

WOMEN



Eden Nimri - the heroic story of a Sky Rider warrior

Ronit Raphael paved the way for millions of women in the cosmetics world and works to raise awareness about child abuse

Yona Bartel reveals spicy stories behind the red carpet

Reut Karp: A symbol of resilience after October 7

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DEAR READERS,

We are still in the midst of the war and awaiting the return of the abductees. We must remain optimistic and not lose hope.

Our end of summer issue is about inspiring people, such as commemorating the heroic warrior Eden Nimri, who paid with her life when she protected her soldiers with her body on October 7. And the compelling story of the revival of Reut Karp from Kibbutz Re'im.

The cover story is dedicated to Ronit Raphael, who founded an international beauty empire and finds time to be a social activist.

Yona Bartal, who was the right hand of Israeli president Shimon Peres, recently returned from the US, where she launched a memoir in English about some of the most well-kept secrets in global diplomacy.

As always with our magazine supplements, you can keep up to date with lifestyle articles on fashion, beauty, trends, and more.

We wish you pleasant reading and pray for quiet and safe days ahead.

Sincerely,

Irit Mathias and Ronit Mathias





יופי ללא הגדרות
SACARA



'THE HUGS I RECEIVE ARE A HUMAN ENERGIZER'

By RONIT MATHIAS



Almog pollack, Reut Karp, Amit Cohen | Photo by Sivan Farag

Reut Karp was the finance manager at Kibbutz Re'im. Nine months before Black Shabbat, she and her husband, Dvir, separated. On October 7, their children Daria, 10 and a half, and Lavi, nine, were with their father and his girlfriend, Stav, in Re'im. Their sister Liya, 13, slept at her friend's house in Moshav Ein Habesor. Dvir and Stav were murdered in front of Daria and Lavi. The terrorists who murdered them told the children to stay under a blanket and said that they don't kill children. They wrote on the wall "Al Kasam don't kill children."

The rebirth of Reut is Café Otef Re'im in the Florentine neighborhood of Tel Aviv. A second branch in her new chain of coffee shops is called Café Otef.

WHERE DID BLACK SABBATH FIND YOU?

That weekend, I went to stay with a friend in Yahud. Around half past six, my friend and I woke up and went downstairs to go for a run. At that moment an alarm went off, and we



Photos by Irit Mathias & Sivan Farag

realized there was rocket fire. I wasn't stressed, but it was important for me to know that the children were safe. Dvir wrote me that he and the children were in the safe room and that everything was fine. I relaxed. At eight o'clock, my daughter Lia wrote me that she was scared to death because there was a terrorist outside the house. I was afraid. I called her, but she hung up and sent me a message that she wasn't allowed to talk. I realized that she was in the

safe room with her friend's family. I told her to continue hiding, while reassuring her. At 8:15, I sent Dvir a screenshot of Lia's message, and he replied that terrorists had also reached them. He wrote: 'There is a big mess here. There is heavy shooting in the kibbutz.' I didn't understand. I asked, 'Shots?' Dvir answered 'Yes.' Then I realized the magnitude of the situation. Messages started flowing in the kibbutz's WhatsApp group asking to lock doors,

board up windows, and darken the houses. I reassured Dvir that Lia was safe. At 8:24, I received a message from Dvir's cellphone: 'Mother, this is Daria. Father was murdered. Stav, too.'

I called Dvir's cellphone. Daria answered and whispered to me that the terrorists had entered their home. They opened the door of the safe room and Dvir attacked them with an axe to protect the children. Stav also tried, but they were both murdered. The terrorists signaled to the children to be quiet. They covered them with a blanket and left.

WHAT DID YOU DO?

I knew I had to be strong for them. I hoped that Dvir might be alive and just wounded. I wanted to ask Daria to go over to check if he had a pulse, but I knew it wasn't safe. Daria said she was hearing voices and was afraid of being seen. I asked about Lavi, who is on the autistic spectrum. Daria said that Lavi didn't move or speak, and she didn't know if he was asleep or dead. I told her to stay in the safe room and to close the door. She said it couldn't be closed because the bodies were lying in the entrance. As I was talking to Daria on Dvir's cellphone, I sent messages to the kibbutz group and begged them to help them. People called Dvir. When they heard call waiting, they were sure he was alive. They didn't know it was Daria on call waiting. We stayed on the line for a few hours. I reassured Daria and told her that the IDF was on the way and they would soon take them to a safe place. Time passed, and Daria told me that no one came. The kibbutz group said that it was difficult to get to the house because the terrorists were all over the kibbutz. Daria said that she heard voices in the house and was afraid. I told her to be quiet and not talk to anyone because there were reports that the terrorists were impersonating soldiers. After three hours, a friend's husband took a gun and went to them. He called me on a video call and showed me Daria and Lavi, who started talking. The friend stayed with the children for a few hours because it was dangerous to go out. Nine hours later, the kibbutz's emergency squad arrived and rescued



Reut, Dvir, Iiya, Darya Lavi

them through the window. The next day, they brought them home to me. It is clear to me that this is a trauma that will stay with the children forever and that their lives and mine will never be the same again.

TELL ME ABOUT DVIR THE CHOCOLATIER.

Dvir was the chocolatier of the Gaza Strip. He founded the brand Chocolate Dvir, and together we founded Chocolate Café in the Eshkol Regional Council. Over the years, it became a meeting place for the residents of the area who came for coffee and quality chocolate. The café was closed during the war and recently reopened. I began teaching chocolatiers to recreate Dvir's recipes. My dream is to establish a chocolate factory in Re'im named after Dvir.

