

# WOMEN 2022

Jerusalem Post

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

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

**FASHION**  
THE POWER  
OF THE FLOWER

**AMAZING  
VALENCIA  
IN SPAIN**  
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**INNA BRAVERMAN USES THE POWER OF THE WAVES TO CREATE CLEAN ELECTRICITY**

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BIOTHERM  
 (Courtesy JR duty free)



DESIGUAL



CLINIQUE

## LETTER FROM THE EDITORS



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

This day is an opportunity for people to respect the oceans and to maintain that it is important to preserve them because they provide us with countless resources. A healthy ocean is a necessary condition for our existence.

To that end, many large companies undertake projects in support of Ocean Day. In this issue of our magazine, we highlight the ecological efforts of Adidas, SodaStream, and Biotherm in collaboration with James Richardson Duty Free. In regard to individuals, we have an interview with Inna Braverman, the founder of EcoWave, which produces energy from the sea. We also have an interview with Shani Ben-David, the first woman in Israel to be appointed captain in the Israeli Merchant Marine. And in another context, there is an interview with Olessia Kantor, whose life trajectory went through a veritable roller coaster.

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

We wish you pleasant reading.

Irit Mathias and Ronit Mathias





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# MADAM CAPTAIN

By IRIT MATHIAS

Last month, Shani Ben-David, 39, became the first woman to be appointed to the position of captain in the Israeli Merchant Marine. The historic ceremony was held in Haifa at the headquarters of ZIM, the Israeli international cargo shipping company. As the first woman to attain the highest maritime rank in Israel's merchant marine, Ben-David broke the glass ceiling, proving yet again that women can reach any summit.

## WHAT IS IT LIKE TO BE CAPTAIN OF A 300-METER LONG CONTAINER SHIP?

The captain is responsible, first and foremost, for the crew and vessel's safety and for all aspects of the vessel's operations, such as navigation, sailings routines, and port operations. It's a huge responsibility. As the captain, I command a professional team of officers and seafarers and hold the ultimate authority and responsibility for a giant ship that carries across the oceans thousands of containers with millions of dollars' worth of goods. Becoming a captain requires not only intensive training and uncompromising professionalism but also years of sea experience and unique leadership qualities. Most of all, it's the ability to deal with complex professional challenges, including the forces of nature, in the best maritime tradition and practices.

## AS A CHILD, DID YOU WANT TO BE THE CAPTAIN OF A LARGE SHIP?

The dream of becoming a captain came only at a later stage. Although I studied at the Israeli Nautical College in Acre and served in the Navy, after my army service I moved to Eilat. For several years, I worked in the hospitality industry in a number of interesting positions. However, in 2009, I came across an ad offering a career as a marine officer and decided to return to my origins and set out on the path toward becoming an officer in the merchant marine.

## WHAT WAS YOUR TRAINING AND CAREER PATH?

In 2009 I joined ZIM as a cadet and embarked on a



Shani Ben-David

unique training program that combines maritime studies at the Marine Institute and a degree at the University of Haifa. When I graduated in 2012, I was appointed third officer in the Israeli Merchant Marine. I spent months at sea, gaining more experience and promotions. In 2019 I was appointed chief officer and later qualified as ship's master in 2021. After my fulfilling a required period, a committee headed by ZIM's COO, David Arbel, recommended to appoint me to the position of captain.

## SO DURING THE COVID-19 PANDEMIC, YOU WERE AT SEA?

Yes! That was definitely a challenging period. As borders closed and air traffic dwindled, ships were still connecting the areas around the world. We continued sailing and transporting goods; but strict quarantine rules forced us to stay aboard the ship for months, unable to go ashore or to return home. When the pandemic erupted, I stayed on the ship for six months straight without even once stepping on land. When I studied naval quarantine rules, I thought they were an 18<sup>th</sup> century relic. Who'd have thought they would be relevant in 2020!

## WHAT WAS THE PERCENTAGE OF FEMALES

## IN YOUR CLASS AND IN THE INDUSTRY IN GENERAL?

At the Israel Nautical College in Acre, girls made up a small but significant percentage. However, globally speaking, the percentage of women in our industry is about 2%. So you will not find more than one woman, two women max, on a cargo ship. I can say that several women have served, or are still serving, in the Israeli Merchant Marine. One of my female colleagues is already qualified as master. But generally speaking, to date only a few have reached senior ranks. Therefore, I really hope that my appointment will inspire other women to enter into shipping, as well as other fields. I really think that my appointment is not only to fulfill a personal dream but also might set an example for other women.

## ARE THERE ANY OTHER MEMBERS OF YOUR FAMILY THAT SERVED IN THE NAVY OR THE MERCHANT MARINE?

No, there aren't.

## ARE PEOPLE SURPRISED WHEN THEY HEAR THAT YOU'RE A SEA CAPTAIN?

The appointment is still very fresh, so it's too early to talk about it. But I have received a lot of attention and lots of congratulations and good wishes from everyone who knows me, as well as from others, such as sailors and veteran captains.

## WHAT IS YOUR NEXT STEP, FUTURE AMBITIONS?

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

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

Elegance is an attitude

Kate Winslet  
Kate Winslet



# LONGINES



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LONGINES DOLCEVITA



# OUR WOMAN IN THE VATICAN

By IRIT MATHIAS

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

Kantor has a large conservation project with the Israel Museum and is on the boards of directors of Tel Aviv University and the international lecture empire TED.



Olessia Kantor | Photo by Father Norbert Hoffman

## TELL ME ABOUT YOUR CHILDHOOD.

It started in the 1970s in the Soviet Union. We lived in Chelyabinsk, a secret industrial city that doesn't appear on the map. My father was a geologist in the civil service. My mother worked as an academic theater director.

## WHAT ROUTE DID YOUR LIFE TAKE?

I was a journalist. I started working as a TV intern. I began with evening news features and was quickly promoted to morning news. I married one of the most eligible bachelors. When I was 25, we were warned to leave the country due to threat. We came to Israel and lived in Jerusalem. I loved what Israel offered – warmth, culture, and a new language. But my husband hated it all. He became depressed and turned violent. One day he attacked me while I had our baby in my arms. I ran out into the street. I found out that he had emptied my bank account overnight. I didn't know anyone in Israel. The police took me to a women's shelter, where my daughter and I were lovingly taken care of. I got divorced and was determined to stand on my own two feet.

## WHAT DID YOU DO TO EARN A LIVING?

I worked in several jobs such as cleaning houses and struggled to survive. Then I saw a classified ad for a job to sell jewelry. I was hired and soon was selling more than the other sales staff. The owners of the chain sent



Photo by Friar Stefan



Photo by Sabrina Zappia

me to study diamond appraisal and gemstone polishing at the Ramat Gan Diamond Exchange. At the end of the course, I was offered a job that entailed working with diamond dealers in Africa. I started flying back and forth to the Congo. I was very successful in a field that was dominated by men. On one of the trips to purchase raw materials, our light aircraft had to make a forced landing in a rain forest. For two days, the crew and I survived, walking through the dense forest until we were found.

## WHAT WENT THROUGH YOUR MIND AT THAT TIME?

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

## WHAT DID YOU DO?

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

## HOW DID YOU GET TO WORK AT THE VATICAN MUSEUM?

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

## WHEN DID YOU START WORKING AT THE VATICAN?

Seven years ago, under the direction of the pope, the Vatican recruited an international team of experts in the various art media, from paper and wood through paint on canvas to gems and precious metals. Our task was to find within the Vatican's collections the 100 most important objects in terms of historical, artistic, and marketing value. Because I was a certified appraiser and expert in gems, as well as the history of jewelry and relics, most of which are made of gold and precious stones, I was chosen to catalog the items and

give price estimates.

I'm proud to be the only Jewish and Israeli woman working at the Vatican. Now I work with the conservation labs. It is an interesting chapter in my career because in conservation, many secrets of the great artists are revealed.

## HAVE YOU MET THE POPE?

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

# THE LATEST TRENDS IN SKIN TREATMENTS

By DR. RONEN GLESINGER

With the beginning of summer and the onset of event season, our thoughts turn to wanting to look our best at the many celebrations and happy occasions that lie ahead. It is no secret that for an important event such as a wedding, some of the friends and family members might want to undergo some cosmetic treatments. After all, everyone wants to look wonderful in the photos, which will endure long after the celebration is over. What are the latest treatments that will render the most effective results? Dr. Ronen Glesinger, a specialist in plastic surgery, describes some of the optimal treatments to enhance the face, neck, and body.



## COOLTECH

### Goal: A trim body

### Treatment: Fat freezing

Localized fat deposits in the abdomen, thighs, or waist are common even among people with a normal weight who adhere to a healthy diet and exercise regularly. The good news is that today, people who want to reduce some of the fat deposits in their bodies can be treated with non-invasive technological equipment. The Cooltech fat freezing treatment has become a favorite among Hollywood stars because it renders an optimal result with minimum effort. For example, reality star Khloé Kardashian maintains a rigorous training regimen and a healthy diet and, combined with the fat freezing procedure, has achieved an attractive, curvaceous look. Actress Jennifer Aniston says that she

has implemented the fat freezing process to improve on some of her problem areas. Iconic pop singer Mariah Carey can be added to this list as well.

During the Cooltech treatment, the designated area, be it the abdomen, hips, or waist, is exposed to cold temperature. During the following six weeks, the fat cells in the area are broken down and are excreted from the body through a natural process via the lymph and blood systems.

The idea is based on the scientific fact that subcutaneous fat cells tend to break down when exposed to cold. Therefore, they will be eliminated quite easily under gradually cold temperatures. After the treatment itself, patients can return to their routines immediately. After one treatment, most patients can see a reduction in fat of up to 1.5 to 2 cm. in the designated area. Some 90 days later, another change of up to 4.5 cm can be observed.

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

## TIXEL

### Goal: Smooth, radiant skin

### Treatment: Elimination of pigmentation and improved texture

Sun spots on the face make the skin look less vibrant. Even makeup cannot cover up such damage that is caused by the sun.

A treatment using a Tixel device is ideal for treating pigmentation and achieving uniform and radiant skin. The treatment, which is performed in a clinic, is based

on heat coming in contact with the outer layer of the skin. Tixel produces tiny channels in the outer layer of the skin to enable active ingredients to permeate it, so that the skin can absorb the ingredients quickly and efficiently. The patient is required to apply a moisturizer on the area for about 24 hours after the treatment.

