

March 2024

THE JERUSALEM POST
Commercial Department

WOMEN

HEROINES OF SWORDS OF IRON

Pola Blick:
Professional
aesthetician
and passionate
volunteer

Lt. Col. Or
Ben Yehuda:
Taking command

Roni Eshel:
On the lookout
until the end



Sgt. Maj.
Mali Shoshana
fought for hours
on the roof
of the Sderot
police station

From the
battlefield to
the wardrobe:
The enduring
allure of the
trench coat

Strong. Powerful. Impressive.



And the car is also great. Happy international women's day!



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On the cover:

POLA BLICK

Photo by Eliran Avital | Hair & make up Tal naaman

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DEAR READERS,

This issue is dedicated to the bravery, initiative, determination, and female leadership to which we have been exposed on the battle front, on the home front, and in all the diverse sectors of Israeli society. The Swords of Iron war brought women to the forefront, something that had not happened in Israel since 1948, when it changed the social and cultural perception in the country. Women participated in a wide variety of roles, such as defense, medicine, infrastructure services, and played a central role in protecting the settlements and promoting the struggle for the land.

Swords of Iron proved that women are significant partners in the IDF, in the Israel Police, in Magen David Adom. Women have been killed and wounded among the soldiers, police officers, and members of the settlements. And many women, including elderly women, young women, female soldiers, were kidnapped by Hamas. It was women in the IDF's observation unit who persistently warned that something was going to happen. If someone had only listened to them and taken them seriously, the tragedy could have been avoided. And there are the many women who stayed on the home front. Wives, mothers, sisters, grandmothers, great-grandmothers. The spouses and friends who fought the war of existence and managed their homes and businesses.

We pray that the hostages will return to us healthy in mind and body; that our soldiers will return home safe and sound; and that we will soon be able to live our lives in peace and security.

Sincerely,

Irit Mathias and Ronit Mathias



THE JERUSALEM POST

ISRAEL'S GATEWAY TO THE WORLD

By INBAR ASHKENAZI | CEO The Jerusalem Post

Since the morning of October 7, when Hamas terrorists brutally and viciously attacked Israel, the Jerusalem Post has been the most reliable, dependable, and consistent Israeli news source for English-speaking readers in Israel and around the world.

Overnight, we were able to build a dedicated war-room, where volunteers from all walks of life, as well as our dedicated team of editors, journalists, writers, on-the-scene reporters, and staffers, documented the dramatic course of events and its brutalities as they unfolded in real-time, reaching dozens of millions of readers all over the world on our website, social media, and in print.

We are living in a time of great upheaval, where people have lost loved ones, communities have been shattered, and the nation's collective memory has been imprinted forever.

For over ninety years, the Jerusalem Post has been at the forefront of global journalism, reporting on events in Israel and throughout the Middle East and providing unwavering news coverage as events happen. The Jerusalem Post is widely known as Israel's most trustworthy and respected source of English-language news and is read by opinion-makers around the world, from Capitol Hill to the capitals of Europe.

Since the outbreak of the war, readership of the Jerusalem Post online edition has skyrocketed and has reached 30 million unique visitors per month. Our social media pages have also experienced record growth. Thanks to you – our dedicated readers – we can double our power in advocacy, through your sharing reviews and stories from our website and social networks.

As part of our efforts in serving as a beacon of truth and clarity as Israel's information and outreach system to the world, since the outbreak of the war, the Jerusalem Post Group has embarked on a series of pro-Israel conferences in major global cities, including Washington, Berlin, and New York.

On November 13, the opening conference was held in Washington in the Capitol Building, in the presence of 50 members of Congress and the Senate. During the events, leading members of Congress from both parties, international decision-makers, and Jewish leaders had the opportunity to listen to the victims of October 7 first-hand, an essential tool to understand the Jewish state's challenging reality since the war began. Congresswomen and Congressmen expressed their full support for Israel and pledged to continue their support for the long term. They highlighted Israel's importance to the security and well-being of the United States and the need to rebuild Israel after the war.

On February 14, we were privileged to witness to a historic moment, as the Israeli and German



Inbar Ashkenazi, CEO The Jerusalem Post

flags waved together in the heart of Berlin on the headquarter of Axel Springer, the largest media company in Europe, ahead of the German-Israeli Summit organized by The Jerusalem Post Group. Members of the governments of Israel and Germany, experts, and politicians convened to discuss the security crisis surrounding the war and the worldwide surge in antisemitism and to send a message of unwavering solidarity. Outside of the building, a group of Pro-Palestinian activists gathered to disrupt the event, offering us a stark reminder of the importance of our mission.

This June, the Post will come to New York with its signature Annual Conference to express Israel's heartfelt gratitude to Diaspora Jewry for its staunching support throughout these challenging times.

In an inspiring event, the Jerusalem Post Group will

honor the heroines and heroes of the war in Gaza and the many Israelis and Jews around the world. The event will feature significant discussions on the critical events of the day with diplomats, politicians, and business leaders from around the world, interviewed by senior reporters and editors from The Jerusalem Post.

In spite of the difficulties, we are also experiencing a beautiful moment of unity and resolve among the Jewish people, in the hope that these dark times will soon turn into a better future, for Israel and Jewish world, as a new generation of leaders grows and gets ready to take over the mission. As in the past century, The Jerusalem Post is here to tell Israel's story, and will continue to provide unique insights in war and in peace, fulfilling its role of the gateway between Israel and the world with unparalleled pride.



THE JERUSALEM POST

THANKS

To all the women journalists who fought
on the frontlines reporting the facts.

POLA BLICK: PROFESSIONAL AESTHETICIAN AND PASSIONATE VOLUNTEER

By IRIT MATHIAS

Pola Blick is the owner of the center for natural medicine and advanced cosmetics. In addition to working with celebrities, she volunteers for Magen David Adom (MDA) and heads the social medial campaign that bears the slogan "Come volunteer and learn because knowledge saves lives!"

On the morning of October 7 that changed the reality for all of us, starting at 6:30 a.m. MDA employees and volunteers arrived at the combat area. Since then, 3,500 employees, 30,000 volunteers, 1,400 ambulances, 650 motorcycles, and three helicopters have been on high alert. MDA workers and volunteers were among the first to mobilize and arrive at every scene in the southern settlements to treat the wounded. Two MDA senior medics, an ambulance driver, and a paramedic were murdered in cold blood while providing first-aid in the field, and four staff members working inside the ambulances were wounded.

MDA also operates emergency centers manned by staff and volunteers. On that dark morning, they answered tens of thousands of calls from concerned citizens, some from the wounded themselves who survived the massacre; difficult calls documenting the horrors.

POLA, HOW DID YOUR CONNECTION MDA COME ABOUT?

I like to take care of people in my everyday life and, of course, in my work. I am a caring person. Before I volunteered at MDA, I took a blood collection and donation course. I always wanted to volunteer at MDA, and I found a great occupation for myself. I came to the organization through a good friend who uploaded a picture on social media. Two days later, I signed up for the training course and started volunteering. Since then, something has changed in me.

HOW LONG HAVE YOU BEEN VOLUNTEERING AT MDA?

My relationship with MDA started five years ago, and I feel that I have always been there. There is nothing more gratifying than that.

WHAT IS YOUR ROLE IN YOUR VOLUNTEER SHIFT?

I volunteer in the Yarkon-Dan area. I take part in the activities of the teams in all types of events and ambulance shifts and large events. I get into the ambulance and go to the areas where needed and help provide medical treatment to patients.

WHAT IS THE ROLE OF THE VOLUNTEERS?

Volunteering at MDA is an incredibly rewarding experience. Not only are we able to help those in need, but we also get the opportunity to make a difference in the lives of many. The volunteers at MDA, numbering nearly 30,000 males and females, from a young age to



Pola Blick | Photos by Eliran Avital



veterans of the organization, are integrated in all areas.

WHAT IS THE TYPE OF VOLUNTEERING, AND CAN ANYONE VOLUNTEER?

Magen David Adom regards volunteering as an essential value. It is the cornerstone of the organization. To volunteer at MDA, one must submit an application. Before being admitted to the training course, people undergo a personal interview to ensure their suitability for the field of practice that MDA is entrusted with. The candidates must also present a certificate of good health. Children under age 18 are required to show parental permission to volunteer.

YOU RAISE AWARENESS ABOUT MDA ON SOCIAL NETWORKS AND CALL ON ALL YOUR FOLLOWERS TO VOLUNTEER AND ACQUIRE

LIFE-SAVING KNOWLEDGE. WHAT HAS BEEN THE RESPONSE?

I took it upon myself to raise awareness about MDA and the extensive life-saving work of the organization in order to encourage people to volunteer because it is an essential need, especially these days. There is an amazing response. But there is a need for more volunteers because during this crisis period, more teams and personnel are required. People can volunteer from the age of 14. Volunteering does something huge for the soul. Life-saving moments have enormous meaning. I cannot express in words the satisfaction of helping others and saving lives.

TELL ME ABOUT THE VIDEO YOU POSTED ONLINE URGING PEOPLE TO TAKE A BASIC FIRST-AID COURSE.

I am very happy to head a public campaign for MDA that offers a three-hour course in first-aid. Basic knowledge saves lives. People can also organize a group of friends and relatives with a minimum of 10 participants, and a MDA instructor will come to them and present the training session.

HOW DOES THE AWARENESS YOU GENERATE AFFECT THE NUMBER OF PARTICIPANTS IN MDA COURSES?

Thousands of people have signed up for the various courses as a result of the recruitment activity that I carry out on the social networks platforms. I couldn't be happier because the response is truly amazing. It is very important and a great influence for opinion leaders to expose the public to the opportunity to volunteer. At the end of the day, it is a life saver and a force multiplier. I call on everyone to come and help save lives. Simple actions that save lives! In war time and every day.

WHAT MOMENTS DO YOU REMEMBER FROM THE BEGINNING OF THE WAR?

In the early days of the war, the number of wounded in the southern settlements was so great that there was a huge need for many pints of blood to treat the wounded. At moments like these, social media played an important role in spreading the need for blood donations. I recruited my friends to upload content calling on the public to come and donate blood. In fact, I called for it on every possible platform. The public responded in an exceptional way. In one day, MDA collected 4,000 pints of blood!

WHY DID YOU CHOOSE AMIT MANN AS YOUR WAR HEROINE?

Amit Mann was the paramedic of Kibbutz Be'eri, who suffered a fatal wound on October 7. On the morning of the attack, she was on alert and ran to the dental clinic of the kibbutz to treat the wounded, begging for evacuation and assistance. Her bravery saved many residents. Amit fought and cared for the wounded until her last breath. She was a heroine who dedicated herself to her duty until her last moments.

AMIT MAN: HER LIGHT WAS EXTINGUISHED BUT CONTINUES TO SHINE

By RONIT MATHIAS

Amit Man, 22, an on-call MDA paramedic and Magen David Adom's youngest instructor, lived in Kibbutz Be'eri. Pola Blick, a volunteer paramedic, chose Amit as her hero.

Amit was brave in everything she did. At the age of 14, she went to the library, took out medical books, neglected her regular studies, but in the end graduated with honors.

Amit loved being a paramedic. It was her whole life. On Friday, October 6, she spent time with friends, and slept in the kibbutz that night. She woke up to a barrage of rockets and red alerts. Her partner, also a paramedic, went on duty at the Netivot station. When he heard that the shooting was unusual, he told Amit to go with him because it was dangerous to stay in Be'eri. Amit said that precisely because it was dangerous, she was staying.

She texted her family that she was in the safe room, but when she realized that there were wounded, dead, and a terrorist infiltration, she took her medical bag and ran to the dental clinic, which was designated as an emergency gathering place. In the recordings that MDA played to the family, when she

called to report the dead and wounded, they heard her running, panting, and describing the situation while giving instructions to everyone about what to do. She arrived at the clinic at 7 a.m. A doctor and two members of the emergency room who were protecting the clinic were murdered, except the kibbutz nurse and two wounded. Amit heard gunshots and was in contact with her family while treating the wounded. MDA told her that the area was a war zone and ambulances couldn't enter. Even though her life was in danger, she kept calm and spoke professionally. A severely wounded survivor said that Amit took care of him for hours. When she realized it was over, she texted her family to be strong.

At 1:50 p.m. her ammunition ran out. She texted that she heard the terrorists coming back, and she didn't think she'd survive. A few minutes later, she sent an audio message that the terrorists had entered the clinic. Her sister called her. Amit answered and said that they shot her in the leg and killed everyone else. At 2:15 p.m., when the soldiers entered the clinic, they found Amit's body with a tourniquet on her left leg, and a gunshot wound in the head.

Amit's family plans to perpetuate Amit's memory so that no one will forget her and will remember the good she did in the very short life she had.

One of Amit's loves was music. She had an amazing voice and used to take pictures of herself singing. Music also calmed her down. When she would return home from work and wanted to forget the sights she had seen, she would go into her room and sing.

On her Hebrew birthday, her family organized a birthday party in her memory at the arts hall in Netivot. All the singers and bands whose songs



Amit Man | Photos courtesy of the family

Amit sang were invited, and they wholeheartedly performed their songs on stage in her honor.

Recently, a Torah ceremony was held at the synagogue in Be'eri. The soldiers read it for three months while they were there. The family then transferred the Torah scroll to Netivot.

Across the country, over 10 defibrillators were placed in various places that were significant to Amit.

