INNA BRAVERMAN USES THE POWER OF THE WAVES TO CREATE CLEAN ELECTRICITY

SHANI BEN-DAVID
THE FIRST WOMAN TO BE APPOINTED CAPTAIN IN THE ISRAELI MERCHANT MARINE

FASHION
THE POWER OF THE FLOWER

AMAZING VALENCIA IN SPAIN
THE CITY OF ARTISTS AND SCIENCE
In 2002, entrepreneurs, in collaboration with hundreds of organizations, decided to unite the world around June 8 and declare it Ocean Day. Over the past 20 years, the global network has grown to about 2,000 organizations, and on this day huge events are held worldwide, during which people clean up the beaches and engage in various other ecological activities.

This day is an opportunity for people to respect the oceans and to maintain that it is important to preserve them because they provide us with countless resources. A healthy ocean is a necessary condition for our existence. To that end, many large companies undertake projects in support of Ocean Day. In this issue of our magazine, we highlight the ecological efforts of Adidas, SodaStream, and Biotherm in collaboration with James Richardson Duty Free.

In regard to individuals, we have an interview with Inna Braverman, the founder of EcoWave, which produces energy from the sea. We also have an interview with Shani Ben-David, the first woman in Israel to be appointed captain in the Israeli Merchant Marine. And in another context, there is an interview with Olessia Kantor, whose life trajectory went through a veritable roller coaster.

In the realm of lifestyle, we have an article about the flower trend that has conquered the fashion world and an article reviewing the cosmetic products that will help you look tanned and healthy this summer without sunbathing. And now that the skies have opened up again to air travel, we feature some holiday destinations in Israel and around the world.

We wish you pleasant reading.

Irit Mathias and Ronit Mathias

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LETTHER FROM THE EDITORS

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Irit Mathias and Ronit Mathias
Our smartest wrinkle fighter—now for eyes.

New.

With CL1870 Peptide Complex™ to help support your dermal structure for smoother, younger-looking skin.

85% say crow's feet look reduced.

*Consumer testing on 100 women after using the product for 4 weeks.
In 2009 I joined ZIM as a cadet and embarked on a path toward becoming an officer in the merchant marine. I later decided to study at the Israeli Nautical College in Acre and served in the Navy, after my army service I studied at the Israeli Nautical College and a degree at the University of Haifa. When I graduated in 2012, I was appointed third officer in the Israeli Merchant Marine. I spent months at sea, gaining more experience and promotions. In 2019 I was appointed chief officer and later qualified as ship’s master in 2021.

As the first woman to attain the highest maritime rank at the headquarters of ZIM, the historic ceremony was held in Haifa. The historic appointment is not only to fulfill a personal dream but also might set an example for other women.

Members of your family that served in the Navy or the merchant marine?

I come from a line of seafarers. My father, Shmuel, served in the Merchant Marine and my mother, Lita, worked as a nurse in the Israeli Navy. I grew up on a cargo ship. As a child, did you want to be the captain of a huge ship?

As a child, I loved the idea of sailing on a ship, but I didn’t know what it took to become a captain.

What was the percentage of females in your class and on the ship?

In my class, there were only a few girls. I’m not sure of the exact percentage, but I remember feeling like I was one of the few.

In your class and in the industry in general?

Women are still underrepresented in the shipping industry. Globally speaking, the percentage of women in the industry is about 2%. So you will not find more than one woman, two women, man, on a cargo ship.

Are there any other members of your family that served in the Navy or the merchant marine?

No, there aren’t.

Are people surprised when they hear that you’re a sea captain?

I just took command of the container ship ZIM SHEKOU at the beginning of May, so for now my ambition is to excel in this role, the professional summit in the shipping industry. Next — the sky’s the limit.

What is your next step, future ambitions?

It’s with great pride and excitement that I take command of a ship. I chose a maritime career out of love for the sea and out of a desire to achieve a huge challenging goal in a professional field that is almost unknown to the general public. A career at sea is fascinating.

Elegance is an attitude

Kate Winslet

Kate Winslet

Ben-David broke the glass ceiling, proving yet again that women can reach any summit.

What is the percentage of females in the merchant marine?

While there have been successful female officers, the percentage of women in the merchant marine industry is still relatively low. According to the latest statistics, the percentage of female officers on board ships is about 2% worldwide. However, there is a growing interest in promoting gender equality in the maritime sector.

As the first woman ever to be appointed as a captain of a large ship, Shani Ben-David exemplifies the potential of women in the maritime industry. Her achievement is a significant step towards breaking the glass ceiling and paving the way for future female officers.

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LESIA KANTOR’S STORY could easily be turned into a fascinating screenplay. The roller coaster of her life includes turbulent ups and downs, pinnacles and pitfalls. She was born in Russia and studied communication at university. Her life has traversed from the Communist regime to television directing, from a women’s shelter in Jerusalem to the Congo’s diamond industry, from New York aristocracy to the treasures of the Vatican Museum.

Kantor has a large conservation lab and is on the boards of directors of Tel Aviv University and the international lecture empire TES.

TELL ME ABOUT YOUR CHILDHOOD.

It started in the 1970s in the Soviet Union. We lived in Chelyabinsk, a secret industrial city that doesn’t appear on the map. My father was a geologist in the civil service. My mother worked in the secret industrial city that doesn’t appear on the map. My father was a geologist in the civil service. My mother worked in a women’s shelter in Jerusalem to the Congo’s diamond industry, from New York aristocracy to the treasures of the Vatican Museum.

WHAT ROUTE DID YOUR LIFE TAKE?

I was a jasmine. I started working as a TV artist. I began working in new features and was quickly promoted to morning news. I married one of the most eligible bachelors. When I was 23, we were warned to leave the country due to threat. We came to Israel and lived in Jerusalem. I loved what Israel offered – warmth, culture, and a new language. But my husband hated it all. He became depressed and turned violent. One day he attacked me while I had our baby in my arms. I ran out into the street. I found out that we were found.

I WANTED TO EARN A LIVING.

I worked in several jobs such as cleaning houses and caring for children. I had a friend in Israel, an oligarch who offered – warmth, culture, and a new language. But my husband hated it all. He became depressed and turned violent. One day he attacked me while I had our baby in my arms. I ran out into the street. I found out that we were found.

WHAT DID YOU DO?

I had a friend in Israel, an oligarch who had emigrated from the Soviet Union. The bond between us grew stronger, and we got married. We moved to New York, where we brought two daughters into the world. I became part of New York’s financial aristocracy. I was an artist in art, so I studied art appreciation and became an instructor in the Education Department at the Metropolitan Museum. After seven years, we divorced and I returned to Israel.

HOW DID YOU GET TO WORK AT THE VATICAN?

On the recommendation of the administrators at the Metropolitan, I applied to the Vatican Museum and became the first Israeli curator and guardian at this prestigious institution of the Catholic Church.

WHEN DID YOU START WORK AT THE VATICAN?

Seven years ago, under the direction of the pope, the Vatican recruited an international team of experts in the various art media, from paper and wood through paint on canvas to gems and precious metals. It was a task to find within the Vatican’s collections the 100 most important objects in terms of historical, artistic, and marketing value. Because I was a certified appraiser and expert in gems, as well as the history of jewelry and relics, most of which are made of gold and precious stones, I was chosen to catalog the items and give price estimates. I’m proud to be the only Jewish and Israeli woman working at the Vatican. Now I work with the conservation department. It is an interesting chapter in my career because in conservation, many secrets of the great artists are revealed.

HAVE YOU MET THE POPE?

Yes, several times. He is an amazing man with a huge heart. He is funny, humble, and very attentive. At the same time, he understands the weight of responsibility placed on his shoulders as a world leader. In his messages, he expresses the principles of moral responsibility and respect for others. He is an impressive person.

WHAT WENT THROUGH YOUR MIND AT THAT TIME?

I kept thinking about my daughter. When I returned home, I realized it was a sign for me to make a change.

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WHAT IS THE LATEST TRENDS IN SKIN TREATMENTS?

With the beginning of summer and the onset of event season, our thoughts turn to wanting to look our best at the many celebrations and happy occasions that lie ahead. It is no secret that for an important event such as a wedding, some of the friends and family members might want to undergo some cosmetic treatments. After all, everyone wants to look wonderful in the photos, which will endure long after the celebration is over.

WHAT ARE THE LATEST TREATMENTS THAT WILL RENDER THE MOST EFFECTIVE RESULTS?

Dr. Ronen Glesinger, a specialist in plastic surgery, describes some of the optimal treatments to enhance the face, neck, and body.

COOLTECH

Goal: A trim body

Treatment: Elimination of fat freezing

Localized fat deposits in the abdomen, thighs, or waist are common even among people with a normal weight who adhere to a healthy diet and exercise regularly. The good news is that today, people who want to reduce some of the fat deposits in their bodies can be treated with non-invasive technological equipment.