Glesinger explains, "This treatment will bother you just a little. The tips in the head of the device touch the skin for a few milliseconds, and an anesthetic can be used to relieve the burning sensation during the treatment. Apart from the slight burning sensation, you can return to your normal routine within a day or two, without redness."

Tixel can also rejuvenate the skin and treat sagging skin by creating tiny skin burns. The ensuing healing process rejuvenates and replenishes the skin.

## NECKTITE

### Goal: A firm,

### well-contoured neck

### Treatment: Dissolution of fat and solidification

A double chin is a condition that makes a person look older and may give a disproportionate appearance to the face and body. A significant portion of the population, even young people, have a loose neck/ double chin. Even if one eats a healthy diet and exercises rigorously, it is difficult to get rid of a double chin without treatment. The optimal solution to treat a double chin or a loose neck is Necktite. Using RF radiation, the treatment is designed to dissolve fat and firm up the skin in the neck, jawline, and chin. This is a minimally invasive treatment that is performed in an operating room.

Three operations are performed simultaneously: dissolving fat; pumping it out; and firming the skin gently in a single radiation operation. The treatment can be performed under local anesthesia.

The process is suitable for cases of fat and excess skin that is not too excessive. Recovery from the procedure is relatively easy, and patients can return to their normal routines very quickly.



Dr. Ronen Glesinger | Courtesy

**Dr. Ronen Glesinger's clinics:**  
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Tel: (08) 623-1073  
For information and to make an appointment  
for a consultation: [www.drglesinger.co.il](http://www.drglesinger.co.il)



# INSPIRATION AND CELEBRATION

By IRIT MATHIAS

**L**eah Schnirer, 64, the mother of four, is an inspiration to others. The child of Holocaust survivors, she developed a career in Pilates and became a leading figure in regard to issues related to the second generation of the Holocaust.

## DID YOUR PARENTS TALK ABOUT THE HOLOCAUST AT HOME?

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

## HOW DID YOU GET INTO THE FITNESS FIELD?

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

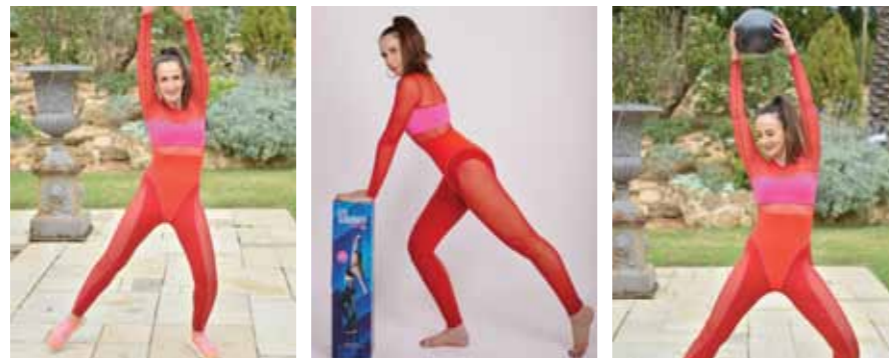
In the US, I studied aerobics with Jane Fonda. We opened branches of aerobics studios, and I established myself in the field. But I missed home. In those days there were no aerobics classes in Israel, so I decided to return. In the mornings I taught aerobics at the Hilton Tel Aviv Hotel, and in the afternoons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

## WHAT ABOUT RELATIONSHIPS?

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

## AND YOU CONTINUED TO TEACH?

Yes, I continued to teach aerobics until one day I bent



Leah Schnirer | Photo by Karin Dekel & Mia Schnirer

down and suddenly couldn't move. My cartilage was worn out, and I had a herniated disc. That's how I discovered Pilates. It was a rehabilitative method that helped me a lot. I returned to Israel in 2001 and opened Pilates Development.

Throughout the years I did not stop learning and realized that I was a mentor. I taught my female students to love themselves. Very few women look at themselves and love what they see. It's like being a life coach. I give my students much more than a Pilates class. They derive a lot from it. If you radiate strength, that's how people will treat you. That's the life lesson that I convey to them.

## WHY DID YOU DECIDE TO TAKE PART IN THE ISRAELI REALITY TV SERIES MEUSHAROT?

It was important for me to convey my messages. I am a transparent nomad.

## YOU EVIDENTLY LOVE THE LIMELIGHT.

## YOU TOOK PART IN THE TV SHOW, AND YOU OFTEN SPEAK IN VARIOUS FORUMS, ESPECIALLY ABOUT THE HOLOCAUST. WHAT DOES THAT GIVE YOU?

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

## WHAT ELSE HAVE YOU DONE THAT YOU HAD NEVER DONE BEFORE?

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

## WHAT IS YOUR MOTTO IN LIFE?

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

## WHAT LED YOU TO DEVELOP A PILATES KIT THAT CAN BE USED AT HOME OR ANYWHERE?

Mainly I understood that not everyone can get to my studio. I wanted to make myself and Pilates accessible to everybody. Not everyone has the money, and not everyone can travel the distance. So I thought to myself why not take existing products and combine them in one package with a bar code so that whoever scans it can see my lessons. In the kit there is a mattress, a ball, rubber bands in two strengths, and sliders. It is the ultimate set of Pilates training equipment that anyone can use.



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# A RADICAL SEA CHANGE

By RONIT MATHIAS

Inna Braverman founded Eco Wave Power, an enterprise that uses the power of the waves to create clean electricity. Under her leadership, EWP installed its first grid-connected wave energy array, secured a significant projects pipeline of 327.7MW, and became the first Israeli company to list on Nasdaq Stockholm. It is also listed on Nasdaq US.

Braverman was recognized by *Wired* magazine as one of the "Females Changing the World" and by the Fast company as one of the world's "Most Creative People in Business for 2020." And she received the United Nations Global Climate Action Award.

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



Inna Braverman

## WHAT WAS YOUR DREAM AS A CHILD?

My dream was to do something meaningful for the world. I was born in Ukraine on April 11, 1986. Two weeks later, the Chernobyl nuclear power station exploded, causing the largest nuclear disaster in history. I suffered respiratory arrest and was clinically dead. Fortunately, my mother, who is a nurse, gave me mouth-to-mouth resuscitation, which saved my life. My family constantly talked about how special it was that I was given a second chance in life, so I grew up with a strong sense of purpose.

When I was four, we immigrated to Israel and settled in Acre. The city was very under-developed in the 1990s, so I spent most of my childhood at the beach. After high school, I pursued a degree in political science at the University of Haifa. I thought that if I became a politician, I could do good for the world. When I obtained my BA, no politicians were lining up to hire me, so I worked as an English-Hebrew translator at a renewable energy company. There, I discovered the world of renewable energies, such as solar, wind, and wave energy. Solar and wind were already fully commercialized, but wave energy had a huge potential. According to the World Energy Council, wave energy can produce twice the amount of electricity that the world produces now. However, no company had been able to make it a reality.

I researched day and night to see why wave energy companies had failed. Then I came up with my own ideas of how to make it happen. However, I had no connections or funding, so I put my ideas aside as non-realistic.

Then at a social event, I met David Leb, an entrepreneur who had made several large-scale exits and was

investing in real estate. He asked me what my passion was, and I said wave energy. One of his investments was in a surf hotel in Panama. He said that when he was sitting on the beach during the hotel renovations, he looked at the power of the waves and thought there must be something better to do with that power than just marine sports. He started researching and coming up with ideas about wave energy. So when he asked me what my passion was and I said wave energy, it was like a match made in business heaven. And that was the beginning of Eco Wave Power.

## DO YOU HAVE A TECHNICAL BACKGROUND?

No, but I come from an engineering-oriented family. My father has a degree in mechanical engineering, and my grandfather was the chief engineer in Cherkassy, the town where I was born. Even though I chose to study political science and English literature, I guess you can't avoid your destiny. Actually, I think it's an advantage that I didn't study engineering as a profession because sometimes by not being an engineer, you can look at things outside the box, which helps me a lot as the CEO of Eco Wave Power.

## WHERE DID YOU BUILD YOUR FIRST POWER STATION?

The first real testing was done in the Crimean Peninsula. In 2016, we opened our first grid-connected power station in Gibraltar. We are now finalizing our second one in Jaffa. This will be the first time in Israel's history that wave energy will officially be connected to the national electrical grid.

## HOW DID YOU SUCCEED WHERE OTHERS FAILED?

I think I succeeded because I never gave up. No matter how many people told me "no," I kept pushing on. In my eyes, passion is the greatest renewable energy source.

Most wave energy developers install their systems offshore, about five kilometers into the sea. As a result, they struggle with several issues. Offshore installation is very expensive and complicated, as it requires ships, divers, underwater cabling, and underwater mooring. Offshore, the power stations are exposed to wave heights of 20 meters and higher. The equipment cannot withstand such forces, so many of the installations broke down after a short time. Due to the high prices and low reliability of offshore wave energy technologies, insurance companies are reluctant to insure them. In turn, that created difficulty in obtaining debt financing. Environmental impact is another problem. Environmentalists are objecting to offshore wave energy because it is connected to the ocean floor and disturbs the marine environment. EWP's technology has several key advantages. It is cost-efficient because most of the system is located on land. This enables easy construction, operation, and maintenance. As most of the

equipment is on land, it isn't exposed to stormy marine conditions. In addition, EWP has patented storm protection mechanisms. And the EWP system is fully insurable by global insurance companies. Plus the EWP system is 100% eco-friendly. Since it isn't connected to the ocean floor, it doesn't create any new presence on the seabed. The EWP floaters connect only to existing structures such as jetties and breakwaters.

## WHAT'S NEXT?

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

## WHAT IS YOUR DREAM?

To see wave energy power plants implemented in every compatible location in the world. According to the UN, the production of energy with fossil fuels is responsible for at least 60% of global greenhouse gas emissions.

On a personal note, I want to establish a fund dedicated to supporting female entrepreneurship and leadership, especially in the STEM [science, technology, engineering and maths] sector.