In another tribute to Amit, Samaritan's Purse replaced for MDA 14 ambulances

that had been burnt and damaged by Hamas on October 7 as part of their plan to destroy ambulances to prevent aid and rescue. The MDA administration requested to dedicate the ambulances to MDA heroes who were murdered in the war. The ambulance named after Amit will be stationed at the MDA station in Netivot, where she was born and raised, and will continue Amit's life-saving activities together with the medical staff at the station that she loved so much.

The Grafitiyul trio of artists painted graffiti in Tel Aviv of war heroes Amit Man, Aner Shapira, Awad Darawshe, and Ben Shimoni.

Said Grafitiyul founder Elinoy Kisslove: "When the war started and so many events happened, many heroes were discovered, and we realized that in a moment there would be another event, another piece of news, and everything would be forgotten. So we decided to make graffiti and attach significant stories on the wall. After realizing that there is enough anger and disappointment, we specifically chose stories that give hope and inspiration."



Photo by Grafitiyul - graffiti tours and workshops



LT. COL. OR BEN YEHUDA: TAKING COMMAND

By IRIT MATHIAS



Lt. Col. Or Ben Yehuda | Photo by IDF Spokesperson's Unit



Photo by IDF Spokesperson's Unit

Lt. Col. Or Ben Yehuda is the commander of the Caracal Battalion, a mixed-gender infantry battalion. On October 7, the Caracal force under her command arrived at the Sufa outpost in the southern Gaza Strip, which was invaded by dozens of terrorists. For hours, the battalion fought until it managed to rescue the besieged soldiers and regain control of the outpost.

Haggai Shalom, CEO and controlling shareholder of the Tiv Taam supermarket chain, chose Or as his hero because her modesty, proficiency, courage, and originality in everything she does make her a true hero.

OR, WHERE DID THE WAR FIND YOU?

In our mission, we protect the Egyptian border. That morning, I was with my battalion when we heard that there was a code red in the Gaza envelope and that rockets fell at one of my outposts close to the Gaza Division. Driving to the outpost, I talked with the regiment commander and realized that the situation was more complex. We decided to leave the borders of the battalion's sector and go fight together with the Gaza Division.

WHEN DID YOU REALIZE THAT THE SITUATION WAS MORE COMPLEX THAN ROCKET FIRE?

At 7:30, we realized there was a multi-focal raid. The regiment commander of the captured Sufa outpost asked me for help. So I decided to go there with my forces and leave some of the forces in a settlement in the Gaza envelope to prevent the infiltration of terrorists. We

understood that there was a Hamas raid, but we didn't know until that evening how widespread it was and how terrible. The fact that the battalion experienced it in three different locations is what made us realize that it was something big.

WHAT IS IMPORTANT THAT PEOPLE KNOW?

That my soldiers who acted bravely, both in the tanks that are under the battalion and other companies that went out to fight that day, brought to bear everything that we had trained for. On that day, it was reflected in a very significant way that the men and women in the battalion really did the best they could.

WHEN DID YOU KNOW YOU WANTED TO BE A COMBAT SOLDIER?

Since the 9th grade. When I was accepted in Caracal, I was very happy for the opportunity. I was the lieutenant commander of the Central Command, responsible for all formations in the army; and then commander of the battalion's sniper platoon; then deputy company commander; then a company commander myself. Now



Photo by Prime Minister's Spokesperson's Office

I have completed a cycle of eight months as commander of the battalion.

AT THE SAME TIME, HOW ARE YOU MANAGING FAMILY LIFE?

I have three children: Erez, seven, in second grade; and six-year-old twins Neta and Ella, in kindergarten. Everything is thanks to them. They allow me to do this role and be who I am. They face it with real heroism. It's a whole collaboration of grandparents and teachers who support me so I can do what I do since the beginning of the war.

WHAT IS YOUR GLASS CEILING?

I have never looked up and seen some kind of glass ceiling, so everything is open. The motto that really goes with me is that thanks to actions and conduct and command and leadership and routine and how I manage and do, I will get there. I really like what I do. I have a great privilege to develop in the army and command men and women fighters who they are really like my children. Seeing them achieve is one of the things that makes me the most proud. It is a great privilege to be in charge of over 500 people and to know that what I do and how I function will affect them in all areas, at home and in the army.

WHAT KIND OF CHILDHOOD DID YOU HAVE?

I grew up in Mevasseret Zion. I was in scouts and 12 years in floor gymnastics. I think that my self-discipline came from there. I was a shy girl in my early years. I was always one of those who hid in the back so as not to answer the questions the teacher asked. The army helped me develop from a very shy girl. I had a commander who recognized my potential and decided that I should go into command. I slowly upgraded and became the version of myself I am today, which was a really big process. I grew up in an amazing family. My parents are doctors who have dedicated their lives for other people. They are department managers at Hadassah Ein Kerem. My father is a lieutenant colonel in the reserves. I have two sisters who are also in the medical field. They excel in everything they do. I was the black sheep, but I turned to my field. •



Photo by IDF Spokesperson's Unit

סיאם סיאם
החופש לבחר.

זה המהלך שמי. כחול ולבוזה הכוורת
שלו. כחול ולבוזה הונצחו שלו. כה
זה הלב שלו. כחול ולבוזה החתום
שלו. כחול ולבוזה החופש שלו. כחול
בנוזה האומץ שלו. כחול ולבוזה הדעת
האושר שלו. כחול ולבוזה המבוגר
לי. כחול ולבוזה אמרת התקווה שלו. כה
זה הדרדר שלו. כחול ולבוזה הנטען
שלו. כחול ולבוזה סיאם סיאם. כהו
זה במוחותנו לנו. רחוב ולבוזה הנקו.

SIMONA SHREM: FULFILLING LIAM'S LEGACY

By RONIT MATHIAS



Simona Shrem and her son Liam
| Photo by Anat Mosberg



Simona and Liam Shrem | Photos courtesy of the family

Simona Shrem is an events planner for large companies and leading celebs. She lost her only son, Liam, at the Supernova festival in Re'im. During her career, Shrem has produced countless events, but in her worst nightmares she never thought she would produce her son's funeral. Shrem is a woman larger than life. In a situation where one could easily fall into an abyss, she chose life and is striving to follow the dreams that Liam didn't have the opportunity to fulfill.

Jewelry designer Ifat Oved chose Simona Shrem as her hero. "I have known Simona for 36 years. The loss of her son hurts and touches us all. Her decision to choose life despite all the sorrow and pain, to engage in action for the sake of her son's immortality, makes her a hero in my eyes."

SIMONA, TELL ME ABOUT YOUR LAST CONVERSATION WITH LIAM.

Liam arrived at the Supernova party with his friends Johnny and Ilai at 6:00 in the morning. He wrote me that he arrived and entered without his cellphone and would come out only at 12. They didn't have time to settle down. They left after 10 minutes to be the first to leave. I spoke to them twice. The third time was 36 minutes after they left the party. They arrived at Kibbutz Gevim, where there were few vehicles. The terrorists still didn't know about the party and caught them on the road on their way to Sderot. At 7:39 in the morning I spoke to Liam. It was 40 seconds before they were murdered. We know from the testimony of Uri and Ron, the friends who survived, that there were three vehicles following them. There was no traffic, and there was no big exit yet. They were far away from the party. The terrorists approached Ron and Uri's car, shot at them, but they managed to escape. Liam finished talking to me and was immediately shot. The last conversation was a positive joy. They said that in 56 minutes they would be home but were immediately shot. I am happy that Liam didn't know what happened at the party and that he didn't suffer.

WHAT WOULD YOU LIKE PEOPLE TO KNOW ABOUT LIAM?

Liam was a light. He was never angry. We never fought; we were one. I was a mother, a confidante and his whole world, and he was my whole world. I lived for him and for the fulfillment of his dreams.

Liam studied business administration and

entrepreneurship at the Interdisciplinary School and was an outstanding student. During corona, before he started studying, he was a young Tel Aviv entrepreneur who brought the project of painting basketball courts to Israel for the benefit of the community. When he entered university, he won first place as a young entrepreneur. I asked the university if Liam could continue to work while studying, but they did not agree because there is no such standard. The company issued a special standard for Liam, who managed to work there and study at the same time for about a year and a half. He became a soldier in the company. They believed in him. He was very successful in his work in the company. The company has issued a standard that if there is another one like Liam, it will be named after him.

ARE YOU IN TOUCH WITH LIAM'S FRIENDS?

Liam was a beloved friend. His friends are the happiness I have left, in addition to my friends. Liam influenced many people in his short life, in his vision of the joy of life, his wisdom and perseverance. His dream was to complete his bachelor's degree next year and to do the Zell Program at Reichman University -- a program for the most elite, to which only 20 are accepted.

WHERE MANY ARE BROKEN, YOU CHOSE ANOTHER PATH.

On the first day, I chose life. Going to Liam is always an option, but it is my duty to stay and fulfill all the dreams that he left for himself as a goal.

HOW DO YOU COMMEMORATE LIAM'S MEMORY?

We are continuing the project that Liam started. The Splash Project is a social enterprise that connects sports, art, and community, where local artists paint basketball courts. A building will be erected at Reichman University in his name on the subject of entrepreneurship. The courts on the beaches of Tel Aviv will also be branded Splash.

Liam also left a line of clothes. The Factory company chose its sports line, took a sponsor, and the line will come out soon. Liam prepared a yard in Yarkon Park. He chose the best designers to work with. He had a loyal team that continues on his path. They also work with me and have been good friends for years. Arts and crafts people, as well as the Tel Aviv Municipality, help a lot to commemorate Liam and make all his dreams come true.



The SPLASH project, sponsored by Nirlat paint company from Kibbutz Nir Oz | Photo by Amir Jacobi

IFAT OVED

Freedom Of Expression



MALI SHOSHANA: BORN AGAIN ON OCTOBER 7

By RONIT MATHIAS

SUPERINTENDENT MALI SHOSHANA IS THE COMMANDER OF THE VOLUNTEER DIVISION, LACHISH REGION

WHERE DID THE WAR FIND YOU?

I was an officer on duty at the Sderot police station. At half past six, I arrived at the station to change shifts. There was still a night shift patrol team, an urban police team, and the head of the morning shift. Two more policemen came with me as reinforcements, and a policewoman from the night shift. At that moment, shooting started and the red alerts did not stop.

WHAT DID YOU DO?

The night shift stayed with me. We waited for a lull in the gunfire, which didn't happen. After a few minutes, there was a small lull, so I sent a police officer from the city unit and an inspector to check out a rocket that had hit one of the streets in Sderot. We were organizing to start the shift when we received a phone call from the IDF that there was an incursion of four of five boats toward Zikim Beach. I asked the officer on duty at the Ashkelon station if they received notification of an incursion, and he said no and promised to check with the district. Even there, they were not aware of the incident. We activated the command that closes all the roads leading to the district, the entrance area to Sderot, and the entrance to Yad Mordechai. A Border Police team eliminated three pairs of terrorists on motorcycles who were planning to continue to Ashdod, Ashkelon, and farther north.

I tried to contact my team, but they didn't answer due to communication problems. I went out to the police car to get my vest, and an investigation officer from the station arrived. We heard gunshots, and we looked at each other and asked what it was. He entered the station, and the

other unit told me they were on their way to the rocket. I looked behind me and saw a van with five or six Hamas terrorists wearing white bandanas on their heads and carrying long-range weapons. I didn't digest it. I

told myself that this Shabbat/holiday should not be an episode of *Fauda*. Then the penny dropped, and I realized that the report of terrorists entering had reached us. I ran into the station and shouted, 'Terrorists! Go to your defensive positions.' As we ran to the corridor, they fired an RPG.

I thought to go to the left to the parking lot, but I changed my mind. I was lucky because within a few minutes, they fired an RPG there. We continued to the roof of the station with six female police officers and a civilian. We took a control position, and there were already two terrorists there. I and



Mali Shoshana | All photos courtesy

Ram, my police partner who was on loan to the district, fired and killed both of them.

I took a gun from one of the terrorists and threw it to one of the policemen because each of us had one gun. We returned to our positions. I reported to the radio and asked for help. In the process, three more terrorists came up to the roof and shot at us, wounding Aviv in the leg and stomach. Mor, the policewoman who was with me, took off her shirt and performed a type of arterial block on her leg, returning to her position with policeman Yaron Dayan. The shooting on the roof hit the solar panels, and the roof was filled with water. Suddenly my policemen yelled that there was a grenade. I saw a black grenade between my legs that started to smoke. I grabbed it and threw it back to the stairwell where the terrorists were and killed two. We were in a kind of euphoria that we managed to kill them, but we didn't know that we were just at the beginning of it all.

We went back to our positions. I checked that everyone was okay. Again we called and asked for assistance. I asked them to tell my son, Erez, that I love him. Soon three to four more terrorists came up, throwing grenades at us. We were lucky that there were puddles of water, as three exploded and only the blast and shrapnel hit us. We killed the terrorists on the roof, and then I got a signal that there were terrorists on the staircase. I saw two, and a shootout ensued. I eliminated both of them, but they shot me in the palm. My gun was empty. I found myself lying in a puddle of water, bleeding and semi-conscious. My radio and cellphone didn't work, they just made noises. Another officer was wounded. We reported the wounded on the roof. They said the IDF was on their way, but they encountered gunfire from inside the station. The terrorists captured the station, and the army tried to enter the station to save us. I heard a burst of gunshots from the terrorist who went up to the roof. They killed Yaron and Mor. I was bleeding, with shrapnel, and shivering with cold.



HOW WERE YOU SAVED?