WILL YOU GO BACK TO THE RE'IM?

Of course. The children are also waiting to go back. These days, we have a new home. Dvir is buried there.

WHY DID YOU DECIDE TO OPEN A CAFÉ IN TEL AVIV?

It was part of our desire to commemorate Dvir and create a meeting place for our community that will remind us of the home and the loved ones we lost. Our lives will never be the same,

but the things that strengthen us and help us survive are our community and the memories. People who come to the café say they come to support and cheer. It's not a place of compassion, it's a place of love. People tell me they come to hug and leave hugged. The hug is the human energizer. Dvir loved to make people happy with his chocolate. I wish we could return a little of the sweetness to the lives of all of us. I hope we will be able to convey the taste and atmosphere of Re'im to those who come here. The café is a symbol of the revival of all the surrounding settlements and Kibbutz Re'im. The community of Kibbutz Re'im has about 450 people. In the terrorist attack, seven other citizens were murdered and were kidnapped and released in the hostage deals. There is a temporary residence in a project

on Herzl Street in Tel Aviv, with a shared complex of gardens and a kibbutz secretariat.

The Otef coffee chain was established with the aim of creating community and mental resilience for the evacuees and enabling them to find employment, horizons, and revival. The chain employs girls and boys from the settlements. The cafés are a meeting place for the community and enables them to keep in touch as much as possible. The establishment of the chain perpetuates and echoes the story of each community and connects the host community with the evacuated community.

The people behind the chain are Tamir Barelko, entrepreneur and founder of the Arcafe chain; and Michal Zion, owner and manager of the Idea sales promotion and production company in Israel and around the world. Café Otef Re'im was established thanks to generous donations from Bank Hapoalim, Ether Fodi, Falsoun, Modi, Tempo, HSBC Bank, and Checkpoint. The café is managed and operated by Re'im residents. At Café Otef, you can purchase products such as cheeses, wine, jams, berries, cakes, granola, local products, and specially designed items such as shirts, mugs, aprons, and cloth bags. You can also purchase a picnic basket and sit in the spaces of the complex or around the café. •

HOPA HOKA

By IRIT MATHIAS

Galit Birenboim-Navon, 51, is the marketing manager of the running shoes brand Hoka Israel. A competitor in two-day multi-marathon races abroad, the Israeli woman ran the longest distance in history - 637.5 km. in the six-day world championships in 2022. She is also a coach in Israel.

HOW DID YOUR RELATIONSHIP WITH HOKA COME ABOUT, AND HOW HAS THE BRAND CHANGED?

I started wearing Hoka shoes in 2014 when I began running ultra-marathon distances. In 2020, I was offered to be an ambassador for the company. During the corona period after a long layoff, I ended my job as marketing communications manager at EL AL, and I was looking for a new career path. I heard that Hoka was looking for a marketing manager. My vocation was to engage in marketing in a small company in a family atmosphere. The position was connected to my love and belief in the brand, and my ability as a marketing woman to contribute to the growth and success of the brand. In recent years, we have seen the young brand develop rapidly and become one of the fastest-growing sports footwear brands in history. It appeals to walkers, hikers, runners, and enthusiasts to the highest level of athletes. The variety of its products has evolved into lifestyle shoes based on Hoka's iconic models, as well as for clothing. We see an Israeli demand for a variety of Hoka shoes in a wide range of ages and generations: children, parents, and grandparents in the same family, where each one has an item that matches his needs.

WHEN DID YOU START RUNNING, AND WHAT MOTIVATED YOU TO BECOME A MULTI-DAY COMPETITOR?

I have been involved in sports almost all my life. I returned to running in 2009. I felt that I lacked energy, which I found in running. I progressed in distances up to the marathon - 42.195 km. From there, I discovered the realm of the ultra



Galit Birenboim-Navon | Photo by Naama Hillel Melamed

marathon -- all the distances above the marathon distance. At that point, I began to enjoy the road and training and that it brought me great satisfaction. I started competing in Israel from 2016 and abroad. I was the first Israeli woman to compete in multi-day races. I started with 12-hour, 24-hour races, I continued up to six-day races -- races against the clock, a race in which the time is given and the winner is whoever runs the greatest distance.

THE MOST RECENT RACE WAS TWO WEEKS AGO IN THE CZECH REPUBLIC, AND YOU CAME SECOND.

On July 24, I was launched into a 48-hour race in the Czech Republic. My goal was to improve my record. For years, I have been living a lifestyle that includes a busy training routine. Beyond a full career, I had concerns. Would I be able to eat at age 51, with all the stress of my day-to-day life, and the complex reality in the country, to improve my record. Beyond the preparation of trainings and technical evaluations, I was very mentally busy with 'How should I be in the race?' in order to help myself succeed. The race was tough and challenging, but I feel that I arrived at it well and left it healthy and satisfied. I achieved a result of 290 km in 48 hours,

which put me in second place in the women's category in the race, in first place in the age category, and in fifth place overall among all male and female participants. That result put me in 12th place in the world for women for the current year.

YOU RECENTLY QUALIFIED AS A PERSONAL TRAINER. WHAT DOES IT MEAN TO YOU TO COACH OTHERS TO SUCCESS?

Personal training is a short and goal-oriented process. In order to make a significant and real change in the field that the trainee chooses, people come to the training who feel that they are stuck and there is a gap between what is desired and what is found. They don't always know how to explain what isn't working out for them. It can be career, relationships, lifestyle, family dynamics, friends, work.

