets 10% of the global need. The scarcity of these tools is significantly higher in low-income countries, as they tend to have a high populace of persons with disabilities or disability-related conditions.

The lack of AT and trained practitioners to assist in the process of selecting, fitting, teaching, and following up on patients results in the exclusion, isolation, and perpetuation of poverty among people with disabilities. The low

numbers of health workers are as heart-breaking as 2 professionals per 10 000 people. The above is a sad reality for people living with disabilities in many African countries. The situation is worsened by the lack of policies, state funding, and research towards AT. Consequently, access to AT is sometimes limited to the benevolence of charity organisations who unfortunately are inclined to provide low-quality and generic products that may not be suitable for users.

As we work towards an inclusive world, the 2030 Sustainable Development Goals identify Universal Health coverage as a key pillar towards development. The vision encompasses access to health services for all without any financial limitations. This includes access to “quality assistive products”. The question then remains, will AT be universally accessible in the next 7 years, considering the 2 billion people in need of it?

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/Motor

THIS MONTH ON /MOTOR

We have a look at the diverse car options a modern city girl has on offer, we look at the different price points and highlight a few things to consider about each car.



Mitsubishi Triton (2022)

The Mitsubishi Triton may be described as the mom of all SUVs as it is a car series that is fairly big on safety with autonomous emergency braking standard in most Double Cab versions. Fuel economy is a strong point and ranges from 7.9 litres/100km but the stats do change when using the automatic. Which translates to a 2.4 litre diesel. The Mitsubishi Triton priced at \$63,000 is a good price for such a car. It is a very modern design that performs well for its considering its small engine capacity, and feels smooth on the road.