Yamam, the IDF counter-terrorism unit, got a fire engine and came to the roof. I didn't know if they were ours or not, but I took a chance and raised my bloody hand, and they shouted, 'She's alive! She's alive!' They managed to get us off the roof under fire. They took me and Aviv down with the crane and put us on stretchers. They told me not to look around me because there were terrible sights: bullet-ridden vehicles, burnt vehicles, young and old people dead on the road. One of the policemen hugged me and didn't stop crying. I asked why he was crying. They thought I was dead. Only then did I realize what we had been through.

HOW MANY WERE KILLED FROM THE STATION?

Eight officers who were with me at the station on the roof. Officers who left their homes in the morning, ran to the station, and didn't know that it was a death trap. No one expected such a large number of terrorists.

After 40 hours of fighting, the district commander decided to destroy the station on the terrorists who were in it and not leave anyone alive. Within five days, a new station was established. The entire police force was in favor of that decision.

WHAT WERE YOUR WOUNDS?

A broken finger, a torn tendon, shrapnel in my hand up to the shoulder. I had shrapnel in my ear that was removed. I have holes in my eardrums of both ears, and shrapnel in my head that I will have to learn to live with. I can sneak things in because I don't go through metal detectors. I went back to work the next day. They said I was crazy. But I said, 'How can I wash dishes, cook, hang laundry? I need to answer the radio and walkie-talkie. We are at war.'

TELL ME ABOUT YOUR TATTOO.

I made a blue lotus tattoo with the words 'Thanks to the spirit,' and it below the date October 7. The lotus has several colors. The blue color means the spirit defeats wisdom. The terrorists thought they were smart to come and take over the station and go on a rampage of murder and massacre. They met the fighting spirit of my police officers.



TAPUZINA THANKS



**ALL THE BRAVE
WOMEN OF ISRAEL**

McCann



100 MACCABI WOMEN IN 100 CITIES AROUND THE WORLD

Maccabi World Union's global campaign is raising awareness of Hamas's sexual violence against women and men on October 7

MACCABI WORLD UNION'S (MWU) CAMPAIGN TO RAISE GLOBAL AWARENESS

Maccabi world union's (MWU) campaign to raise global awareness to the sexual terrorism perpetrated on October 7, 2023, by Hamas terrorists at the Nova festival and in communities near the Gaza Strip, is registering impressive feedback that indicates high level of involvement.

As of this week, the campaign has already attracted 11.9 million exposures, with 11,700 clicks. The global campaign, launched under the leadership of 100 women, and Maccabi members in various Jewish communities around the world, continues to reach women and men all over the globe and recount the victims' stories.

THE CAMPAIGN'S GLOBAL FEMALE LEADERSHIP GATHERED FOR THE FIRST TIME

The campaign's global female leadership gathered for the first time in early February to officially announce the move and equip the women with access to information, documentation, and evidence that would help them echo the terrible acts perpetrated by Hamas on October 7 and then with the abductees – many of whom, 134, are still being held in Gaza.

The MWU women's leadership in Israel initiated this global campaign as a response to the deafening silence of women's organizations and international organizations affiliated with the United Nations, organizations such as CEDAW (Convention on the Elimination of All Forms of Discrimination Against Women) and UN WOMEN, bodies that have an important declarative role.

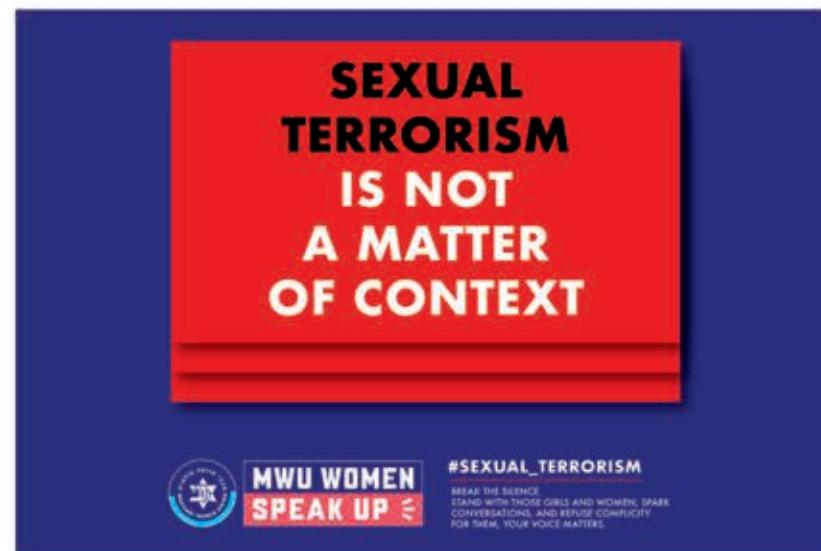
"These organizations have abandoned the women of Israel

with double moral standards, thereby violating basic universal values," said former MK and senior deputy chair of Maccabi World Union Orly Froman at the opening of the global meeting. "International denial of these crimes [exists] even though Hamas has documented these crimes and its mission to terrorize us for generations to come."

"Despite all this documentation, we found ourselves after October 7 fighting a second battle – the battle for recognition and the dehumanization that we've experienced as Israeli women," added Shirit Saks Haim, honorary secretary of MWU and chair of the education department for the 2025 Maccabiah.



Shirit Saks Haim
honorary secretary of MWU



"As women and leaders in Maccabi World Union, we see it as our duty to expedite the power and intensity of the movement around the world to echo this issue, so that it will not be removed from the agenda until there is a declared and unconditional global recognition of the sexual terrorism that occurred on October 7, 2023."

MWU, AS THE WORLD'S LARGEST JEWISH SPORTS ORGANIZATION

MWU, as the world's Jewish sports organization which since its inception advocates the connection between body and soul, born out of the proactivity of a persecuted minority who recognized the power of action in the face of anti-Semitism – today we see a direct connection between the movement's values and goals and the need to act on this issue while strengthening our centrality in Israel and the movement's importance in strengthening Jewish communities worldwide.

Harnessing movement members around the world to take an active part in ensuring global recognition

of sexual terrorism its investigation, and unequivocal condemnation strengthens and gives meaning to our role and commitment as a large and powerful movement.

Our website:
[https://mwu.my.site.com/
MaccabilInfo](https://mwu.my.site.com/MaccabilInfo)



Orly Froman
former MK and senior deputy chair
of Maccabi World Union

ELLA WALDMAN: AN IMAGE FROZEN IN TIME

By RONIT MATHIAS

Photographer Ella Waldman and hi-tech entrepreneur Eyal Waldman lost their daughter, Danielle, who was murdered at the Supernova festival in Re'im with her boyfriend, Noam Shay. The two, who loved nature, were buried together on a hill overlooking the landscape in Tivon.

In 2019, Ella presented a photo exhibition titled "Woman in Her Heart," in which she brought to the forefront women from the less visited parts of the world, emphasizing their strength. She continues her photographic journey in the world that Danielle was a part of, but she says that nothing will ever be the same.

WHAT DO YOU WANT PEOPLE TO KNOW ABOUT DANIELLE?

Danielle was all good and giving to the world. It's so hard for me to talk about her in the past tense. I never heard the word 'No' from her. She was always the first to help, to volunteer, to give help to anyone, no matter what the situation. After she was murdered, we learned so many things about her that we didn't know -- how many people she touched. She helped and did only good.

Danielle studied interior design. She wanted to do a lot. She planned to set up a gym for people with disabilities. I was told that that at the music festival when the rockets started, she helped a girl who fell and was injured. She never passed by anyone who needed help and didn't give it to them.

At the *shiva*, a woman came over to me excited and said, 'You don't know me, but I was a neighbor of Danielle and Noam's. I felt that I had to tell you that when they moved into the building, they baked cookies and hung a bag of cookies on each door, with a note that said they had just moved into the building, and added their names and phone number.' On Independence Day, that woman wrote in the building's WhatsApp group that her



Ella and Danielle | All photos courtesy



Danielle and Noam

oven broke down. Not a second later, Danielle wrote to her, 'Come, do what you need. I'll help you.'

Danielle was the first to arrive for dinner at my parents' house to help set the table so it would be easier for them.

She was full of kindness toward people and toward animals. She always stopped by animals on the street to pet them. Her eyes were full of the joy of life. She was always smiling.

Danielle and Noam fit together like a glove. They were both so good. Sometimes I wondered how she helped so many people. The amount of stories I hear now, I don't know how she had the time.

A friend from school invited us to talk about her. There was a girl there who is studying acting. She said that when she needed extras, Danielle immediately showed up. They weren't friends, but Danielle immediately agreed. She also volunteered as a field guide for young people.

They say that God chooses the best people. Kindness is the trait that stands out the most about Danielle, looking to see only the good things in the world.

HOW DID YOU FIND OUT ABOUT THE DISASTER?

As many families, we woke up in the morning. We knew that Danielle and Noam had gone to a party, but we didn't know which one because it was their first time. On Friday, Danielle left her dog with me and said she would come back on Saturday. On Saturday, when the alarms started, my son Guy wrote in the family group to ask where everyone was. Danielle answered that everything was fine. After half an hour, she wrote not to worry. And then they disappeared. Eyal immediately returned from abroad, and he and Israel Ziv went to look for them. Eyal immediately understood what happened because their car was ridden with bullet holes. On Wednesday, we were informed that Danielle's and Noam's bodies were found. They were in the car. There were five of them. One was kidnapped, and four were murdered.

WHAT DO YOU DO IN HER MEMORY?

The number of references to us is large.

Everyone wants to commemorate. We are still very much in pain. Noam's parents made a lovely corner in the village of Tabor. In the agricultural area, there is a place with tables and benches, a place to cook by the fire. There are a lot of people walking and riding bicycles. We will certainly do something, but we have not yet clarified how. There are many commemorations. There was a delegation to Mount Kilimanjaro. They took pictures to commemorate the murder victims and put their pictures there. We will commemorate her. Maybe with a gym for people with disabilities. Danielle really liked to read. I know that as part of her studies, she wanted to establish a garden with comfortable seating areas for reading.

HOW DO YOU FIND THE STRENGTH TO CONTINUE?

The banal answer is I have two other children. The banal answers annoy me. That's how they would like us to continue to be happy and live. I don't know how to continue. It's automatic. We continue to the side of this hell, a huge pit of emptiness. I hope that little by little I will learn to put the focus on the here and now alongside the nothingness. I'm a photographer, and I travel a lot around the world. I've closed myself off to my travels. It's not what it used to be. I just came back from Taiwan. I photograph people and cultures in very special places where there are no tourists. Sometimes I pinch myself in front of what I see. It's not the same now. A lot of things have lost meaning for me. Everything was suddenly taken care of, but we continue. Time is not something that can be stopped. Danielle went on trips with me when she was in school and her brothers weren't at home. I had no one to leave her with, so I would take her with me to places that people don't know exist. In the North Pole, we photographed polar bears.



Danielle Waldman with her boyfriend, Noam Shay



Roni Eshel | Photos courtesy of the family

By RONIT MATIAS

The Swords of Iron war brought IDF lookouts to the front, talented young women who had their whole lives ahead of them before they were cut short on Black Saturday; women who warned of the dangers, but no one listened to them. One such young woman was Roni Eshel. We talked to Eyal Eshel, Roni's father.

WHAT WOULD YOU LIKE PEOPLE TO KNOW ABOUT RONI?

Roni smiled at everyone. She was all heart, giving until the last minutes of her life at the age of 19 and a half. I want people to know the whole story that happened there, the cruelest of stories.

WHEN DID YOU REALIZE SOMETHING BAD WAS HAPPENING?

The story began months ago when all the girls were claiming, reporting, typing, and shouting that there were problems with the security fence, that there were whole sections that didn't work, that there were riots near the fence on Fridays and Saturdays and holiday eves, that the cameras didn't work. They said that no one addressed their claims. They were told that this would pass, but it would go on and on.

They went through briefings in which they were instructed that if there was a raid and an infiltration into the base, that they should go into the dining room, where they wanted them to gather. But no one thought to guide them really where to go, no one told them. From the beginning of their enlistment, they were soldiers who belonged to no one. At the end of the day, these troops had to be there for each other and for themselves. Their commanders were not at the base, which was a temporary base for many. Combat soldiers would gather there for three months, after which they moved on. They were based there to execute operations. But no one was interested in the female soldiers there. The girls were frustrated knowing that eventually something would happen, but that no one would answer their requests, protect them, and tell them where to go.

WHEN DID YOU SEE RONI LAST?

Roni was with us on Hol Hamoed Sukkot. She should have had a regular vacation day off, but they included that in the days when she was supposed to be at home anyway. She would serve for nine straight days on base, then come home for five. None of the girls had the right to say anything. The last time we saw each other was on the Wednesday before October 7. Roni stood at the entrance

SGT. RONI ESHEL: ON THE LOOKOUT UNTIL THE END

to the house and said, 'Abba, the situation is really heating up there. They know everything about us. They read us, they study us.' I put my hand on her shoulder and said, 'Roni, what happened to you? Everything will be fine; we have a good and strong army.' She returned to the base in the morning, and we never saw her again.

WHAT DO YOU KNOW ABOUT WHAT SHE WENT THROUGH?

On the way to the base near Kibbutz Nahal Oz, Roni met the three new female soldiers who were to be stationed at the base. One arrived on Thursday, a day when another force of dozens of soldiers arrived as part of the consolidation and backup of the Nahal Oz base. On Friday, another force arrived, and in the afternoon we know from testimonies and information we gathered ourselves that at the noon meal on Friday, there were over 100 soldiers who sat, ate, and continued on their way. Some of them went back to Judea and Samaria, some of them went to secure other places. Because of Sukkot and Simchat Torah, the base was completely empty of soldiers. We know that on Saturday morning, there were only about 60 soldiers there. On Friday afternoon, the mother of one of the soldiers brought a lot of good food because her son was supposed to be discharged four days after October 7. This became their farewell dinner, the soldiers' last meal. They ate dinner, laughed, and sang and were full of smiles and hugs and kisses. All that we have left of that are the photos and videos.