The gap stems from frustration. Sometimes there is a fear of change. We recognize and define a goal. When the trainee is ready for change, we begin to fulfill his goals. For me, it is a dream come true to accompany people in a place that is not good for them in life and bring them to make a change. I believe that my rich life experience in the realm of career and running long distances in general equipped me with the tools and abilities to contribute and accompany the trainees.

WHAT HAS LONG-DISTANCE RUNNING TAUGHT YOU?

Years of an intense lifestyle, of training discipline, preparing for races, wanting to improve, and facing challenges were all part of my growth and learning process as a mother, a career woman, and a wife. I believe in the way of hard work and am aware that a significant path consists of small steps that require patience, responsibility, discipline, and the ability to deal with difficulty. I learned the meaning of hard work, failure, and success. I learned to motivate myself even when comfortable, and especially when very uncomfortable and during crises. Today, it is part of my self-talk and what I bring with me as a personal trainer who accompanies people who are looking for change in their lives.

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RONIT RAPHAEL: VISIONARY IN THE FIELD OF SKINCARE

By IRIT MATHIAS

“Wrinkles or spots do not disappear by applying this or that cream” has been Ronit Raphael’s rallying cry for decades. “Don’t look for a miracle product – it doesn’t exist,” she asserts.

“I have been working on several fronts to change the major misconception in the world of cosmetics for more than 30 years. I have been fighting with skincare companies worldwide to stop advertising that one cream will solve problem of wrinkles, pigmentation, acne, or cellulite. Wrinkles or spots or cellulite do not disappear by simply applying some cream. I’m sorry to say, this is another dream that they’re trying to sell us. It’s helpful to apply a reputable cream, but effective skincare requires so much more. No one can apply cream and have their wrinkles

magically disappear. Not even cream and skin treatment alone will make wrinkles disappear. The key to maintaining healthy, radiant skin is to improve one’s lifestyle: eat well, sleep well, exercise regularly. That, in combination with treatment and proper skincare, is the ‘magic’ formula for looking your best.

“I started 35 years ago, working with plastic surgeons and others in the medical field. They thought I was crazy, that I would never succeed, that I would go bankrupt. For the patient, it sounded like science fiction. But indeed 35 years later, a huge company like Nivea purchased La Prairie. La Prairie did not use their products in their clinic, but for the first time after 30 years they realized how important it is to connect the products for treatments, and that makes me happy. My mark on the skincare products market has inspired me. As I said, you cannot rely on creams alone. You must combine good cream treatments with a healthy lifestyle.



Ronit Raphael | Photo by Serra Raphaël Leitersdorf

“A journalist who interviewed me for *Elle* magazine said, ‘I remember meeting you 20 years ago, and you said that your big victory will be when large international cosmetics companies realize that you can’t sell cosmetics alone, that you have to eat healthy, sleep well, do sports -- this is our formula of seven the basics.’”

WHY DID YOU BUY STUDIO C?

Studio C is based on the seven foundational concepts of beauty, health, and longevity, the philosophy that we developed 22 years ago in Switzerland. Exercise, good nutrition, community, body treatments, anti-aging treatments, yoga, meditation. Now my clients, like others around the world, will benefit from the seven basics to live a full, healthy life, and especially to look better and feel stronger, all in one place, honed from the experience of 35 years of excellence.

HOW DOES IT WORK?

Beyond the products and the treatments, those who come to the L.Raphael clinic undergo a general examination by doctors to see that everything is in order and to supplement what is missing, such as certain vitamins and minerals.

Later, we connect the client with a fitness trainer, examine the skin condition in depth, and finally create an annual treatment plan. It’s truly amazing how a change in lifestyle and following the right plan can help dramatically.

This applies to children as well. I want to educate the next generation to be better, to take responsibility for themselves, to know that there is no magic in anything. Everything must be done in a consistent and orderly manner.

WHERE DID IT ALL START, AND WHAT IS YOUR MAJOR ACHIEVEMENT?

The skin damage that I experienced in my youth affected my self-confidence. The person who I thought was an expert in acne said that all I needed was a phenol peel and my skin would be smooth. However, the peel gave me a chemical burn and a terrible allergy. It severely damaged my skin, which I was unable to repair for decades. That completely destroyed my self-confidence. I didn’t think that I would ever be able to fix what happened to me. I still don’t really like my skin, but the truth is that there is nothing to compare with decades of self-work, treatments, exercise, eating right, yoga, meditation, friends. I was able to heal my skin. It is almost 80% repaired, which no dermatologist at the time would have believed. They told me there wasn’t much they could do. Imagine an 18-year-old girl without hope. That’s why I had to work to learn from the experience. So my message to everyone is: Don’t look for quick solutions -- they don’t exist. Don’t believe in false promises when it comes to



Frederick bell | Photo by Sylvie Castioni

skincare. Everything must be a process; little by little, step by step. That's how you get good, safe results over time. You can see that with my friend Ruby Porat Shovel, who has been with me for 30 years. And Sandra Sde Limor Goldstein, Galit Gutman, Dalia Mazor, Shira Gutman, Dalia Itzik. They all started years ago. They all have great results. Time goes by, and they look better. Like fine wine, everything works slowly, with nothing radical. That's the name of the game.

