

## ***Essentials* and Dove partner to find inspiring women**

The September gatefold cover of *Essentials* magazine will showcase readers of all shapes, sizes, ages and backgrounds, while more readers will be featured inside the magazine, modelling the fashion and beauty trends, sharing their stories, recipes, homes and tips.



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After launching a nationwide search to find South Africa's most inspiring women, *Essentials* editor, Darren-Jay Hart, along with key Dove brand managers, selected eight women with inspiring life lessons to share. "Some of the winners' stories are empowering but we also chose women with simple stories, as we wanted to prove that, whether you're running your own business, climbing mountains or being a committed and caring mom, anyone can be an inspiration. We wanted compelling but sincere stories and we felt that eight women were deserving of the accolade," says Hart.

"On the cover, the eight winners don spring/summer trends, looking glam and fabulous. On the inside front cover the same women are wearing shorts and tees, looking just as confident and happy as they do on the cover. At home, when she is casual and content, she's Dove. Give her a pair of heels and a slick of gloss and she becomes the *Essentials* girl," concludes Hart.

The eight women that were chosen from Cape Town, Durban and Johannesburg are Candy Hooke, 33; Lisa Ruscoe, 34; Kate Moodley, 35; Leanne Smit, 26; Nomsy Mahlati, 33; Gina Fidalgo, 47; Nikki Jochelson, 41; Liza Rabbolini, 34.

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