

COVER

Undeniably a man of eloquence and leadership skills, **Fela Durotoye** is not one who needs much introduction. He is a motivational speaker and the Chief Executive Officer of Gemstone Group, a leadership development institution aimed at raising leaders of excellence and exemplary value. So it comes as no surprise that he is the chosen Presidential candidate for the new political party 'Alliance for New Nigeria' (ANN). This week, **FUNKE BABS-KUFEJI** speaks to the ANN presidential candidate on how he intends to put his words into action to be the leader Nigerians seek.

CREDITS: PHOTOS: TY BELLO

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THISDAY STYLE

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With election getting closer by the month, needless to say, it is the most talked about issue of the moment. Many of us sit in our comfort zones voicing one opinion or the other. And of course, everyone and their dog believe they have a strong knowledge of the political intrigues and further still, believe we have the answer to our prevailing situation. Many a time, while attending social gatherings or event, some have almost come to blows because of their strong views on these issues. Nothing holds our attention more than politics: the decay in our nation, the abysmal failure of the leaders who govern us, the disgruntled youths who have been deprived of a bright future. The list is endless. Tenure after tenure, we recycle the same people like musical chairs. One minute you are in, the next minute you are out. Even if there are people who can do the job, they are usually sidelined by those who have the political structure and pocket to get what they desire whether or not they are deserving of it or are the best candidates for the job. But lately a new crop of people has emerged to contest for this coveted seat. They,

unlike most beer parlor commentators, have decided to take the bull by the horn and get into the arena. They, like us, believe enough is enough and have chosen to make their voices heard through their campaign. It is not about winning or not but their boldness to enter a terrain that seems too frightening to an outsider and considered a fruitless venture by most. But undeterred they have soldiered on and intend to create a momentum that will inevitably draw the required attention of the masses they are willing to serve. There are quite a number of such candidates and we believe it's only fair to give them the same platform to air their views, as we would do the usual popular faces we have featured in the past. It gives you, and them, the opportunity to read what they have to say and give you the option on whom to vote for

Fela Durotoye is our 4th *Presidential Challenger* and we hope to feature a few more of them before the final candidate clinches the seat.







PANTHÈRE DE CARTIER COLLECTION



SAM AJIBOLA



Guaranty Trust Bank



Specific Meet the Specific Spe





SIMI

Scene and Seem

BY FUNKE BABS-KUFEJI

Thousands of children and their parents gathered recently at the Federal Palace Hotel in Victoria Island to an amazing two days of fun and cheer with their favourite Nickelodeon characters at the Nickfest

spend time with Nickelodeon's superstar characters like SpongeBob Square Pants; Adventure Bay's audacious pups, Skye, Rubble Marshall and Chase from Paw Patrol, the fun and adventurous Dora the Explorer with her animal rescuer cousin, Diego and Dora's best pal, Boots not to mention Shimmer and Shine, the two genies that can solve any problem. That was not all, there were loads of games and activities to engage the children from merry-gorounds to zip linning to slim and foam pools and much more.

The fest also had A-list Nigerian musical acts Mayorkun, Falz, Simi and Adekunle Gold who performed for the kids, which gave them the opportunity to meet and greet and also take pictures. The highlight of it all was the celebrity Slime Challenge where popular personalities were slimed green in an effort to raise both awareness and funds supporting children through NGO projects in Nigeria.

Nickfest 2018 was a blast and all those who attended can attest to that.



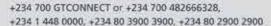
Date: 10th & 11th Nov. 2018

Venue: Plot 1, Water Corporation Drive,

Oniru, VI, Lagos Time: 10am - 10pm

Attendance is free

















BY KONYE CHELSEA NWABOGOR

STEPS FOR HEAD-TURNING!

Fitting in while standing apart is an important element of personal style. In this era of fast fashion, social media style celebrities, and trends with a short shelf life, it can be hard to know how to turn heads and stand apart for the right reasons

Be Confident

It's not always about what's in fashion. If you are confident in your personal style choices, you can wear what you like. Own it. Love it. Live it. More often than not, it's the unexpected that will get you noticed. Making bold fashion choices and taking risks every now and then shows off your vibrant personality, which is definitely a good thing. So yeah, go ahead and wear that vintage psychedelic print scarf.