YOU DID A GREAT JOB. YOU CHANGED THE MEDICAL COSMETICS MARKET AESTHETICALLY NOT ONLY IN ISRAEL BUT ALSO IN THE WORLD IN REGARD TO THE TRENDS IN PLASTIC SURGERY, DERMATOLOGY, AND COSMETICS. IN 2018, YOU RECEIVED AN AWARD AT THE WORLD'S LARGEST SPA CONFERENCE FOR INTRODUCING A NEW SPECTRUM IN THE REALM OF AESTHETIC COSMETICS ALONGSIDE THE CLASSIC SPA. TODAY, THERE IS ALMOST NO SPA THAT DOES NOT PERFORM TECHNOLOGICAL TREATMENTS.

In 2010, I joined the Four Seasons hotel chain in Paris, where introduced oxygen and ultragravity treatments. People were in the industry didn't believe it would work, and it worked amazingly well. And then they introduced it to spas in New York and Los Angeles, Brighton,

and the Jaffa Hotel in Israel.

CAN ONE SLOW DOWN THE RATE OF SKIN AGING?

Certainly. Our treatments enhance the longevity of the skin. After 35 years and over 800,000 procedures and treatments for millions of customers, I'm sure of that because we specialize in anti-aging treatments, acne pigmentation treatments, and laser hair removal. Dr. Oislander, the head of our medical aesthetics and dermonology department, has been working in the network for more than 20 years. Experience has proven that if you take care of yourself consistently, there are amazing results over the years. This month, at the world's largest longevity conference, which is being held for four days in Switzerland, my company L.Raphael was chosen to speak on the topic of skin longevity. We are the first in the world to connect skincare treatments with cosmetic products and good health.



Kevin Costner with Ronit Raphael | Photo by Ryan Arbilo



Photo by Maxime Sauvart

Prof. Nir Barzilai, one of the top practitioners to advocate a healthy lifestyle and extending life up to 120 in a healthy way, will speak about the longevity, as well as Dr. David Sinclair.

As I said, there are no miracles or wonders. Anti-aging, longevity, is the consistent adherence to a healthy diet, fitness, beauty treatments and skincare. Today we are talking about what we said 20 years ago. When I founded L.Raphael Geneva 20 years ago with the seven elements of beauty and longevity, it was not called longevity. Today, it is the one of most talked about topics in the world, That is another small victory for the change we made in the field

Also joining me at the conferences will be Prof. Paolo Giacomoni, head of R&D at L.Raphael. He will talk about what will happen in a decade in the world of skin

beauty and longevity, how by DNA testing we can find the best treatment program for a client. He will reveal a number of large projects that we have been working on in recent years and will explain why the skin needs to be healthy in order to stay healthy. He was formerly head of a department at Estée Lauder and head of a division at L'Oréal. When he talks about the longevity of the skin, I'm proud to take part in the biggest change in the market of anti-aging beauty, health, and longevity. It is an exciting journey.

EDEN NIMRI: THE COURAGE OF HER CONVICTIONS

By RONIT MATHIAS

One of the stories of heroism on October 7 took place at the Nahal Oz outpost. One of the heroines there was Capt. Eden Nimri, a team commander of the Sky Riders unit, who had a shootout with the terrorists and thus saved the lives of female soldiers who were hiding with her in the shelter and paid with her life. We spoke with her parents, Sharon and Michael, who set up a website in her memory and ask that we remember Eden her as a symbol of bravery, humility, courage, and excellence

WHAT KIND OF GIRL WAS EDEN?

Happy and curious, a very good student, serious, mature, due to extreme flexibility. When she was five and a half, we enrolled her in swimming classes. She was very determined, even though not everything went easily for her. When she set goals, we knew she would succeed. Even if at first she was not successful, she analyzed the failures. She wanted to achieve the best, and she enjoyed challenges. Eden was gifted and participated in a math excellence program at Bar-Ilan University. She grew up in Modi'in and was part of a program where secular and religious people live in tolerance. She had a strong character, was not afraid of failure, and had the self-confidence that she would succeed. Eden was very mature. She saw things differently. We learned a lot from her. She was one of a kind. She gave of herself on the national teams and was appreciated because she helped everyone. She did everything quietly and calmly. She also spoke quietly.

WHAT DID SHE WANT TO DO IN THE ARMY?

At age 19, she recalculated her route because goals can wait. She was accepted into the IDF pilot's course. We knew what a girl's chances were of remaining in the course. After doing test flights, she was rejected. She took it hard. She was accepted into Sky Riders, a special unit that deals with operating small unmanned planes



whose fighters join special units mainly of the ground forces. It is a tough one-year course. Eden was mentally and physically strong, though. She was one of four girls out of 30 soldiers. The unit moved with the equipment from place to place. When she completed the course, she was assigned to the North, commanding a track of eight girls, some of whom became senior officers. Eden excelled and demanded a lot of herself. She was modest but always aimed for great achievements. She did not look for the easy things – she always challenged herself.

WHERE DID THE WAR CATCH HER?

Eden was supposed to change positions on October 9. She had started going



to the South. On the Saturday before Yom Kippur, we visited her and saw the fallen balloons and the breached fence. Eden reassured us that there was no need to worry. On Wednesday, she and the girls arrived at the outpost. She was supposed to be Golani's eyes. She asked for assignments. She felt that everything was fine and there was no need to bring up the small planes. On Thursday-Friday there was a maintenance drill. There is a small forest nearby. We were supposed to go on a picnic on Friday but it didn't work out, so we said we would come on Saturday. The female fighters' parents prepared farewell cakes for the team. We all planned to arrive on Saturday, October 7. Eden was disappointed by the assignment she received -- she wanted something more significant.