THE VIP
EXPERIENCE



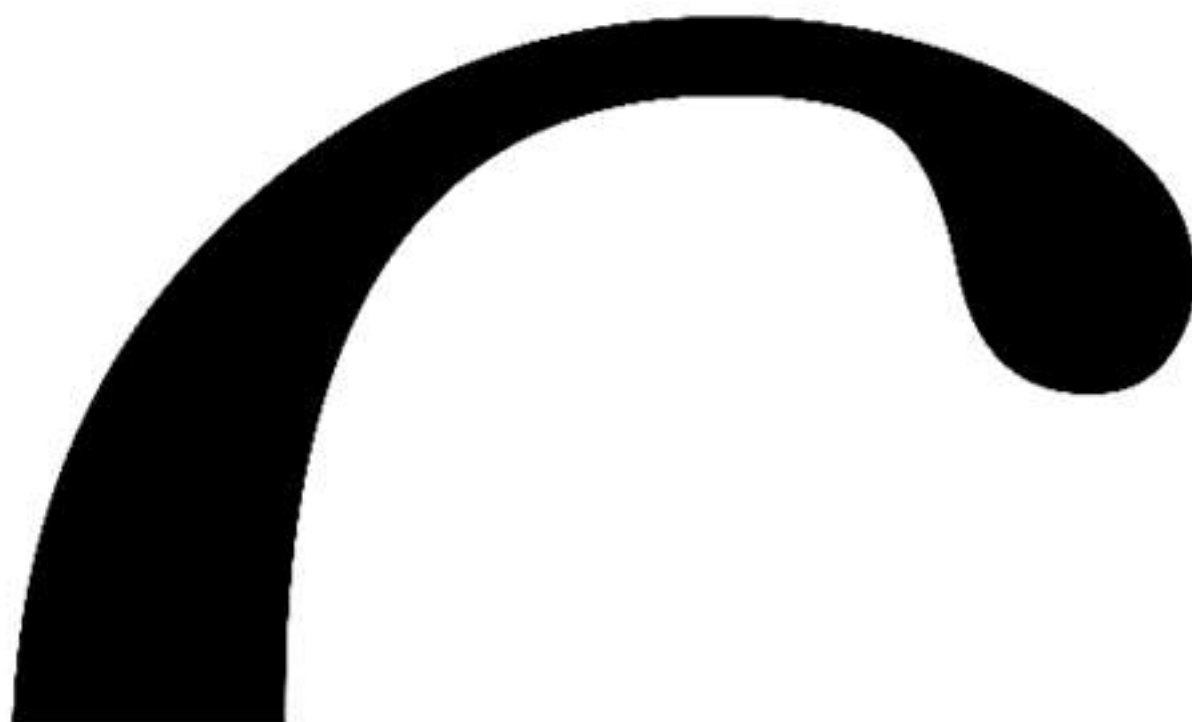
THE COME-UP

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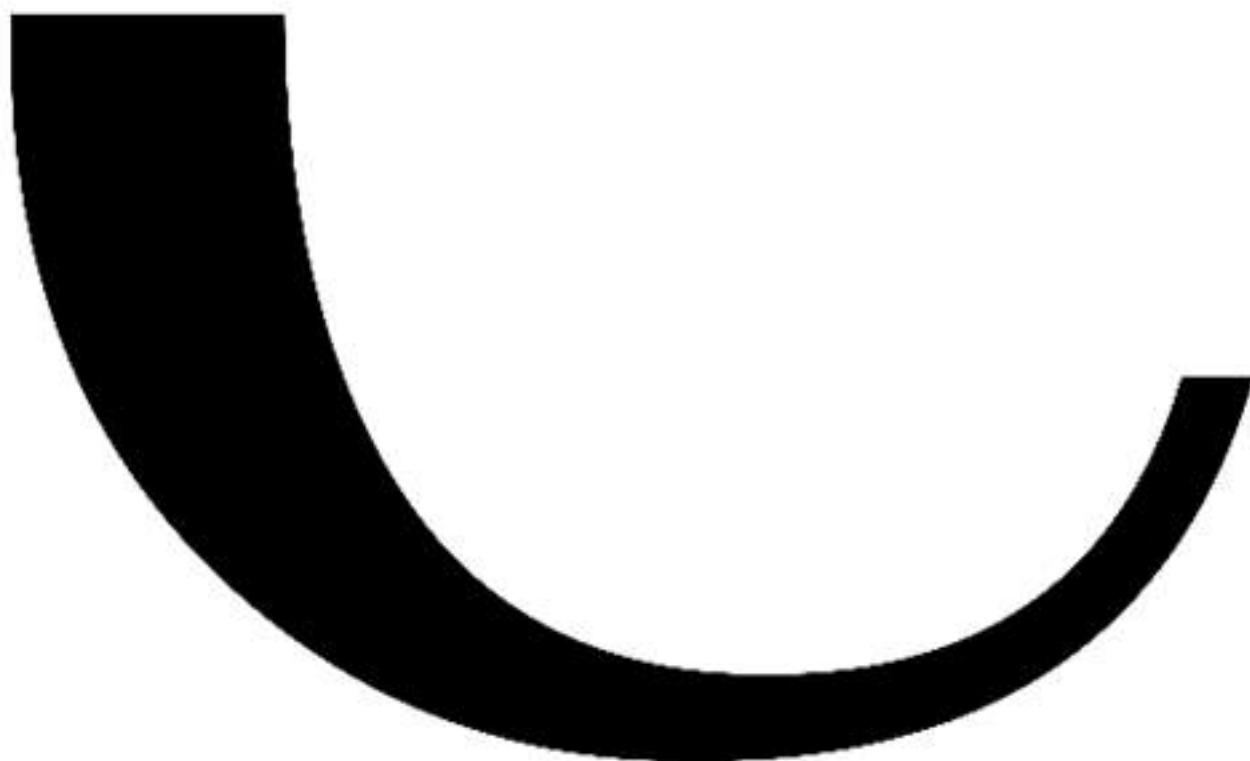
Haval Jolion 2022

The Haval Jolion arrived almost a year ago to replace its H2 predecessor and in just that year established itself in the sales charts just a year after launch. The Haval Jolion has shifted 3000 units which undoubtedly is a great performance for a Challenger brand. The Haval Jolion is a five-door compact SUV from Great Wall Motors. Now for SUV's I lean more towards the Toyota Hilux series but cannot over-look the unreal fuel efficiency offered by Haval. Its not every day you see a 1.5 litre, 4 cylinder turbo charged SUV. The name Jolion describes how many will feel about this car as it is derived from the word "chulian" meaning first love in Mandarin Chinese.

At \$33,990 (at Zimoco Motors Zimbabwe) the Jolion Ultra is the third version of three car series, all with drive-away pricing. It's also properly loaded, taking it up to pretty much anything in the class and making sure it is better than the others.



When she's not providing ground-breaking strategy and marketing for her corporate clients she's inspiring people with her talks and putting her money where her mouth is by giving back to her community in a big way. We're so excited and humbled to have the Forbes 30 under 30, award winning business woman Cleo Anastacia Johnson on our cover and in conversation with our Founding Editor Nicolle Shana.





1. We've got to say your resume is impressive not just because you were featured in Forbes 30 under 30 but more so because of your thrust to help your community, where does that burning desire to create change come from?

Being surrounded by certain realities in my community and having experienced certain things in my life, I am always of the belief that these things don't need to be repeated, you can make a difference no matter how small. Helping people is something that has been with me since I was a kid but became a "burning desire" for me the more I got to hear people's stories that prompted me to be a change agent and that is what inspired Adopt-a-block. We don't need to overthink giving; use what you have. Giving is not always financial but can be you volunteering your time for example. I stand firm on the principle I was taught, "blessed to be a blessing".

2. Between 2012 and 2017, you worked for brands like the Marriot, Radisson Blu, The One & Only, etc, before setting up your consultancy firm Nucleo, which specializes in social media and marketing strategy for hospitality & tourism businesses why was it important for you to focus on the hospitality and tourism industry?

Hospitality is my background which I am

deeply passionate about - being of service to others flows through all areas of my life. Speaking from an economic perspective, the hospitality and tourism industry contributes to job creation, and having an attractive tourism destination such as South Africa, there are endless opportunities. Through the work that I do, I ensure that businesses are bookable and that their commercial focus and operations are structured to better serve their clientele. Through this support, our objective is to build sustainable hospitality and tourism businesses - "teach a man to fish."

3. You've been quoted as saying "Business is not just about profits, but what you can do to lift others" and "One of my proudest moments was summiting Kilimanjaro for Caring 4 Girls, which is a sanitary pad and sex education programme that's part of the Imbumba Foundation. Knowing that I could stretch my body and mind under some extreme circumstances reinforced that I am capable of just about anything if I want it badly enough." What drives you to live a life full out not just in regards to your work but holistically?