Add A Twist

Mix items and add accessories that uphold and express your personal style to match. Walk, sit and gesture with confidence. No outfit is complete without the confidence and bravado of the woman wearing it. Even the most on an incredibly avant-garde artistic piece, wear it with pride. Throwing these pieces in with staples like ripped denim, leggings, or sundresses is a genius styling trick.

Make the Most of your Shape

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suit your shape. When you realize what style works for your shape, embrace it. While change is great, sometimes having a signature style that you always come back

Think Statement

Look for items that stand out. A statement accessory does wonders in establishing what your style is. These pieces are not for everyday, and these items are as far from basic as you can get. They are attention grabbers, scenestealers, and jaw droppers. Invest in them and watch your fashionista credibility go up a thousand percent every single time you bring it out.



Invest in quality pieces

Anything around your head, hair, makeup and eyewear, will be noticed first so make them count. These are three things that are worth spending on to get high-quality

Experiment with ways to layer your clothes and accessories that are slightly different to the commonplace layering style techniques.

Mix Patterns

Go beyond the everyday and look for combinations that are pleasing and different. Print on print has become a major trend as of late. But more than a trend, it is an interesting and clever way to get dressed. Print on print will outlast the test of time and trends given its stylishness when done right.

ANTO







#arise&vote2019

Follow the Nigerian elections of 2019

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#Together4ALimb 2018 was indeed more than just a walk



A full contingent of Stanbic IBTC staff, as well as other well-meaning Nigerians, filled the streets of Lagos, Abuja and Port Harcourt on Saturday, 27 October 2018, for our annual charity walk to raise awareness on the need to support children living with limb loss.



Underiably a man of eloquence and leadership skills, Fela Durotoye is not one who needs much introduction. He is a motivational speaker and the Chief Executive Officer of Gemstone Group a leadership development institution aimed at raising leaders of excellence and exemplary value. So it comes as no surprise that he is the chosen Presidential candidate for the new political party 'Alliance for New Nigeria' (ANN). This week, FUNKE BABS-KUFEJI speaks to the ANN presidential candidate on how he intends to put his words into action to be the leader Nigerians seek.

Though you are a successful inspirational speaker, some think it is child's play compared to the intrigues of politics where you have to be extremely savvy to overcome the hurdles and the survive it's slippery terrain. How do you intend to scale these

For the last 14 years, beyond building a successful Consulting and Leadership business, I've been a nation builder. What that means, is through social enterprise, I've created interventions and projects to help make a difference to our society, most times at great personal cost. I've served Nigerians at different levels, whether it was working with the Oyo State Government to improve the NECO results of 48,150 public secondary students and 4000 teachers for two weeks, where we fed them, gave them writing materials, raised volunteer teachers to train them. We took Oyo state from a national educational average of 28th in 2008 to 3rd in 2009, and I did this all for free, to crowdfunding over 4500 Math sets and four figure tables for children writing WAEC in 2010 and so much more, without an intention to run for public office. So to answer your question, I'd say I'll show Nigerians my record of public service; because really, that's what politics is, and politicians have forgotten they are meant to be public

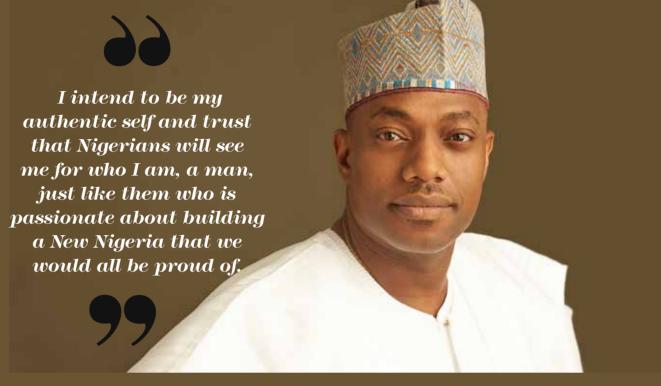
I intend to be my authentic self and trust that Nigerians will see me for who I am, a man, just like them who is passionate about building a New Nigeria that we would all be proud of.