TELL ME ABOUT HER HEROISM ON BLACK SATURDAY

Eden sacrificed her life for others. For us, it's a feeling of pride mixed with infinite pain. In addition to Eden, there were 25 unarmed female soldiers and an armed Sky Riders team in the *migunit* [protected space]. The migunit had one opening for the girls' quarters, where she placed the female fighters, and a second opening. They heard voices in Arabic. Eden positioned herself in the dangerous opening in the quarter.

Eden calmed the soldiers and instructed them to put bullets in their guns and arranged firing directions. At 7:45, terrorists entered the migunit and were killed in the exchange of fire. They threw grenades. Eden fought them and thus allowed the 11 girls to run to their rooms, where they hid for about seven



hours until they were rescued. They told us that Eden absorbed the gunfire and protected the girls with her body.

ARE YOU PROUD OF HER CHOICE?

We are proud of her, in her conduct, instincts, and sacrifice. She did a bold act that many others would not have done. Eden could have sat in the room and waited, but she didn't do that. She was supposed to provide intelligence and not be part of a team. The defense of the outpost.

WHEN WAS YOUR LAST CONTACT WITH EDEN?

On Saturday morning, Eden sent a message and made sure that we entered our protected area and were safe. Later, we didn't hear from her. No one contacted us. It was only on Monday that the informants arrived to tell us what happened to Eden.

WHAT WOULD YOU LIKE PEOPLE TO KNOW ABOUT YOUR DAUGHTER?

That she was a symbol of heroism and excellence, courage and humility. •

FLYING HIGH

By IRIT MATHIAS

The war in Gaza has disrupted the world of aviation, which affects airline travel. We spoke with Oz Berlowitz, CEO of Arkia Israeli Airlines, about tourism during war.

THIS SUMMER, MOST AIRLINES HAVE STOPPED FLYING TO ISRAEL. HOW IS ARKIA EXPERIENCING IT THESE DAYS?

There are estimates that this situation will only increase. Every day, more airlines are canceling. We are in the sky increasing our flights, mainly to Athens in Greece and Larnaca in Cyprus – two cities that have become major destinations for Israelis. Since most of the airline companies have canceled their flights all over the world, we are forced to increase our flights to these destinations in order to help passengers fulfill their vacation plans – and bring them home as well. We make three to four flights a day to these destinations. We ensure that every five to six hours, a plane lands or takes off. We learned all this at the beginning of the war.



Athens

EVERYONE IS TALKING ABOUT THE HIGH PRICES. IN THE NEAR FUTURE, WILL IT BE POSSIBLE TO BUY A TICKET TO GREECE OR CYPRUS FOR LESS THAN \$500?

August is a month with high occupancy. Before the current situation, Arkia was at about 85% occupancy. However, regardless of the situation, when single tickets remain for a flight, they are automatically more expensive. Passengers who are flexible with the date and sometimes the time of



Oz Berlowitz, CEO
Arkia Israeli Airlines |
Photos by PR

a flight will be able to find tickets for \$150 dollars to Larnaca or \$250 to Athens. You have to understand that most of the flights we added are not 'symmetrical' because they are sold at the last minute. Most of the planes leave empty and return full. The price of the flight has to cover itself in one direction. Throughout the war period when the foreign airline companies didn't fly, Arkia has been fair in the prices of its flights.



Cos

THIS YEAR, THE HIGH HOLY DAYS FALL IN OCTOBER. WHEN IS THE BEST TIME TO BOOK?

The demand during the holidays is very high, so you should book in advance. The more seats there are on a flight, the lower the price. In light of the current situation, many Israelis have postponed their High Holiday vacations. I would recommend booking now. Those who wait will not have a seat or will have to pay much more.

WHAT ARE THE POPULAR DESTINATIONS FOR THE UPCOMING WINTER?

I think Dubai will return in a big way as a close and main winter destination. Of course, the classic destinations of Athens, Tbilisi, Cyprus, Barcelona, and Amsterdam will continue to star.

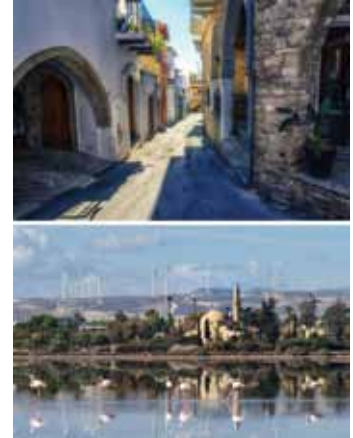
WHAT NEW GOALS/PROJECTS IS ARKIA WORKING ON?

This year for the first time, we will open a line to Bulgaria as a ski destination, and we will sell packages to Bansko and Pampovo. We will offer flight, hotel, and ski pass packages for five nights. Bulgaria is a great destination. It is

close, and the prices there are excellent for every budget.

WHAT WOULD YOU PACK FOR A FIVE-DAY BACKPACKING VACATION?

A cellphone, a computer, and a charger.



Larnaca

WHICH DO YOU PREFER - MORNING OR EVENING FLIGHTS?

On short flights, only in the morning. I don't like getting up in the middle of the night or returning early in the morning, so I always try to aim for that.

DO YOU HAVE A DREAM TO OPEN A CERTAIN DESTINATION?

I had a dream to open direct flights to Sri Lanka. We worked on it for two years and succeeded. However, the war closed the Omani route, and we had to suspend the line. My next dream is Mauritius. We are working on getting back to it.

WHERE IS THE BEST PLACE TO SIT ON A PLANE?

The quietest seat is in the middle. It's less prominent.

WHICH DO YOU THINK IS THE MOST BEAUTIFUL AIRPORT IN THE WORLD?