I must admit I don't always get this right as I love working and struggle to switch off but my focus for 2023 is balance and peace. I often make the mistake of not enforcing boundaries when it comes to working and it leaves me feeling burnt out. I have slowly started

implementing a 4-day work week. On my off days, which is a standing appointment in my diary, I make sure I do activities like taking my dog for a walk, going for breakfast and a good coffee somewhere, taking the afternoon to read and binge on my favourite snacks, going hiking, watching my favourite shows, heading to the driving range, or *spending a few hours painting. These things make me happy and allow me to fill my cup. When you are in leadership you are constantly pouring into others and I found ways that allow me to reset. A friend challenged me to have a "self-indulgent" December and experience doing the things I want/love and this has stuck! I believe that we can "someday" our way out of life because we're waiting for the perfect situation before we can act or take back our time. You have to be intentional about how you want your days to look and how you want your life to look. It's not easy, but you deserve to live a life you don't want to escape from.

4. Who was Cleo Anastacia Johnson as a child and how did that shape who you are today?

I was a menace lol or so my mom tells me. Very bossy, opinionated and independent before I ever set foot in nursery school which I think I've retained throughout my life. I am also the eldest sibling so taking the lead and caring for others is innate to my being and





has contributed to my management style and probably feeds my need to help others too. I didn't do too well with authority and was/am still a rebel, but I guess you have to be if you want to get certain things done.

5. What does a day in the life of an award-winning, philanthropist/community developer, friend, daughter, etc look like for you?

So no day is the same for me but I will start my day at 5:00 am to get in my yoga/stretching, my morning coffee, and reading and prayer/journaling. Most mornings I will assist my family with the work/school commute, after dropping everyone off I'll either head to the office or back home and my first meetings will be from 10 am (I don't have the best morning personality lol so I make sure I have had my coffee and eased into

the day before I deal with people). If we're not on set shooting or recording a podcast, I tend to my daily tasks which I manage with sunsama and Trello, Wednesdays are for church commitments i.e. leader's morning prayer, volunteering at the feeding scheme and evenings are for home cell and Thursdays I have a standing management meeting at the driving range with a client. It's a little all over but I like it that way. If my days were all the same I would be very bored but having some structure to my week allows me to plan.

6. Initially, you were going to study sports management, but you then changed to hotel management, why did you change and would you advise people to study hotel management to get into the space or can people transfer from any other

industry into the hotel/tourism industry?

I was a swimmer and initially entertained the thought of taking my sporting career further but looking at the realities, my age, etc. sports management and sport for me had an expiry date. Hospitality management was my second choice but honestly so happy with the way things turned out. Studying hospitality management teaches you the service aspect of the industry and exposes you to the systems we use in the industry. If you are passionate about people, travel, food, and in my opinion, being a part of making someone's day, hospitality is for you. It can be very tiring but the pace of your day is what makes it exciting. Transferring from another industry, depending on the role you plan on fulfilling is not impossible but it is chal-

lenging when you don't know service protocols and systems.

7. We read that your aim is to change the face of hospitality and tourism in Africa (we stand to be corrected on this), how has this space changed ever since you started?

It can be tricky to quantify this at times, but through establishing processes and teaching owners about certain marketing fundamentals I have been able to ensure that my clients are sustainable, and through this, they can scale, hire fire more staff and extend their service offering. My overall purpose around this is how establishments are marketed. I want to ensure that even small or rural tourism businesses will have access to tools and resources that can make them successful.

8. You recently started a conglomerate with a group of driven colleagues like yourself what is your aim with this conglomerate?

We decided to pool our skills and networks to further our work and offer a more inclusive product in the market. This was influenced by our experience in the industry where hotels often get ex-pats to come to the continent to either do a skill share or manage a hotel for a certain period. The downside to this is that we're not promoting talent on the continent and at times the cultural difference between the GM and their team causes unnecessary friction as what might work in Europe for example won't work in Africa because certain nuances are not

understood. With our offering, we have Africans upskilling Africans and ensuring we still retain what makes our hospitality different *from the rest of the world.

Regarding the SaaS tool, we are still in the process of developing an MVP - it's a costly exercise and has caused delays but once we go live with the initial concept, we believe the uptake will be quick.

9. COVID-19 changed the way hospitality works what's your advice to African countries in repositioning their hospitality and tourism industries?

They need to adopt a 2 pronged approach, one to stimulate local travel and the other to stimulate international travel. One cannot solely rely on international business as we experienced once Covid hit. We need to create a local travel culture that encourages *residents to travel within their country (affordably). This is not a new concept, but the implementation is lacking. Digital marketing campaigns and cross-country partnerships/deals will also assist in stimulating demand. I would also consider unconventional spaces to promote a hospitality/ tourism business that's not on a travel site or blog for example - think out of the box.

10. What is one of your big dream in relation to your work and what would you love to see on the continent in the future in relation to our communities and the tourism and hospitality spaces?

My current dream is that we will have people who have industry experience making decisions at

government level. Placing people with understanding and previous experience from the industry will dictate policies and programmes that will benefit the industry. At the moment, the efforts we are seeing don't really mean much for the travel and tourism businesses in SA.

11. Influencers and PR companies have become a vital part of the global marketing engine in particular in the travel space, seeing trends online like solo travel, nomadic working, etc what's your take on influencers and the travel and hospitality space?