# FOR THE SAKE OF THE PLANET

By IRIT MATHIAS

## CONCERN FOR THE HEALTH OF THE PLANET HAS TOPPED THE AGENDA OF MANY COMPANIES IN REGARD TO POLLUTION AND THE REDUCTION OF THE USE OF HAZARDOUS MATERIALS

### THE BEAUTY OF THE OCEAN



James Richardson Duty Free and the luxury grooming brand Biotherm have collaborated with Zalul, an environmental organization dedicated to protecting Israel's beaches and waterways. One dollar from the sale of most of Biotherm's products at Duty Free will be donated to Zalul to support its activities. Most of those activities work toward securing a better future for the seas and oceans, from using renewable ingredients to formulas and eco-packaging.

The oceans and seas are a significant part of our life's resources. Water covers 70% of the Earth's surface and provides us with vital resources such as oxygen, food, potable water via desalination, and energy. Tens of millions of tons of waste that flow into the waterways daily pose a serious threat to the marine ecosystem.

Adi Mizrahi Charcon, VP of marketing for James Richardson, says, "Since 2012, top cosmetics companies have been committed to ensuring a better future for the seas and oceans, from renewable ingredients to product packaging designed with ecology in mind. Most of them work around the globe in collaboration with organizations and experts in the field and invest a lot of resources to protect the waterways. In Israel, we are a member Zalul, which works to protect the Mediterranean and our rivers and streams against pollution. We hope that through our joint efforts, we can contribute to saving the marine ecology".

### ADIDAS: RUN FOR THE OCEANS



Adidas and the global environmental organization Parley for the Oceans, which works to rid the oceans of plastic debris, launched the annual race called Run for the Oceans. The race took place digitally worldwide. It opened on May 23 and ended on June 8, International Ocean Day.

Anyone could connect to the Adidas Runtastic Runners app from anywhere, at any time. For every 10 minutes of running, or other running-based sports such as tennis or soccer, between May 23 and June 8, Adidas and Parley cleaned up the weight equivalent of one plastic bottle from the ocean floor. The goal was to reach a target of 250,000 kg. of plastic from the sea while accumulating 250 million minutes of running and thus reduce plastic pollution on the beaches. The plastic waste that was collected was sent to a treatment facility for the benefit of producing new items made from about 70% of recycled plastic. The purpose of the race is to raise awareness about the importance of sea cleanliness and to illustrate that millions of small steps and one joint effort can make a tremendous difference.

### POP UP



SodaStream has joined forces with the Story fashion chain, a member of the online pop-up store storyonline. The collaboration was born thanks to the two companies' shared values, which connect design and lifestyle with the preservation of the environment.

SodaStream's environmentally friendly home carbonation systems are centered on a sustainable circular return and reuse system. The canister that provides carbonation is refillable rather than disposable, and the accompanying plastic bottle for the final product lasts up to three years. Terra, SodaStream's newest device, turns plain water into fresh sparkling water. Stella Karayoff, CEO of SodaStream Israel, says, "The overarching goal of SodaStream is to change the way carbonated beverages are consumed at home, while reducing the use of disposable plastic bottles. SodaStream consumers are characterized by an acute awareness of environmental protection and their love of innovation and connection to do-it-yourself trends, especially everything related to hospitality and cooking".

Noa Vivioroka, VP of 911 Fashion, says, "The constant search for brands with a strong social and environmental message, which use their platform to stimulate conscious consumption, has been at the forefront of our minds for 21 years. Just as we are committed to this in the fashion world, it is important for us to express this agenda in the areas of lifestyle as well. Therefore, we are happy to produce the required connection with SodaStream and help launch the brand's new machine".

### SHISEIDO HAS GOT YOU COVERED

The prestigious beauty brand Shiseido presents Sports Invisible Protective Mist Spf50, a transparent spray for face and body. Non-sticky and immediately absorbed, it is ideal for outdoor activities. The ultimate WetForce technology works especially with water and perspiration and strengthens the protective shell. The new InvisiFeel technology, based on volatile oils, leaves the skin feeling smooth and silky.

The spray provides a high level of protection, Spf50, and screens the skin from UVA/UVB rays even during exercise. It also helps reduce the appearance of damage caused by exposure to light, using the SuperVeil-UV 360TM technology. The spray contains Profense CELTM, a complex of ingredients that protect against skin damage associated with the formation of wrinkles and uneven pigmentation. The formula, which cools and refreshes the skin, is suitable for all skin types. The product is available at Pharma stores.





# GIRLS AND THEIR PEARLS

By IRIT MATHIAS

Liat Katzman and Hadas Porat are the designers behind the Pearl and Gem jewelry line that is a combination of fun and sophistication. Quality, affordability, and originality are the characteristics behind the company's vision. All the pieces are handmade, with careful attention to detail. Each piece is unique and crafted with love

## HOW AND WHEN DID YOU MEET?

We have been friends since the age of 20, when we studied law in London. We remained close, and we worked as lawyers. Katzman: I retired and did interior design.

**PORAT:** I worked in the field of real estate appraisals. When we were younger, we lived near each other in Ramat Aviv Gimmel. Our children were the same ages, so we raised them together. We did everything together.

## WHEN WAS YOUR BUSINESS ESTABLISHED?

**PORAT:** We always had a dream of working together. It took a while until we decided what that would be.

**KATZMAN:** My daughter Ori was involved in jewelry design. Hadas always admired the pieces and said she made very beautiful things. She was a student of economics and business administration at that time.

**PORAT:** Our business started at the end of the corona crisis period and progressed slowly. We were both free at the time, so we designed jewelry. We set up the business in 2021. We were looking for a catchy name, and the first one that came up was PearlGem – a short, catchy name that reflected what we did, and we immediately said yes.

**KATZMAN:** When we started to design our jewelry, we didn't prepare stock or price the items. When Hadas wore the pieces, she received a lot of compliments, and we started to get requests.

People saw the jewelry, got excited, and



Hadas Porat & Liat Katzman



bought it, so it gained momentum. To this day, the first pearl necklace with the colorful ties is our best seller. We knew it was a growing business. It wasn't just a fantasy for us. Our aim was to sell to stores. We knew that the Razili chain would be a good fit because they put an emphasis on jewelry. It is considered a home for Israeli jewelry.

## WHAT IS YOUR MARKETING METHOD?

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

## WHAT IS THE DIVISION OF LABOR BETWEEN YOU?

**KATZMAN:** Hadas is more into marketing because she is very good with people. I am less good at it, so I'm more into the design and development. At first we both sat for hours and hours and threaded pearls and beads; it was a kind of therapy and occupational therapy.

**PORAT:** You could say that we started from scratch. We started ordering stones from all over the world and were looking for suppliers. Because of the pandemic, it became harder to find suppliers overseas, so we found suppliers in Israel. Now we order from here and abroad. Our business is growing, so there is a lot of paperwork, and we need to manage inventories, which moves to the bottom of the list. We always prefer to design – until our account manager calls.

## ARE YOU GOOD FRIENDS IN YOUR PERSONAL LIVES AS WELL?

Yes, and very good ones. We have been best friends all our lives. Sometimes we go out together with our husbands. And when our children see each other, they make sure to send us pictures. •

# JUST THE TWO OF US

By IRIT MATHIAS

Reli Smith and Osnat Yaffe Zimmerman are partners in the R+O Studio, where they design and create ceramic items that combine the worlds of art and design. Smith, a sculptor, and Zimmerman, a ceramicist, create colorful pieces that convey messages of joy and optimism. The two create works in a variety of techniques such as smoking techniques, engraving, calligraphy, and embroidery.

## HOW AND WHEN DID YOU MEET?

**ZIMMERMAN:** We met 22 years ago. I was in hi-tech. Reli's son Alon and my daughter Almog were in the same day care in Afeka when they were two years old.

**SMITH:** I sculpted rings on bronze molds. I sold all over the world. After I gave birth to my son Assaf, it was very difficult for me to continue sculpting, so I took a ceramics course.

**ZIMMERMAN:** I took time off from hi-tech. I signed up for a ceramics workshop and a mosaic workshop. At that time we were building our house, and I was overseeing the construction.

**SMITH:** Each of us studied sculpture. I attended the Avni Institute, and Osnat studied with a private teacher. We started making tools for ourselves. Working with clay was really a form of occupational therapy.

**ZIMMERMAN:** I told myself that there would be nothing in my home that I hadn't made.

## WHEN WAS YOUR BUSINESS ESTABLISHED?

**ZIMMERMAN:** Thirteen and a half years ago, we decided to make ceramic dishes for Rosh Hashana. Our cupboards were brimming with dishes, but Reli didn't want to sell them.

**SMITH:** To this day, I am like that. **ZIMMERMAN:** There was a mad onslaught. There was a lot of fighting over things. Everyone pulled and wanted to have the items. We made tools with a special technique. We took my grandmother's lace napkins and dipped them on plates that had undergone a burning process. We started coming up with more ideas.

**SMITH:** We started thinking about transitional ideas, about more sculptural items. In 2017 we took part for the first time in the Fresh Paint art and design fair in Tel Aviv. We were part of the galleries and applied to participate in the designer show. It was very difficult to be selected, but those who are not there do not exist. One day we received an email explaining how hard it was to be accepted, so

we were sure that we had been rejected. But then came the line that announced that we had been accepted. They asked us to present gift items as well, so we worked 24/7.

Among the items we created were colorful helium balloons, bears, ice cream cones, popsicles, cupcakes, lollipops, the good eye, and lips imprinted on ceramic vessels such as vases and pyramids, items with calligraphy in Hebrew and Arabic.

It's the good eye and not the evil eye that directs you to see the good things and keeps you safe.

**ZIMMERMAN:** The idea is to remind people that we have come into this world in good faith. We have come to love, and the way to achieve success is through love.

## WHAT IS THE DIVISION OF LABOR BETWEEN YOU?

**ZIMMERMAN:** Reli is the advertiser. I'm in charge of business affairs.

## WHAT IS YOUR MARKETING STRATEGY?

**SMITH:** We sell mostly through photos. I post our items on Instagram. Customers call us and make orders.

## ARE YOU GOOD FRIENDS IN YOUR PERSONAL LIVES AS WELL?

**SMITH:** The fun part is working with a friend in the studio. We spend a lot of time together. It's such an essential part of our work.