Doha in Qatar

BEFORE A FLIGHT, DO YOU PREFER TO SIT IN THE BUSINESS LOUNGE OR AT MCDONALD'S?

McDonald's. In any airport in the world, I like to sit in the simplest cafes and look at the planes and the people who are flying. •

SCIENCE IN THE SERVICE OF BEAUTY

By IRIT MATHIAS

Many women have pigmentation spots on their face and hands. These may be age spots, hormonal spots, or discoloration caused by inflammation or prolonged exposure to the sun.

Pigmentation refers to the color resulting from the presence of pigments in the skin such as melanin. There are two main types of skin pigmentation: hyperpigmentation and hypopigmentation. Hyperpigmentation is a condition where there is an increase in melanin production, which causes dark spots on the skin. With hypopigmentation, there is a decrease in melanin production, resulting in white spots on the skin.

We all want smooth and blemish-free skin. Pola Blick-Dayan is an expert in advanced cosmetics and natural medicine. She says, "Pigmentation is an aesthetic problem for many women. It manifests itself in dark spots of various sizes that form on the skin. There are three types of pigmentation: solar pigmentation; hormonal pigmentation; and inflammatory pigmentation."



Pola blick studio | Photos by PR

WHAT IS THE SOLUTION?

I recommend natural cosmetics, along with advanced technology. First, you must do a preliminary diagnosis of the skin and understand what type of pigmentation it is and where it comes from. It varies with each individual. Once diagnosed, you cleanse the face, and then do a vitamin C peeling to remove dead skin cells and peel off the top layer. The second phase uses advanced technologies that combine devices and acupuncture, depending on the type of pigmentation. The technological equipment maintains the thickness of the skin, smooths, and renews it. The technologies work simultaneously: ultrasound, mesotherapy, phototherapy, and acupuncture. The purpose is to encourage blood flow to balance and renew the skin and treat the problem from the inside. In the final step, a serum is applied to the area.

WHAT ARE THE RECOMMENDED TREATMENTS?

Intense pulsed light therapy (IPL) is suitable for lightening pigmentation in the skin, sun spots, and age spots with a minimum of pain. Light energy emitted from the device hits the pigment cells, darkens the melanin, and causes the pigmentation spot to float up to the surface of the skin, thus breaking it up. Facial pigmentation treatment includes a series of sessions. A few days after the first treatment, the spot disappears. After the treatment, it is recommended to stay out of the sun as much as possible. If you are exposed to the sun, sunscreen with a high protection factor should be applied once an hour.

WHAT IS IMPORTANT TO TAKE CARE OF?

Proper skin treatment begins with an accurate diagnosis. If the problem and the type of pigmentation are diagnosed accurately, you can build an effective treatment system that yields effective results and eliminates the pigmentation. Skincare begins with an accurate diagnosis, followed by a combination of personally tailored cosmetic treatments, the use of advanced technologies, and the use of complementary skincare products at home on a daily basis. At the same time, it is important to follow a proper diet and drink plenty of water, which is vital for maintaining healthy skin.



LEADING LEUMIT

LEUMIT HEALTH SERVICES SPECIALIZES IN WOMEN'S HEALTH AND AIMS TO PROVIDE WOMEN, ESPECIALLY PREGNANT WOMEN, WITH A UNIQUE TAILORED SERVICE EXPERIENCE. LEUMIT HAS DESIGNED A DEDICATED SERVICE PACKAGE FOR WOMEN, EXPANDING EXISTING SERVICES AND CREATING NEW ONES

By NOGA LEVIN

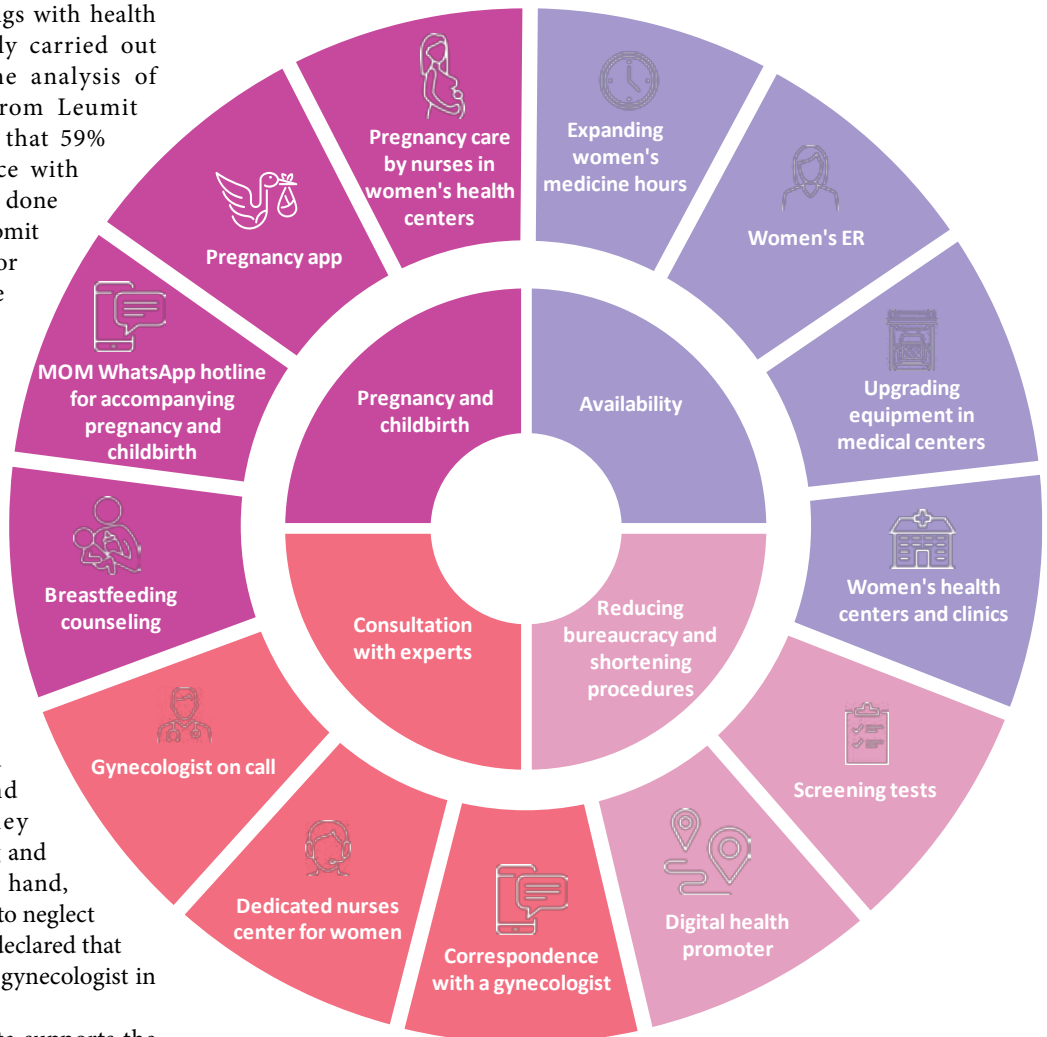
In Israeli society, women are the 'health ministers' of the family. A national survey conducted in June by the Shiluv Institute, surveying 630 women from all sectors, found that in most cases the mother is in charge of choosing health insurance plans for the children (about 73%), and 93% of the women stated that they are the ones who schedule tests, appointments, and consultations for the children.