Many young men like you have entered the Presidential race over the years. But regardless of all they do on their campaign trail, they barely scratch the surface when the results of the elections are out. What are you doing differently to ensure your presence is felt both at the polling booth and with the citizens you want to serve?

I celebrate everyone who has come before me, simply because they showed it was possible. Each aspirant or candidate that has come before me is like a runner in a relay race and their job is to run and pass the baton. For too long, we have left politics to the

I have no illusions about the hurdles that come with this race. Our first mistake would be to expect to beat the system at its own game. It's a classic case of David and Goliath. David had to use unconventional strategies to defeat Goliath used to fighting

Now that doesn't mean we won't engage Nigerians conventionally. For the last few months, I've visited 18 states across the country, from Bauchi, Ogun, Uyo, Ebonyi, Nassarawa just to name a few, having town eetings, speaking to people at the grassroo market women, transport workers, students on campuses, corporate professionals, industry leaders religious institutions and of course engaging first time or apathetic/disenchanted voters. I also believe there is a message for a season and there's also a messenger who is authentic to that message. I trust in Nigerians. Everyone we have spoken to all want the same thing, a New Nigeria, nothing like the old, one that works for us all, where what is readily acceptable to the rich is available to the poor; where government doesn't prey on businesses, but sees businesses as their partner; where banks realize that supporting SME's increases our GDP, where the ease of doing business in Nigeria is not measured on a scorecard, but felt where it truly matters, in their bottom line, a nation where generators are silent because power is present, where our police officers and security personnel are professional and enumerated for the service it is to be our first line of defense, where hardworking parents are not extorted



by foreign universities because our educational system is outdated and comatose. My job is to get that message of a New Nigeria to as many Nigerians as

Being a consultant, inspirational speaker and leadership expert training youths towards transformational leadership and social change how are you putting your skills to use making sure the youth who are the majority in Nigeria, vote for the right leaders not only on the presidential level but

I've always said that my candidacy is not about Fela Durotoye for President. It's about triggering a critical mass of good people who will take responsibility to "run for a New Nigeria" so that we can deliver good governance at all levels. And since I expressed my intention to serve, several hundreds of thousands of young people have decided to become first time voters, thousand have joined political parties, particularly my party, the Alliance for New Nigeria (ANN) and several others have decided to run to take up elective office. My message to the young people is clear, we are not too young to lead. You shouldn't be the pawns of selfish individuals who only visit you once every four years to give you crumbs, selling you bread and hiding the fact that the bakery belongs to you. Over the last 17 years, I have been a consistent guide to young people, either on campuses or in their workplaces; many attest to the fact that Fela Durotoye isn't doing this because he's ambitious to be President, that's not what drives him, the only thing that drives him is a New Nigeria.

Will you say your role as a leadership expert has prepared you enough to run the affairs of our beloved country Nigeria?

Leadership is basically about influence. Unfortunately, most Nigerians cannot say they have been led, rather we have been ruled. Leadership is the ability to inspire willing and conscious followership to deliver positive results. I've been privileged to inspire individuals and organizations, from as far back as 1994, to deliver positive results. I believe that leadership is first about personal responsibility, even if it doesn't affect you. Sometime in 2009, I was speaking at a conference in Mushin and I was inspired to create a community project, where we would paint 300 houses for free. I felt it would improve the quality of life for the residents and inhabitants to feel better about themselves, and know that someone cared enough

about them to take responsibility for them. I didn't have any resources to speak of, but I knew I had a voice and a platform. So I went on my Facebook page and called for volunteers to join me to paint houses in Mushin. We called the project Mushin Makeover. On the 12th of December 2009, over 2000 volunteers came out, with their buckets of paint and brushes and we painted 296 houses for free. That day was a huge watershed moment for me, because I saw Nigerians from different ethnic, religious and social classes come together for a vision that they might not personally benefit from, but for a common goal, to give Mushin a makeover. I saw celebrities like AliBaba, Banky W, Wizkid, TY Bello to name a few, grab a brush and bucket of paint, working side by side with "Area Boys", police officers, LASTMA officers conducting traffic, students, market women, all for a single goal; and I remember saying "This is how we will build a New Nigeria". That day, no one was Muslim or Christian, rich or poor, Yoruba, Hausa or Igbo. That day, we were all Nigerians. We took personal responsibility for each other. Since 2004, I've been talking and working on a goal to build Nigeria into the world's most desirable nation to live in by December 31, 2025. We need a leader who would inspire his nation to do great things and take personal responsibility to make Nigeria work.