**ZIMMERMAN:** Reli is our entertainment organizer. •



Reli Smith & Osnat Yaffe Zimmerman | Photo by Dalia Shahar







CASTRO  
(Photo by shabari laupo)

TOVALE PLUS  
(Photo by Adi Lidor)

ROYALTY  
(Courtesy)

PADANI  
(Photo by Uri Livni)

NEXT  
(Courtesy)



RESERVED  
(Photo by Asaf Levi)



CROCS  
(Courtesy)

JUMP & ONOT  
(Photo by Rotem Barak)

PEARLGEM  
(Photo by Studio X)



MELISA STORY  
(Courtesy)

SACKS  
(Photo by Shay Yehezkel)



# THE POWER OF THE FLOWER

By IRIT MATHIAS

Flowers have always been part of fashion trends. Over the years, no matter what the season, they have played an important role, appearing in a wide variety of colors and sizes. During the 16<sup>th</sup> and 17<sup>th</sup> centuries, fabrics were decorated with tulips. Printed floral fabrics were brought to Europe by the East India Company. In the mid-1920s, it was customary to pin an artificial flower on a hat or the lapel of a garment. The flower power movement and hippie style were a prominent part of the 1960s. During that decade, many designers were influenced by pop art, which inspired them

to create bright, colorful collections with bold patterns that included flowers. Flowers symbolize beauty and freshness. On clothing and accessories, they add an air of youth and vibrancy. The versatility of floral prints make them a popular perennial fashion choice. Thus it is not surprising that floral patterns abound in this year's Spring/Summer collections. Adorning the catwalks during Fashion Weeks in Paris, London, Milan, New York, and Tel Aviv, floral fantasies will be seen on everything from skirts, pants, shirts, and swimwear to hats, shoes, and handbags.

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

is possible and in fact desirable to mix different colored flowers of various sizes and prints and even dare to combine them with striped fabrics, geometric prints, and more. For example, a blouse with small flowers can be worn with a skirt with a print of large flowers; or a floral shirt can top a pair of striped pants – in matching shades, of course. Mix & match is the name of the game and speaks volumes in this season's fashion statement. However, if this is too much of a floral overload, you can embrace the trend by pinning a flower on the shoulder of a jacket, dress, blouse, or T-shirt. And more power to you!



GOLBARY  
(Photo by Leor Casson)

HOUSE OF SHINE  
(Photo by Dor Sharon)

TAMNOON  
(Photo by Amir Yahel)



SCOTCH&SODA  
(Courtesy)



H&M  
(Photo by Hennes & Mauritz)



DESIGUAL  
(Courtesy)



AMERICAN EAGLE  
(Courtesy)



SACARA  
(Photo by Keith Glassman)



BYNETA  
(Photo by Aya Wind)



CARELINE  
(Photo by Moti Fishbein)



SUPER PHARM  
(Photo by Pazit Rur)



GARNIER  
(Courtesy)



ADAH LAZORGAN (Photo by ALEXANDER GABELEV)



# TAN WITHOUT THE SUN

By RONIT MATHIAS

With the arrival of the warm weather and the easing of the COVID-19 restrictions, the tanned look is back in fashion. However, one need not sit out in the sun and expose oneself to the harmful ultraviolet rays to attain that healthy bronzed appearance. Cosmetics companies offer an array of products that render a tanned appearance for several days. The range of items includes creams, mousses, and spray, as well as a variety of bronzers. In addition, there are makeup products such as powders, ointments, and creams which also render that sun-kissed look.

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

To prepare the skin for the process, read the instructions on the package very carefully. Remove any jewelry, put your hair up, and have a stock of disposable gloves on hand. Wash your face and body with a non-greasy soap that contains berries, which removes dead skin cells. Or in a bowl, add two tablespoons of sugar or table salt to liquid soap and mix.

It is important to massage the area of the knees and elbows and wipe well. In areas where you don't want to apply the tanning product – such as hairline, eyebrows, lips, palms, and feet – dab them with a layer of vaseline or shea butter.

The tanning application process should start from the legs up. Be sure to apply the tanning product evenly. It is recommended to add a moisturizer to the tanning material in a ratio of 1:1 to give the skin tone a fresh appearance and to better control the depth of the final hue. The added moisturizer creates a lighter shade than indicated on the package. Make sure that the moisturizer does not contain alpha or beta hydroxy peeling agents.

Tanning products designed for the face contain moisturizers. Upon application, don't forget to include the neck area up to the cleavage, the chin, and the earlobes. The problem areas are the sides of the nose, around the eyebrows, the eyelids, the sides of the ears, and the folds in the neck. If you want to deepen the hue, apply the tanning product again the next day.

After applying the tanning product, do not shower for about three hours. In the first hour, the color may stain clothes, bedding, or upholstery.

THAT'SO



IL MAKIAGE



CLINIQUE



LANCÔME  
(Courtesy)



SISLEY  
(Courtesy)



REVLON  
(Courtesy)



KIKO MILANO  
(Courtesy)

BENEFIT FOR  
JR DUTY  
(Courtesy)



BOBBI BROWN  
(Courtesy)



ANASTASIA  
BEVERLY HILLS  
(Photo by ABH)



CARELINE  
(Photo by Moti Fishbein)



MAC (Courtesy)



CLARINS

ESTÉE LAUDER  
(Courtesy)



SISLEY



DIOR



BEAUTYCARE  
(Courtesy)



Most self-tanning products don't contain sunscreen, so if you go out into the sun, be sure to use sunscreen. To maintain a uniform tanned hue, apply the tanning product once every four to seven days, as needed.

The shelf life of tanning products is short, so be sure to check the expiration date on the package. Expired products are harmful to the skin.

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



## FROM SUPER-EARLY STAGE TO SUPER SUCCESS

By IRIT MATHIAS

**N**oga Kap, a managing partner at i3 Equity Partners, an Israeli early stage deep-tech venture capital fund, was one of the first female investors on the Israeli VC scene. She has 25 years' experience in global and Israeli technology and investment arenas, having led early-stage tech investments at Walden Israel VC, BRM, and a private Angel Club with some of the most prominent Israeli hi-tech icons.



Noga Kap | Photo by Nitsan Zohar

Early in her career, Kap served as GM Europe for MINT

Technologies. Following its acquisition to Sungard, Walden offered Kap the position of CEO of one of its portfolio companies that was struggling. However, after a series of meetings with Kap, they were so impressed that they asked her to join Walden as a partner to work with the fund's under-performing portfolio companies in hopes of turning them around.

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

### WHAT IS UNIQUE ABOUT I3?

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

### HOW DO YOU DETERMINE IN WHICH COMPANIES TO INVEST?

We're very selective. We look for strong chemistry between us and the founders. In early-stage investments, the makeup and quality of the founding team are the most important criteria. The team must be committed, work well together, be domain experts in the relevant technology, and have proven management skills. Unlike later-stage rounds where you can simply replace the CEO if necessary, the founders are going to lead the company for the first few years before it can gain momentum. We conduct thorough due diligence on the founders. We look for transparency from them, even when things are

not going as planned, as well as ensuring that they will share any roadblocks or difficulties encountered.

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

### WHAT WARNING SIGNS DO YOU LOOK FOR?

We like to see highly focused, lean-and-mean operations from day one. A company must focus on its product, its product-market-fit, and its go-to-market strategy. When a start-up raises a large amount of money at an early stage, it can lose focus, be spread in multiple directions, with the wrong product and in the wrong market, causing less than stellar results.

### WHY DO YOU THINK THERE IS A SMALLER PERCENTAGE OF WOMEN IN HI-TECH AND VENTURE CAPITAL?

I believe that early education is required to encourage women to choose STEM subjects. Unfortunately, many young girls don't see themselves as being qualified in these areas. And even among those who do, they often end up in middle management positions, fearing that pushing their career further might not allow for a proper work-family life balance. I think women can do both and do them well. They just need to be given the opportunity and be exposed to women in the industry who have achieved that balance.

### WHO INSPIRES YOU?

Eyal Waldman of Mellanox Technologies. I was the first Israeli investor that backed him many years ago. The journey with him -- learning from his management skills and his spirit-- was inspiring personally and professionally.

Another person is Liron Barak, co-founder and CEO of BitDam a cyber-threat detection company. She is a young entrepreneur from the IDF intelligence ranks who ran BitDam in tandem with being a mother. She is a very talented innovator and leader.

### WHAT IS YOUR PASSION?

Bringing an early-stage company from pre-seed all the way to a super successful company with a new and distinctive product brought to the market. I'm proud to say that to date, all the companies I've invested in have been successful in reaching later stages and exits. We aim to build on that success in our second fund, which is launching soon.

## FASHION MEETS DESIGN

By RONIT MATHIAS



Ronit Yudkevitch | Photo by Eitan Tal

**R**onit Yudkevitch, 56, is a model, actress, and interior designer. Her collaboration with H&M HOME was born out of her love for home design through the smallest details and her ability to render simple and applicable modifications that will alter the look of a home in an instant. Similarly, H&M HOME offers accessible solutions for enhancing the look of a home. Yudkevitch joined H&M HOME on the occasion of the launch of its new store in the Azrieli Mall in Tel Aviv, which is the flagship for the brand's new international design.

### WHEN DID YOU ENTER THE WORLD OF HOME DÉCOR?

My whole life revolves around design. I've been in the fashion industry since I was 14. For me, fashion is wonderfully associated with home décor and interior design. Combining these two areas has gained tremendous momentum over the past few years. The homes I design and decorate complement my love for art and esthetics.

### WHICH DESIGN STYLE IS YOUR FAVORITE?

What I love the most is combining endemic materials from Israel, such as rocks, wood, light fabrics, and natural colors, and the desert flora such as cacti or olive trees.

### FROM WHERE DO YOU DRAW YOUR INSPIRATION?

My sources of inspiration include any element or place that moves me emotionally, be it stormy or serene nature, a Greek village or a bustling European metropolis, old stone houses or modern hotels. The world, with all its many colors, inspires my work.

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# AESTHETIC TRENDS FOR 2022

By OLIVIA SMITH

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

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

In Israel, people have access to the most advanced treatments and technologies from all over the world. The use of energy-based devices as part of the daily clinic, in addition to fillers and toxins, enables the clinic to offer a holistic approach and tailored treatments for each patient.

The innovative technologies provide impressive results for hard to treat areas. These revolutionary technologies make it possible to customize treatments for a wide range of skin conditions.

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

## MORPHEUS8 - THE ULTIMATE SKIN TIGHTENING

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

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

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

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



## STYLAGE LIPS PLUS FOR FULL LIPS WITH A NATURAL LOOK



Lip shaping and filling is a popular treatment in the field of esthetic medicine that influences global beauty trends. Stylage Lips Plus is a new product from Laboratoires Vivacy France. Hyaluronic acid injections to the lips are a popular treatment to give the lips a full and sensual look.