The Cooltech fat freezing treatment has become a favorite among Hollywood stars because it renders an optimal result with minimum effort. For example, reality star Khloé Kardashian maintains a rigorous training regime and a healthy diet, and, combined with the fat freezing procedure, has achieved an attractive, curvaceous look. Actress Jennifer Aniston says that she has implemented the fat freezing process to improve on some of her problem areas. Iconic pop singer Mariah Carey can be added to this list as well.

During the Cooltech treatment, the designated area, be it the abdomen, hips, or waist, is exposed to cold temperatures. During the following six weeks, the fat cells in the area are broken down and are excreted from the body through a natural process via the lymph and blood systems. This is based on the scientific fact that subcutaneous fat cells tend to break down when exposed to cold. Therefore, they will be eliminated quite easily under gradually cold temperatures. After the treatment itself, patients can return to their routines immediately.

One month after the treatment, most patients can see a reduction in fat of up to 1.5 to 2 cm. in the designated area. Some 90 days later, another change of up to 4-5 cm. can be observed.

For the best results, it is recommended to undergo two treatments with an interval of about a month and a half in between.

TIKSEL

Goal: Smooth, radiant skin

Treatment: Elimination of pigmentation and improved texture

Sun spots on the face make the skin look less vibrant. Even makeup cannot cover up such damage that is caused by the sun. A treatment using a Tixel device is ideal for treating pigmentation and achieving uniform and radiant skin.

The treatment, which is performed as a clinic, is based on the following. The Tixel handpiece is placed on the affected area, and a special laser beam targets the skin. The laser beam causes a controlled injury to the skin, which leads to the formation of new skin cells. These new skin cells are then treated with a special solution that contains silver ions, which helps to eliminate pigmentation.

The treatment is relatively easy, and patients can return to their normal routines very quickly.

NECKTITE

Goal: A firm, well-contoured neck

Treatment: Dissolution of fat and solidification

A double chin is a condition that makes a person look older and may give a disproportionate appearance to the face and body. A significant portion of the population, even young people, have loose neck skin. Even if one eats a healthy diet and exercises rigorously, it is difficult to get rid of a double chin without treatment. The optimal solution to treat a double chin or a loose neck is Necktite. Using RF radiation, the treatment is designed to dissolve fat and firm up the skin in the neck, jawline, and chin. This is a minimally invasive treatment that is performed in an operating room. Three operations are performed simultaneously: dissolving fat, removing it out, and firming the skin gently in a single radiation operation. The treatment can be performed under local anesthesia.

The process is suitable for cases of fat and excess skin that is not too excessive. Recovery from the procedures is relatively easy, and patients can return to their normal routines very quickly.
Leah Schnirer, 64, the mother of four, is an inspiration to others. The child of Holocaust survivors, she developed a career in Pilates and became a leading figure in regard to issues related to the second generation of the Holocaust.

**Did Your Parents Talk About the Holocaust at Home?**

My mother never spoke about it. I realized that something had happened, but I was born as a messenger with a role. I want to pass on the message with a smile and optimism, not from a place of pity. It has been my source of inspiration all my life.

**How Did You Get into the Fitness Field?**

I traveled a lot and got to know Israel through my father, who served in the Air Force. At one point, I spent some time in Canada. There, I attended an aerobics class. The first time I looked in the mirror and heard the pulsating music, something erupted in me. I probably needed that trigger to realize that I had a lot of strength. I embraced the feeling.

In the US, I studied aerobics with Jane Fonda. We opened branches of aerobics studios, and I established myself in the field. But I missed home. In those days there were no aerobics classes in Israel, so I decided to return. In the mornings I taught aerobics at the Hilton Tel Aviv Hotel, and in the afternoons at the Danial Hotel in Herzliya. I didn't have an apartment. I lived with a friend.

**What About Relationships?**

I was introduced to Tzachi, who was a widower with two daughters. His did business in Germany. I told him that there was no way that I would live in Germany because I was so connected to Eretz Israel. I told him that he could continue to do his business abroad, and I would live in Israel with his daughters. When I did spend time in Germany, the more I strengthened myself, the more I felt that I was empowering others.

**And You Continued to Teach?**

Yes, I continued to teach aerobics until one day I bent down and suddenly couldn't move. My cartilage was worn out, and I had a herniated disc. That's how I discovered Pilates. It was a rehabilitative method that helped me a lot. I returned to Israel in 2001 and opened Pilates Development. Throughout the years I did not stop learning and realized that I was a mentor. I taught my female students to love themselves. Very few women look at themselves and love what they see. It's like being a life coach. I give my students much more than a Pilates class. They derive a lot from it. If you radiate strength, that's how people will treat you. That's the life lesson that I convey to them.

**Why Did You Decide to Take Part in the Israeli Reality TV Series Meusharot?**

It was important for me to convey my messages. I am a transparent nomad. You evidently love the limelight.

**You Took Part in the TV Show, and You Often Speak in Various Forums, Especially About the Holocaust. What Does That Give You?**

First I must point out that when I took my children to the shows, I enjoyed them more than they did. The dream of many Holocaust survivors and the second generation is to get their message across. Performers such as Yehuda Poliker, Ivri Lider, and Adir Miller are good examples of that. The stage gives us the platform to speak.

**What Else Have You Done That You Had Never Done Before?**

I had never been photographed wearing a bathing suit. This year, I did it. And I participated in the TV series Girlfriends and in the film Getting Married. My dream was to be an actress. And on Hanukkah, I played in Rapunzel. I chose to perform for children because they are the most genuine audience. I told myself that if it’s not funny, they won’t laugh.

**What is Your Motto in Life?**

Live and enjoy. I never miss a celebration. Every year, I celebrate my birthday with a different theme. Another motto is that it’s important not to be dependent on anyone else. Your independence is your strength. I strive for that goal. I apply it to everything. That’s how I have raised my children as well.

**What Led You to Develop a Pilates Kit That Can Be Used at Home or Anywhere?**

Mainly I understood that not everyone can get to my studio. I wanted to make myself and Pilates accessible to everyone. Not everyone has the money, and not everyone can travel the distance. So I thought to myself why not take existing products and combine them in one package with a bar code so that whoever scans it can see my lessons. In the kit there is a mattress, a ball, rubber bands in two strengths, and sliders. It is the ultimate set of Pilates training equipment that anyone can use.
Irina Braverman founded Eco Wave Power, an enterprise that uses the power of the waves to create clean electricity. Under her leadership, EWP installed its first grid-connected wave energy array, a significant project pipeline of 527.7 MW, and became the first Israeli company to list on Nasdaq Stockholm. It is also listed on Nasdaq US.

Braverman was recognized by World magazine as one of the “Female Changing the World” and by the Fast company as one of the world’s “Most Creative People in Business for 2020.” And she received the United Nations Global Climate Action Award.

Eco Wave Power developed a patented cost-effective technology that turns waves into green electricity. Its mission is to assist in the fight against climate change by enabling commercial power production from the sea. EWP is recognized as a “pioneering technology” by the Israeli Ministry of Energy. Currently, EWP is building the first ever grid-connected wave energy array in Israel in the port of Jaffa, in collaboration with the Israeli Energy Ministry.

I think I succeeded because I never gave up. No matter how many people told me “no.” I kept pushing. On my eyes, I saw the greatest renewable energy source. Most wave energy developers install their systems offshore, about five kilometers into the sea. As a result, they struggle with several issues. One installation is very expensive and complicated, as it requires ships, divers, underwater cabling, and underwater mooring. Offshore, the power stations are exposed to wave heights of 20 meters and higher. The equipment cannot withstand such forces, so many of the installations break down after a short time. Due to the high prices and low reliability of offshore wave energy technologies, insurance companies are reluctant to insure them. In turn, the companies had failed. Then I came up with my own ideas of how to make it happen. However, I had no companies had failed. Then I came up with my own idea.

The system is based on wave energy because it is connected to the ocean floor and utilizes the marine environment. EWP’s technology has several key advantages. It is easy and fast. Most of the system is located on land. This enables easy construction, operations, and maintenance.

WHAT’S NEXT?
I’d like to see wave energy power plants anywhere in the world where there are unused marine structures such as piers, breakwaters, and jetties. I’d also like to see legislation that determines that every new breakwater must integrate wave energy devices. Coastal municipalities and ports have to build breakwaters to protect the coastal population and the port’s activities. The structures damage the environment and alter the ecological balance. So imagine if we could turn these bulky cement structures into a source of clean electricity.

WHAT IS YOUR DREAM?
I’d like to see wave energy power plants implemented in every comparable location in the world. According to the UN, the production of energy with fossil fuels is responsible for at least 60% of global greenhouse gas emissions. On a personal note, I want to establish a fund that invests in the development of new renewable energy technologies. I’d like to see a sea where there are unused marine structures such as piers, breakwaters, and jetties. It’s a dream that can produce twice the amount of electricity that the world has today.