That night, there was an indication that something bad was happening across the border in one of the more difficult neighborhoods of the Gaza Strip. With the information received, the senior part of the security establishment was put on alert. They were on a phone call together, without the commander of the Air Force, who did not participate in the important conversation. As a result of the data they were presented with, they arranged to talk in the morning, which turned out to be too late for the entire State of Israel. Our Roni got up a little before four in the morning on Saturday and started her shift.

A lookout's shift is four hours, sitting in front of a screen in the most concentrated way possible. A difficult shift is with weather conditions that can change. It is heavy work at what's called 'zero dark thirty.' Roni was aware of the developments and events that were happening across the border. Later, she contacted a lookout at the Kissufim operations room.

The hours passed, and it became early morning. At 6:23, missiles and alarms began as part of a diversion by Hamas, ISIS, and Islamic Jihad and the many civilians who were responsible for the massacre, murder, rape, kidnappings, mutilation of bodies, and looting. Not only terrorists entered Israel early in the morning. Citizens of Gaza were full partners in this holocaust, citizens who today seek humanitarian aid from Israel.

During that time, we had no contact with Roni. At 9:27, Roni texted my wife, Sharon, and wrote that she was fine and was in the operations room and not to worry. Sharon wrote to her, 'Hi dear, call me back. I'm worried. I'm at home.' Roni wrote back, 'I'm fine, don't worry. I love you.' That was Roni's last message and our last communication with her.

Hours went by without any information from the IDF and

the security establishment. Roni entered the category of missing persons because no one knew where she was. For 34 days, no one knew what was happening to her, until we received information that she was declared dead after a DNA match. We received Roni's personal items, which were scattered around the base. We recently received her ID card and license that were found in a house in the Gaza Strip, apparently part of the looting, which is still under investigation by the IDF. All we remember from Roni is her smile, her giving, and the fact that she was an amazing soldier.

NONE OF THEM MADE IT OUT ALIVE?

One female soldier survived because she escaped from the operations room. They were 16 female lookouts, who disappeared from the world and were burned alive. We recently found out that the soldier who survived told one of the mothers that our Roni was a hero. When it all started, Roni asked one of the officers, who also survived, to immediately go to the shelter where other female soldiers were and to do everything to save them. We know that some of them were kidnapped, some were saved, some lost their lives in the shelter and some in the operations room. The sad story of Nahal Oz is our story about Roni.



Roni with her parents Sharon and Eyal, her sister Yael and brother Alon

DID RONI ALWAYS WANT TO BE A LOOKOUT?

She didn't enlist to be a combat soldier. She loved the girls, her friends. They were there for each other all the time. They were like a family, with a lot of giving, love, and care. Roni was not supposed to be on that particular shift. She asked to change so she could be with these girls with whom she had an amazing connection. We're left with the thought that if she hadn't changed shifts, Roni would be with us today, but others would have lost their lives. Roni really liked the role. She controlled the systems, and as a veteran she trained the new girls. She was wise and clever and very technological. She loved the technological systems.

We are left with videos, memories, and the thought that Roni and her friends fell in battle due to negligence and carelessness. If Roni had fallen in battle in Khan Yunis's refugee camp, it would have been different.

Whichever path you choose is **your** path

On the frontlines and the homefront, in the emergency services and the health system, in local government and government ministries, in economy, in law, in business, and in all the places where decisions are made, we will continue to work together to promote equal rights and **equal opportunities for all women**



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MICHAL BANIN YOSIPOF: UP IN THE AIR BUT FEET ON THE GROUND

By IRIT MATHIAS

Michal Banin Yosipof is the director of the Israel Station Division at El Al.

HOW LONG HAVE YOU BEEN WITH EL AL?

I have been at El Al since 1996. Today, I manage all of El Al's activities in Israel, both in the ground area and in the entire air area, including the supervision of the expansion near the planes. I am proud to be in the service and customer division. I grew up within El Al. I was a ground flight attendant, and then I was involved in a variety of hierarchical positions. I worked in management positions on the flight line to Eilat; I managed the loss and damage department; I managed the ground area; and two years ago, I was appointed to my current position.

WHERE DID THE WAR FIND YOU?

I was at home. At half past six I was sleeping, and my husband woke me up and said, 'Michali, I think there are alarms.' I jumped up. My son and my daughter were in their rooms upstairs. I shouted to them, and we ran to the safe room. Minutes later the announcements began, and we realized that we were entering a serious event.

At the airport, we opened a situation room with everything to do with the operation of El Al's outgoing and incoming flights. We started to operate. Saturday is a very busy shift. We have many flights to North America, New York, Miami, Los Angeles, Boston, Bangkok -- many flights to distant destinations. But no one knew what was going on. There was a lot of uncertainty.

HOW DID YOU PREPARE?

I had a lot of employees who had to come to work. In our job, you can't work from home. You have to be present in the field. Our employees were amazing, champions who did this wonderful thing of arriving without fail, even though they were told not to leave their houses because there were terrorists walking around. They came on an incredible mission. The mobilization was crazy. The foreign airline companies started canceling. Planes didn't arrive, and we had thousands and later tens of thousands of passengers in addition to the passengers who were booked on our flights. People just wanted to get on our flights to any destination. The flights were full, and people wanted to get out. There were Jewish tourists who had come here

for the holidays and also Israeli families with small children and animals. For three weeks, the field was crowded with the pets of passengers who left because they couldn't stand the situation of the war and just wanted to leave the country. Many passengers cried. We saw the fear in their eyes. We have quite a few alarms in Israel. We took care of the passengers, and when an alarm went off, we had to take everyone to a protected area. The flight attendants were so committed to the passengers that they just stayed with them.

There are 10 departments under me, one of which is a department of angels who take care of disabled passengers and passengers with special needs. While we had to deal with all that, we had a wonderful flight attendant, Karin Journo, who was at the Supernova festival. She was missing until they discovered that she had been murdered. For a long time, they thought she was kidnapped. We needed to mobilize forces to deal with all this and with the loss of Karin. We had 63 workers who were recruited into the reserves, and those spaces had to be filled. My workers dealt with heroism.

TELL ME ABOUT ESCORTING THE FAMILIES OF THE ABDUCTEES.

Almost every day, we accompany the families of those that were kidnapped on many flights. We accompany them from the moment they enter the field. They are incredibly strong people in what they have to go through. We also arrange meetings with psychologists for our employees so

they can deal with difficult experiences and the pain. At one point, there was a flight to The Hague for all the families of the hostages. Hours later, the employees had difficulty returning to work. It was very difficult.

HOW MANY PEOPLE WORK UNDER YOU?

I have 600 employees from the South and the North, and some from the Arab sector who are amazing people. El Al is essentially a microcosm of everything that happens in the country, all ages and sectors. It is exciting but not surprising. Our teams have a lot of warmth and support.

We have seven female department managers and three male managers. I'm proud of that. Each operational department has four station managers who oversee the entire operation. They have a very important role.

We have experienced a lot in this country. There was corona, there were military operations, but for a long time only El Al functioned. Air crews, pilots, flight attendants, maintenance -- people who had to be mobilized during the war, to be the best and with the best energies. We didn't have the privilege, especially in the first month of the war, to sit under a blanket and watch TV. We worked long hours and had to generate resilience.

We had exciting meetings with passengers that we almost had to select. One of the biggest challenges was choosing who got on the flights. There were 10,000 passengers, and only 40 to 50 flights

that could be taken. There are 180 seats on small flights, and 250 on large flights. There were families and children who begged for a seat. They didn't care about the price or the destination. We hugged, cried, and apologized, but we managed to get everyone out. We just kept flying and coming back.



Michal Banin Yosipof | Photos courtesy El Al



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SERVING THE NATION AND LEKET ISRAEL - THE NATIONAL FOOD BANK

By RONIT MATIAS

I was born in Israel in 1998 and my parents made the decision to move to Pikesville, Maryland, when I turned four years old. My family moved to Andover, Massachusetts, when I was starting high school. I made *aliyah* with a program called Garin Tzabar at the end of 2016. I was 18 when I made making *aliyah*. Today I am 25 years old, so in total I have been in Israel for seven years in Israel.

WHY DID YOU DECIDE TO MAKE ALIYAH?

I was a senior in high school and had applied and was accepted to several colleges in America. While I was contemplating where to study the following year, I ultimately decided that going straight to college wasn't what I wanted or was ready for. I come from a proud Jewish and Zionist family who always spoke highly of Israel and our past history there. My father decided to return to Israel alone as a young adult, where he also served in the army. Growing up, I heard stories from my parents about their time in Israel. There was always a part of me deep down that knew that coming to Israel is what was planned for me. After making the final decision at the end of my senior year of high school, I contacted Garin Tzabar. It is a program for people around the world to make *aliyah* and serve in the army. Within a half a year, I was in Israel.

WHAT HAVE YOU DONE SINCE COMING? WHERE DID YOU SERVE IN THE ARMY? WHERE AND WHAT DID YOU/ARE YOU STUDYING?

My garin was placed in a small village called Ibbim, a 20-minute walk to Sderot. I spent my first year in Israel in Ibbim with a host family from Gevvim (a kibbutz that is close to the border of Gaza that had to be evacuated at the start of the war). The first few months in Israel, my garin and I traveled around Israel, had important discussions about Israel and the army, and learned Hebrew in ulpan. To this day, there is a good group of my garin that is still in Israel and have become my family. After the absorption process, I was sent to Michve Alon (the army uplan). I was there for the next few months learning Hebrew from almost scratch, as I had lost my native Hebrew when my family moved to America. After Michve Alon, I was drafted to the Palhatz search and rescue unit. There I did six months of training as a combat soldier and in rescuing. The search and rescue unit goes into buildings that were hit with rockets to find people under the rubble and rescue them. The training was definitely challenging for me, but there I met my second family in Israel: my Israeli army friends.



Coral Berman | Photo by PR

At the end of my army service at the end of 2019, I knew that Israel was my permanent home. I started a preparation course to study Hebrew for university. Today, I am a second-year student at Ariel University, studying criminology, sociology, and anthropology. By studying criminology and sociology, I hope to gain insights into the challenging factors that contribute to criminality and explore potential solutions for creating safer and just communities.

WHY WAS IT IMPORTANT FOR YOU TO SERVE IN THE ARMY?

It was important for me to serve in the army for a few reasons. It started out as a gap between high school and college, something to do without going to college. After I was drafted, I quickly realized why I was so eager to come. I needed to be in the army not only for the country I was born in, the country where my parents met, the country that I knew was an important and necessary place for the Jewish people, but I also realized I needed to do the army for me. The army built me as a person. It taught me responsibility, courage, reliability, and perseverance to not give up just because something is difficult or not what I'm used to. The army not only gave me friends for life but also taught me values that I will take with me for the rest of my life.

HOW LONG HAVE YOU BEEN AT LEKET? WHAT

IS YOUR ROLE? WHAT DO YOU LIKE ABOUT IT?

I have been with Leket for over two years. I work in the fundraising team for Israel and Israeli citizens. Having grown up in America, I use my English at work to contact English-speaking donors in Israel. When looking for a job, I knew I wanted to do something I truly believe in and support. I had a friend who worked at Leket, Israel and learned about all the amazing things Leket does for all Israelis, not being discriminated against by race, gender, age, or religion.

WHAT HAPPENED ON OCTOBER 7? WERE YOU CALLED UP? WHERE DID YOU SERVE?

October 7 is a day I will never forget. At around 6 a.m., I was awoken by a siren red alert. My boyfriend and I ran downstairs to the shelter. We were so confused as to what was happening. We thought it was just a false alarm. We quickly realized that was not the case. My boyfriend, who was also in Garin with me, was called to reserve duty at 8 a.m. I was left alone, watching horrible videos and pictures of what was happening. It was a complete and devastating shock. I spent the rest of that week just feeling helpless, wanting to do something, help in any way that I could. A week after the war broke out, I was called to reserve duty. I was sort of relieved to be able to go serve in reserves and to be in the army loop. Something different from watching and listening to those stories of horror that no one should ever go through. My platoon in reserve duty went to schools and preschools, giving the students and parents a sense of safety and reassurance. We did a lot of training for search and rescue in case we would be called for rescuing.

WHAT HAS LIFE BEEN LIKE SINCE YOU WERE RELEASED?

I was released after a month in reserves. I went back to work at Leket full time until I started school again. I was so happy to go back to work at Leket as part of a team of strong Israeli women who were checking up on me the whole time I was in reserves. I came back to such a warm welcome, something I was so grateful to have. After coming back to work at Leket, I learned that they had put their focus on helping farmers, evacuees, and others affected by the war, in addition to the regular people in need that Leket works with. I appreciated coming back to a place that was continuing to help out the country and make a difference in this difficult time. Leket is making an impact, and I am so proud to be part of that. Thank you for this opportunity.

**Leket Israel – the National Food Bank
supports Israeli agriculture.**

**We call on you to join and sign the
'Choose Israeli Grown Produce' petition**

**and be part of the community committed to
purchasing fruit and vegetables grown in Israel.**

Caesar Salad or Tuna Salad?

Just make sure it's Israeli grown



www.leket.org/en/israeli-produce-petition

**Join us and together we will put
the issue on the public agenda!**



SHELLY HAREL PITMAN: LEADING HUMANITARIAN EFFORTS THROUGH HER FOUNDATION LA'ARETZ



Photo by Ohad Kab



Photo by Ohad Kab



Photo by Chris Carter



Photos by Nissim Harosh



We wanted to express our deep gratitude for your generous donation during these turbulent and tragic times.