Nigeria needs actions, not just words. What was on your political manifesto that made you cinch the ticket for your party Alliance For New Nigeria?

Though I clearly understand the direction of this question, I want to quickly add that we can never overemphasize the role of words to inspire action. It's as simple as this, if you say you can, everything in you responds to that, and if you say you can't, everything in you equally obeys that. Terrorists and suicide bombers are programmed by words. And they act on it. In the same way, the right words can activate the right things, the right behaviours, the right perspectives and the right ideologies. Words are more powerful than we probably think. A people will be void of every required drive to succeed without a leader who has the ability to inspire to them. So, one of the major core of mymanifesto is Job Creation, with my policy thrust for a New Nigeria called A.S.P.I.R.E

- A Agro mining revolution and Accountability
- S- Safety and Social Security (with a focus on hunger, healthcare and housing)
- P Power and Public Private Partnerships
- I Infrastructure / ICT / Integration & Institutional



R - Restructuring / Resource control / Reorientation & Rural development

E - Education / Enterprise / Employment / Economy / Export focus / Empowerment &

Apparently yourself and Kingsley Moghalu were the top two of your party when the consensus for a candidate was made. You cinched the ticket but Moghalu decided to go to another party. What do you think made them choose you instead of him as the consensus candidate?

I have a great deal of respect for all the members of PACT (Presidential Aspirants Coming Together). It wasn't and isn't a political party. It was and still is a bond of 2019 presidential aspirants who share like passion for Nigeria. So we came to a point where we decided that it was necessary to join forces, so we wouldn't split the votes since we shared similar demographics. Once we agreed, we decided to put ourselves through a transparent electoral process which was overseen by Dr. Oby Ezekwesili which would see a candidate emerge as our consensus choice and the others will support that man or woman. I emerged through that process by a single vote. All members of PACT, myself and Prof. Moghalu inclusive, signed an MOU, put our word on the line and were ready to suspend our candidacy for the eventual Consensus candidate. I even issued a statement on my social media handles, promising to honor the outcome of our process and support the eventual nominee, even if it was not me. Some aspirants decided they would be better off alone, and I respect their decisions. One member leaving a team doesn't mean the death of that team. So I celebrate and respect all PACT members who chose to put Nigeria first and themselves last. I guess the reason I emerged was because my vision for a New Nigeria was the same as theirs.

How has your campaign been so far and how are the people responding to you and what are you doing to earn their trust and confidence?

It has been an exciting and interesting journey. And irrespective of where ever I go, I see the same things. I see a people badly in need of hope, resilient people who are on the verge of giving up, but who somehow, despite their challenges, forge ahead in the hope that things will get better.

It is hope that causes a poor man to tell his family that even though they went to bed hungry tonight, they would have food in the morning. It's hope that causes the entrepreneur or business owner to pour fuel in her generator in the hope that before it runs out, she will have made enough profit to cover her costs, provide for her family and fight another day. People have said they think I'm elitist. But I'm not. I was raised by a single mother who raised three children when my father died when I was 11 years old. I grew up and studied till my Masters degree level all on Obafemi Awolowo University campus because my parents were University lecturers and later, professors. Tara and I got married 17 years ago in a one room boys quarter. I'm just like you. I pay school fees for my three children who have all been raised and studied in Nigeria. I pay salaries for my staff, my business ran on diesel everyday for eight years because we couldn't afford to have it on NEPA. I'm just like you. Who Fela Durotoye is now is solely a function of the grace of God, and hard work. Nigerians see a man who is just like them and they can tell I'm not faking it just to win an election. I will never compromise my values to become President.

Most elections all over the world require heavy financial backing. How do you intend to raise the required funds?