In a secondary role, I authored Debating Water: A Tale of Two Waterways. One dollar from the sale of every item made from about 70% of recycled plastic.

WHERE DID YOU BUILD YOUR FIRST POWER STATION?
The first real test of an engineering-oriented family. My father has a degree in mechanical engineering, and my grandfather was the chief engineer in Cherkassy, the town where I was born. Even though I chose to study political science and English language, I guess you can avoid your destiny. Actually, I think that’s an advantage that didn’t stop you. I graduated from the University of Haifa. When I graduated, I became a politician. I could do for the world. When I obtained my BA, no politicians were lining up to hire me, so I worked as an English-Hitite at the Israeli Energy Ministry. The CEO of Eco Wave Power. The CEO of Eco Wave Power.

WHAT IS THE OVERALL GOAL?
Adidas and the global environmental organization Parley for the Oceans, which works to rid the oceans of plastic debris. The race took place digitally worldwide. It opened on May 23 and ended on June 8. The ultimate goal of the race was to create awareness about plastic pollution. The spray provides a high level of protection. SPF 50, and screens the skin from UV A/UVB rays even under water. The purpose of the race is to raise awareness about the importance of sea cleanliness and to illustrate that millions of small steps and one joint effort can make a tremendous difference.

CONCERN FOR THE HEALTH OF THE PLANET HAS TOPPED THE AGENDA OF MANY COMPANIES IN REGARD TO POLLUTION AND THE REDUCTION OF THE USE OF HAZARDOUS MATERIALS
Liat Katzman and Hadas Porat are the designers behind the Pearl and Gem jewelry line that is a combination of fun and sophistication. Quality, affordability, and originality are the characteristics behind the company’s name. All the pieces are handmade, with careful attention to detail. Each piece is unique and crafted with love.

HOW AND WHEN DID YOU MEET?
We have been friends since the age of 20, when we studied law in London. We remained close, and we worked as lawyers. Katzman: I retired and did interior design. Porat: I worked in the field of real estate appraisals. When we were younger, we lived near each other in Ramat Aviv Gimmel. Our children were the same ages, so we raised them together. We did everything together.

WHEN WAS YOUR BUSINESS ESTABLISHED?
Porat: We always had a dream of working together. It took a while until we decided what that would be. Katzman: My daughter Ori was involved in jewelry design. Hadas always admired the pieces and said she made very beautiful things. She was a student of economics and business administration at that time.

Our business started at the end of the coronavirus period and progressed slowly. We were both free at the end of the corona crisis period and said yes. What is the division of labor between you?
Katzman: Hadas is more into marketing because she is very good with people. I am less good at it, so I’m more into the design and development. At first we both set for hours and hours and threaded pearls and beads, it was a kind of therapy and occupational therapy. Porat: You could say that we started from scratch. We started ordering stones from all over the world and were looking for suppliers. Because of the pandemic, it became harder to find suppliers overseas, so we found suppliers in Israel. Now we order from here and abroad. Our business is growing, so there is a lot of paperwork, and we need to manage inventories, which moves to the bottom of the list. We always prefer to design – until our account manager calls.

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ARE YOU GOOD FRIENDS IN YOUR PERSONAL LIVES AS WELL?
Yes, and very good ones. We have been best friends all our lives. Sometimes we go out together with our husbands. And when our children see each other, they make nice to see us in pictures.

WHAT IS YOUR MARKETING METHOD?
We sell online through our website and Razili. We also sell to other stores. The sales are mostly via word of mouth. Women see the jewelry, they call us, and make an appointment. Most of our clients are repeat customers who want to be updated regularly about what there are new items.

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Katzman: Hadas is more into marketing because she is very good with people. I am less good at it, so I’m more into the design and development. At first we both set for hours and hours and threaded pearls and beads, it was a kind of therapy and occupational therapy. Porat: You could say that we started from scratch. We started ordering stones from all over the world and were looking for suppliers. Because of the pandemic, it became harder to find suppliers overseas, so we found suppliers in Israel. Now we order from here and abroad. Our business is growing, so there is a lot of paperwork, and we need to manage inventories, which moves to the bottom of the list. We always prefer to design – until our account manager calls.

ARE YOU GOOD FRIENDS IN YOUR PERSONAL LIVES AS WELL?
Yes, and very good ones. We have been best friends all our lives. Sometimes we go out together with our husbands. And when our children see each other, they make nice to see us in pictures.

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Flowers have always been part of fashion trends. Over the years, no matter what the season, they have played an important role, appearing in a wide variety of colors and sizes. During the 16th and 17th centuries, fabrics were decorated with tulips. Printed floral fabrics were brought to Europe by the East India Company.

In the mid-1920s, it was customary to pin an artificial flower on a hat or the lapel of a garment. The flower power movement and hippie style were a prominent part of the 1960s. During that decade, many designers were influenced by pop art, which inspired them to create bright, colorful collections with bold patterns that included flowers. Flowers symbolize beauty and freshness. On clothing and accessories, they add an air of youth and vibrancy. The versatility of floral prints make them a popular perennial fashion choice.

Thus it is not surprising that floral patterns abound in this year’s Spring/Summer collections. Adorning the catwalks during Fashion Weeks in Paris, London, Milan, New York, and Tel Aviv, floral fantasies will be seen on everything from skirts, pants, shirts, and swimwear to hats, shoes, and handbags.

The fabrics that are being used this season are a world unto themselves. Each has its own unique features, textures, and colors that characterize it and its uses. The flowers are embroidered on silk, chiffon, crepe, cotton, denim, or linen so that fashionistas can select their favorite fabric. While for the most part, the flowers are printed on the fabrics, there is also the trend of three-dimensional flowers on garments. There are laser-cut flowers, flowers of different textures, as well as the use of decorative materials such as sequins, pearls, and colorful stones.

If in the past, fashion was more conservative, today it is possible and in fact desirable to mix different colored flowers of various sizes and prints and even date to combine them with striped fabrics, geometric prints, and more. For example, a blouse with small flowers can be worn with a skirt with a print of large flowers, or a floral skirt can top a pair of striped pants – in matching shades, of course. Mix & match is the name of the game in this season’s fashion statement.

However, if this is too much of a floral overload, you can embrace the trend by pinning a flower on the shoulder of a jacket, dress, blouse, or T-shirt. And more power to you!
With the arrival of the warm weather and the easing of the COVID-19 restrictions, the tanned look is back in fashion. However, one need not sit out in the sun and expose oneself to the harmful ultraviolet rays to attain that healthy bronzed appearance. Cosmetics companies offer an array of products that render a tanned appearance for several days. The range of items includes creams, mousses, and spray, as well as a variety of bronzers. In addition, there are makeup products such as powders, ointments, and creams which also render that sun-kissed look.

Here are some helpful tips to follow when applying a self-tanning product.

To prepare the skin for the process, read the instructions on the package very carefully. Remove any jewelry, put your hair up, and have a stock of disposable gloves on hand. Wash your face and body with a non-greasy soap that contains berries, which removes dead skin cells. Or in a bowl, add two tablespoons of sugar or table salt to liquid soap and mix. It is important to massage the area of the knees and elbows and wipe well. In areas where you don't want to apply the tanning product—such as hairline, eyebrows, lips, palms, and feet—dab them with a layer of vaseline or shea butter.

The tanning application process should start from the legs up. Be sure to apply the tanning product evenly. It is recommended to add a moisturizer to the tanning material in a ratio of 1:1 to give the skin tone a fresh appearance and to better control the depth of the final hue. The added moisturizer creates a lighter shade than indicated on the package. Make sure that the moisturizer does not contain alpha or beta hydroxy peeling agents. Tanning products designed for the face contain moisturizers. Upon application, don't forget to include the neck area up to the cleavage, the chin, and the earlobes. The problem areas are the sides of the nose, around the eyebrows, the eyelids, the sides of the ears, and the folds in the neck. If you want to deepen the hue, apply the tanning product again the next day. After applying the tanning product, do not shower for about three hours. In the first hour, the color may stain clothes, bedding, or upholstery.

Most self-tanning products don’t contain sunscreen, so if you go out into the sun, be sure to use sunscreen. To maintain a uniform tanned hue, apply the tanning product once every four to seven days, as needed. The shelf life of tanning products is short, so be sure to check the expiration date on the package. Expired products are harmful to the skin.

Sunless tanning is a safe alternative. The products contain DHA (docosahexaenoic acid), an omega-3 fatty acid that acts on the amino acids in the outer skin layer. The connection between the DHA and amino acids creates a tanned hue. In use since 1929, the dyes in self-tanning products contain substances derived from a sugar compound and have no side effects.
**EXEMPLARY WOMEN**

**FROM SUPER-EARLY STAGE TO SUPER SUCCESS**
by IRIT MATHIAS

Noga Kap, a managing partner at i3 Equity Partners, an Israeli super-early stage deep-tech venture capital fund, was one of the first female investors in the Israeli VC scene. She has 25 years’ experience in global and Israeli technology and investment arenas, having led early-stage tech investments at Walden Israel VC, BBM, and served as Angel Club’s one of the most prominent Israeli hi-tech icons. Early in her career, Kap served as GM Europe for MINI Technologies. Following its acquisition to Sungard, Walden offered Kap the position of CEO of one of its portfolio companies in 2017, together with Eran Wagner, a veteran of the hi-tech icons.