Your contribution has provided immediate relief, sustenance, and a sense of hope to our parents Tzipa and Heshi, who were amongst the founders of Nr Oz, and are now facing unimaginable challenges.

Your donation has allowed them to begin the long physical and mental rehabilitation process, while also relocating and ensuring that the necessary facilities will become available.

Your kindness is a beacon of light, as we all come together to help each other, grieve, and at the same time working daily to sustain what is left intact in the kibbutz.

Please keep safe and may peaceful times be upon us soon.

With great hope and heartfelt thanks,

On behalf of the Heshi and Tzipa Rubin,

Hadar Rubin



Shelly Harel Pitman, aged 30, is the founder and CEO of "La'aretz Foundation", a philanthropic fund supporting Israelis and Jews worldwide. Shelly founded La'aretz in 2022 with her husband Mike Pitman to assist humanitarian cases of Aliyah and return to Israel. In the first year, the Foundation, led by Shelly and volunteers, successfully aided over 100 cases of Aliyah and return to Israel, including cancer patients, the elderly, and families facing bureaucratic or economic challenges. The third year of the foundation coincided with the October 7th attack

on Israel. Shelly decided to leverage "La'aretz" to raise funds for the war effort. The fund that was raised benefited Israeli citizens affected by the terrorist attack, including the transportation of over 600 reserve soldiers to Israel. The foundation grants up to \$10,000 to each surviving family affected by the attack, based on criteria such as the main breadwinner's death or kidnapping and/or a destroyed, uninhabitable house. Additionally, La'aretz is supporting the women behind the reserves, providing direct grants to families of reservists, focusing on both women in reserves and women in active duty. As

well as providing reserve soldier scholarships in partnership with the College of Management and Academic Studies. The foundation continues to promote immigration and return to Eretz Yisrael, believing that Israel is strongest when its citizens receive backing and support. "By strengthening communities and contributing to Israel's overall strength, we endeavor to create a brighter future for all its citizens."

The mission of the La'aretz Foundation is to address the challenges faced by its citizens. La'aretz Foundation's approach emphasizes direct support, minimizing bureaucracy, and ensuring donors witness the impact of their contributions. Through various types of projects, ranging from direct financial aid to families in need to scholarships for reserve soldiers, the Foundation strives to enhance the comfort and resilience of Israel as a home for its people.

La'aretz is one of the few organizations that directly assist Israeli families.

La'aretz was established to provide humanitarian support to Israelis and Jews abroad in cases involving "Aliya" and the return to Israel. Following the tragic events of October 7th, thousands of Israeli families endured profound

suffering. Many continue to grapple with uncertainty, unaware of the whereabouts of kidnapped family members. Conversations with these families stirred us to action, prompting us to provide assistance through direct financial aid and ongoing support as they strive to rebuild their lives. Now, we are providing direct support to families in Israel affected by the attacks. The affected families are those who have lost their homes during the attack or families whose primary breadwinners have been killed or a family member has been taken hostage. After thorough verification by our team, we provide each family with a total of \$2,500, which goes directly to the family members, without passing through any other organization. •

Malka NYC's grand opening supports La'aretz aid efforts for Israeli families

The organization is offering \$2,500 to each family impacted by the Oct. 7 terrorist attacks on Israel.

Israeli Ambassador Edi Friedman at the grand opening of Malka NYC on Nov. 16, 2023. Photo by Ohad Kab

Photo by Ohad Kab

La'aretz: The organization helping Israelis get home

Dubai International Airport has one of the highest passenger traffic rates in the world, and is now a transit point for Israelis shortening their trips abroad

Ari Kumar
Guest Contributor
October 18, 2023 at 02:53 PM
Last revision October 18, 2023 at 03:55 AM

An emergency flight from Dubai to Israel took home 120 reserve soldiers who were trying to get back to Israel as quickly as possible to join their units and were aiding by the NGO Laratzit. At Dubai International Airport, UAE. Courtesy Israeli Consulate in Dubai / Israel MFA.

www.laaretz.org



הפניקס מודעה ומעוריצה
את ההשקעה העצומה
של כל הגיבות.



הבית הנכון להשקעות שלך.

WHEN ART MEETS ALTRUISM

By RONIT MATHIAS

The current war highlighted the importance of the home front. To fortify the battle front, private individuals established war rooms that took care of the lack of equipment and food, and organizations that are dedicated to the soldiers and their families worked non-stop. The Sheetrit & Wolf Gallery inaugurated a new art house with a fundraising exhibition and sale of Israeli art, benefiting the reservists' wives and children for rehabilitation and strengthening of the families of the soldiers. The opening event of the exhibition, titled "One Family," showcased dozens of works that reflect the diverse and generous Israeli spirit, connecting generations and styles. The exhibition featured works by Israel's leading artists, which included veteran and renowned artists, as well as promising young talents. It presented a diverse collection of local formulaic works created by *Dor Hamedina* (the generation of the establishment of the state) artists such as Menashe Kadishman, Igael Tumarkin, and Moshe Gershuni, alongside works with an intergenerational Jewish connection from Yaakov Agam to Shai Azoulay. Works by world-renowned Israeli artists such as Zadok Ben-David and Yigal Ozeri, and by groundbreaking contemporary artists such as Zoya Cherkassky, Roni Taharlev, and Maya Gold were also featured. These were joined by renowned international artists who sought to support Israel in its time of need.

The exhibition, which included a variety of media such as painting, sculpture, illustration, photography, and ceramics, was displayed in the new art house of the Sheetrit & Wolf Gallery. The impressive three-story building, with wide and bright exhibition spaces, is located in the heart of the Neve Tzedek neighborhood in Tel Aviv. Following recent events, gallery owners Ruth Sheetrit and Jonathan Wolf Abramchik expedited the launch of the new building, initially scheduled to open in spring 2024, with this significant fundraising exhibition in collaboration with dozens of artists to aid the strengthening and rehabilitation of the women and children, the families of reservists recruited to defend the country. The profits from the sale of all the artworks were donated to the MAMATCAL organization. The sale event attracted donors from Israel and around the world, including business leaders, public figures, top Israeli artists, and representatives of the families of the reservists. It was hosted by actor Lior Raz, creator of the TV series *Fauda*.

Reflecting on the event, Ruth Sheetrit remarked, "The exhibition not only showcased the incredible talent and diversity of Israeli art but also united us in support of a cause close to our hearts. The overwhelming response and generosity of the artists, donors, and attendees have been truly

heartwarming. It is a testament to the strength and unity of our community, especially in times of need. We are deeply grateful to everyone who contributed to the success of this event and the significant impact it will have on the lives of the families we aimed to support."



Ruth Sheetrit Naama levy shayevitz | Photos by PR



WHAT IS MAMATCAL'S MISSION?

Empowering IDF families. MAMATCAL, a portmanteau of 'Mama' and the Hebrew term 'Mat'Cal' (general staff), stands as a testament to our unwavering support for the spouses and families of IDF officers during their active duty. Founded with the endorsement of the esteemed First Lady of Israel Michal Herzog, MAMATCAL is more than an organization – it's a sanctuary for those who stand strong at home while their loved ones safeguard the nation.

WHAT IS THE IMPORTANCE OF MAMATCAL?

Imagine a community where every member speaks the language of resilience, where shared experiences forge unbreakable bonds. This is the essence of MAMATCAL. Across Israel, our local support communities are the heartbeat of this endeavor, providing emotional and financial support to over 15,000 families of reservists. These are the silent heroes, the families that bear the unique burdens of defense and security.

In the heart of every MAMATCAL community, stories of strength and solidarity unfold daily. From the palpable tension of waiting, to the relief and joy of reunion, these families live a cycle of hope and perseverance. The general public can be a part of their journey. Their contribution is more than a donation; it's a lifeline, a gesture of solidarity with those who keep the home fires burning.

MAMATCAL is not just about providing aid; it's about nurturing support and friendship. Our experienced members, whose partners may not be on duty, extend a hand to those in need, creating a network of care and connection. This community is our strength, and your support is its foundation.

MAKING A DIFFERENCE TODAY

Launched shortly before the attacks on October 7, 2023, MAMATCAL has rapidly evolved to meet the growing needs of IDF families. With donors' help, we can expand our reach, ensuring that no spouse or family feels alone or unsupported. By donating today, people can join us in fortifying the home front, the unsung front line of courage and hope.

DONATING TO MAMATCAL

Donor support can transform lives, offering both emotional and financial relief to those who give so much. By being a part of this vital mission, people's generosity can light up a home and warm a heart.

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anatomical
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and styles

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Israel

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HILA KNISTER BAR DAVID

'WE ARE STRONG, BUT THAT DOESN'T MEAN WE HAVEN'T BEEN HURT'

By RONIT MATHIAS

Hila Knister Bar David is the chairwoman of the board of the Israeli Female Basketball Premier League, initiator of the National Women's Forum, CEO of the Shahar On association, the Association for Professional Advancement and the Yours and Yours-Pensioner clubs, and chair of the Women's Council in Kiryat Ono. She initiates and leads women's empowerment events, will not give up on fair struggles for women, believes the war in Gaza is one of the most prominent examples of the power of women, and brings action to the forefront and makes sure to provide assistance where needed. Empowering women and helping them to advance has been an issue close to her heart for many years. A large part of what she does deals with strengthening and advancing women in their workplaces, in the fields of management and leadership, in sports, culture, and family life.

WHAT HAVE YOU BEEN DOING SINCE THE BEGINNING OF THE WAR?

The first subject was the concern for those who were directly affected, primarily the families of the hostages, the women who were wounded in the attack, and those who are being held captive by Hamas. My schedule was busy before the war, but in the past few months it has become even busier and more intense. I visited the wounded in hospitals, met with evacuees in hotels across the country, visited southern communities

and met with residents and mayors, and promoted projects for international recognition of the sexual abuse that the women underwent and, unfortunately, are probably still undergoing at the hands of Hamas terrorists. Alongside this, there was the routine, which is important to keep performing to keep moving the wheels of the economy and the personal growth of the members and the companies in the associations I manage, whether it's via the production of events or seminars.

WHAT DOES YOUR WORK CONCERNING WOMEN LOOK LIKE SINCE THE BEGINNING OF THE WAR?

The promotion of women is a topic I've been dealing with regardless of the war. Since Black Saturday, I have been involved in acknowledging women's efforts in the war and promoting the return of the abductees. Alongside that, I am a partner in the international network campaign #HamasRapedMeToo, which calls on women's organizations and human rights organizations to unite against Hamas and the crimes of rape and sexual violence committed by those despicable terrorists against women and men. We need to remind the world and all the human rights organizations that we are strong, but that doesn't mean we weren't severely wounded on October 7.

HOW DOES ONE'S SOUL COPE WITH SUCH THINGS?

How does the soul cope with the fact

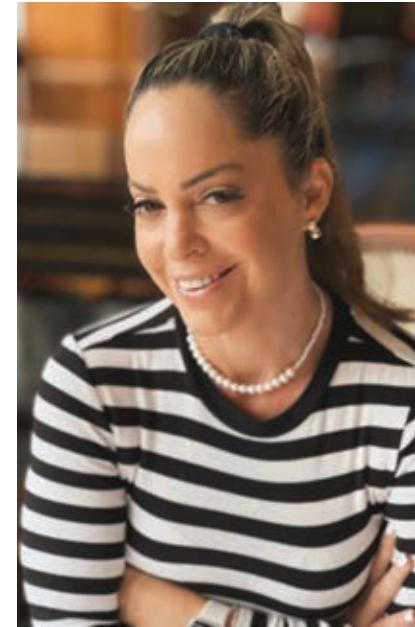
that such terrible things happened and we don't scream about them? Of course, there are more positive undertakings so as not to sink into the hardships. Since the beginning of the war, I have initiated cultural/women's discussion circles and evenings of prayer and *hafrashat challah* events for women all over the country for the benefit of the return of the hostages and the success of the IDF in the war. I try to focus on strengthening the home front while supporting those on the security and diplomacy front lines.

CAN THESE ACTIVITIES INFLUENCE WOMEN'S STANDING EVEN AFTER THE WAR?

Certainly, but it requires continuous work. Even routinely, as part of the activities of the Shahar On association, which has over 100,000 members, we hold conferences and seminars in Israel and abroad on professional topics such as 'Female Power and Leadership.' The administration of the women's basketball league that I head has set a goal of promoting women's basketball in Israel. In the Kiryat Ono women's forum, we dedicated several streets with the names of leading women to strengthen their place in the public sphere.

WHAT OTHER COMMUNITIES NEED HELP AT THIS TIME?

As the CEO of the consumer clubs Yours and Yours-Pensioner, I understood from day one that there was a need to help and support retirees. We started with phone calls in the first days of the war



Hila Knister Bar David | Photos by Koby Koenkas

to see how they were doing, followed by home visits, giving them gifts for the holidays, and holding cultural events for them as part of their return to normality -- to relieve some of their stress and to let them know that there are people who are thinking about them. At the Association for Professional Advancement, even when almost no cultural events were being held, we produced cultural activities, Zoom meetings on topics of dealing with difficulty, strengthening mental resilience, relationships in times of crisis, mental and medical care at home, wise consumerism in times of war, and many other things to offer a bit of sanity to those we managed to reach.

DOES YOUR FAMILY HELP?

My older children are volunteers. And at the beginning of the war, the little ones joined in packing food for the evacuees and the soldiers.