I love using influencers, they are a great addition to a marketing strategy. Where most establishments fail is that they are not strategic in their approach when selecting influencers. Often decisions are guided by numbers and popularity not realising that they need to assess whether the influencer shares the same values as their brand is a good representation of their brand and ideal guest and do they like their style of content. A metric that trumps followers is the engagement rate with their audience, they can have all the followers in the world but if their engagement rate sucks, it is a clear indication that a partnership promoting your brand will fall on deaf ears.

12. I listened to one of your interviews on the radio and I learnt more in that interview than I have anywhere else in regards to the African hospitality landscape,

is there a way our readers can sign up to learn more from you or should they just follow you studiously online?

I am in the process of launching the Tourism Network which will allow me to put out free content and resources for the hospitality and tourism industry. In the meantime, do follow me on Instagram or LinkedIn or sign up for my newsletter on my website.

13. Speaking of studiousness, we noticed you have a few educational qualifications under your belt, why is it important for you to further your education?

I would be foolish to think I sit with all the knowledge and expertise to do my job. Industries are continuously growing, changing, and introducing new tools or ways of doing things. Professional development doesn't always mean a degree. You can learn a lot online through blogs, Youtube, and U-demy. My next qualification will be my Masters in Business Leadership as the right leadership and execution thereof are imperative to my success and those that I manage/lead.

14. We always end our interviews with this question and we'd love to ask you the same question which is what advice would you give your younger 18-year-old self?

Despite all the twists and turns, you are going to make yourself so proud and you can't begin to imagine how happy and fulfilled you will be in the future. If you can, find God sooner, go to therapy sooner, and learn

You have to be intentional about how you want your days to look and how you want your life to look. It's not easy, but you deserve to live a life you don't want to escape from.

financial skills now to avoid the bad, decisions you'll make in your 20s, do it!
<end of interview>

Many thanks to Cleo Anastacia Johnson cover for being such a rock star and all the beautiful gems of knowledge she dropped in this interview.



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FEMALE ENTREPRENEURSHIP IN AFRICA

As we celebrate Women's Month, we know that women have made tremendous strides in terms of representation in business, and even though we've pulverized many a glass ceiling in tech, business, government, and numerous sectors I wanted to truly see how fair as businesses or brands of choice in Africa and understand why that was. I looked up the top brands in Africa for the year 2022 and was disheartened but not shocked by what I found, below are the top 10 'Most admired African brands' of 2022;

1. MTN -Telecom Provider, South Africa.
2. Dangote- Consumer, non-cyclical, Nigeria.
3. Ethiopian Airlines- Aviation, Ethiopia.
4. Kasapareko Drinks Alomo Bitters- Alcoholic Beverages, Ghana.
5. Glo/Globacom- Telecom Provider, Nigeria.
6. DStv- Media, South Africa.
7. Jumia- Technology, Nigeria.
8. Econet- Telecom Provider, Zimbabwe.
9. Shoprite/Checkers- Retailer, South Africa.
10. Bathu Shoes- Apparel, South Africa.

According to african.business/dossiers the above brands are the most admired brands in Africa, this list is debatable but we won't go down that rabbit hole today. After going through the list I realised

none of the businesses/ brands were women-owned brands and the ones that had women as top beneficiaries or executives were either family members (men having been using nepotism for years so that's not my main qualm, that's not what I was looking for in this particular instance) or not in the sole position to run the business.

I think even more disheartening than this is that the overall top admired brand in the complete list was not even African but American, the top admired brand of 2022 was Nike! Yes I know it's Nike but it's not African and more importantly for this article, it's not women-owned.

According to ideas4development "Africa leads the world in terms of the number of women business owners. Women in Africa are more likely than men to be entrepreneurs. Women make up 58 % of the continent's self-employed population. However, a recent World Bank report, Profiting from Parity, shows that women entrepreneurs across sub-Saharan Africa continue to earn lower profits than men (34 % less on average)." The fact that entrepreneurship for women in Africa is many times the only choice is not lost on me a graduate who struggled to gain permanent employment for ages and then resorted to the entrepreneurial route, "In this context, partnering with the

private sector to leverage synergies should be a key element of efforts to create greater opportunities for Africa's hardworking women entrepreneurs, with three important approaches that should be adopted."

"First, we need to target the underlying constraints related to social norms that are holding women back, such as the uneven burden of childcare and social norms that tend to push women into less profitable sectors. For example, findings from Ethiopia and Uganda pointed to sectoral segregation as an important determinant of the gender earnings gap in entrepreneurship. In Uganda for example, the average monthly profit in the female-dominated saloons sector is just USD 86, while those in the male-dominated electrical sectors enjoy average monthly profits of USD 371. Similarly, the Profiting from Parity report's analysis finds that one-quarter of the gender gap in profits in the Democratic Republic of Congo can be explained by the fact that women operate in comparatively less profitable sectors." ideas4development.org

What I found particularly intriguing when researching why women weren't at the top of the entrepreneurial food chain was that 'Rather than teaching traditional business skills like account-

ing, there is promising evidence that socio-emotional skills, such as personal initiative and perseverance, matter more. In Togo, a training that taught small entrepreneurs to show initiative, be proactive, and demonstrate perseverance yielded impressive results: women who took this training saw a 40 % average increase in their profits, compared to no significant increase for those taking traditional business training.” ideas4development.org

That was like a light bulb moment for me that we need to teach women to be more tenacious and that although they still needed technical skills it's soft skills that were tipping the balance of power.