In 2017, together with Eran Wagner, a veteran of the hi-tech start-up and investment scene, Kap founded i3 Equity Partners, which is raising its second fund. In addition to her work at the fund, Kap teaches entrepreneurship and innovation at Tel Aviv University’s School of Business Management and is active in promoting the role of women in hi-tech.

**WHAT IS UNIQUE ABOUT i3?**
We invest in super-early stage (pre-seed) start-ups as the company’s first investment dollars. We like to be there at the earliest stages, where the companies are still in the ideation phase. Our hands-on approach in the first 18 to 24 months, working closely with the entrepreneurs, enables us to reduce the risks associated with very early investments. It holds in mind product-market fit and an early go-to-market strategy as we prepare the companies for future fund-raising rounds. Being well connected to multinational corporations, we leverage the relationships between the start-ups and the corporates at very early stages.

**HOW DO YOU DETERMINE IN WHICH COMPANIES TO INVEST?**
We are very selective. We look for strong chemistry between us and the founders. In early-stage investments, the makeup and quality of the founding team are the most important criteria. The team must be committed, work well together, be-domain experts in the relevant technology, and have proven management skills. Unlike later-stage rounds where you can simply replace the CEO if necessary, the founders are going to lead the company for the first five years before it can go public.

We conduct thorough due diligence on the founders. We ask for transparency from them, even when things are not going as planned, as well as ensuring that they will share any roadblocks or difficulties encountered.

We analyze three other areas as well. We analyze the market in terms of its potential, trends, key players, channels, and competition. In evaluating the technology behind the product, we check the science if it’s based around how patentable the technology is. As for the business model, we probe now, modern ones.

**WHAT WARNING SIGNS DO YOU LOOK FOR?**
We look for too highly focused, fan-in and -out operations from day one. A company must focus on its product, its product-market fit, and its go-to-market strategy. When a start-up raises a large amount of money at an early stage, it can lose focus, be spread in multiple directions, with the wrong product and in the wrong market, causing less than stellar results.

**WHY DO YOU THINK THERE IS A SMALLER PERCENTAGE OF WOMEN IN HI-TECH AND VENTURE CAPITAL?**
I believe that early education is required to encourage women to choose STEM subjects. Unfortunately, many young girls don’t see themselves as being qualified in those areas. And even among those who do, they often end up in middle management positions, fearing that pushing their cause further might not allow for a proper work–family life balance. I think women can do both and do them well. They just need to be given the opportunity and be exposed to women in the industry who have achieved that balance.

**WHO INSPIRES YOU?**
Eyal Waldman of Matamot Technologies. I was the first Israeli investor that backed him many years ago. The journey with him — learning from his management skills and his spirit — was inspiring personally and professionally. Another person is Liron Barak, co-founder and CEO of BitDam, a cyber-threat detection company. She is a young entrepreneur from the IDF intelligence ranks who backed him many years ago. The two companies have been successful in reaching later stages and exits. We aim to build on that success in our second fund, which it is launching soon.

**What is unique about i3 Equity Partners?**
As an early-stage fund, we are focused on super-early stage investments (pre-seed) to identify innovative and disruptive companies at the earliest stages. We believe in building strong relationships with our portfolio companies, providing strategic guidance and support to help them achieve their goals.

**What are your key criteria for selecting companies?**
We look for founders who are passionate about their business and have a strong vision. We also consider the market opportunity, the team’s experience and expertise, and the potential for a strong commercialization strategy.

**What is your role as a managing partner?**
As a managing partner, I am responsible for sourcing new investment opportunities, conducting due diligence, and negotiating terms with potential portfolio companies. I also work closely with our portfolio companies to provide strategic guidance and support.

**What are some of the challenges you have faced as a woman in the tech industry?**
As a woman in the tech industry, I have faced challenges related to gender bias and stereotypes. However, I believe in the importance of diversity and inclusion, and I am committed to promoting opportunities for women in the tech sector.

**What advice would you give to young women interested in pursuing careers in tech?**
My advice to young women interested in pursuing careers in tech is to stay curious, seek out mentors, and never be afraid to ask questions. It’s also important to build a strong network and to support each other in the industry.

**What are your plans for the future of i3 Equity Partners?**
Our goal is to continue to invest in innovative and disruptive companies at the earliest stages. We are excited about the potential of our portfolio and are committed to helping our companies grow and succeed.

**What is your passion?**
My passion is building successful companies and helping entrepreneurs achieve their goals. I am also committed to promoting diversity and inclusion in the tech industry.

**What is your message to investors looking to make their first investment?**
My message to investors looking to make their first investment is to carefully consider the opportunity and to be willing to take risks. Early-stage investments can be challenging, but they can also be incredibly rewarding. I encourage investors to seek out experienced advisors and to stay committed to their portfolio companies.

**Why do you think there is a smaller percentage of women in the tech industry?**
While the tech industry may not always be sexist, women still face challenges in breaking into the industry and in achieving parity with men. However, I believe that progress is being made, and I am committed to supporting women in the tech sector.

**What do you think is unique about i3 Equity Partners?**
As an early-stage fund, we are uniquely positioned to identify and support companies at the very earliest stages of their development. We believe in building strong relationships with our portfolio companies and providing strategic guidance and support to help them achieve their goals.

**What advice do you have for founders looking to raise their first investment?**
My advice for founders looking to raise their first investment is to focus on building a strong team and a solid business model. It’s also important to have a clear and compelling vision and to be willing to learn and adapt as you grow.

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The aesthetic market post COVID shows an increase in awareness about aesthetic treatments. There has been a growth in demand for facial vs body treatments. Patients are also younger than in the past, and they are seeking new ways to rejuvenate their skin.

In 2021, the global non-invasive aesthetic treatment market was estimated at $53 billion. This trend continues in 2022.

In Israel, people have access to the most advanced treatments and technologies from all over the world. The innovative technologies provide impressive results for hard to treat areas. These revolutionary technologies make it possible to customize treatments for a wide range of skin conditions.

Here are some of the new treatments of 2022 for rejuvenating the face and body, treating skin texture and laxity, and shaping lips that look and feel natural.

**MORPHEUS8 – THE ULTIMATE SKIN TIGHTENING**

Morpheus8 is the breakthrough device that everyone is talking about. Developed by InMode Israel, Morpheus8 is gaining momentum worldwide as a revolutionary device designed to treat skin texture, skin laxity, and tightening.

Morpheus8 treatment for the body is suitable for the effective treatment of stretch marks, cellulite, and loose skin. The recommended areas for treatment of the face are the jaw line, neck, décolleté, eyes, cheeks, and forehead. The treatment is suitable for all skin types and shades.

Morpheus8 combines micro needles and powerful radio-frequency technology. The penetration of the needles, which is minimal, encourages cell renewal in the deeper layers of the skin. Heat is transmitted through the needles, causing an increased production of collagen, which helps tighten connective tissue and break down fat.

This treatment is a significant step in obtaining optimal results for tightening and improving skin laxity in the lower part of the face and neck and body, with minimal recovery time. Throughout the treatment, the doctor has complete control over the intensity, the desired frequency, and the depth of the treatment required, providing maximum efficacy with minimum risk.

A series of three to five treatments is recommended for the optimal result of firmer and tighter skin.

**RADIESSE – THE UNIQUE FILLER WITH TRIPLE ACTION**

Radiesse is a calcium-based filler that creates a three-pronged effect: filling, lifting, and rejuvenating the skin. Its great advantage lies in its ability to instantly fill wrinkles and deep folds without inflating the affected area. The treatment is effective for lifting, toning, restoring volume, and contouring the face. In addition, it improves the skin’s texture by encouraging the production of collagen and elastin in the injected area. The aesthetic effect is maintained for a long time and is characterized by stronger, healthier, and more radiant skin.

In recent years, Radiesse has been adjusted to treat skin texture in additional areas of the body, such as inner arms, thighs, knees, stomach, and hands.

**GENEO – THE PERFECT FACIAL**

The ultimate facial treatment platform for achieving fresh, youthful-looking skin. It is the only device on the market that offers a unique combination of advanced technologies – Tripollar RF, Oxygenation, and ultrasound – that work on both the exterior and interior of the skin.

Geno offers effective treatments through encouraging the natural processes of skin rejuvenation. The power of natural oxygenation, complemented by the anti-aging effect of Tripollar RF, both further enhanced by ultrasound, offer immediately visible skin improvement and long-term rejuvenating effects.