CULTURE IS not a luxury, it is a necessity. As part of the effort to restore routine during the war and to give the public a chance to get its strength back, and at the same time encourage tourism and culture as part of stimulating the economy, Knister Bar David is leading seminars for the organizations she heads, alongside cultural events. For example, they had a concert for Valentine's Day with performances by popular Israeli singers Benaia Barabi and Rita, which was attended by 7,000 women and men.



NASREEN YOSEF: CONSUMMATE COURAGE AND COMPOSURE

By RONIT MATHIAS

Nasreen and Iyad Yosef, both born in Usfiya, live in Moshav Yated near the border with Gaza, where they went following Iyad's military service. They fell in love with the environment and the people and decided to stay. On the morning of October 7, despite his leg being in a cast, Iyad went to the moshav's emergency room, while Nasreen stayed at home with their four children.

At 10 a.m., Nasreen saw in the yard of their home a terrorist tied up, whom the emergency department had caught. She ran outside, grabbed the terrorist by the neck, and asked in Arabic where he came from and who sent him. She told him to look her in the eyes and said she was not afraid of him. The terrorist pointed to the greenhouse from which he had entered and said there was an opening in the security fence. When she asked him how many terrorists there were, he said, "A lot."

Following that information, troops were sent to the greenhouse and took control of 20 terrorists who had invaded the settlement. All of them were corralled in front of Nasreen's house.

At one point, the cellphone of one of the terrorists rang. Nasreen saw on the screen an Arabic nickname that meant "bird's nest." The IDF officer told her to answer the phone.

Nasreen introduced herself to the caller by her name and said she was an Arab and he could trust her. She said she was hiding the terrorists in her home and asked how many people there were and where they came from so that she could prepare food and drink. At one point the caller became suspicious of her and asked to speak to one of the terrorists. Nasreen handed the phone to one of the terrorists and promised him that she would give him money, food, gold, and uniforms and smuggle him out if he said what she asked. The terrorist told the caller



Nasreen Yosef | Photo by Adi Orni



R-L: Iyad & Nasreen Yosef, Yitzhak Eldan | Photos by Sivan Farag

that they had shot a good woman and that she gave them food and drink. Then the terrorist said, "*Inshallah*, tonight we will conquer Israel," a statement that broke Nasreen.

Nasreen continued to investigate and discovered that there were hundreds of terrorists and they were on the way from Rafah through an opening in the fence and that there was a heavy squad at the

monument. She tried to call the IDF forces, even though they had no electricity.

As the hours passed, the magnitude of the disaster in the nearby settlements became apparent. Nasreen and her children waited at home to be rescued.

At one point, she was told that terrorists had murdered Ido, who was like a brother to her, and his family was like her family. Nasreen went outside and beat the terrorists with a pipe and cursed them. After almost 24 hours, Iyad took advantage of a lull in the fighting and rescued his family. He put them in the car while terrorists were still in the area and drove 150 km/h through

the fields. Nasreen told her children not to raise their heads because she didn't want them to see the dead bodies and the burnt cars. She also told them that if they heard gunfire, to put their hands over their ears and not scream.

After everything they have been through, Nasreen and Iyad said that despite the disaster, the pain, and the fear, they will remain in Israel because

"This is our land and our home, and we must not show weakness and let them feel that they defeated us."

Nasreen won awards for her bravery and the courage and resourcefulness she showed, thanks to which she saved many lives. Among her awards are The Peres Center for Peace and Innovation Knighthood, and the Ambassadors' Club of Israel Honorary Badge. •



Photo by Ronit Mathias



R-L: Sheran, Nasreen, Iyad, Sivan, Omri, Amit | Photo by Adi Orni

YUVAL NASSIE: BRAND AMBASSADOR

By LEAH WEISS

Yoga expert Yuval Nassie, who lost her husband, Maj. Ariel Ben Moshe, during the battle for Kibbutz Re'im, was chosen as the ambassador of the nutritional supplement Calm It. This is Yuval's first campaign and marks a small point of light in her recently changed life.

Maj. Ariel Ben Moshe, a company commander in Sayeret Matkal, fell in battle during the heavy fighting in Kibbutz Re'im. He arrived at the battlefield straight from the Golan Heights, where the couple was staying. Yuval returned home, and Ariel promised her that everything would be over by the evening and he would return soon.

Yuval and Ariel had dreams like any couple, dreams that were shattered on that black day. Now Yuval, who is rebuilding her life, was chosen to be the ambassador for The A Brand's Calm It. It is a nutritional supplement designed to reduce stress and pressure. Part of the sale proceeds will go to the IDF Widows and Orphans Association.

Yuval, who was born in Kiryat Bialik, has a bachelor's degree in special education. For the past eight years, she has been studying, speaking about, and breathing yoga. Five years ago she opened YOVA Studio, a yoga studio with over 500 participants.

Yuval and Ariel were married on June 2, 2022, after nine years of being together, and they lived in Haifa.

HOW DID THE TWO OF YOU MEET?

I met Arieli when I was a child. We both studied at the Hebrew Reali School in Haifa. Our love story began at the end of Operation Protective Edge and ended unexpectedly on that terrible October 7. Ariel and I were a legendary couple. We had everything. I got to learn what endless love is, what it is to be adored, to love and be loved. We dreamed big dreams together. We planned to work hard to make them come true, but the universe had other plans.

TELL US ABOUT ARIEL THE WARRIOR

Ariel commanded the force that arrived at Kibbutz Re'im on the morning of October 7. He fought for long hours in which he saved many lives. But, unfortunately, upon entering the last house in the kibbutz, Ariel met his death defending the people he loved so much.

HOW DID YOU REACT TO BEING CHOSEN AS A BRAND AMBASSADOR?

When they called me with the offer, I was surprised and excited. First of all, I tried the product. Beyond that, I felt the humanity and values of the company, and that gave me a feeling of 'home.' The world surprised me, no doubt, but I realized that we don't have the option to choose to live a life without suffering. Unfortunately, it is not possible to choose the cards we are dealt. However, I feel as if within the struggle there is a choice, and perhaps that is where the light can be found. This campaign is very open and honest for me. I fell in love with the product and the ideas that lead the brand, and



Yuval Nassie | Photo by Eran Levy

maybe my participation in it will be more valuable than any post or story on Instagram, with the simple saying, 'I'm here... let's live.'

ALEX NORTHROP IS THE CEO AND OWNER OF THE A BRAND COMPANY.

WHY DID YOU CHOOSE YUVAL AS AN AMBASSADOR?

Yuval is an inspiration and a model for women, young and old, who will gain strength, self-confidence, and resourcefulness to choose life, just as Yuval accepted upon herself when she was interviewed about the death of Ariel on the *Uvda* TV program. We discovered a young woman with extraordinary mental capacities, along with a connection to the world of yoga, which espouses a connection to mind and body. Yuval's approach and the very fact of who she is fits our agenda for the Calm It nutritional supplement.

ABOUT THE BRAND

Israeli company The A Brand, owned by businesswoman Alex Northrop, came on to the market with the Fill It hair nutritional supplement, a one best seller in Israel, with the help of a team of top experts that includes food engineers, pharmacists, and nutritionists.

The A Brand develops products at an international level. The products are 100% natural and contain patented ingredients that meet the strict standards of the Ministry of Health and the FDA. The A Brand offers a variety of breakthrough nutritional supplements that are a solution to a multitude of problems and deal with the challenges of a stressful and busy lifestyle, such as increased exposure to pressures; a unique climate; poor nutrition, pregnancy and childbirth; and lack of sleep. Stress, pressure, anxiety, and restlessness are a common combination that many Israelis feel in the face of daily life. The security situation, the high cost of living, the financial situation, and medical issues are complex feelings that affect the mood.

The A Brand is now launching an innovative nutritional supplement, Calm It. It is a revolutionary 100% natural product that treats stress, anxiety, and restlessness. Its empowering formula consists of premium ingredients, headed by the first-of-its-kind pentane component made from saffron extract, the most powerful antidepressant in nature, in doses that are not found in any other product in the world.

The use of Calm It increases the levels of serotonin and dopamine (happy hormones) in the body, which create an improvement in mood and a general sense of calm. The effect of Calm It can be felt within a month of use, on average.

Calm It is manufactured in Israel in a factory with GMP and ISO standards that ensure high-level production conditions and quality control. It is approved by the Israeli Ministry of Health and has a kashrut certificate under the supervision of the Lower Galilee Rabbinate.

ETI KISOS: MANAGING THE AFTERMATH



Eti Kisos | Photo by Oded Karni, GPO

By LEAH WEISS

The October 7 massacre introduced us to a chaotic reality, without prior written doctrine and an orderly system according to which we know how to deal with events of this magnitude," says Eti Kisos, a veteran social worker who has served since September 2022 as the deputy director of social and personal services at the Ministry of Welfare and Social Affairs.

Since that fateful day, Kisos has been managing the entire treatment and care system for the families of the missing and the captives who have returned to their homes, while professionally accompanying children who are left without parents and support. She also manages the training system for social workers that provides them with the tools to treat, intervene, and deal with difficult events.

As part of her work, Kisos deals with difficult stories and human tragedies, while providing professional and comprehensive intervention. Many teams of social workers were trained under her management, including workers who experienced the disaster themselves. She also compiled the procedures and coordinated the training for the "Bad News" teams, who are responsible for notifying the

families of the massacre victims of the loss of their loved ones.

"One of the veteran workers who has been in the social welfare service for 15 years, and on routine days is part of the Bad News team, had to deliver the difficult news to families during this period more times than in her entire time working at the welfare service," Kisos says.

"We had to learn and train workers on the go," she recalls of the first days of the war. According to her, the great difficulties in organizing the activities of the Ministry (office's) employees and adapting it to the new reality also stemmed from the fact that some of the social workers are themselves displaced. "We found ourselves working around the clock. Some of us never went home and found ourselves sleeping in the office," she recounts.

"We realized that we needed to give the employees tools to deal with difficult events on both a professional and personal level. We trained them in trauma-based treatment techniques, dealing with grief and loss, and working with children who experienced difficult events. Our goal is to help, support, and provide as much aid – comprehensive, holistic wraparounds – as possible to the families of the abductees and victims, and to all those who are left with scars from the disaster."



Super-Pharm branch | Photo by Chen Galili

'UNTIL WE FEEL BETTER'

By RONIT MATHIAS

Super-Pharm has entered into a collaboration with NATAL-Israel Trauma and Resiliency Center. Under the slogan "Until we feel better," the program provides tools, methods for self-care, and first-aid in situations of trauma, stress, and anxiety.

Due to the war and the events that the Israeli public has experienced, trauma, stress, and anxiety have become a part of everyday life, affecting our routine and functioning.

NATAL has 26 years' experience in treating trauma on a national basis. NATA's professionals trained the pharmacists at the Super-Pharm branches, focusing on recognizing the warning signs of various degrees of distress and mental stress in their clientele. They taught them the appropriate coping methods, as well as self-care tips and methods that people can implement at home.

The pharmacists have the experience required to engage with the community, as they are well versed in the realms of physiology, anatomy, medical sciences, and nutrition. Their professional knowledge, coupled with the training by NATA, will enable them to provide clients with the tools to deal with stress and anxiety.

Studies have proven that self-care is a vital component in the healing process after trauma and can help prevent the deterioration of the mental

state. Simple actions of self-care and relaxation help reduce the initial symptoms of anxiety and trauma and calm the body and mind.

At the Super-Pharm branches, free brochures titled "How to relieve mental stress in these difficult days"



Photo by Emanuel Kadush

offer tips on how to calm and relieve stress, alongside simple activities that can be practiced independently.

In addition, information on the subject is available on Super-Pharm Online, detailing various methods, tools, and recommendations for relieving stress and anxiety. The content is geared for the general public, including target audiences such as parents of children, discharged reservists, and youth.

Carmel Domb, the human resources manager of Super-Pharm, says, "As the nation's pharmacy, we at Super-Pharm have taken upon ourselves the task of helping the Israeli public deal with the stress and anxiety that accompany us all in this difficult time."

Says Efrat Shaprut, CEO of NATA, "In the complex times we are in, it is very important to protect our own souls."

RAVIT NAOR: CREATING ORDER OUT OF CHAOS

By IRIT MATHIAS

Ravit Naor is the owner of Ravit and Friends special trips abroad. She was on a trip to Morocco with one of her groups when the war started.

WHERE DID THE WAR FIND YOU?

We were supposed to return to Israel on Monday from Marrakesh. On Saturday, we woke up to the news of a horror that was taking place in Israel. Our friends were under pressure, as some had children and grandchildren who had been recruited. I learned that my good friend R had been seriously wounded in Sderot.

On Sunday, our Arkia flight to Israel was canceled, so we arranged a flight from Istanbul to Athens and Israel. In Athens, we encountered 5,000 people who were waiting to fly to Israel because their flights were canceled.

WHAT HAPPENED AFTER YOU LANDED?

I stayed at Barzilai hospital for two days with my friend who was wounded. On Thursday I went to Sderot, which was a battlefield. We started escorting teams and mapping cities; we knocked on doors to see who wanted to evacuate. I helped a woman with three young children and her parents, who wanted to evacuate to Jerusalem; but she wanted to go Eilat, where her whole family was. We brought the family to Eilat. I drove 800 km. a day, two tanks of fuel all at my expense. We brought diapers to the Dead Sea; on the way, we rescued many animals.

On the farms, I helped in the cauliflower, eggplant, and tomato fields together with Unit 55, who are Air Force retirees. On

the way, I was approached by a farmer whose son was murdered on October 7 who needed to sell his pomegranates. We brought dozens of crates, and we sold them.