Stylage Lips Plus contains lidocaine, which numbs the injected area. Stylage Lips Plus contains a natural antioxidant that protects against free radicals that break down the injected hyaluronic acid, thus ensuring that the result is maintained for at least one year. In addition, it adds increased moisture to the injected area.

The product was created to address the trend of full lips while ensuring a natural look and feel.

## RADIESSE - THE UNIQUE FILLER WITH TRIPLE ACTION



The secret behind a well-contoured face is an effective filler. Radiesse, approved by the FDA, is a calcium-based filler that creates a three-pronged effect: filling, lifting, and rejuvenating the skin.

Its great advantage lies in its ability to instantly fill wrinkles and deep folds without inflating the affected area. The treatment is effective for lifting,



toning, restoring volume, and contouring the face. In addition, it improves the skin's texture by encouraging the production of collagen and elastin in the injected area. The esthetic effect is maintained for a long time and is characterized by stronger, healthier, and more radiant skin.

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

## GENEO - THE PERFECT FACIAL

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

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

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

Geno treatments are suitable for a wide variety of skin types, ages, and needs, making it a perfect solution for



ongoing maintenance of the skin, for targeted treatment of specific skin conditions, and for maintenance and enhancement of skin improvement following a surgical procedure.

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

- Balance: A charcoal-based capsule for cleansing and soothing irritated and oily skin
- Revive: A capsule-based on red algae to smooth wrinkles and improve skin texture
- Illuminate: A kojic acid-based capsule with vitamin C to lighten, reduce pigmentation, and balance skin tone
- Hydrate: A capsule based on blue spirulina that refreshes and revives dry and dull skin, leaving it moisturized, glowing, and replenished

Detox: A capsule based on green tea that reinforces the skin's protective barriers against free radicals and other environmental damages, thus delaying the signs of aging such as fine lines, wrinkles, and liver spots.

These skin treatments are performed at licensed clinics around the country. For more details: [info@omegamedix.co.il](mailto:info@omegamedix.co.il)



# THE MENTOR WHO KNOWS HOW TO SMASH YOUR GLASS CEILING!

HOW CAN YOU STOP COMPROMISING AND LIVE THE LIFE YOU DESERVE?  
MENTOR SHAHAR KAIKOV TEACHES BUSINESS OWNERS AND PEOPLE HOW TO STOP LIVING A MEOCRE LIFE AND GET ON THE PATH TO SUCCESS!

By GALYA HIPSH

A mentor for breaking the boundaries of success in business and life, Shahar Kaikov believes that everyone can reap the fruits that life has to offer, and enjoy and realize their desires. "But when a person is not given the right tools, they remain an unrealized potential," Kaikov explains. "If you get a fruit to eat, and you don't know how to peel it, you'll stay hungry. I give people tools to help them peel away the peels of life, teach them how to develop for themselves the abilities that the most successful people in the world have."

## SO WHAT'S ALL THE FUSS ABOUT THE GLASS CEILING?

"Each one of us has a glass ceiling - something that keeps us in our place. Most people are not even aware of what is destroying them, so they don't fulfill themselves and are frustrated, and the most painful is that most people die with a sense of failure and remorse. I help people shatter the barriers that are stopping them, and bring themselves to fully realize themselves with all their strengths and talents. In my opinion, anyone can succeed, but it is impossible when you do not have the right knowledge and tools.

"Apart from the inner work, there is another layer, which is the interpersonal layer: showing off assertiveness and self-confidence, how to make people follow you, how to read people and situations, to know how to make a strong impact, to make a first impression and unforgettable impact. I call it: 'Leaving the Matrix.' As an example, Kaikov cites a visually impaired person who came to him to practice self-improvement and assertiveness. "Just a short time after the course, he got



Shahar Kaikov

a promotion to be a manager thanks to the tools he adopted," Kaikov says. "These are the moments that excite me, to turn someone who has potential into someone who is capable of everything."

## FROM A SICK CHILD TO A SUCCESSFUL MENTOR

Kaikov formulated at a very young age the understanding that internal change directly affects outcomes in the physical world. From the age of 15 to 18 he was hospitalized due to chronic intestinal problems, and everything disappeared completely as soon as he entered the world of personal development. "By working with methods like NLP and self-hypnosis, I was able to completely change my physical condition. The doctors did not believe it."

Upon his recovery, he started a thriving career: he was a model and actor for six years, studied electrical engineering at the same time and later worked at Intel. A business crisis then experienced by his father, who was a successful jeweler, caused Kaikov to quit his job as an engineer and come to his father's aid. After the difficult years, and after the insights he adopted from the most powerful mentors in the world, Shahar developed

methods for success that he passes on today as a business mentor.

## WHAT DOES A BUSINESS MENTOR MEAN?

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

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

Standing on stage should give a lot of power, inspiration and strength to people."

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

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

Contact: <https://shahark.co.il/linktree>  
In collaboration with Shahar Kaikov



# DR. MENDY RONEN

A CHIROPRACTOR WHO SUCCESSFULLY TREATS CHILDREN ON THE AUTISM SPECTRUM



Dr. Mendy Ronen

## ABOUT YOUR PROFESSIONAL TRAINING?

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

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

Chiropractic chose me. About a week before my bar mitzvah, I flew from a vehicle that overturned on the Arava Road. I suffered from constant headaches, and terrible back pain. I barely walked, and once every few days I fell off my feet. I would lie on the floor for 30-40 minutes at a time, until I gathered strength to get up again.

The doctors said they found a serious problem, for which there was nothing to do, and told me to learn to live with it, that it is impossible to operate, because surgery will aggravate the problem, and that in principle, it will only get worse over time. And even the National Insurance doctor wanted to give me a disability percentage.

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

1. "Wow, you can heal with your hands".
2. "I got my life back, as a gift."
3. "I want to give this gift to others."

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

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

From the beginning of my work in the field, I have had complex cases. At first, I thought I was treating and improving the functioning and lives of people with serious illnesses that medicine could no longer help

them with. I have seen that many patients come to me for results and continue with my treatment over the years. Quite a few began to bring family and loved ones with them to the treatment. What's more, I've noticed that clients who keep doing the treatment continue to grow stronger, avoiding new functional problems. "

## WHAT IS THE ADVANTAGE THAT SETS YOU APART FROM OTHERS?

After the initial examination and diagnosis, I prepare an explanatory booklet, personally written for each patient, in which I mark and show him how his problem is related to the nervous system / electrical system and the spine (the body's electrical cabinet) + a special treatment plan for each patient's case.

## WHAT IS THE ADDED VALUE THAT YOUR PATIENTS ENJOY?

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

To sign up as a subscriber, they have to receive more for their payment. Those who commit to treatment over a period of time can come during that same subscription period for up to 3 times a week, at no extra charge!

In addition, I saw a need to care for more than one family member, and I built family subscriptions (for wives, husbands and children up to age 18). In the family subscription, each member of the family can come for up to three adjustments per week. The subscribers arrive during clinic hours, without the need to make an appointment in advance. '

## HOW DOES CHIROPRACTIC TREATMENT WORK?

At first, the patient is asked about the health problem that brought him to treatment. Then the patient usually lies down on the bed, and the chiropractor accurately touches the vertebrae in the spine.

Some vertebrae may not move (accumulation of pressure, which causes the vertebra to move). Sub-displacement of vertebrae can cause an unpleasant sensation. "If I do not know where the pressures have accumulated and caused a displacement, I won't know where the cause of the problem the patient is suffering from."



## WHO IS SUITABLE FOR CHIROPRACTIC TREATMENT?

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

## CAN CHIROPRACTIC TREATMENT PREVENT SURGERY?

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

## IS CHIROPRACTIC TREATMENT SAFE?

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

## HOW MANY TREATMENTS ARE REQUIRED? FOR WHAT PURPOSES?

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

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

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

## A SUCCESS STORY THAT YOU ARE PROUD OF?

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

**Dr. Ronen Mendy | Hadera / Ramat Aviv Clinics**  
To coordinate by phone: 04-6363880 | [dr-ronen.co.il](mailto:dr-ronen.co.il)  
The Israeli Center for Chiropractic: Ask the Chiropractor | Broadcaster on 'The First Social Radio', every Saturday between: 23: 00-24: 00, on the program: 'On the Back Road - Conversations on Health and Chiropractic.'





Ronit Haimoff

# RONIT HAIMOFF

FOUNDER OF THE RONIT'S WAY CENTER FOR INTEGRATIVE PSYCHOTHERAPY

ability to re-examine themselves with patients, using different treatment methods. "I leave the theories to the academy; with us they will learn the practical. "For example, many times therapists do not notice that the patient's body language conveys their mood, and in general - the body can be used as a gateway to emotional aspects that do not necessarily emerge in words," Haimoff explains.

### NEW INTEGRATIVE THERAPEUTIC STANDARD

The center has two main training tracks: the three-year track, in which integrative psychotherapy of individual therapy is studied, and the track for Differentiated and worthiness couple and family psychotherapy studies, led by Amitai Megged.

Both tracks are integrative, in which therapists learn a variety of treatment methods and the way to adapt each one to specific patients, as well as different therapeutic skills for the treatment room. The center's staff consists of 14 staff members, some of whom are lecturers in the training course and some of whom are therapists at the center, and all of whom are training and treatment personnel, graduates with a master's and doctorate degree, who focus on the integrative psychotherapy method.

"The therapists who come to us gain many tools from the diverse staff, and we teach no fewer than 12 therapeutic approaches that combine body and mind work. Some approaches are classic, such as dynamic approach or CBT, and some are postmodern like mindfulness, NLP and a combination of approaches," Haimoff explains. "Those who go through the training track know how to handle each of these approaches and when to pull out of the toolbox the right approach to the patient. The goal is to take the therapist out of the comfort zone, learn to challenge the assumptions that accompany the treatment method, and offer a variety of options."

If so, the great advantage inherent in the center is the ability to emphasize the practical. The center is open to a variety of treatment professions - social workers, psychologists, educational counselors, coaches, psychotherapists and many more. In a world where there is a discourse and attempt to push the boundaries of psychotherapy, being a breakthrough field, Haimoff seeks to challenge and ask - given the wide range of existing treatment methods - why the academic standard seems almost exclusive to therapists in the modern world: They study theory and approaches from 200 or more years ago.