“The World Bank has shown that low-cost, simple tweaks in project design can have a large impact on women's empowerment. For instance, in Malawi, we found that encouraging women to register their firms did not have an impact on their profits. Yet, by combining help on registration with a simple information session at a bank and a business bank account, women significantly increased their use of a range of formal financial services, resulting in increases in profits of 20 %. And this can be done at a cost of only \$27 per firm. This is important in the context of sub-Saharan

Africa, where only 27 % of women have an account at a financial institution.” ideas4development.org

As I looked at the most admired African brands I realised Bathu Shoes a exceptionally young African brand started in 2015 by 34-year-old young South African Theo Baloyi (congratulations to him we're so proud of him as young Africans) was on the list. I thought to myself Theo has probably worked extremely hard to get on lists like these but I couldn't help realising how he had tapped into the list of elements above that we need to have to build admired brands and successful businesses as women. I am more resolute than ever to address these issues and on this Women's Month we are so happy to be partnering with businesses like Paynow that make business easier for women helping them receive and make online transactions. We at SHANA Magazine are excited to tell you about the partnerships we have coming up to help women leverage the tools around them and lead more effectively.



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FOOD DIARIES

We love a good full course meal menu and not just restaurant style cooking but fun, quick and easy meals you can prepare at home. Thank you to Noxy Hadebe Duri for all the food photography and to the amazing chefs who helped her execute these dishes.





SALMON FLORENTINE

INGREDIENTS:

1 lb salmon
1/2 cup diced onion
3 large garlic cloves pressed
5 oz fresh spinach chopped
6 oz baby bella mushrooms sliced
1/4 cup white wine
3/4 cup heavy whipping cream
Salt
1/2 tsp red pepper flakes
US Customary - Metric

INSTRUCTIONS

Preheat the oven to 425 and line a small rimmed baking sheet with parchment paper.

Rub the bottom of the salmon with oil and place it skin down on the parchment paper.

Season salmon with salt and pepper.

Bake for 13-18 minutes, depending on the size and thickness of your salmon piece. (Take salmon out once cooked.)

While salmon is cooking, heat up a large pan over medium heat. Add some cooking oil and diced onion. Saute onion until transparent.

Add mushrooms, garlic, and spinach. Cover and let the spinach cook down, stirring occasionally.

Once spinach is cooked down, drain off the liquid that accumulated from mushrooms and spinach.

Return to the stove and add white wine. Simmer for a few minutes to cook down the alcohol.

Add heavy whipping cream and mix well. Season with salt and red pepper flakes. Stir and cook for a few minutes.

Add spinach and mushroom mixture to the cooked salmon, over the top.

Recipe: willcookforsmiles.com/salmon-florentine/
Image source: <https://unsplash.com/photos/gwBcamFtPr4>

LEMON RICOTTA PASTA

INGREDIENT NOTES & SUBSTITUTIONS

Fresh pasta: I prefer a long pasta like fettuccine, tagliatelle or spaghetti for this recipe, but you can use short pasta as well, for example penne or fusilli. You can also use dried pasta but it will take longer to cook.

Olive oil can be swapped for a neutral cooking oil

Lemon - I prefer to use organic lemon when I am using the zest. Either way, make sure to wash it before using.

Pecorino cheese can be swapped for Parmesan cheese

INGREDIENT ADDITIONS & VARIATIONS

Spinach can be added. Add it with the pasta for the last minute of cooking.

Red pepper flakes can be added for a spicy twist

Fresh basil leaves can be added just at the end

Arugula can be added just at the end

Vegetables like asparagus, broccoli or zucchini - either boil them with the pasta or sauté before adding

Make it vegetarian by using a pecorino substitute without animal rennet

Make it gluten-free by using gluten-free pasta.

Boil the pasta in a large pot of salted water, according to package instructions, and make the lemon ricotta sauce while the pasta is cooking. Place all ingredients in a bowl or on a plate. Mix well.

Drain the pasta and add back to the pot together with the ricotta mixture and some pasta water.

Mix well, until the pasta is coated in creamy sauce. Garnish with some lemon zest and fresh ground black pepper before serving!

Recipe: alwaysusebutter.com

Image source:

https://unsplash.com/photos/-F_5g8EEHYE









MILLET MUSHROOM RISOTTO

Millet mushroom risotto is a creamy and comforting plant-based main or side dish. It's easy to make on a stove top or in a slow cooker, and it's more wholesome than traditional rice risotto.

INGREDIENTS

- 1 Tablespoon light olive oil
- 1 shallot or ½ small white onion, diced
- 1 teaspoon minced (about 2 cloves)
- 1 cup hulled millet or Arborio rice or quinoa
- 1 ¼ cups button mushrooms, thinly sliced
- ¼ cup white wine, optional (see notes for substitutes)
- 2–3 cups vegetable stock, divided
- 1–2 Tablespoons butter or vegan butter
- ¼ cup shredded Parmesan or nutritional yeast flakes, more for topping
- 1 cup or more loose leaf spinach
- Topping – Fresh parsley, kosher salt and black pepper

INSTRUCTIONS

STOVE TOP DIRECTIONS

Add oil to a large skillet and bring to medium-high heat; add shallots and garlic sautéing until translucent or about 3 minutes. Stir in millet and mushrooms.

