

New health magazine for *Sarie*

The launch of *Sarie Gesond* on 1 February 2010 is an attempt to grow and promote the *Sarie* brand. This is according to Liezl de Swardt, publisher of women360. “Our brand extensions afford us the opportunity to indulge our readers with an offering entirely dedicated to their favourite theme,” she says.



[click to enlarge](#)

The up-coming launch of the new publication follows recent brand extensions - *Sarie Bruid*, *Sarie Kos*, *Sarie Woon* and the website - and will be published biannually at cover price of R32.95.

The magazine is said to touch on every aspect of being healthy today. The first edition dedicates 30 pages to forever young and includes a practical action plan, from recommended exercises and clever make-up tricks, to small anti-ageing procedures and a positive outlook on life.

Get the message, get the massage

South African personalities share how they cope with stress and actress Elize Cawood shares her struggle with cancer. A dietician for healthy living in 2010 adjusts Nataniël's lentil diet, which had the whole country talking, and experts from different fields share the most recent advice, information and inspiration.

“Health has always been an important and popular part of the magazine's content. We are elated about the new title because being healthy has become a lifestyle for most of our readers. The magazine is truly inspiring. It is visually beautiful, and helps readers to get the most out of life by being healthy and energetic. Something all of us can do,” says Michéle van Breda, editor of *Sarie*.

Included with the first issue is a R200 discount voucher for a full body massage or facial treatment at any Camelot Spa countrywide. In addition, if readers book five full body massages or facial treatments, they get a sixth one free.