To be honest, our campaign has been funded by everyday Nigerians who give their N500, N1k, N5k and



I have no illusions about the hurdles that come with this race. Our first mistake would be to expect to beat the system at its own game. It's a classic case of David and Goliath. David had to use unconventional strategies to defeat Goliath used to fighting conventionally.



more, to support our movement. Our campaign has been very transparent with the donations we have been faithful stewards of. We have published monthly financial reports of our donations and expenses, which can be seen on my website or on my social media pages. I don't have any Godfather, except, God, the Father. I've always said that the Nigerian people are the only cabal I'll ever need. Recently I asked for support to raise the Presidential nomination form from my party, to reach the delegates of the party and in 24 hours, everyday, Nigerians who saw and heard my request on social media, had given N5.5M! Nigerians know that every donation they give to my campaign is for me to represent their values and interests and I would never betray that trust.

Needless to say, the state of the economy, the despondency of our youths, the uncertainty of a better tomorrow are some of the many reasons our nation is in despair. So it comes as no surprise that the younger generation is lending their voice to a struggle that needs urgent solutions. What else are you bringing to the table that will give you an edge over the political titans you are running against for

One of my favorite books says "where there is no vision, the people perish and cast off restraint" What we see in Nigeria today, is a result of no vision. Everyone is

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doing whatever they can to make it through the day to just survive. Over the years, Nigeria has been ruled by people who make lofty promises but don't intend to keep them so they can lure, lobby and maneuver their way through the electoral process. If a Godfather gets you elected, you will have to dance to his tune; as we can see across several states in our country. No one can do better in governance, than the process through which he or she came into governance. What people do, or do not do, to win elections is a template of their governance. You cannot correct when you get to power, the values and principles you broke to get to the seat of power. So I am not coming with empty promises to lure and maneuver my way through the electoral process. That's why I didn't create a political party where I could become the sole Presidential candidate and make a big show of it. Before I joined the Alliance for New Nigeria, I had offers from five parties to become their undisputed candidate. But I turned them all down, because I wanted to earn the right to represent all Nigerians. I went into PACT, realizing that nothing was guaranteed and that someone apart from me could emerge as the consensus candidate. I've also submitted myself to due process to contest against several Presidential candidates of my own party and I'll be privileged to be their eventual nominee to represent the aspirations of 190 million Nigerians as the People's President.

How will you manage the many complex and dynamic issues between our various tribes, rulers and politicians to enable peace, unity and

Nigeria is not the only country in the world where there are multiple cultures and languages. Countries like Singapore and the United States of America with similar peculiarities have become nations by having

Nigeria is not the way she is because she is the only multicultural country in the world. It is because we have the wrong focus. We focus on our differences, and the more we do that, we become more different from each other. Nations that work focus on the things that unite them and not divide them.

Rwanda came from a civil war where over a million people tragically lost their lives. today, they focus on "One Rwanda", not whether they are Hutu or Tutsi. We should get rid of "state of origin" and focus on "state of residence". In our nation, in the 60's, an Igbo man won an election to be a mayor in a Northern city and a Hausa man was voted as a mayor in Igbo land. Today, you almost have to be an indigene of a state to be elected into office in that state. That's politics of division, not integration. That's why I'm running. Nigeria doesn't need people with an 'us against them' philosophy. We don't need the politics that says the reason I don't have food is because this tribe has stolen our food. We need a unifying vision embodied across all elective. offices, especially in the Presidency. Not one that says I'll focus on the 95% that voted for me and not on the 5% tha didn't. This is not the time to fight each other, it's time to build what's right from what we have left.

Finally for the youths out there what is your advice to them come 2019 when it's time to make their votes counts?

I know many are hurt. I am aware many are discouraged. Many do not even want to vote because they believe it doesn't count and they feel their votes would be wasted. Well, if we all decided to "waste our votes" on the same candidate, that person would win.

I'd say don't just vote for Fela Durotoye. Vote for your values. Vote for the candidate that you know will give you jobs, create an environment for you to succeed, vote for someone who is just like you, who would be a role model to you. Vote for someone who will put Nigeria first, you next and himself last.