Increase heat to high, add white wine. Let millet and mushrooms absorb the white wine while it cooks off in about 2-3 minutes. Reduce heat to medium-high and stir in 1 cup stock.

The millet will start to absorb the stock after 10 minutes. Once it does, add another 1 cup of stock into the pot.

Continue cooking, stirring every couple of minutes, until the millet is almost all the way cooked through, around 17-20 minutes.

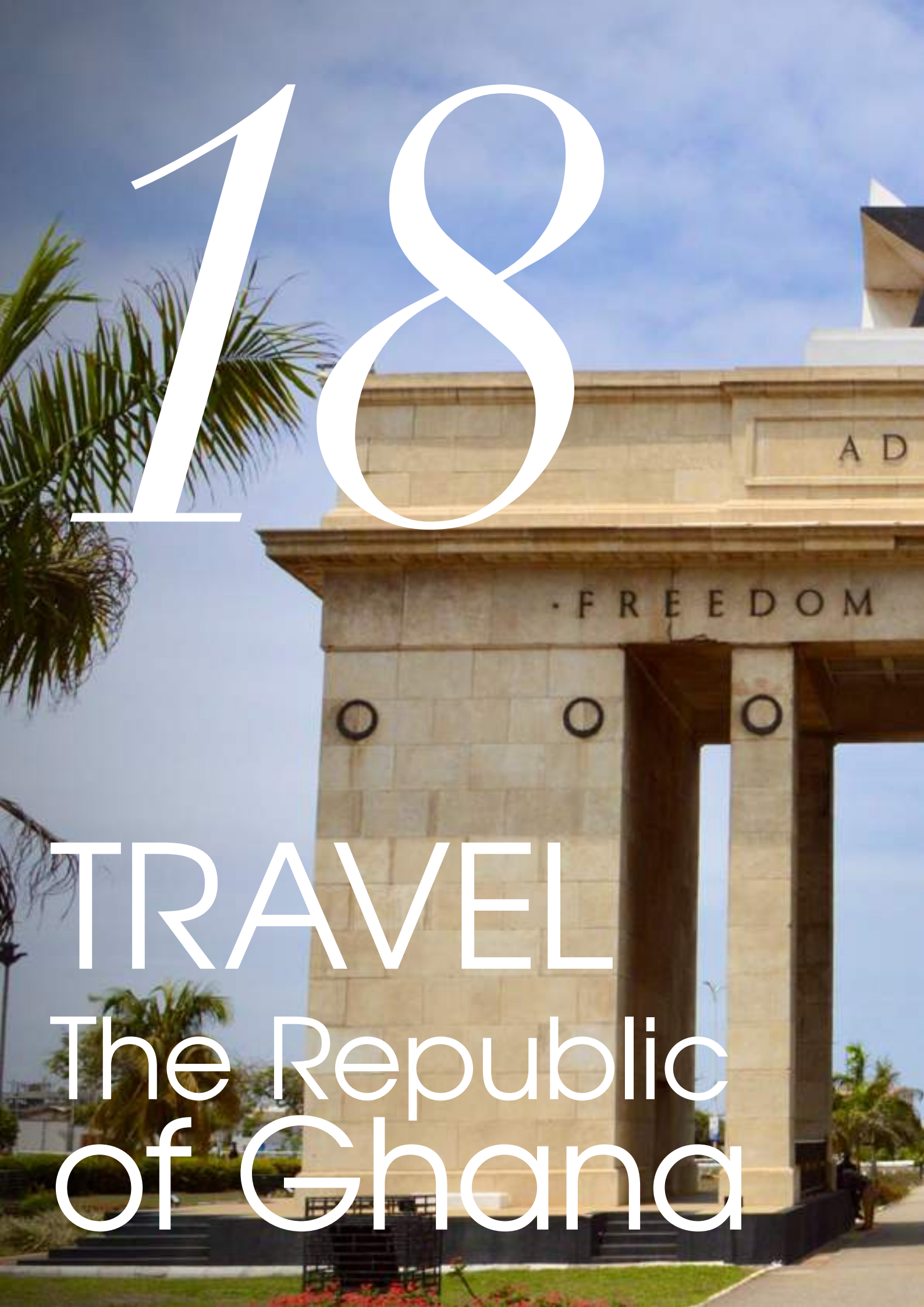
When millet is cooked, reduce heat to low. Stir in butter and then the Parmesan and spinach. Cover and let spinach wilt for 2 minutes. Stir again before garnishing with parsley, salt and black pepper, to taste.

Prep Time: 5 minutes

Cook Time: 30

Recipe from cuttercrunch.com.

Image: unsplash.com

A photograph of the Independence Arch in Accra, Ghana, under a clear blue sky. The arch is a large, light-colored stone structure with the word 'FREEDOM' inscribed on its upper part. To the left, a palm tree is visible. The number '18' is overlaid in large white font at the top left.

18

TRAVEL

The Republic of Ghana



1 9 5 7

AND JUSTICE.