The day-to-day dealings with health issues are also mostly carried out by women. From the analysis of the data collected from Leumit members, it appears that 59% of the correspondence with personal physicians is done by women; women submit 55% of the requests for insurance coverage forms. Unfortunately, intense involvement in managing the family's health portfolio does not mean that the women take care of their own health. 71% of the women stated that they care more about the health of other family members than they do about their own. 61% indicated that the physical and mental burdens they carry, the multitasking and the responsibilities at hand, sometimes cause them to neglect their health, and 31% declared that they have not visited a gynecologist in more than a year. Ministry of Health data supports the

survey's findings. According to the latest data published in the 2021 Health Promotion report, it appears that 30% of women aged 50 to 74 have never had a mammogram, and 44% of women aged 30 to 54 have not had a cervical cancer screening (Pap test) in the last three years.

The data, together with an understanding that concern for women's health helps

promote the health of the entire family, led Leumit to make a strategic decision to focus on women's health, with an emphasis on pregnancy and childbirth. The goal is to provide women, especially pregnant women, with a unique tailored service experience by providing quality medical service and personalized care, making Leumit the ideal health fund for women and pregnant women.





Avishay Malkiel, head of the Women's Health Department at Leumit | Photo by Leumit spokesperson



Tal Mandel, Head of the Customer Service Division | Photo by Hagit Goren

17 WOMEN'S HEALTH CENTERS HAVE BEEN ESTABLISHED NATIONWIDE IN RECENT YEARS, WITH A FULL-SERVICE PACKAGE INCLUDING GYNECOLOGISTS WITH A VARIETY OF PROFESSIONAL SPECIALTIES, FEMALE NURSES, ULTRASOUND TECHNICIANS, AND CUSTOMER RELATIONS REPRESENTATIVES

17 Women's Health Centers have been established nationwide in recent years, with a full-service package including gynecologists with a variety of professional specialties, female nurses, ultrasound technicians, and customer relations representatives.

In Leumit's Women's Health Centers, a variety of tests and scans are performed, using the most advanced and state-of-the-art equipment. The Women's Health Centers also conduct a variety of screening tests, saving patients time and hassle.

Leumit offers its members an option of corresponding with a gynecologist, an easy and quick way to contact your doctor, ask questions, consult, renew prescriptions, and more (the average response time is just two to three days). Another unique service is a designated medical call center for women, which operates every day between 8 a.m. to 8 p.m. The call center is run by qualified nurses and midwives who have undergone extensive training in the realm of women's health and provides medical information and advice to women of all ages.

As part of the services offered, Leumit launched customized routine screening tests for women. The service is provided as part of the complementary insurance. A wide variety of screening tests such as a mammography, Pap screening, bone density test, eye tests, and comprehensive health tests, along with consultations with a dermatologist and a pulmonologist, are concentrated in one day, at a low one-time cost. The screening tests are held in one of three hospitals specializing in the matter – Rambam, Hadassah, and Ichilov.

During pregnancy, there is an increased need for medical care. Leumit's service package for mothers-to-be includes follow-ups by a nurse, prenatal care in women's health centers, consults with the attending gynecologist, and pregnancy care by a nurse. Other elements include a dedicated service center for pregnant women, known as the Leumit MOM center, and a pregnancy and childbirth application. Leumit MOM provides women throughout their pregnancy and up to six weeks postpartum with personal care and accompaniment

throughout all stages of pregnancy. The medical accompaniment is offered by qualified nurses and midwives, and the administrative service accompaniment is done by professionally trained service coordinators, who can assist in making appointments, obtaining referrals and insurance forms, and monitoring execution of the required tests during pregnancy. The call center is available via phone, email, and WhatsApp.