WHEN DID YOU JOIN LAHAV 433?

One of the groups asked for volunteers for their logistic center that had just been established. I showed up, and stayed. When I arrived, I found out that the deputy superintendent who was assigned the task was an amazing girl who had been on my trip to Lapland. After two days, she told me they were not moving from there. We quickly realized that without a large number of volunteers, even in another two years we wouldn't be able to return the equipment that the police and the volunteers had evacuated.

The work is hard; you have to search through the sacks and figure out what belongs to whom and whether the vehicle number matches what is in it because sometimes the items were crammed into one vehicle. It is detective work, and your hands are shaking because they don't know if the owner is alive or dead. We dealt with the living; the police dealt with the dead; and the army dealt with the kidnapped. The logistic center is very moving. We draw blood from things, we tie things to things, we started returning equipment to people. There were moments of elation because we were busy with life.

There were crazy episodes. It turned out that the terrorist was killed. We found cellphones for the family from the terrorists who robbed their home. We found the cellphone of a guy who survived the robbery. All his friends were murdered,



Ravit Naor | Photos courtesy of the family

and his phone had all the latest videos. We found four wallets; three of the owners are alive, and one was kidnapped.

Every item is linked to a story and a person. There are unidentified things, most of them from a bad area. I came up with an idea to organize everything and bring it to Supernova. I must praise the police, who were one of the first responders to function.

We convinced the Supernova people that we would bring them. We decided to take pictures and put a bar code on each item. The police worked on an app. We hired photographers to take pictures of the things, and we will organize a catalog

by subject so that everyone can find their own items.

We realized that there were many things left in the area that has been declared a closed military zone.

We arrived at the field; everything was dusty. They shouted at me that I was crazy. I obtained permits. I insisted on taking everything because it might be the only thing left of the person. We brought a metal detecting company that found jewelry.

We worked with gloves. We crawled on all fours, just to find another bag, a flip flop, a shirt, a wallet. I filled my vehicle with the items that I found.

When we found bone remains, a tuft of hair, we realized it was a crime scene. We called the army and the police, and five remains of bodies were found. I sent them videos and locations because it is difficult to extract DNA. They let us work on Friday and Saturday.

There was joy along with sadness. I gave the reservists my phone and told them that whatever they find they should call me.

HOW DO YOU SURVIVE?

I work like a machine. There are moments of happiness. The advantage is that I am disconnected from the news and Twitter all day. I come home, plop down on the couch, take a shower, and then I take a sleeping pill because it's hard to fall asleep.



HOW TO TREAT OILY SKIN AND PREVENT PIMPLES AND BLEMISHES



Photo by PR

By LEA WEISS

Oily skin that is prone to pimples requires a consistent skincare regimen to obtain positive results. The first and most important step in skincare is cleansing. It is very important to choose the right cleansing agent for the skin type. Most types of pimples are caused by a combination of hormones, genetic predisposition, a disorder in the structure of the skin that lines the hair follicle, and skin inflammation, which causes excess excretion from the sebaceous glands in the follicles. Facial cleansing requires a unique process. The skin is a living organ that has a role in the production and secretion of various substances; therefore, milk secretions, salts secreted from sweat, and dead cells may appear on the surface of the skin. Dust, air pollution, and makeup must be thoroughly but gently removed so as not to damage the natural lipid layer of the skin, the protective layer.

Nancy Yarhi is the medical relations manager at CeraVe dermo-cosmetics. Below, she provides advice about the proper treatment of oily skin that is prone to pimples and skin blemishes.

- Very important: Do not pop pimples. Never!
- Skin cleansing is essential for oily skin that is prone to pimples and skin blemishes. Skin prone to pimples is oily due to an overproduction of sebum, the fat in our skin. In addition, there is an accumulation of dead cells in the pores, and the skin fails to remove the required amount to render smooth skin. This is called keratinization (scale cells produce and accumulate large amounts of the protein keratin). This causes the appearance of blackheads, pimples, sores, and comedones (small bumps that give the skin a rough texture). It is very important to use a cleanser that provides an effective peeling, with salicylic acid and materials that absorb the fat.
- Prevention. Apply a therapeutic gel to the entire face. When you treat just the pimples, the

sore dries up, peels, and disappears; but a few days later, a new pimple appears elsewhere. It is recommended to apply CeraVe's therapeutic gel all over your face to treat existing blemishes and prevent the appearance of new ones.

- Apply sunscreen every morning. There are two main reasons for applying sunscreen when treating acne-prone skin. In the sun, the sebaceous glands are stimulated, and the level of sebum production increases. The second reason is that cleansers and treatment creams exfoliate the skin. The corneal layer of the skin is more exposed to the sun because once you remove the dead cells, you also have to prevent pigmentation.

- Keep up the treatment. After several weeks of treating oily skin prone to pimples and skin blemishes, you can certainly see beautiful results on your face... fewer blemishes, fewer comedones, and the skin is less oily. It is recommended to continue the treatment; otherwise, the genetics or the level of hormones in your body will cause pimples and blemishes to return.

- It is recommended to use a skincare product that contains retinol, which creates gentle peeling and brightening of marks left on the skin. The use of a cleansing and therapeutic gel should be continued, even if it's less frequent. This will maintain the results of the treatment. CeraVe is launching a series for oily skin prone to pimples and blemishes: Blemish Control, developed in collaboration with dermatologists. The new series includes three innovative products: a cleansing lotion; a gel to treat skin imperfections; and a retinol serum to renew the skin. The unique formulas help break the cycle of the appearance of pimples.

CeraVe products are available at private pharmacies, pharmacy chains, Maccabi and Meuhedet health funds, and online at various sales sites.

DAVID INTERCONTINENTAL: A BEACON OF SUPPORT IN CHALLENGING TIMES

By LEA WEISS

In times of crisis, true character shines through, and the David InterContinental Tel Aviv Hotel has demonstrated remarkable resilience amid the country's recent challenges. As Israel grappled with conflict, the hotel swiftly transformed into a hub of support.

The hotel opened its doors as a headquarters for journalists and TV channels. With its reputation for stringent security measures, it became a haven for media professionals seeking a safe base of operations.

The hotel then extended itself to the soldiers defending the nation. Offering the use of its kitchen facilities, the hotel partnered with renowned chef Moshe Segev and Pilpel catering to prepare thousands of meals for the troops.

On the humanitarian front, the hotel provided space for organizations dedicated to collecting essential goods for evacuees. In the ballroom, gathering and distribution of much-needed clothing and supplies were carried out.

Despite a decline in tourism, the hotel remains committed to excellence. The recently opened Spice by Spicehaus cocktail bar welcomes guests because, despite everything, we will dance again.

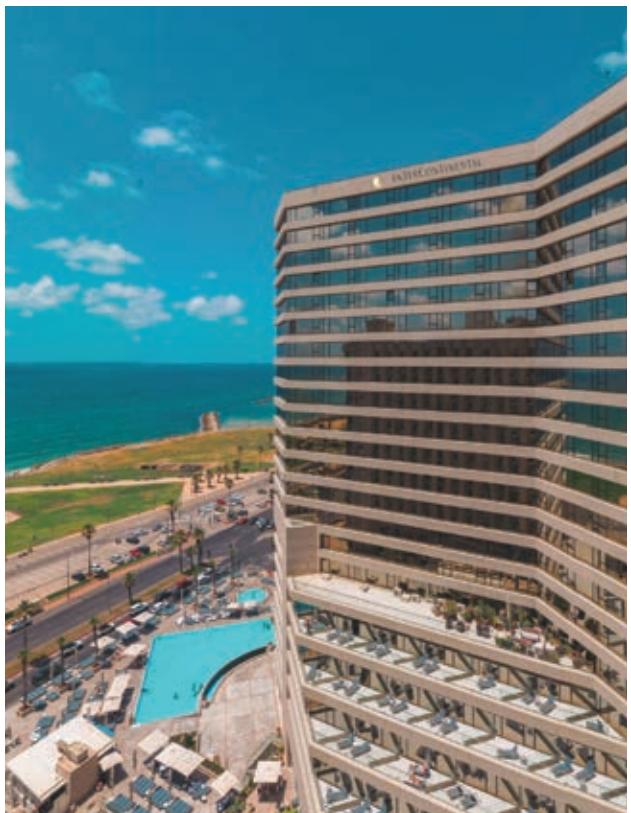


Photo by Yosi Vaknin

SWAROVSKI: EYE SEE YOU



All photos by PR

By IRIT MATHIAS

Glasses have long been a fashion accessory. So much so that even people who don't need them wear them.

The invention and use of glass lenses to magnify or to light a fire began around 300 BCE, but the first glasses for vision aid or correction were invented in 1280 in Florence, Italy.

Today, the Swarovski jewelry company is launching a signature eyewear collection comprised of eyeglasses and sunglasses.

The brand's history began in 1891, when Bohemian-born Austrian businessman, glazier, and jeweler Daniel Swarovski wanted to create "a diamond for everyone." He invented a precision machine that opened a new era of crystals. What impelled Swarovski was a passion for innovation and design. Thus the brand specializes in combining sophisticated design with trendy curation. Each piece tells a story

of a heritage of over 130 years of fine craftsmanship. In 1935, the company created its first pair of eyeglasses, laying the foundation for the Optical Department of the Swarovski industrial complex. The company is managed by the family's fifth generation in Swarovski's historic headquarters in Austria.

The Swarovski brand, owned by the Luxottica Group, is considered one of the leading jewelry and accessories brands in the world, synonymous with innovative design, luxury, glamor, and quality.

Swarovski's new eyewear collection features 18 models of sunglasses and 20 models of eyeglasses, each embedded with high-quality Swarovski crystals. Among the lenses are mirroring or clear lenses with richly colored crystals such as green, blue, gold, pink, ornamented with jewel-toned stones. The frames range from sleek frames crowned with full-cut stones or wraparound embellished with glittering

micropavé. The collection illuminates the many facets of Swarovski, from heritage to lifestyle and beyond.

Says Elinor Bor Ben-Zvi, the Luxottica Israel marketing director, "Swarovski eyewear doesn't just shield the eyes from the sun, it adorns one's vision with the luxury of jewelry, transforming a simple accessory into a statement of sophistication."

According to Gloria Babay, a trendologist and collection manager at Opticana, the chain that was chosen to market the brand: "The main emphasis is that it is an intimate brand at a very accessible price. Next to the Swarovski stones, the line is very trendy with very up-to-date cuts. Among the trends are the Aviator Sunglasses, a contemporary shape to which Swarovski gave a twist; and the Cat Eye Sunglasses, with a touch of elegance. The frame is covered with clusters of crystals."

FROM THE BATTLEFIELD TO THE WARDROBE

The enduring allure of the trench coat

By IRIT MATHIAS

In a world where trends come and go, the trench coat stands as a testament to the enduring allure of classic style. Whether draped over the shoulders on a misty morning or cinched at the waist for a tailored look, the trench coat continues to embody a sense of timeless elegance that transcends fashion fads. The trench coat is a classic piece of outerwear with a rich history that continues to captivate fashion enthusiasts worldwide. Originally designed for military use, this iconic garment seamlessly transitioned into the realm of high fashion, becoming a symbol of style and sophistication.

Thomas Burberry, a British textile business owner, established the fashion house Burberry in 1856 in Hampshire with the goal of producing work coats that would cater to farmers and ranchers on rainy days when they are working in the field. In 1879, Burberry produced the fabric gabardine, which is resistant to rain. He began to produce items of clothing from it, including the trench coat. Gabardine, made of solid cotton, is a breathable, waterproof and weatherproof fabric that is airy and comfortable.

A MILITARY HERITAGE: THE BIRTH OF THE TRENCH COAT

The trench coat made its debut on soldiers in the trenches of WW I. This proves how much the mythology of heroism and courage is woven into the fabric of the trench coat, which has since taken on a multitude of versions, fabrics, and colors.

In 1891, Burberry opened his first store in London, and the coat gained momentum. Its qualities reached the ears of the British army, which was looking for clothing solutions for soldiers fighting in the trenches. Thus Burberry's first large order came from the British army.

The coat served as a practical and durable garment for British soldiers. Its water-resistant fabric and double-breasted design offered protection against the elements, making it a staple in military attire.

Later, the French army also went to the battlefield in trench coats, which underwent a slight adaptation and gave it its name. For the convenience of the soldiers and military personnel, a metal ring was added to the coat that was used to carry maps, grenades, and weapons. Shoulder straps were added for carrying hats. The metal ring was later removed, but the shoulder straps are present in some designs to this day.

At the end of WW I, the soldiers returned to their countries with the trench coats and wore them as civilians. In 1918, with the end of the war, *Harper's Bazaar* magazine identified the fashionable potential of the trench coat and added it to the women's wardrobe.

Over the years, the trench coat became detached

from its military context and became an integral part of the fashion world. It swept the world in WW II, when all European armies adopted it and its cut.

HOLLYWOOD GLAMOUR: TRENCH COATS IN FILM

The trench coat gained cinematic prominence through Hollywood's golden era, becoming synonymous with leading men and femme fatales. Iconic characters like Humphrey Bogart's Rick Blaine in *Casablanca* and Audrey Hepburn's Holly Golightly in *Breakfast at Tiffany's* elevated the trench coat to a symbol of timeless glamour.

THE QUINTESSENTIAL DESIGN: FEATURES OF THE TRENCH COAT

Characterized by its double-breasted front, belted waist, and distinctive epaulets, the trench coat boasts a design that effortlessly combines practicality with style. Its versatility allows it to complement both casual and formal ensembles, making it a wardrobe essential.