The unique treatment protocol is based on the innovative OxyPod capsule, which combines the beneficial active ingredients together with the oxygenating and rejuvenating elements. By using the OxyPod, it prepares the skin for treatment and maximizes the active ingredients in a single action, thus ensuring a safe and highly effective result.

Geno treatments are suitable for a wide variety of skin types, ages, and needs, making it a perfect solution for ongoing maintenance of the skin, for targeted treatment of specific skin conditions, and for maintenance and enhancement of skin improvement following a surgical procedure.

The different capsules target various skin conditions and promise immediate results:

- **Balance**: A charcoal-based capsule for cleansing and detoxifying the skin.
- **Illuminate**: A kojic acid-based capsule with vitamin C to brighten, reduce pigmentation, and balance skin tone.
- **Revive**: A capsule-based on red algae to smooth wrinkles and improve skin texture.
- **Hydrate**: A capsule based on blue spirulina that refreshes and revives dry and dull skin, leaving it moisturized, glowing, and replenished.
- **Detox**: A capsule based on green tea that reinforces the skin’s protective barriers against free radicals and other environmental damages, thus delaying the signs of aging such as fine lines, wrinkles, and liver spots.

These skin treatments are performed at licensed clinics around the country. For more details: info@omegalmedica.co.il
A mentor for breaking the boundarins of success in business and life. Shahar Kaikov believes that everyone can tap into the traits that life has bestowed on them and realize their desires. “But when a person is not given the right tools, they remain an untapped potential,” Kaikov explains. “If you get a treat to eat, and you don’t know how to cut it, you’d starve yourself or give people tools to help them cut the ends of life, teach them how to develop themselves the abilities that the most successful people in the world have.”

SO WHAT’S ALL THE FUSS ABOUT THE GLASS CEILING?

“Each one of us has a glass ceiling - something that keeps us in our place. Most people are not even aware of what is destroying them, so they don’t fulfill themselves and are frustrated, and the most painful is that most people die with their potential, and aren’t satisfied and happy.”

As an example, Kaikov cites a visually impaired person who came to him to practice self-improvement and assertiveness. “Just a short time after the course, he got a promotion to be a manager thanks to the tools he adopted.”

Shahar Kaikov

WHAT DOES A BUSINESS MENTOR MEAN?

“Every business owner needs guidance and strategic advice. As an engineer, I learned to build strong plans that work, and as a model and actor, I participated in huge productions, and I understand both the importance of business strategy and the importance of branding and marketing, especially today in the digital world, which is taking huge strides, what is amazing is that today everyone has the opportunity to build their own brand.”

“I mainly accompany entrepreneurs and business owners who know they are capable of much more. An important tool for business owners I promote is standing on stages, including digital stages, it is the most powerful tool for a massive impact and brand building. When you convey your ‘believe’, and know how to spread the message that makes people fascinated, you harness a great power like the ocean, because you touched them. They see themselves through your story. Standing on stage will give a lot of power, inspiration and strength to people.”

A MENTOR WHO SPECIALIZES IN INTERPERSONAL RELATIONSHIPS, DO YOU ALSO MENTOR SALESPEOPLE?

“Absolutely, and I absolutely dislike aggressive and cutting sales people. What I teach is that a good salesman is stubborn and sensitive. There is a fine balance between the two, and it has to do with interpersonal relationships: how to lead a conversation, how to create influence, how to cultivate trust, how to deal with resistance. When you learn these tools, you become a master salesman. People today are overburdened with offers, and a good salesman knows how to target the customers, put them on the right track, help them make the right decisions and move forward. I don’t connect with aggressive methods but rather assertiveness from an empathetic and sensitive place.”

Dr. Motly Ronen

ABOUT YOUR PROFESSIONAL TRAINING?

I studied for a doctorate in chiropractic at Parker University, Dallas, Texas. I received my doctorate in 1998, I was a lecturer there and I also supervised interns.

AS THE OWNER OF A LEADING CLINIC IN THE FIELD OF CHIROPRACTIC, WHY DID YOU CHOOSE TO ENGAGE IN THIS PARTICULAR FIELD?

Chiropractic chose me. About a week before my bar mitzva, I fell from a vehicle that overturned on the Arava Road. I suffered from constant headaches, and I would lie on the floor for 30-40 minutes at a time, until I regained strength to get up again. The doctors said they found a serious problem, for which there was nothing to do, and told me to learn to live with it, that it is impossible to operate, because surgery will aggravate the problem, and that in principle, it will only get worse over time. Even the National Insurance doctor wanted to give me a disability percentage.

A year and a half later I got to the chiropractor. I didn’t want to go to him, because I didn’t want to hear from another specialist that there’s nothing that can be done. But, we met, and there wasn’t a chance in the future where I would tell myself I didn’t try everything – the chiropractor treated me and returned me to full function. Since that, in 11th and 12th grades, I played rugby at ASA, Ramat Hasharon. I remember to this day, the time I felt how my headaches were gone, and my strength returned to my legs. Then three thoughts went through my head:

1. I can now walk with my hands.
2. I got my life back, in a gift.
3. I want to give this gift to others.

Already at the age of 15, the field of chiropractic chose me.

THANKS TO WHAT HAS THE CLINIC BECOME A LEADER IN ITS FIELD?

From the beginning of my work in the field, I had complex cases. At first, I thought I was treating and improving the functioning and lives of people with serious illnesses that medicine could no longer help them with. I have seen that many patients come to me for results and continue with me over the years. Quite a few bring to me families and loved ones with them to the treatment. What’s more, I’ve noticed that clients who keep doing the treatment continue to grow stronger, avoiding new functional problems.

WHAT IS THE ADVANCED VALUE THAT YOUR PATIENTS ENJOY?

Patients know their bodies best, sometimes there are ups and downs in the treatment. About a decade ago, I started subscription programs, similar to gym subscriptions.

To sign up as a subscriber, they have to receive more for their payments. Those who continue to treatment over a period of time can come during that same subscription period for up to 5 times a week, at no extra charge! In addition, I saw a need to form a family membership, (for wives, husbands and children up to age 18). In the family subscription, each member of the family can come up to three adjustments per week. The subscribers arrive during clinic hours, without the need to make an ‘appointment in advance.’

HOW DOES CHIROPRACTIC TREATMENT WORK?

At first, the patient is asked about the health problem that brought him to treatment. Then the patient usually lies down on the bed, and the chiropractor accurately touches the vertebrae in the spine. Some vertebras may not move (acceleration of pressure, which causes the vertebrae to move). Sub-duplication vertebras may cause an implantation sensation. “I do not know where the pressure has accumulated and cannot alter it. I don’t know what causes the problem the patient is suffering from.”

Dr. Motly Ronen

WHO IS SUITABLE FOR CHIROPRACTIC TREATMENT?

Chiropractic treatment improves health and strengthens the spine. The treatment is suitable for infants, children and adolescents, girls, pregnant and postpartum women, mothers, children, school kids, elderly.

CAN CHIROPRACTIC TREATMENT SUFFER PREVENTION SURGERY?

Definitely! I have many examples of different and varied types of cases.

IS CHIROPRACTIC TREATMENT SAFE?

Very. In Australia it was decided to accept chiropractic and to give it licenses, as no documented cases of people being injured through chiropractic care were found.

HOW MANY TREATMENTS ARE REQUIRED? FOR WHAT PURPOSES?

For most people, a concentrated series of treatments between one and six months is enough for each individual.

In the first month, essentially the symptoms calm down, stress is released, and movement returns to the spine. Pressure accumulates on the spines daily, in response to life stresses. The spine is made up of 33 vertebrae, each one interacts with the other in specific ways and functions. Accumulation of stress interacts with communication between the brain and the body, weakens the body and interfaces with the movement of the vertebrae and the movement of the spine. The more accumulation of pressure remains in the body, the body weakens and begins to degenerate, its movement is impaired, and symptoms and diseases begin to form.

Chiropractic adjustment restores movement to the vertebrae, to the spine, improves communication between the brain and body through the spine. This restores the transfer of operating interactions from the brain to the body, antioxidants and strengthens health.

A SUCCESSFUL STORY THAT YOU ARE PROUD OF?

My son has autism and did not speak until he was 9. When he was 6, I found out that there was a neurological fellowship in chiropractic care for autism and brain injuries. I flew to Canada and went through that internship. I came back when my son was 9 and started training him. Since then, I have been caring for children and infants on the autism spectrum with very good successes.

Dr. Romy Mandy / Hadass / Ramat Aviv Clinics To coordinate by phone: 04-6395100 (in-charge) The Israeli Center for Chiropractic: Ask the Chiropractor about your health problems. The First Social Road, every Saturday between 13:00-02:00, on the program: On the first road: conversations on health and chiropractic.”

Contact: https://shahark.co.il/Flj
In collaboration with Shahar Kaikov

THE MENTOR WHO KNOWS HOW TO MASH YOUR GLASS CEILING

How can you stop compromising and live the life you deserve?