"The respect of these approaches lies in their standing, and on the basis of them we have developed everything we know today - but there is no denying that existing knowledge today requires taking one step forward," says Haimoff. "Our center is an institute for entrepreneurial psychotherapy. Just as we would not choose a doctor who operates as they did 200 years ago,



we will not offer our patients psychological approaches from that period.

"In the treatment room, we need to be committed to getting ideas from outside of the box, because treatment that has no agenda and is flexible will succeed in furthering the goals of the treatment much more," Haimoff concludes.

### WHAT ARE THE HALLMARKS OF A CRISIS?

Cognitive confusion: loss of time evaluation, memory, difficulty concentrating.  
Flood of emotions: healthy fear, tension, restlessness.  
Psychophysiological symptoms: anxiety accompanied by shivering, sweating, vomiting, etc.

### WHAT IS IMPORTANT FOR THE SUCCESS OF THE PROCESS?

The goals of the intervention are: Focus - In the case of cognitive confusion, you will define and describe the situation, plan an action plan and impart a realistic perception. Help and encourage in case of a flood of emotions. We want to calm and moderate reality so that there is less suffering.

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

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

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# A CELEBRATION IN SHADES OF WHITE, PINK, AND ORANGE

By RONIT MATHIAS



DALTON WINERY (Courtesy Hacarem) | TEPPERBERG WINERY (Photo by Eyal Keren) | CARMEL WINERY (Photo by Eyal Keren) | JERUSALEM WINERY (Photo by Eyal Keren) | YATIR WINERY (Photo by Eyal Keren) | LA GORDONNE WINERY (Courtesy Hacarem) | TORRES WINERY (Courtesy Hacarem) | LA GORDONNE WINERY (Courtesy Hacarem) | BANDOL WINERY (Courtesy Hacarem) | DE LA CASTINELLE WINERY (Courtesy Hacarem) | FELDSTEIN WINERY (Courtesy Hacarem)

**R**osé wine and white wine have become a global trend that is gaining momentum.

It is more difficult to produce white wine than red wine due to the need for complex procedures from vintage to bottle. In recent years there has been a change in Israelis' attitude toward white wine, and its consumption is steadily increasing.

As a result of the shortage created in quality white wines, thousands of dunams of white wine grapes are being planted in Israel from existing quality varieties and new varieties.

Most of the white wines produced in the world are recommended to drink up to a year from the date of harvest. White wine is mainly common in Central and Northern European countries. Red wine can only be produced from red grapes, while white wine can be produced from both white and red grapes.

When making wine from red grapes and leaving the skins soaked for a short period of fermentation, a wine with a pinkish hue called "rosé wine" is usually obtained. White wine is most often produced from yellow or green grapes such as Chardonnay, Sauvignon Blanc, and Riesling, or in some cases from purple grapes when the skin has been removed before fermentation begins. The color of white wine ranges from shades of straw-yellow, yellow-green or yellow-golden.

Elad Sloatik, VP marketing of Wine in the City, says, "In recent years, there has been a significant increase in the consumption of white and rosé wines. During the corona period, this trend has only gained momentum. If in the past rosé wines were perceived by the public as simple and low-quality wines, today it



CHÂTEAU D'ESCLANS (Courtesy)



is completely different. The rosé category is the fastest growing category. Although it accounts for only 3% of the market, in 2020 it has grown by 19% compared to 0% growth in red wines and only 4% growth in white wines. Today, rosé is considered a drink that is enjoyed in all seasons, not just in summer. Without a doubt, it is the hottest drink of recent years. In the world, you can find many wineries that produce premium rosé wines such as the prestigious Château d'Esclans winery, which is responsible for the best rosé brand in the world. Whispering Angel is considered a leader in the category, along with other prestigious rosé brands such as Rock Angel and The Pale. The Israeli audience is now willing to pay more for rosé, and this is a category that will only grow according to our estimates. In the wine stores, you can find a huge variety of rosé wines, Israeli and imported, at different price levels and in attractive promotions for the summer."

The Bana Beverages chain indicates that worldwide, rosé wines are experiencing a great renaissance. Out of the huge variety, Bana offers the Rosa Grenache 2021 wine - Feldstein Winery is made from granache grapes from the Peki'in vineyard in the Western Upper Galilee,

Simonsvlei in South Africa and offers Shiraz Rosa, which joins four other wines: Pinotage, Cabernet Sauvignon, Merlot, and Chardonnay.

Verita du Troier Rosa from the Chateau la Gordon winery in Provence, France, is a dry wine made from Sanso grape varieties, Grenache Noir, and Syrah. It has abundant aromas of pink grapefruit and flowers with a background of raspberries and currants. Chappelle Rosa is a dry, fruity and fresh wine made from Sanso grape varieties and Grenache Noir. It is light, pale, and clear, with the delicacy of pink grapefruit slices. It is rich in small fresh fruits such as berries and sorrel.

Darom Rosa 2021 is a new and intriguing vintage for Darom wines from Beit Yatir, characterized by accessible and refreshing wines based on well-known varieties. Darom wines consist of quality varieties grown in selected vineyards in the south of the country in the complex desert conditions

Among the leading rosé wines of the vineyard: Castinelle IGP Or de la Castinelle IGP Var; Bandol Rose, Domaine de L'Olivette - AOP Bandol, France; Alma Rose, Dalton; Vina Esmeralda Rose Torres -- DO Catalunya, Spain.

and from the Natur vineyard in the Golan Heights. Light and fresh, the vintage date maintains a low level of alcohol, in a style that is commonly called gastronomic, meaning a restrained and elegant style to accompany a good meal.

Also in Bana, The Legend of Jerusalem Rose I Jerusalem Winery. It is a dry rosé wine with the aroma of strawberry, raspberry, and citrus blossom from Pinot Noir grapes from the highlands of Samaria. The Scottish wine and alcohol division from Beit Isharko expands the kosher wine series Villa Cape Winery Simonsvlei



# PUTTING OUR BEST FACE FORWARD

By OLIVIA SMITH

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

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

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

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

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

## WHAT IS THE RIGHT PROCESS FOR THE GROOMING REGIMEN?

Start with a cleanser to remove makeup. Then clean the skin with soap to get rid of grease residue, sunscreens, and dirt. Remove them with fine grains or liquid exfoliators such as clarifying lotion to remove dead skin cells and allow for good absorption. Then use a serum and moisturizing cream.



Janna Sendik



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

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

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

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

## IF ADDITIONAL TREATMENTS ARE DONE SUCH AS INJECTIONS OR SURGERY, IS IT NECESSARY TO MAINTAIN A GROOMING REGIMEN?

Even in such cases, a daily grooming routine will yield results because well-groomed and well-maintained skin preserves those injections for a longer period of time. And the skin texture will look and feel healthier.

preserves those injections for a longer period of time. And the skin texture will look and feel healthier.

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

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

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# LEISURE AND PLEASURE

By IRIT MATHIAS

The history of the famed Ritz-Carlton hotels began with Swiss hotelier Cesar Ritz. Nicknamed "King of hoteliers and hoteliers to kings," he redefined the concept of luxury accommodation in Europe when he ran the Ritz Hotel in Paris and the Carlton Hotel in London.

In conjunction with French master chef Auguste Escoffier, he opened the a la carte restaurants known as Ritz-Carlton. The restaurants, which operated on cruise ships, ceased operations in 1914 with the outbreak of WW I. When Ritz died in 1918, his wife, Marie, continued to open hotels in his name.

The Ritz-Carlton Hotel in Herzliya is situated on the seashore, which is home to some of Israel's most exclusive properties and ambassadorial residences. Herzliya is one of the country's most desirable destinations. Ideally positioned for both leisure and business travellers, Herzliya provides discerning guests with a luxury urban resort experience while remaining in close proximity to the bustling heart of Tel Aviv. Established as the seafloor town's most prestigious property, The Ritz-Carlton, Herzliya provides guests with unrivaled dining experiences and legendary service befitting the Ritz-Carlton's renowned reputation. Situated above the marina and affording breathtaking views of the Mediterranean, the urban resort hotel neighbors Israel's "Silicon Valley," where headquarters of hi-tech and multinational corporations are based.

The 12-story property was designed by Ranni Ziss Architects Ltd. The interiors were created by the New York-based interior design firm Studio Gaia, both internationally acclaimed. The hotel has 115 spacious guest rooms, including junior suites and a presidential suite. There are also 82 residential apartments consisting of one- and two-bedroom suites, duplexes, and penthouses. The interiors inspired by the luxurious marina lifestyle, highlighted by the balconies, provide a stunning backdrop for the dramatic views of the largest marina in the country.

Another salient feature of the hotel is the Ritz-Carlton Spa. The luxury spa redefines the experience of well-being for local and international guests. Upon entering the spa, guests are met with tantalizing sea-inspired interiors and the soothing sounds of a waterfall that surrounds the entrance. The panoramic



Ritz-Carlton hotels

views of the Mediterranean Sea and the breathtaking location overlooking the marina provides the perfect backdrop for a pampering city getaway. A soothing urban retreat near the bustling heart of Tel Aviv, The Ritz-Carlton Spa envelops guests in utter tranquility.

Inspired by the therapeutic properties of natural local ingredients and cutting-edge technology practices, The Ritz-Carlton Spa respects the environment and culture while creating holistic and rejuvenating spa programs. A selection of treatments has been developed exclusively for the hotel, such as a mineral-rich mud wrap, an ultimate beauty reset, and a royal Turkish hammam experience.

The finest local ingredients such as mud, seeds, and aloe vera are utilized for customized treatments that restore balance to the mind, body, and soul. Guests can also choose from the wide variety of the Ritz-Carlton Journey experiences of Relaxation, Senses, Energy, and Refinement, which include various types of massages, facials, and beauty treatments.

The amenities at the spa include five luxurious treatment rooms, a couple's treatment room, dry and wet saunas, and a Turkish hammam. The spa experience is complemented by a scenic state-of-the-art fitness center, a rooftop pool and bar, and a relaxation lounge, where guests can rest before and after their treatments. Spa services include a comprehensive menu of hydro-nourishing facial treatments, invigorating body scrubs, and relaxing massages.

Guests may also take a smattering of the Ritz-Carlton Spa experience home by shopping at the spa boutique, which offers a range of luxurious essentials.