That's who I'd vote for; and I'll be voting for Fela



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THISDAY Style
Vol. 22, No. 8592 Sunday. November 4, 2018

Alero Adollo aleroadollo@yahoo.com

CAPSULES

I looked into the morrow petrified and fear decided to adopt me but hope came to play as I rummaged through my mind seeking reassurance.... my heart began a race nobody invited her to as I entered into the realm of introspection, soliloquising whilst at it.

We were told to work hard, "dream big" that an unwavering approach to living will help us birth our dreams without caesarean, but alas our due date has come and gone and "our water never broke"

We were told that if we take a "chill pill" the persistent fever we carry in our souls will abate, but we continue to shiver like dancing leaves without redress.

Many of us are residents of "lala land", we build our castles in the air and whine and whinge irritatingly that our foundations are defective, whilst trapped in a dimensionless nightmare refusing the succour that tough decisions proffers. Insanity is now the new sane, it is in vogue to "craze small", but not to the "bugije" level, a sprinkle of mad they claim keeps the vultures at bay, but don't let anyone lie to you, if your mind is not "on point" you will be toast.

Country hard" na poor man song, if we are expecting that things will dramatically turn around and we will then align, we are in for a rude shock, we have to start from where we are at and stretch our ambitions to elastic limit.... wetin you carry for heart, convert that to passion, wetin you carry for soul, convert that to drive.

Many students of life's school of hard knocks have graduated summa cum laude by girding their "emotions" thus preventing wantonness, sieving their "intellect" thereby avoiding information overload, the discipline of the "will" through the building of the muscles of discernment.

We must also learn to daily nourish our souls with nuggets of wisdom, chunks of humility and a large dose of empathy.

Do not listen to naysayers as they pussy foot around your destiny planting weeds of doubt to suffocate your resolve.

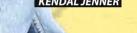
Find peace within, look up in hope, fasten your seat belt of faith and you will stay afloat despite the storms of life.











Flame Wedges

PRADA SETTING THE WORLD ON FIRE!

BY FUNKE BABS-KUFEJI

Mark our words: These are the heels you're going to see everywhere this xmas party season. The heels were originally designed for Miucia Prada's S/S 12 "Women and Car Engines" show, but the 2018 versions are even more eclectic, in shades of neon and metallic brights. The new Flame Wedge Sandals feature flame cutouts tracing the back edge of the wedge with contrasting colours, making them instantly recognizable, the kind of IT item that's iconic from the get-go. So it's little or no wonder the fashion pack are taking to these hot

selling shoes. Though they will set you back a good N500,000, to those who can afford it, it must be worth every penny!

Though they might look a tad uncomfortable, who cares about that when it comes to style statements right? We must admit this is a real head turner for all the right reasons and it's so eye-catching that it refuses to share attention with any other item worn with it. So it makes sense to give these 'wonders on feet' its deserving slot...centre of attention.









BEAUTY

The FF Fine Jewelry S/S 19 Collection

When it comes to current jewelry trends, the latest styles are bold, daring, and uncompromising. Lately, it's been all about letting your jewellery stand out and making a strong, decisive statement with your accessories in general. Get ready for over-the-top designs featuring, statement earrings, asymmetrical hoops, embellished ear cuffs, layered necklaces, rings galore and show stopping pearls.

All these and more are what you would find in the latest FF Fine Jewellery campaign.

A premiere online jewellery house with the goal of keeping women looking elegant, FF Fine Jewellery understands the importance a piece of jewellery creates. The campaign features a variety of stand out pieces from the brand and a stunning range of timeless jewellery staples for every woman. The collection is made up of four parts: Mother of Pearl, Candy Crush, King Woman and Minimalist. The four categories features classic, edgy and clear cubic zirconia stones.

The wide range of jewellery comes in different colours to serve each woman for any occasion.







BAD HAIR HABITS

We all have bad habits that work against our beauty: not drinking enough water, blowing off good sleep, maybe indulging in one too many drinks now and then which can really wreck our skin. The good news is, all of these are easily fixed with a couple of days' rest and some H20. But when it comes to our hair, we rarely think about how our habits work against us with sometimes disastrous results. After all, bad hair habits can work against any desire for length, strength and the lustrous locks of our dreams. But bad habits can be broken. Here are some tips to guide you through to a healthy hair regime.