Mentor Shahar Kaikov teaches business owners and people how to stop living a mediocre life and get on the path to success.

By Galia Hipsch

A CHIROPRACTOR WHO SUCCESSFULLY TREATS CHILDREN ON THE AUTISM SPECTRUM

Dr. Motly Ronen

Women June 2022

The Jerusalem Post
Ronit Haimoff
FOUNDER OF THE RONIT’S WAY CENTER FOR INTEGRATIVE PSYCHOTHERAPY

The world of psychotherapy has evolved immensly in recent decades. And today, a therapist is required to know as many methods as possible in order to tailor the treatment to the patient. The training center organized by Ronit Haimoff is designed to meet this need very well.

Ronit Haimoff has been a social worker and psychotherapist for nearly 23 years. She began her career in the classic therapeutic track, a bachelor’s and master’s degree in social work, completing her master’s degree with an internship, after which she worked for about 15 years in hospitals and the health care system. In her work, she coordinated in the field of domestic violence at Wolfson Hospital, treating victims and victims of sexual assault. In Room 4, where she was a therapeutic factor for the patients, a manager and counselor with the police and other medical organizations.

In addition, Ronit worked in pediatric intensive care, in a pediatric diabetes and endocrine clinic and in bacteriology. After finishing her work in the health care system, she worked in the child welfare service in London with refugee children in the field of family reunification.

During her work in the health care system, she worked in the child welfare service in London with refugee children in the field of family reunification. She came to those areas of treatment almost by accident, about two weeks after completing her undergraduate degree. “The issues I worked on were the ones I significant it was. My fear was the one that discouraged me. I have a background in psychology and I wanted to use my skills to help those in need.” Haimoff explains.

The respect of these approaches lies in their capacity to the patient. The goal is to take the therapist out of the comfort zone, learn to challenge the assumptions that accompany the treatment methods, and offer a variety of options. “In the course of our treatment, we need to be committed to getting ideas from outside of the box, because treatment that has no agenda and is flexible will succeed in furthering the goals of the treatment much more,” Haimoff concludes.

WHAT ARE THE HALLMARKS OF A CRISIS?

Flood of emotions: healthy fear, tension, restlessness. Psychopathological symptoms: anxiety accompanied by shivering, sweating, vomiting, etc.

WHAT IS IMPORTANT FOR THE SUCCESS OF THE PROCESS?

The goal of the intervention are focused. In the case of cognitive confusion, you will define and describe the situation, plan an action plan and impart a solution. Help and encourage in case of a flood of emotions. We want to curb and make the reality more manageable than it is to us.

We need to talk to the client in a manner that is convenient for them, especially youth, on WhatsApp, Facebook, etc., and help by saying that we are there for them.

When you want to bring physical relief, you need to do relaxation techniques such as breathing, sitting, resting or moving, resting, sitting and the like. Activating the person - regulating control in the absence of tools to deal with the situation. The person should be activated or accompanied, but don’t act in his place, regaining control is important.

The ability to re-examine themselves with patients, using different treatment methods. “I learn the theories to the academic; with you we will learn the practical.”

To me, many times there are moments to notice that the patient’s body language conveys their mood, and in general – the body can be used as a gateway to emotional aspects that do not necessarily emerge in words,” Haimoff explains.

NEW INTEGRATIVE THERAPEUTIC STANDARD

The center has two main training tracks – the three-year track, in which integrative psychotherapy of individual therapy is studied, and the track for Differentiated and Worthwhile and city-based psychotherapy studies, led by Anieva Baggad.

Both tracks are integrative, in which therapists learn a variety of treatment methods and the way to adapt each one to specific patients, as well as different therapeutic skills for the treatment room. The center’s staff consists of 16 staff members, some of whom are lecturers in the training course and some of whom are therapists at the center, and all of whom are training and treatment personnel, graduates with a master’s and doctorate degrees, who focus on the integrative psychotherapy method.

The therapists who come to gain many tools from the diverse staff, and we teach no fewer than 12 integrative therapeutic approaches that combine body and mind. Some approaches are classic, such as a dynamic approach or CBT, and some are postmodern like mindfulness, NLP and a combination of approaches,” Haimoff explains.

“I leave the theories to the therapists, and in general - the body can be used as a gateway to different treatment methods. “Those who go through the training track know how to handle each of these approaches, pull out of the toolbox the right approach to the patient. The goal is to take the therapist out of the comfort zone, learn to challenge the assumptions that accompany the treatment method, and offer a variety of options.”

If, so the great advantage inherent in the center is the ability to emphasize the practical. The center is open to a variety of treatment professionals – social workers, psychologists, educational counselors, coaches, psychotherapists and many more. In a world where there is a discourse and attempt to push the boundaries of existing treatment methods - why the academic standard seems almost exclusive to therapists in the modern world? They study theory and approaches from 200 or more years ago.

“Those of these approaches lies in their ability to be the closest to the patient by giving them the tools to adapt each one to specific patients, as well as different therapeutic skills for the treatment room. The center’s staff consists of 16 staff members, some of whom are lecturers in the training course and some of whom are therapists at the center, and all of whom are training and treatment personnel, graduates with a master’s and doctorate degrees, who focus on the integrative psychotherapy method. Those who go through the training track know how to handle each of these approaches, pull out of the toolbox the right approach to the patient. The goal is to take the therapist out of the comfort zone, learn to challenge the assumptions that accompany the treatment method, and offer a variety of options.”

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Ronit Haimoff

By RONIT MATHAS

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WINE

A CELEBRATION IN SHADES OF WHITE, PINK, AND ORANGE

Ronit Haimoff

26 JUne 2022

WOMEN 26 JUNE 2022

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WINE
PUTTING OUR BEST FACE FORWARD

Janna Sendik is the education manager of Clinique Israel. She offers some valuable information and advice about taking care of our skin.

WHAT IS THE MOST IMPORTANT THING TO DO TO KEEP SKIN YOUTHFUL AND HEALTHY?

The most important thing is to check what exactly we are putting on our skin and to avoid using products that contain ingredients that are harmful to the face such as perfumes, parabens, and phthalates. The main distinction at Clinique is that our products are free of any components that can damage the skin. All our products are enriched with ingredients that provide maximum results without parabens, phthalates or perfumes.

WITH THE HELP OF CREAMS, WILL WE BE ABLE TO STOP TIME?

There are two types of aging: the internal aging process is caused by the genes we inherited. It is also called the natural aging process. The second type, the external aging process, is caused by environmental factors such as exposure to the sun, smoking, and lack of sleep. The good news is that the role of genetics is smaller (10% to 15%) than that of many of the other factors which we can control. The clock cannot be stopped! It is also possible to slow down the skin from aging. However, the process can be slowed down by daily skin care with customized products.

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WHAT IS SERUM AN IMPORTANT STEP IN THE ANTI-AGING REGIMEN?

Serum is a major player. It contains concentrated components in small molecules that penetrate deep into the skin and perform an effective repair. For example, the Anti-Aging Smart Serum Clinical Repair® contains a mixture of peptides to stimulate the production of natural collagen to restore the skin, and hyaluronic acid to increase volume and fill wrinkles. Using the serum twice a day, morning and evening, will give the skin a smoother, firmer, and more radiant look.

IF SERUM DOES EFFECTIVE REPAIR, WHY DO WE ALSO NEED MOISTURIZER?

A moisturizer that treats anti-aging in addition to active ingredients given the skin the moisture and nourishment it needs to maintain a normal immunity and give it strength to better resist environmental damage during the day, supported by night cream and the natural repair of the skin at night. Serum doesn’t do that.

CAN SERUM AND MOISTURIZER BE USED IN THE EYE AREA AS WELL?

The skin around the eye area is thinnest and more delicate than the rest of the face. As we get older, this area also tends to develop signs of aging. And often, wrinkled skin is weakened skin. Face cream can make it even harder. Therefore, the eye area requires treatment and products specifically designed for this delicate skin. Smart Clinical Eye Cream has a light, creamy texture that is quickly absorbed and supports the normal structure of the skin. It strengthens the skin and treats wrinkles and fine lines.

DO WE HAVE TO USE SUNSCREEN EVERY DAY OR JUST WHEN WE GO TO THE BEACH?

Sun radiation is the most crucial factor in its effect on skin aging. It is known to break down hyaluronic acid and collagen, weakening the skin’s elasticity. To prevent premature aging of the skin and to keep it healthy, it is very important to use moisturizers that include SPF or to apply a sunscreen such as SPF 50 Mineral Fluid for Face, a lightweight sunscreen that is suitable for the most sensitive of skin types.

It turns out that right under our noses, there is a revolution in the design of comfortable armchairs, and there is no longer a need to compromise on those that look big, heavy and clumsy!