Magic Kass | Photo by Daniel Stravo

## MAGIC IN MA'ALE ADUMIM

Meet Magic Kass, Israel's newest indoor amusement park. Built at an investment of NIS 0.5 billion by Hanoch Kass's Kass Group, the park spans 1.3 hectares, offering 12 thrilling extreme rides, some of which have never been seen in Israel before.

Magic Kass is Israel's largest indoor theme park. It joins the world's nine other indoor parks, such as Disney's, Cartoon Network, and Nickelodeon. Located in Israel Park - Ma'ale Adumim, Magic Kass aims to provide an experience on a par with the most prestigious amusement parks. One of the main attractions is the 20-meter high roller coaster which overlooks the Dead Sea.

The Magic Kass compound features arcades with 150 video games, well-equipped Gymboree zones, virtual reality spaces, an experiential dining level, and a shopping plaza that far exceeds the familiar mall concept.

All the rides at Magic Kass are state-of-the-art and are subject to height restrictions. Here are some examples of what thrill seekers can expect to see:

The Sky Tower is a high-altitude ride in which the seats are arranged around a central axis.

The Air Race is a six-arm device. Equipped with two seats on each arm, the ride renders an extreme swirling sensation.

Discovery 360 is a tall, swirling single-arm device that completes a circle around an axis.

The Samba Balloon, which is designed for children, simulates the experience of flying aloft in a hot-air balloon. The Looper is an ultimate speed ride. A 22-meter loop hurtles carts on a full 360-degree circle, while the arms revolve on parallel, high-speed tracks.

Beresheet is the roller-coaster. It is designed as a giant flying saucer fitted with individual seats. Taking the participants on a breathtaking route, the roller coaster even traverses the compound's boundaries.

A digital, wallet-free park Magic Kass theme park is the first in the world to enable visitors to pay for their ticket, rides, food, merchandise, and performances with a digital wallet and app.

How does it work? Upon entering the park, visitors receive a digital bracelet which they must wear throughout their stay. Users can upload money to the bracelet with cash to enjoy a relaxed yet controlled experience. This feature also permits parents to limit their children's purchases during their visit to the park.

## VIVA VALENCIA

Valencia, the third largest city in Spain, is located on the Mediterranean coast. As such, it offers a wide variety of beach entertainment. Beyond that, it offers culture, art, gastronomy, clement weather, and orange trees at every turn.

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

## OLD TOWN

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

## THE SILK MARKET

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

## CITY HALL

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

## ST. MARY'S CATHEDRAL

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

## TORRES DE SERRANOS

Torres de Serranos is a fortified structure that is one of the 12 huge gates that were part of the

Old Town's wall. The 14th-century entrance to the city is said to be Valencia's oldest preserved relic. From the top of the tower, visitors can enjoy a panoramic view of the city.

## TURIA PARK

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

## CITY OF ARTS AND SCIENCES

The City of Arts and Sciences is a modern cultural and entertainment complex designed by Santiago Calatrava, the noted architect who created the String Bridge in Jerusalem. The impressive complex features huge white buildings. From the nearby bridge, one can see the majestic structures reflected in the water below. The complex houses the largest underwater aquarium in Europe, an opera house, an IMAX cinema, a science museum, an art gallery, and a sculpture garden.

## TAPINERIA MARKET

Formerly a food market sequestered in the Old Town, replete with stalls and vendors, today the trendy Tapineria Market comprises a variety of select shops and restaurants.

## MERCADO CENTRAL

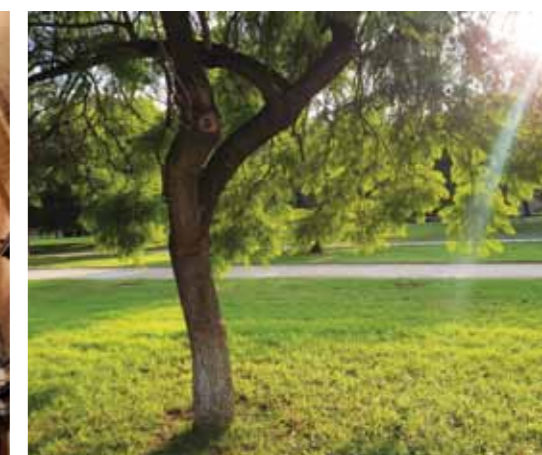
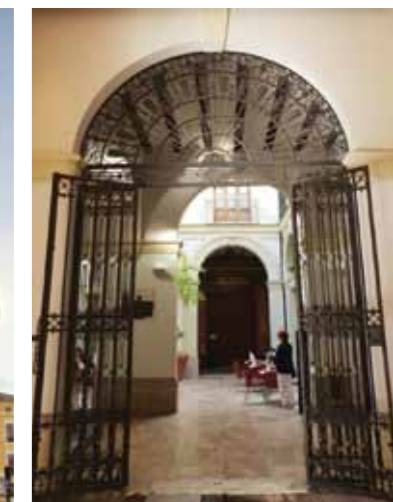
Completed in 1928, the Mercado Central building houses one of the largest markets in Europe. Its construction combines iron and glass with the Art Nouveau style of architecture. Its many stalls offer produce such as fruits and vegetables, as well as fish and spices.

## COLON MARKET

The beautifully structured open-air Colon Market features a wide variety of local ingredients and traditional Valencian products, alongside sidewalk cafes and upscale bars and restaurants.

## MUSEUMS

Valencia has a large number of intriguing museums. For example, the Palace of the Marquis de Dos Aguas ceramics museum; the Valencia History Museum; and the Valencia Fine Arts Museum.





## TURNING LEMONS INTO LEMONADE

By OLIVIA SMITH

The complicated life story of Alona Shechter, 60, began in the 1980s, following the onset of severe psoriasis that covered 80 percent of her body and changed the course of her life. After a long and difficult struggle, Shechter made lemonade from the lemons she had been dealt. She established a cosmetics empire whose herbal-based preparations help people in the situation she was in. She also delivers empowering lectures throughout the country and set up a complementary plastic and esthetics clinic in Tel Aviv.

### WHAT WAS YOUR FIRST PRODUCT?

In 1991, I launched two items that are the brand's flagship products to this day. One is achillea soap. It is an antiseptic soap

made from a high concentration of active ingredients. It contains herbs such as achillea, aloe vera, and chamomile, combined with Dead Sea minerals. The soap cleanses and disinfects the skin at the highest level. The second product is a balm that contains myrrh and frankincense resin. The balm soothes red and irritated skin, as well as replenishes and nourishes.

### INTO WHAT AREAS HAVE YOU EXPANDED?

The business has undergone many incarnations over the past 30 years. The treatment products have been joined by beauty and anti-aging items, as well as hair and baby products. Another business activity is the hundreds of lectures that I give every year about the story of my life. In 2003, I established the Alona Shechter Clinic, where a variety of esthetic treatments and plastic surgeries are performed. Recently, the clinic expanded and moved to its new home in Ramat Hachayal, Tel Aviv.

### WHAT MOTIVATES YOU?

The desire to help people, especially those who suffer from skin problems; customer satisfaction; and a love for people.

### WHAT IS YOUR AMBITION?

That the enterprise of my life, the Alona Shechter company, which became a business in which the whole family is involved and from which it earns a living, will exist forever and will always remain in the family's possession. That the factory will be well known and will maintain its high quality. Another goal is international expansion. •



Alona Shechter | Photo by Kobi Ron

## E-COMMERCE: MIXING BUSINESS WITH LEISURE

By OLIVIA SMITH

Odelia Kaplinsky Orbach is the CEO of the Zaban Jewelry chain. She was also a partner and CEO of eCommunity, which provides large companies in Israel and around the world with establishment and management services in e-commerce and the traditional retail world.

### HOW HAS YOUR EXPERIENCE IN E-COMMERCE HELPED YOU IN YOUR CURRENT POSITION?

The combination of offline and e-commerce is very important. In the case of the offline Zaban chain, we have 44 endpoints -- 17 stores and 27 stalls in Hamashbir, which get on very well with the online world of e-commerce.

Many times customers see jewelry on the site and come to buy the items in the store and vice versa. The two worlds complement each other. Our goal is to develop into a global marketer. To do that, we don't have to set up stalls, rent stores, etc. E-commerce sales are transacted from headquarters to locations worldwide. We are now in the advanced stages of opening a store on Amazon USA, a new arena with whole new audiences. Today, the share of online shopping is becoming much more frequent.

### WHAT ACHIEVEMENTS HAVE YOU MADE AS CEO OF ZABAN JEWELRY?

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

### WHAT IS YOUR BIGGEST CHALLENGE?

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

In the retail world, our job is to meet sales goals, provide the ideal shopping experience for customers, and do our utmost to retain our clientele. •



Odelia Kaplinsky Orbach | Photo by Zohar Shitrit

## SHACHAR ORREN, CO-FOUNDER & CMO AT PERSONALIZED WEB EXPERIENCES PLATFORM EX.CO:

By OLIVIA SMITH

In 2021, the World Economic Forum predicted that it would take 135.6 years to close the gender equality gap. Many sectors employing mostly women, such as tourism and retail, have been hit hard by the pandemic, setting us back more than ever before. However, the situation for women in tech is somewhat different. The advantage for women - even more so in the Israeli tech scene - is that they are part of a very dynamic and quick-to-adapt environment. And while it seems that for women in various industries around the world things are moving two steps forward, only to take one, two or fifteen steps back - in tech processes can be accelerated and advancing women within the industry is one of them.

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

It should be noted that the positive trend in tech - just like the global one - will not necessarily continue unless we keep paying close attention. We need to make sure that there are more women in tech roles, and we need to continue and encourage the need for diverse points of view and foster the environment to allow them to blossom.

Interestingly, and quite naturally, Israeli tech companies sometimes evolve within their founders' army service, which doesn't always include women or allow any diversity, so that's one place to look at first. But the very notion of who can be a founder, or an engineer, or an investor, starts even earlier than that - in high school or before. At EX.CO we're investing in a joint program with ISEF Education Foundation, to expose high school students,



Shachar Orren | Photo by On Ziv

from both genders, and from remote areas in Israel, to the different opportunities they have in the tech industry, ones that probably have not crossed their minds. We invested in this project - initiated by our employees - because it encapsulates two of the most important elements that will help guarantee we see more women in the tech space. The first - creating a supportive community from which new ideas will emerge and new diverse founders and tech employees will grow. The second - providing young people with role models. Seeing is believing - and if I see that one woman like me can do it, it means I can too.