SWITCHING HAIR STYLISTS TOO OFTEN

One of the worst habits is jumping from hairdresser to hairdresser, which never gives a professional a chance to create a look. Hair grows out in three stages, and whether it's long, layered or short, it's going to go through phases where it requires guidance from a good stylist to make sure the client knows how to style it as it grows out. Short hair needs more maintenance than anything else. The key is to find a stylist and a product regimen that will help you achieve the best style for you. There's nothing wrong with approaching someone with good hair and asking them to recommend a good hair stylist or salon to you. You can then go in for a blowout or look at the work they do at the salon. Get a feel for how they (hairdresser/salon) cut and style hair. Also, ask what kind of products they recommend for your hair type – it's all about getting to know the hair you have on your

SHEA MOISTURE JAMAICAN BLACK CASTOR OIL COMBINATION PACK is the best choice to replenish your weak and brittle hair strands. It is a great shampoo for all black



drying. Just some subtle changes that make a difference in your hair care routine.

SHAMPOOING TOO OFTEN Jumping from stylist to stylist really works against your best hair dreams and goals. We believe women shouldn't wash their hair too often so we often swear by Cantu Complete Conditioning wash. It's a great substitute for shampoo; it cleanses hair without stripping it of its natural oils.

Another way to sabotage your hair goals is

overusing hot tools. Too much heat on the

hair causes ends to become dry and brittle,

diminished shine. Heat is not a friend to your

most of today's looks, it's important to protect

hair, but since we have to use it to achieve

your mane with leave-in conditioners and

bristle brush also cuts down your styling time

and the amount of heat aggressively applied

serums. Pre-drying while using a natural

ESSENTIAL

STRENGTHEN

to use on damp

which leaves you with broken ends and

FORGETTING TO TAKE CARE OF NATURAL HAIR UNDERNEATH EXTENSIONS, BRAIDS **AND WEAVES**

One of the worst habits when it comes to weaves and braids is that women neglect to

condition the hair and maintain it. We forget the hair underneath NOT PROTECTING HAIR FROM HEAT the sew-in extensions because it's not visible. If we don't take care of the moisture balance of our hair, it can dry out, which leads to breakage and damage Our hair requires moisture and maintenance regularly, even in protective styles. The solution to this is applying some product for moisture balance, SHEA **MOISTURE JAMAICAN BLACK** CASTOR OIL STRENGTHEN GROW RESTORE HAIR SERUM

is perfect for braids and weaves: it stimulates the scalp, strengthens the hair and helps condition and restore our hair's natural

BLEACHING HAIR AND USING EX I ENSIONS

Often women try to do too many things to their hair at once. We see women attempting to grow their hair out, while on the other hand bleaching their hair and/or loading up on extensions. They are damaging the hair and not allowing the hair

to do what's natural. Extensions can be a temporary fix but can break the hair during removal, which goes against the initial goals of hair growth.

Let your hair breath. Play with easy hair accessories, scarves or a chic fedora. T44Z is great for extra stimulate hair follicles to encourage growth.

are before and after shots. What you're not seeind is the hours davs, number

cost it took to get that client from brunette to blonde or

The photos on

mermaid colours. When it comes to healthy hair colour, we usually recommend shifting one to two shades lighter or darker than your own hair colour if you're going to do it at home. If you want to play with fantasy colours and you know you might change your mind soon after, take it easy on your hair and play with semi-permanent solutions like MANIC PANICK VEGAN HAIR COLOUR which will wash out after a few shampoos. Hair makeup is also a great option, and wigs and clip-in extensions will give you that celebrity look without the time, commitment and potential harm that over-bleaching might cause.

CHANGING HAIR COLOUR TOO

Celebrities and social media have created a

lot of unrealistic expectations around hair

colour because it appears people can hop

from platinum blonde to green to brown

and back again quickly. The truth is, they're

not the celebrity's actual hair. We also have

takes to achieve those platinum and fantasy

colours. Hair is a delicate fabric, stripping and

colouring it repeatedly, even with use of using

protein bonding treatments will damage the

cuticle and make it susceptible to breakage.

most likely lace-front wigs or extensions,

a lot of misconceptions around what it



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