Ghana also known as the black star of Africa is home to many beautiful and historic sites among them are the two we have pictured above that we will have a brief discussion about. Before we talk about the historic sites it would be a miss of us not to discuss why Ghana has become the nation of choice for non-African black people around the world, it has truly become a mecca and a home for thousands of black people looking to reconnect with the continent. Just recently Ghana celebrated the year of the return.

"The Year of Return, Ghana 2019 is an initiative of the government of Ghana – along with the U.S.-based Adinkra Group – that is intended to encourage African diasporans to come to Africa (specifically Ghana) to settle and invest in the continent. It was formally launched by President Nana Akufo-Addo in September 2018 in Washington, D.C. as a program for Africans in the diaspora to unite with Africans. The year 2019 is symbolic as it commemorates 400 years since the first enslaved Africans touched down in Hampton, in the English colony of Virginia in America. The program also recognizes the diaspora's achievements and sacrifices in the time since that event. Starting from when President Barack Obama made a visit to the Cape Coast in 2009, many famous, respected

and admired African-Americans from the diaspora have visited Ghana to discover its culture. The Ghana Tourism Authority and the Ministry of Tourism, Arts and Culture lined up a slate of activities in "celebration of the resilience of the African spirit." Many African Americans shared their stories regarding their experiences in Ghana during the Year of Return." [wikipedia.org](https://www.wikipedia.org).

The Black Star Square is also known as Independence Square. The Black Star Square is now a public park but was built in 1961 after Ghana gained its independence on March 6, 1957 to commemorate their independence. Notably Ghana was the first African country to gain independence so the monument was not only significant to Ghanaians but to Africans around the world. "This square is located in Accra and is an iconic landmark for Ghana. The park holds two main structures, the Independence Arch and the Black Star Monument, which is also called the Black Star Gate." demafrica.com

On the Every 6th of March you appearance national pride as the crowds gather for their annual independence parade. "The park has seating stands which hold 30,000 people. In addition to the parade, it's also where the country holds many large public gatherings throughout the year as well as major national festivals." demafrica.com

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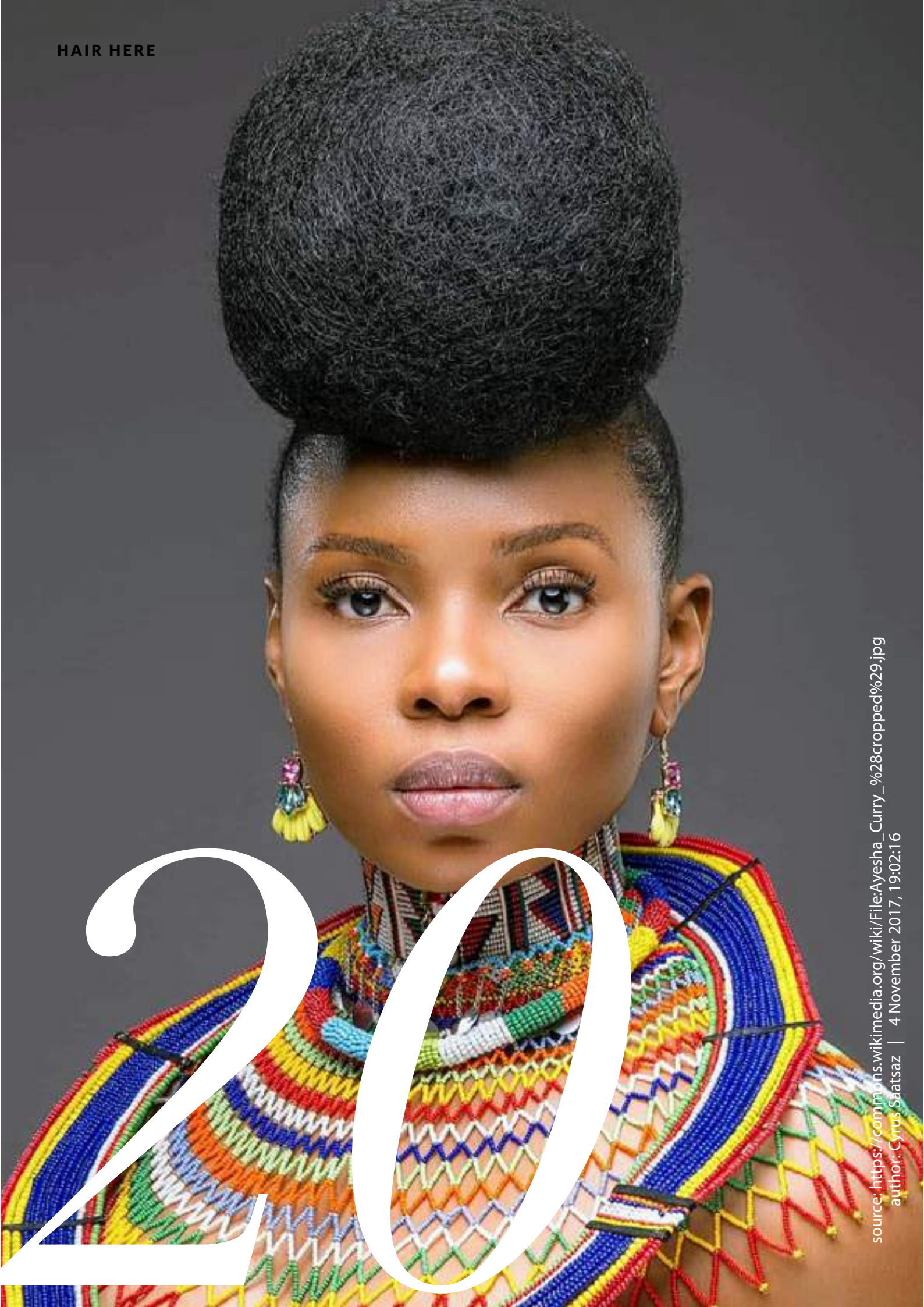
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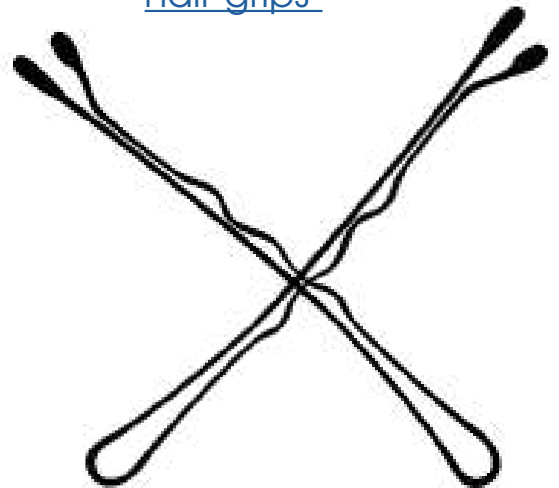
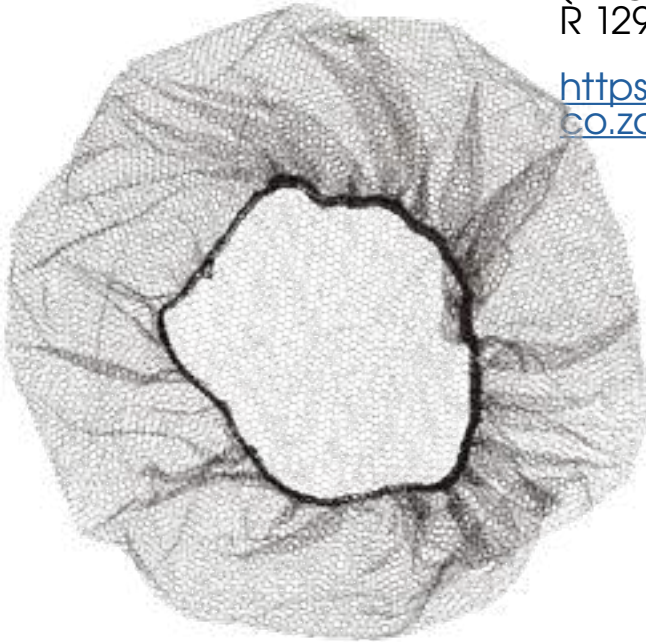
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BRIEF NEWS WE THINK YOU SHOULD KNOW (SUPER BRIEF)