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

## WOMEN IN HI-TECH: WHERE ARE THEY?

By OLIVIA SMITH

The Israeli hi-tech industry is the locomotive that drives the economy.

Many want to join this dynamic club and enjoy its benefits, such as high salaries. However, an entire group of people is excluded from it. Women, who constitutes 51% of the general population, are minimally represented.

"Women's low representation in hi-tech indicates that we must correct a long-term distortion. Only one-third of hi-tech employees are women, and only one-fifth are in technological positions," says Maty Zwaig, CEO of Scale-Up Velocity. "Those numbers decrease further as we ascend the administrative pyramid."

According to data from the Israel Innovation Authority and Start-Up Nation Central, in 2020 women accounted for 28% of those employed in hi-tech. Some 23% have technological positions, and 19% hold managerial positions.

"The loss is twofold - for women who exclude themselves from professional development channels and for the hi-tech industry, which suffers from a shortage of skilled workers," says Zwaig. The correction should come from both sides of the barricade, she contends: from family and educators, who should encourage technical education for girls, and from hi-tech companies, which should adopt a gender-adapted approach to the recruitment and promotion of women.

For the past four years, Zwaig has served as CEO of Scale-Up Velocity, a public-benefit corporation by Start-Up Nation Central. It is engaged in advancing the hi-tech industry by providing solutions to challenges in the field of human capital.

"Studies reveal that the problem begins at a young age," says Zwaig. When choosing high school subjects, very few girls select science studies, especially computers. This is a significant period in which they form a perception of themselves as "irrelevant to the hi-tech industry." The number of females continues to decline in technological academic study programs.

What does the future hold? "Although there is an increase in the number of females in hi-tech, it is moderate. In the two years that the world was closed off due to COVID-19, women were mainly the ones who stayed home with the children, so there was a decline. At the same time, hi-tech companies have adopted a policy of remote work, which allows for high flexibility. Thus more women see themselves integrating into positions they were previously reluctant to accept," Zwaig concludes. •



Maty Zwaig | Photo by Miri Daviovitz



By OLIVIA SMITH



**IT'S TIME TO APPLY SUNSCREEN**

Dr. Lehavit Akerman: "We must use sunscreen daily." Here are some tips: Choose a sunscreen that provides protections from UVA and UVB rays that is suitable for your skin type and form of activity. Use a sunscreen that absorbs easily into the skin. Before purchasing a product, try a sample to see if it leaves the skin sticky. Choose a product that provides broad protection. People who are outdoors all day prefer a light texture. Athletes prefer a liquid. Children like aerosols.

Reapply the sunscreen according to the activity and the instructions on the package. A new product is Anthelios Age Correct 50 SPF. It contains a moisturizer that treats the signs of aging and prevents future damage and pigmentation.



**REVOLUTION IN THE REALM OF EYELASHES**

Shiri Rotenberg, the owner of the Pure Beauty clinic, has redefined the world of eyelash weaving. "I launched the new method after a lot of research, practice, and experience that brought me to apply my unique method. I tested it on myself, with colleagues, clients, and more. I also tested different types of adhesives and materials," she says.

The special aspect of the new method is that it is gentler than eyelash soldering. It's more friendly to those who are sensitive or allergic to the solder glue. "You can achieve any look, from very natural to extremely dramatic, without restrictions. And you can repair eyelash damage with this method. The set lasts in its entirety for up to a month, and the glue is water-resistant. Just 30 to 40 minutes of treatment, and you're good to go," Rotenberg asserts. Facebook: Shiri Rotenberg -- Pure Beauty and the College of Eyelashes.



**AN INNOVATION IN HAIR CARE**

Mon Platin has launched its Hyloren series – hair care products that contain hyaluronic acid that is a breakthrough in hair care and strengthening. Mon Platin is owned by A.M.S.I Cosmetic Industries. Founded in 1993, the Israeli company develops, produces, and markets cosmetics worldwide. For its Hyloren products, the Mon Platin laboratories developed a powerful hyaluronic acid polymer that is a combination of an amino acid complex and hyaluronic acid in a 94% concentration. The polymer infuses moisture into the hair fiber, thereby strengthening the texture and rendering a soft, uniform sheen. The Hyloren series includes products that are suitable for all types of hair, be it thin and brittle, thick and stiff, or has undergone various straightening processes. Even after the first treatment, there is a noticeable improvement in the quality of the hair, such as an increase in volume, moisture adsorption, strength, smoothness, vitality, and elasticity. The Hyloren kit is available at hair salons throughout the country.

By IRIT MATHIAS



**HERE'S LOOKING AT YOU**

French fashion designer Isabel Marant is considered one of the most influential designers in the world. At the end of 2021, she launched a line of sunglasses worldwide. They are now available in Isreul under the Erocca franchise. When she was 14, Marant asked her father to buy her a sewing machine and started making clothes out of old garments and discarded fabric. The items became a hit among her friends, who asked her to design clothes for them. She soon began to design clothes for fashion houses. Her success encouraged her to study fashion. She launched a jewelry line, a knitwear line, and in 1994 she launched a fashion line. A year later, she was presenting her designs in Paris, and in 1998 she opened her first store. In 2004, she launched a line of children's clothing and opened a pop-up boutique in the Printemps department store. In 2006, she opened a store in Hong Kong, and in 2010 her first boutique in New York welcomed customers. Today, Marant has dozens of stores worldwide. In 2013, Marant designed a clothing collection for H&M. Within a few hours the global website collapsed, and the entire collection was sold out. In Israel, within half an hour not a single item remained in the store. Marant's clothing feature effortlessly chic designs that combine minimalism with bohemian romance. She adopted the slogan "You don't want others to wear things you wouldn't wear yourself," which was said to her when she was studying fashion. Marant's first collection of sunglasses reflects her design statement. It combines sophistication and authenticity with joie de vivre and serenity. The collection has classic models with a color spectrum that includes green, purple, and light blue, alongside classic black and brown. The frames range from small and narrow to oversize. Marant says that her clientele are not fashion victims but people who love beautiful things. She wants them to feel "at home" in her designs. Erroca released the statement, "We received the news of the launch of Isabel Marant's eye wear line with excitement. We are aware of the brand's status in Israel and are proud that we were chosen to launch the brand online. We regard it as an attractive collection for every fashion enthusiast."

**OVER THE MOON**

Tiziana Terenzi of the Tiziana Terenzi franchise and her brother Paolo are launching the Luna perfume collection, inspired by the siblings' zodiac signs. Tiziana-Libra has a harmonious and balanced scent, while Paolo-Leo has a strong, dramatic fragrance. The two perfumes contain rare natural ingredients materials. The Luna collection joins the Tiziana Terenzi array of perfumes that are sold at the James Richardson Duty Free shops. Observing the night sky and the constellations was always a joyous pastime for Tiziana and Paolo on evenings they spent with their grandparents, especially during summer vacation. Grandpa Guglielmo, who was an avid stargazer, taught the children about the constellations by outlining them with his finger. From the beginning, the constellations of the zodiac were the object of Tiziana and Paolo's curiosity, and in time they got to know them all. They drew inspiration from their beauty in developing the brand's unique and magical scented creations.



**ZOË KRAVITZ NAMED OMEGA AMBASSADOR**

The multi-talented Zoë Kravitz, daughter of musician Lenny Kravitz, has become an international ambassador for Swiss watch brand Omega. A standout performer in the world of entertainment, Jewish-American Zoë Kravitz has captivated audiences in a diverse number of major motion pictures and notable independent releases. The actress, model, and producer has her own youthful, confident style, and Omega is delighted to welcome her into its realm. Kravitz has stood out in blockbuster big screen franchises, as well as the Emmy-winning television series Big Little Lies. At the onset of the entertainer's career, Variety touted her among its "10 Actors to Watch," while Forbes spotlighted her on its coveted "30 Under 30" list. Following her role both starring and executive producing the TV series adaption of High Fidelity for Hulu, Kravitz most recently starred as Catwoman in Matt Reeves and Warner Bros.' 2022 film The Batman. This year, Kravitz will make her directorial debut with the motion picture Pussy Island.



In Israel, a campaign starring Kravitz will soon be implemented on the occasion of the launch of Omega's collection of luxury watches for girls and women. When asked to share her thoughts on the collaboration, Kravitz had high praise for the pioneering Swiss brand. She said, "I love the adventurous spirit of Omega. That willingness to take risks and try something new, without sacrificing the integrity of the brand. It's rare, and I'm happy and proud to be part of the family. Omega's approach to women's watchmaking is to create something perfect and precise. Beautiful for sure, but not just a pretty accessory. That's a great attitude, and I'm proud to wear these beautiful timepieces." The feeling is clearly mutual. Omega President and CEO Raynald Aeschlimann called Kravitz "an extremely talented young woman with an admirable drive and determination to succeed on her own terms" and described the new partnership as "the next exciting move in our commitment to reach an emerging generation who are reinventing the idea of luxury." Omega watches are imported and marketed exclusively in Israel by the Roltime Group. The brand is sold in the Impress chain of stores and in licensed luxury watch stores throughout the country.



**SUMMER TIME**

Dr. Fischer is opening the 2022 summer season with the Ultrazol series, which includes two new sun protection products. SPF50+ Ultrazol Sport MAX face cream for water sports is specially adapted for surfers. It provides wide-ranging protection from the sun's radiation. SPF20 Ultrazol sun protection oils are designed to promote moist, radiant skin. They provide 24-hour moisturizing action and sun protection.



**THE STORY OF TV ARMCHAIRS**

The TV armchair is a piece of furniture that is used for sitting, but its functions are adapted to enhance one's comfort level while watching television. The experience of sitting in a recliner is a pleasant one. As you sit in front of the TV, the special structure of the chair allows you to stretch your legs forward and watch television to your heart's content. TV armchairs have evolved over the years. Today, it is possible to sit on them for hours without the usual side effects you get from sitting on a regular chair for an extended period of time. One of the innovations is the upright armchair for the elderly. All the person has to do is press a button to shift the armchair into a comfortable, upright position. This, in short, is the story of TV armchairs, which are designed to improve our quality of life.





CONSTELLATION COLLECTION

### KAIA GERBER'S CHOICE

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



ניתן להשיג ב- impress ובחנויות המורשות