MODERN INTERPRETATIONS: TRENCH COATS IN CONTEMPORARY FASHION

Fashion designers continue to reinvent the trench coat, introducing modern twists while preserving its classic charm. From unconventional materials to experimental silhouettes, the trench coat has evolved to cater to diverse tastes, ensuring its relevance in ever-changing fashion landscapes.

INVESTMENT IN STYLE: WHY THE TRENCH COAT ENDURES

The enduring appeal of the trench coat lies in its ability to seamlessly transition through seasons and trends. Its timeless design, versatility, and association with both practicality and elegance make it a worthwhile investment for fashion enthusiasts looking to add a touch of sophistication to their wardrobe.



Gong | Photo by PR



Golf | Photo by Dor Sharon

1. Tamnoon | Photo by Ehud Segev
2. Golbary | Photo by Shai Yehezkel
3. Castro | Photo by Sherban Lupo



1. Liviana Conti at Mimosa Boutique | Photo by PR
2. & Other Stories
3. Desigual
4. Brownie
5. American Vintage
6. Lulu Lemon



Reserved | Photo by Asaf Levy

1. Calvin Klein | Photo by Mert Alas
2. Calvin Klein | Photo by PR
3. Ganni | Photo by PR
4. DOLCE & GABBANA | Photo by Eden Amit & Ethan Kajari All to FACTORY54



Massimo Dutti | Photo by PR



1. Tommy Hilfiger
2. Polo Ralph Lauren | Photo by PR



1. Tamnoon | Photo by Ehud Segev
2. Golbary | Photo by Shai Yehezkel
3. Castro | Photo by Sherban Lupo



1. Juliette has a gun Ode To Dullness
2. Carolina Herrera Good Girl
3. Dolce & Gabbana Q Intense
4. Tom Ford Cafe Rose
5. ZAFFERANO Acqua di Parma
6. The Ghost In The Shell Etat Libre D'Orange
7. Born To Stand Out Not Vanilla

1. Pacific Rock Moss Goldfield & Banks
2. Nomade Nuit d'Egypte Chloé
3. Floraiku Spring River
4. Versace Atelier
5. Guess Iconic



1. Guerlain Aqua Allegoria Flora Bloom
2. Irresistible Givenchy
3. Giorgio Armani My Way NECTAR
4. MOD by Ariana Grande
5. Juicy Couture
6. Elizabeth Arden White Tea
7. Lancome La Vie Est Belle Extraordinere
8. Musk Nude Narciso Rodriguez
9. Clinique My Happy



1. Moschino Toy2 Pearl
2. Mugler Alien Hypersenses
3. Born in Roma Green Stravaganza Donna Valentino
4. Tous LoveMe The Emerald Elixir
5. Courregé L'eau De Liesse
6. LA Perla villa Sorrento

1. FAME Intense Paco Rabanne
2. Brunello Cucinelli
3. Capdoccia Memo
4. This Is Realy Her Zadik&Volter
5. Fragrance Du Bois Voyage a Paris
6. Smoking hot by Kilian
7. Musk Oil
8. Xerjoff Erba Gold
9. Acqua di gio Giorgio Armani
10. Matiere Premiere_Vanilla Powder

THE MAGIC OF SCENTS

By IRIT MATHIAS

Among the many sensations that make up our world, one that can truly spark the imagination is the magnificent world of perfumes, which evokes memories and feelings that transport us to magical realms. Perfumes have always been an integral part of human culture. Over the years, the art of perfumery has evolved and combined science and art. Each perfume consists of a symphony of notes -- top notes, middle notes, and base notes -- which merge together to create a unique harmonious sensory experience.

The process of creating a perfume is similar to making a quality wine or composing a symphony. The process requires patience, skill, and a keen understanding of the fine details of the components. Perfumes are not just a creation of a pleasant fragrance. Each perfume tells a story, evokes an emotion, and brings to life a culture, landscape, or memory. Be it the luscious scent of summer fruits, the

floral scent of flowers, the earthy scent of patchouli, a woody scent, or the musky scent of leather, perfumes take us to the far reaches of the imagination.

The language of perfumes is rich and complex. With terms like "accord," "attar," "sillage," and "heart notes" used to describe the complex layers of the perfume, understanding the details allows us to appreciate the art behind each bottle of perfume and the professionalism behind the creation.

The simple pleasure of experiencing an appealing scent offers a sense of calm and relaxation and an opportunity to connect with our senses and enjoy the beauty of nature. Now that spring is here, perfume brands are launching new scents. Some are lighter versions of previous perfumes, some are new perfumes, and some are upgraded versions of existing perfumes. So the next time you sniff a perfume, take a deep breath and surrender to the wonderful world of fragrances.

All photos by PR



HEROINES OF THE HEART

By GALIA TOREN HEN/UG



Oren Revach | Photo courtesy Estee Lauder Israel



Photo by Anat Sayag

"Iron swords on the front lines, silk gloves on the home front." This is the motto of UG - United For Good - the unity project and the positive discourse founded by social entrepreneur Oren Revach, together with Tsafnat, the woman by his side, and all the members of the household: Rom, Agam, and Shaked.

October 7 brought to the Israeli household new challenges that require bravery of a different kind, bravery of the heart. That wonderful ability that encapsulates the essence of the Israeli, Sabra heart - to be real, authentic, and connected to your feelings and those of those around you even in unbearably difficult times.

Research in social psychology reveals that when it comes to interpersonal communication and connection to emotions, women show intuitive abilities from infancy and have more developed emotional receptors compared to men, which makes their EQ (emotional intelligence index) a significant asset in times of crisis. At UG, we cultivate an authentic discourse and grant the right to lead to a team of content creators of all genders and ages and from all corners of society.

WARRIORSES OF THE HEART

While the men and women combat soldiers are still fighting for our home and the hostages are far from being safe, the mental strength of the home front has a significant role in creating a functioning and supportive society. Out of the difficulty grew a new breed of heroines, not necessarily the ones who run forward with weapons or pilot aircraft, but the heroines of the heart, those who provide a

safe environment of positive discourse to every soul in need of some relief.

Mental health data in Israel reveal that the number of people suffering from generalized anxiety, depression, and post-traumatic stress disorder (PTSD) has almost doubled, according to an Israeli-American study conducted in collaboration with researchers from Rupin College in Emek Hafer and Columbia University in New York. The researchers note that the most significant predictor of harm to the soul is direct exposure to terrorist events and helplessness or secondary exposure through a relative or friend. To tell you the truth? There is almost no house or person in Israel that has not been exposed, either through the media or more directly, to the horrors of the war.

The deep battle that will affect the future character and strength of Israeli society is taking place not only on the front lines but on the home front and is led by the warriors of the heart, led by mothers, partners, and wives.

The core populations that are being affected by pain and fear daily are the families of regular and reserve fighters, who are risking their lives regularly, and, of course, the families of the hostages, who are paying a heavy price day in and day out. One of the main parameters that help these families survive mentally and physically is the degree of unity in the people, the embrace that the families receive from society, and the nature of the conversation. Positive, supportive content, which provides space for a variety of opinions and beliefs and manages to accommodate all sectors and genders, is oxygen for the soul of these families, who are facing the most difficult of all.

A SAFE ROOM FOR THE SOUL

UG's answer to an aching heart's existential need to receive a hug and connect to the essence and hope is a mark of quality that signifies and symbolizes "positive content only!"

In times of distress, people need agreed signs that will protect their psyche and give them the confidence to conduct themselves safely and freely. Just like the pink ribbon initiated by the Estée Lauder Group of Companies in the '90s, which became the symbol of the fight against female cancer, and just as the yellow ribbon symbolizes the hope of all of us for the return of all the kidnapped, so too the UG project produced a universal symbol, signaling that your heart has entered a protected space and anxieties from judgments, aggressiveness, and negativity can go on vacation.

The Quality Mark for Positive Content allows individuals, companies, and organizations to receive digital and physical training of positive and progressive discourse for employees. The mark secures social media by allowing influencers, content creators, and media consumers to act for the benefit of society instead of inciting strife and debate.

Acquiring the habits of a positive and respectful discourse despite the differences is the order of the hour in a complex country like Israel, which sits in the heart of a conflict zone and is in an ongoing war. Civil security does not end with the protection of the body; it is only the starting point of the real war for our soul and our mental strength.

CREATING A NEW REALITY

Among the heroines of the heart that UG chose to cooperate with, one who stands out is representative of the families of the abductees Ofir Metzger, a young physics student at the Hebrew University whose grandfather Yoram Metzger, 80, was

kidnapped from Kibbutz Nir Oz and is still being held in Gaza. Ofir, together with her family and her grandmother, who was kidnapped but has returned from that hell, is leading a bold fight not only for Yoram's return but also for the unity of the people and the unwavering support that families need now more than ever.

The value of human life stands above any political opinion and crosses all sectors. Ofir finds comfort in the sharing of sympathy, knowing that her grandfather is not forgotten, and she continues to resolutely support her brother, her parents, and her grandmother.

Another heroine of the heart whose supernatural story is etched in our hearts is Kinneret Asor from Tiberias, whose two children perished in a terrible accident in a flood in the Arava. Kinneret is an example and model of female resilience. She is engaged in advocacy and training for unity in the nation - her journey began long before 7.10 and we chose her strengthening words to end on an optimistic note of female bravery:

"In our house, in our country, there are no masks. Inside the house, we are all brothers and sisters and are obliged to respect and love each other, because that is all we have." The Israeli spirit will win with the help of unity and strength of spirit and not only thanks to the prowess of the body. •



Photo by Liza Firsov



Photo by Anat Sayag

✉️ [united_for_good_ug](#) ↗ [ug_good](#) ↗ [UG](#)

PAMPERING OUR HEROINES



Dr. Lehavit Akerman | All photos by PR



By LEA WEISS

Dr. Lehavit Akerman, a dermatology specialist and the owner of three clinics for aesthetic and beauty treatments, is dedicated to pampering the heroines of this war. Among them are female non-combatants, combat soldiers, and evacuees from the Gaza border communities and the North; women who, despite what they have gone through, continue to care for their families out of a hotel room that was assigned to them. Akerman says that they are the heroes of the war because of the resilience they've shown.

These women on the front lines and on the home front were given moments of calm and beauty treatments via the Clinic on Wheels that Akerman established.

Among the women who received pampering treatments were the female combat soldiers of the 8th Palmar unit, among them women from combat units such as Caracal, Bardelas, Lions of the Jordan, Combat Intel, and Oketz. After two and a half months of fighting on the front and defending Israel's borders, they received a brief respite of beauty and aesthetics treatments, which were so necessary for their skin, which had been exposed to the elements and harsh field conditions.

Akerman established the Clinic on Wheels with her staff. They arrived at the gathering and refreshment areas

near Netivot, where about 100 female combat soldiers from various units arrived, whose main duty is evacuating the wounded from Gaza.

Each combat soldier received a facial treatment of her choice and a treatment with the Geneo polishing device. At the end of the treatment, Akerman gifted each woman with a selection of skincare products and moisturizing lipstick.

DR. AKERMAN, WHAT DID THE INITIATIVE DO FOR YOU?

My team and I were so happy and excited to help and support the brave combat soldiers fighting on enemy lines and to thank them for their bravery and contribution to protecting the country. The field conditions they were in were not particularly sterile. As someone who deals with aesthetics and beauty and meets hundreds of women a day, I wanted to reach out to them and give them the best respite because they deserve it.

I am proud that I was able to recruit the staff from my three clinics for the task. I am also happy that I was able to transport the advanced equipment with which we provided the beauty treatments.

AND YOU ALSO GAVE TREATMENTS TO WOMEN WHO WERE EVACUATED FROM THEIR HOMES?

Absolutely. The mobile clinic provided

aesthetic treatments to women who were evacuated from the Gaza border area and the North. We traveled to hotels such as the Hod Hotel on the Dead Sea and the Yam-Suf Hotel in Eilat, where we provided treatments in one day. These women had to leave everything and move from their homes to hotels without any preparation. Most of them did not take beauty products with them, not even basics like soap and moisturizer.

At the Yam-Suf Hotel, for example, we provided treatments to over 100 evacuee women. They received anti-aging treatments, injections, facials, and aesthetics, all free of charge. As part of the clinic, our professional team distributed over 150 new products of my brand that were launched this month.

HOW DO YOU FEEL ABOUT DOING THIS?

Immense satisfaction. We were so happy to help and support the women of the Gaza border area and the north of the country, who have had existential anxiety, mental stress, and a sense of uncertainty since October 7. All of these



stressors affect not only their mood but also their complexion.

The Clinic on Wheels for women evacuated from their homes will continue next month, with the next stop being Haifa. This is in addition to the regular treatment of evacuees who go to Akerman's clinics on an ongoing basis.



Brave. Warriors. Heroines.

Menora Mivtachim salutes the heroines of Swords of Iron, soldiers and civilians, who with courage and calmness fought at the front, protected the home front and saved lives.

You are an inspiration to us all.

Menora Mivtachim strengthens the residents of the South and the northern border, including its customers, and wishes them a quick and safe return home.

All of us at Menora Mivtachim continue to embrace the families of the hostages and those who are missing, sending wishes to the wounded for a speedy recovery and sharing in the grief of the families of the murdered and the fallen.

Together We Will Win.

SIMPLY LOOKING FOR

THE BEST

AT ISRAEL AEROSPACE INDUSTRIES
WHERE TALENT KNOWS NO GENDER
WE ARE COMMITTED TO DIVERSITY
AND EXCELLENCE