FLOODS CAUSE DEVASTATION IN SOUTHERN AFRICA

Floods in Malawi and Mozambique

"Cyclone Freddy, an exceptionally long-lasting storm, has claimed the lives of over 400 individuals in southern Africa.

The vast majority of these casualties occurred in Malawi, where the death toll continued to rise on Thursday night. As search and rescue efforts become increasingly futile, hopes of finding survivors dwindle.

Freddy struck twice in a few weeks in the region, killing 73 people in Mozambique, 17 in Madagascar, and now 326 in Malawi, according to the latest death toll announced in the evening by the president of this poor country.

"The death toll from this disaster has risen from 225 to 326, the number of displaced people has more than doubled" exceeding 183,000 in Malawi, said Lazarus Chakwera, on a trip to Blantyre (south), the economic capital and epicenter of the storms." <https://www.africanews.com/>



RWANDA TAKES THE LEAD AND HOSTS FIFA

Rwanda hosts 73rd Congress of FIFA

Rwanda hosted an estimated 2,000 guests from across the world who attended the recent 73rd Congress of the world football governing body FIFA which in Kigali on the 13 to the 17th of March.

"President Paul Kagame said in his opening address that he was positive about the increased engagement and visibility for African teams at future World Cup tournaments, following FIFA's decision to up the number of teams participating at the tournament." [africanews.com](https://www.africanews.com)

Kigali and Ghana have become the go to African countries of choice for international events and at moment like this was definitely opportune for President Kagame to announce the renaming of the Kigali Regional Stadium to the Kigali Pele Stadium, in honour of the late great Brazilian soccer star Pele, who died on December 29, 2022." [africanews.com](https://www.africanews.com)



PROTESTS ROCK THE CONTINENT

Kenya, South Africa and Nigeria protest

2023 has seen protests and contestation in almost every part of the region. "Tens of thousands of demonstrators across four African countries yesterday heeded calls for anti-government protests to agitate for an end to, among others, worsening economic conditions, corruption and despotism. In effect, this march of solidarity makes March 20 historic." <https://www.standardmedia.co.ke/>

Nigeria, Kenya, Tunisia and South Africa all had parallel mass protests, although Nigeria has been protesting prior to the 20th of March. The continent and the world at large have seen dozens of protests relating to governance issues in the last few years post COVID19 and it seems that as the election years roll through the continent thereby maybe more protests expected on the horizon.

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