You can forget about clumsy TV armchairs

Meet the ultimate armchairs

Rishon Lezion, J. Palatin
Netanya, Soho Center (Level 1) 074-7401002
Authorized resellers throughout the country

Primo Retro
Platinum Model
Flex Master model
Flex Lotus
A German opening mechanism with lifetime warranty
You can add an electric motor
Head cushion is adjusted for perfect comfort
Small and designed to 70 cm wide
Customized for body structure and style
Made in Israel
Quality raw material and warranty

The Israeli company Idan manufactures comfortable armchairs, and since it is local, it can adapt them to your body structure and personal taste.

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The Ritz-Carlton Hotel in Herzliya is situated on the seashore, which is home to one of Israel’s most exclusive and prestigious properties. The hotel, with its luxurious accommodations and exquisite services, offers guests a unique experience that blends the comfort of a resort with the sophistication of a city. The hotel is known for its elegant design, its world-class restaurants, and its impressive services, making it a preferred destination for both leisure and business travelers.

**Leisure and Pleasure**

**VIVA VALLÉNCIA**

Valléncia, the third largest city in Spain, is located on the Mediterranean coast. As such, it offers a wide variety of beach entertainment. Beyond that, it offers culture, art, gastronomy, pleasant weather, and orange trees all year round.

- **The 3rd Joseph Festival, or Las Fallas**, held every year in March, during which the atmosphere is very lively. There is a colorful procession of puppets, along with an abundance of lights, fireworks, and bonfires. The Falla Museum presents the story of the festival and displays the puppets.

**OLD TOWN**

Valléncia’s Old Town, called El Carmen, is a beautiful part of the city. Its picturesque squares and alleyways feature impressive Gothic-style buildings, cafes, shops, and other attractions.

**The Silk Market**

The Silk Market, or Lonja de la Seda, a Gothic building that served as one of the major commercial centers in the city, is a popular tourist attraction. In 1996, the structure was declared a World Heritage Site. It is a testament to the power and wealth of one of the largest trading cities in Europe.

**City Hall**

City Hall, or Ayuntamiento de Valléncia, is the city’s government headquarters. The impressive 18th-century building contains an elegant marble staircase, a ballroom, and the council meeting room, as well as the City History Museum.

**St. Mary’s Cathedral**

St. Mary’s Cathedral is a 13th-century Gothic structure that attracts many visitors. It features centuries-old paintings and artwork, spectacular ceiling paintings, and ornate glass windows. The piece de resistance is a chalice which many believe to be the Holy Grail, the legendary cup from which Jesus drank at the Last Supper.

**Torres de Serranos**

These two man-made towers form a fortified structure that is one of the 12 large gates that were part of the Old Town wall. The 14th-century entrance to the city’s old walls was known as the Valléncia’s oldest preserved gate.

From the top of these towers, visitors can enjoy a panoramic view of the city.

**TURIA PARK**

Spanning some seven kilometers around the city center, Turia Park extends from the City of Arts and Sciences to the Bocapark. Featured along the park’s winding walking and cycling paths are artificial lakes, fountains, and cafes.

**City of Arts and Sciences**

The City of Arts and Sciences is a modern cultural and entertainment complex designed by Santiago Calatrava, the renowned architect who created the Bridge of the Americas in New York City. The complex houses four major museums:

- **Museo de las Ciencias**
- **Museo de las Ciencias Principe Felipe**
- **Planta de las Ciencias**
- **Museo de la Seda**

**MERCADO CENTRAL**

Completed in 1928, the Mercado Central building houses one of the largest markets in Europe. Its construction combines iron and glass with the Art Nouveau style of architecture. Its many stalls offer produce such as fruits, vegetables, and fish in addition to various street vendors.

**Colón Market**

The building is a structure that has been sequentially open-air and covered and is designated as a World Heritage Site. It is located on the site of the former Mercado Central de La Florida, which was destroyed by fire in 1898.

**Museums**

Valencia has a large number of antiques museums for example, the Palau de la Marqués de Dos Aguas ceramics museum, the Montserrat Museum, the Valence History Museum; and the Valence Fine Arts Museum.
E-COMMERCE: GROWING BUSINESS WITH LEISURE

By OLIVIA SMITH

DELIA KAPLANI [Schick]  [Photo by Zohar Shavit]

The combination of offline and e-commerce is very important. In the case of the offline Zaban chain, we have 64 end-points - 17 stores and 27 stalls in Hamashlokh, which get on very well with the very online world of e-commerce. Many times customers see jewelry on the site and come to buy the items in the store and vice versa. The two worlds complement each other. Our goal is to develop into a global marker. To do that, we don’t have to set up stalls, nor stores, etc. E-commerce sales are transacted from headquarters to locations worldwide. We are now in the advanced stages of opening a store on Amazon USA, a new arena with whole new audiences. Today, the data of online shopping is becoming much more frequent.

WHAT ACHIEVEMENTS HAVE YOU MADE AS CEO OF ZABAN JEWELRY?

Brand awareness has risen sharply after a year of activity. More customers are getting to know the brand and are coming to buy our products. Many of them have become regular customers. Brand loyalty has increased greatly, despite introducing Zaban to e-commerce, strengthening the brand’s trading site, and deepening our connection with trading platforms in Israel and around the world.

WHAT IS YOUR BIGGEST CHALLENGE?

There are many: employee rotation and customer retention; saying the right comments to the best suppliers; choosing effective locations for our stores; and building a solid network that can deal with unexpected crises such as the corona pandemic. The major challenge is to bring good news in terms of product design and, of course, to keep the customers and stores.

In 2021, the World Economic Forum predicted that it would take 138.5 years to close the gender equality gap. Many sectors employing mostly women, such as tourism and retail, have been hit hard by the pandemic, setting us back more than ever before. However, the situation for women in tech is somewhat different. The advantage for women - even more so in the Israeli tech scene - is that they are part of a dynamic and quick-to-adapt environment. And which it seems that for women in various industries around the world there are steps that women in the tech industry can take to change this.

Today in Israel there are more (though not nearly enough) women entrepreneurs, more women leaders and more women serving as role models for others, who also push further towards the top. Even the work environment at Israeli tech companies seems to be less accepting of aggressive, non-inclusive and “boys-club” behaviors, which had been quite prevalent even only 3-4 years ago. And though the pandemic caused many setbacks, it also gave women flexibility and freedom, especially for parents to share the load without hiding their careers.

It should be noted that the positive trend in tech - just like the global one - will not necessarily continue unless we keep putting paying close attention. There are many women in tech roles, and we need to continue and encourage the need for diverse participation; this can be done by allowing them to blossom. Interestingly, and quite naturally, Israeli tech companies sometimes evolve within their founders’ army service; which doesn’t always include women or allow any diversity, so that’s one place to look at first. But the very notion of women can’t be in the army or an investor, starts even earlier than that – in high school or before. At EX.CO we are working in a joint program with ISEF Education Foundation, to expose high school students, from both genders, and from remote areas in Israel, to the different opportunities they have in the tech industry, ones that probably have not crossed their minds. We involved in this project - initiated by our employees - because we take very seriously the two of the most important elements that will help guarantee the emergence of women in the tech space. The first - creating a supportive community from which new ideas and new founders and tech employees will grow. The second - providing young people with role models. Seeing is believing - and if I see that one woman like me can do it, I mean I can too.

EX.CO - the world leading content experiences platform powering billions of personalized interactions around the world. Founded in 2012, EX.CO partners with some of the best brands, publishers, and small and medium-sized businesses engage with their audiences across their digital properties to drive meaningful growth. Shachar Orren joined the company in 2013 and now serves as its Co-Founder and Chief Marketing Officer. Based in New York, Orren is leading EX.CO’s Brand Marketing, Content, Growth and Product Marketing efforts globally, including the company’s branding process and creative strategy for its leading media and Ecommerce clients.

SHACHAR ORREN, FOUNDER & CEO

PLATFORM EX.CO

By OLIVIA SMITH

E-commerce clients.

EXEMPLARY WOMEN

WOMEN IN Hi-Tech: WHERE ARE THEY?

By OLIVIA SMITH

Shachar Orren [Photo by Or Ziv]

The Israeli hi- tech industry is a locomotive that drives a purpose economy. Many want to join this dynamic club and enjoy its benefits, such as high salaries. However, an entire group of women in the tech industry, ones that probably have not crossed their minds. We involved in this project - initiated by our employees - because we take very seriously the two of the most important elements that will help guarantee the emergence of women in the tech space. The first - creating a supportive community from which new ideas and new founders and tech employees will grow. The second - providing young people with role models. Seeing is believing - and if I see that one woman like me can do it, I mean I can too.

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PLATFORM EX.CO

By OLIVIA SMITH

E-commerce clients.
**IT’S TIME TO APPLY SUNSCREEN**

By Lahart Akerman “We must use sunscreen daily.”

Here are some tips:

Choose a sunscreen that provides protection from UV-A and UV-B rays that is suitable for your skin type and form of activity.

Use a sunscreen that absorbs easily into the skin.

Before purchasing sunblock, try a sample to see if it leaves the skin sticky.

**Choose a product that provides broad protection.**

People who are outdoors all day prefer a light texture. Athletes prefer a liquid. Children like aerosols.

**Reapply the sunscreen according to package directions.**

**Activity and the instructions on the package.**

A new product is Anthelios Age Correct SPF 50 SPF. It contains a moisturizer that protects against the sun’s radiation and prevents future damage and pigmentation.

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**SUMMER TIME**

Dr. Fischer is opening the 2022 summer season with the Ultrasol sunscreen. Ultrasol is owned by A.M.S. Cosmetic Industries. Founded in 1993, the Israeli company develops, produces, and markets cosmetics worldwide.

For its Ultrasol products, the Mon Platin laboratories developed a powerful hyaluronic acid polymer that is a combination of an amino acid complex and hyaluronic acid in a 94% concentration. The polymer infuses moisture into the hair fibre, thereby strengthening the texture and rendering a soft, uniform sheen. The Hyloren series includes products that are suitable for all types of hair, be it thin and brittle, thick and stiff, or has undergone various straightening processes. Even after the first treatment, there is noticeable improvement in the quality of the hair, such as an increase in volume, moisture adsorption, strength, smoothness, vitality, and elasticity.

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**REVOLUTION IN THE REALM OF EYELASHES**

Shint Rotenberg, the owner of the Pure Beauty clinic, has redefined the world of eyelash wearing.

“I launched the new method after a lot of research, practice, and experience that brought me to apply my unique method. I tested it on myself, with colleagues, clients, and more. I also tested different types of adhesives and materials,” she says.

The special aspect of the new method is that it is gentler than eyelash soldering. It is more friendly to those who are sensitive or allergic to the solder glue.

“You can achieve any look, from very natural to extremely dramatic, without products. And you can repair eyelash damage with this method. The set lasts in its entirety for up to a month, and the glue in the water-resistant, 30 to 40 minutes of treatment, and you’re good to go!” Rotenberg asserts.

Facebook: Shint Rotenberg – Pure Beauty and the College of Eyelashes.

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**AN INNOVATION IN HAIR CARE**

Mon Platin has launched its Hylorien series – hair care products that contain hyaluronic acid that is a breakthrough in hair care and strengthening.

Mon Platin is owned by A.M.S. Cosmetic Industries. Founded in 1993, the Israeli company develops, produces, and markets cosmetics worldwide.

The Hylorien series is Anthelios Age Correct SPF 50 SPF. It contains a moisturizer that provides protection from UV-A and UVB rays that is suitable for your skin type and form of activity.

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**HERE’S LOOKING AT YOU**

French fashion designer Isabel Marant is considered one of the most influential designers in the world.

At the end of 2021, she launched a line of sunglasses worldwide. They are now available in Israel under the Essenia franchise. When she was 16, Marant asked her father to buy her a sewing machine and started making clothes out of her parents’ scrap materials and discarded fabric.

The items became a hit among her friends, who asked her to design clothes for them. Soon she began to design clothes for fashion houses.

Her success encouraged her to study fashion.

She launched a jewelry line, a knitwear line, and in 1998 she launched an accessories line, which was presented in Paris, and in 1999 she opened her first store.

In 2004, she opened a store in Hong Kong, and in 2010 her first boutique in New York welcomed customers.

Today, Marant has dozens of stores worldwide. In 2015, Marant designed a clothing collection for H&M. Within a few hours the global website collapsed, and the entire collection was sold out.

In Israel, within half an hour not a single item remained in the store.

Marant’s clothing features effortlessly chic designs that combine minimalism with bohemian romance. She adopted the slogan “You don’t want others to wear things you wouldn’t wear yourself,” which was said to her when she was studying fashion.

Marant’s first collection of sunglasses reflects her design statement. It combines sophistication and authenticity with true style and serenity. The collection has classic models with a color spectrum that includes green, purple, and light blue, alongside classic black and brown.

The frame range from small and narrow to oversize.

Marant says that her clients are not fashion victims but people who love beautiful things. She wants them to “feel at home” in her designs.

Erosca released the statement: “We received the news of the death of Isabel Marant’s eye wear line with excitement. We are aware of the brand’s status in Israel and are proud that we were chosen to launch the brand online. We regard it as an attractive collection for every fashion enthusiast.”

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**THE STORY OF TV ARMCHAIRS**

The TV armchair is a piece of furniture that is used for sitting, but its functions are adapted to enhance one’s comfort level while watching television.

The experience of sitting on a recliner is a pleasant one. As you sit in front of the TV, the special structure of the chair allows you to stretch your legs forward and watch television to your heart’s content.

TV armchairs have evolved over the years. Today, it is possible to sit on them for hours without the usual side effects you get from sitting on a regular chair for an extended period of time.

One of the innovations is the spring armchair for the elderly. All the person has to do is press a button to shift the armchair into a comfortable, upright position.

This, in short, is the story of TV armchairs, which are designed to improve our quality of life.

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**THE STORY OF TV ARMCHAIRS**

Dr. Fischer is opening the 2022 summer season with the Ultrasol series, which includes two new sun protection products: SPF50+ Ultrasol Sport MAX face cream for water sports is specially adapted for outdoor use that provides wide-ranging protection from the sun’s radiation.

SPF50+ Ultrasol sun protection oils are designed to promote smooth, radiant skin. They provide 24-hour moisturizing action and sun protection.

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Mon Platin has launched its Hylorien series – hair care products that contain hyaluronic acid that is a breakthrough in hair care and strengthening.

Mon Platin is owned by A.M.S. Cosmetic Industries. Founded in 1993, the Israeli company develops, produces, and markets cosmetics worldwide.

For its Ultrasol products, the Mon Platin laboratories developed a powerful hyaluronic acid polymer that is a combination of an amino acid complex and hyaluronic acid in a 94% concentration. The polymer infuses moisture into the hair fibre, thereby strengthening the texture and rendering a soft, uniform sheen. The Hylorien series includes products that are suitable for all types of hair, be it thin and brittle, thick and stiff, or has undergone various straightening processes. Even after the first treatment, there is noticeable improvement in the quality of the hair, such as an increase in volume, moisture adsorption, strength, smoothness, vitality, and elasticity.

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**HERE’S LOOKING AT YOU**

French fashion designer Isabel Marant is considered one of the most influential designers in the world.

At the end of 2021, she launched a line of sunglasses worldwide. They are now available in Israel under the Essenia franchise. When she was 16, Marant asked her father to buy her a sewing machine and started making clothes out of her parents’ scrap materials and discarded fabric.

The items became a hit among her friends, who asked her to design clothes for them. Soon she began to design clothes for fashion houses.

Her success encouraged her to study fashion.

She launched a jewelry line, a knitwear line, and in 1998 she launched an accessories line, which was presented in Paris, and in 1999 she opened her first store.

In 2004, she opened a store in Hong Kong, and in 2010 her first boutique in New York welcomed customers.

Today, Marant has dozens of stores worldwide. In 2015, Marant designed a clothing collection for H&M. Within a few hours the global website collapsed, and the entire collection was sold out. In Israel, within half an hour not a single item remained in the store.

Marant’s clothing features effortlessly chic designs that combine minimalism with bohemian romance. She adopted the slogan “You don’t want others to wear things you wouldn’t wear yourself,” which was said to her when she was studying fashion.

Marant’s first collection of sunglasses reflects her design statement. It combines sophistication and authenticity with true style and serenity. The collection has classic models with a color spectrum that includes green, purple, and light blue, alongside classic black and brown. The frame range from small and narrow to oversize.

Marant says that her clients are not fashion victims but people who love beautiful things. She wants them to “feel at home” in her designs.

Erosca released the statement: “We received the news of the death of Isabel Marant’s eye wear line with excitement. We are aware of the brand’s status in Israel and are proud that we were chosen to launch the brand online. We regard it as an attractive collection for every fashion enthusiast.”

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**THE STORY OF TV ARMCHAIRS**

The TV armchair is a piece of furniture that is used for sitting, but its functions are adapted to enhance one’s comfort level while watching television.

The experience of sitting on a recliner is a pleasant one. As you sit in front of the TV, the special structure of the chair allows you to stretch your legs forward and watch television to your heart’s content.

TV armchairs have evolved over the years. Today, it is possible to sit on them for hours without the usual side effects you get from sitting on a regular chair for an extended period of time.

One of the innovations is the spring armchair for the elderly. All the person has to do is press a button to shift the armchair into a comfortable, upright position.

This, in short, is the story of TV armchairs, which are designed to improve our quality of life.
KAIA GERBER'S CHOICE

Surrounded by fashion from a very young age, Kaia Gerber is no stranger to the modelling world. While following her famous mother onto the most exclusive runways and photoshoots, she is now choosing to walk a unique path, bringing her own sense of style and personality to the role. It’s a family passion, with a very bright future.