A breastfeeding consultation service is also gaining popularity. Each mother-to-be/new mother is entitled to two free sessions per pregnancy. The service is provided by certified lactation consultants and can be held in person at Leumit branches, via video consultation, or as a telephone service. The efforts dedicated to woman's health soon yielded results. Data from the Ministry of Health indicates that Leumit offers the best availability in women's medicine, with shorter wait times for an appointment compared to other health funds.

"It's clear to us that there are many times when women don't or can't put themselves first," says Tal Mendel, head of the Customer Service Division at Leumit. "But when it comes to your health, there is no room for compromise."

"Leumit puts women's medicine at the core of its activities and considers it an important and central part of our mission," concludes Dr. Avishay Malkiel, head of the Women's Health Department at Leumit. •

OUR TEAM WORK



Eyal Karolitzky
General Manager,
"Beyahad Bishvilcha"
consumers club



Miri Shetach
General Manager, "Ovdim Bari"
Healthy Employees club,
and VP of Training and Education



Idan Nesimi
General Manager,
Social Market

Dudu
General
His



הסופר החברתי
מבית ההסתדרות



עובדים
בריא | מרווחים איכותיים



בריאים ביחד
זנבית הבריאות של ביוור בשיתוף מבית ההסתדרות



HISTADRUT
The General Federation
of Labour in Israel

The Home
A house of solidarity th

*2383

מוקד המידע והשירות
שלנו עומד לרשותכם



הסתדרות
העבודה

WORKS FOR YOU



Betzalel
General Manager,
Keren Ha-Siyua

Yossi Wolf Chatzbani
General Manager,
"Friends" network
of cultural halls

Adv. Irit Puryan-Weizman
Head of Mutual aid fund
(Keren Ha-Siyua)



קרן הסיוע ההדד
של ההסתדרות

לומדים
ומתקדמים



FRIENDS
קרן הסיוע ההדד של ההסתדרות

ביחד
באבוק

for all Israeli Workers.
that takes care of you at the workplace and at home



הסתדרות העובדים
החברה
הסתדרות העובדים
החברה
הסתדרות העובדים
החברה
הסתדרות העובדים
החברה

SUMMER HAIR CARE

By IRIT MATHIAS

It is well known that the sun is harmful to the skin, but it can also damage the hair. During the summer, the ultraviolet rays of the sun can dry the hair and cause the color to fade. In addition, chlorine in the swimming pool and the salt in the sea cause the hair to dry out and become lackluster.

What can we do to maintain healthy, shiny hair? We asked Ilan Margalit, hair stylist and ambassador of L’Oreal Professional in Israel, to give us some tips for maintaining healthy hair during the hot summer. Margalit says, “The most important tip is to drink a lot of water to stimulate the sebaceous glands

in the hair follicles so that they secrete more moisture and fat. Everything starts from the inside and affects the outside. In addition, you must eat a healthy diet, as the health of the hair is affected by proper nutrition. To prevent increased shedding and dry and brittle hair, it is recommended to enrich your regimen with proteins, vitamins, and minerals, which are abundant in fruits and vegetables. They contribute to the appearance of shiny hair and prevent scalp problems.”

WHY DOES THE HAIR TEND TO BREAK MORE IN THE ISRAELI SUMMER?

This happens mainly because of the high heat emitted by the sun. In the summer, the hair is exposed to the sun and tends to dry it out. We perspire more when the hair is exposed to the sun, which weakens the hair and makes

it more sensitive. After swimming in the sea or the pool, it is important to wash your hair. Use a shampoo that contains a protective sun filter and a conditioner that contains humectants, which prevent the hair from becoming dry. A hair moisturizer is helpful as well. When washing your hair, the water should flow in the direction of the hair growth in order to prevent the formation of knots.

For women who dye their hair, straighten or curl it, or suffer more from damaged and dry hair, in the summer it is recommended to cut the ends every two months. When split ends are exposed to the sun, they are easily damaged, and that makes the hair look lackluster.

WHICH HAIR PRODUCTS ARE RECOMMENDED?

There are hair products that contain

sunscreens whose purpose is to preserve the pigment in the hair color. Since there is a tendency for hair to change its color as a result of prolonged exposure to the sun, it is important to use hair products with sunscreens; otherwise, exposure to the sun will lighten the hair, dry it out, and damage its outer layer. The heat and humidity cause increased perspiration, which can lead to greasy hair and loss of volume. What’s more, wind and dust can damage the ends, so it is recommended to use a protective hairspray.

HOW CAN WE PROTECT THE HAIR IN THE SUN?

Don’t tie the hair but leave it loose. A head covering such as a hat or scarf is a convenient and effective solution that will help to protect the hair.

IS IT POSSIBLE TO REPAIR DAMAGED HAIR?

Definitely. L’Oreal Professional has the Absolut Repair Molecular series, a groundbreaking series for the restoration and reconstruction of damaged hair with a formula that penetrates the hair structure and restores it. The series is suitable for the restoration of very damaged hair or hair that has undergone chemical processes such as dyeing and lightening, or frequent use of curling or straightening irons. The formula contains active ingredients such as peptides, glycerin, and amino acids to help repair damage, rebuild the molecular structure of the hair, restore, and strengthen it. The series includes shampoo, a rinse-off serum, and a leave-in mask.



Ilan Margalit | Photo by Adi Segal

REFINED, REDUCTIVE AND CHARISMATIC.

RANGE ROVER
EVOQUE

Photo for illustration only



landrover.co.il

*9393

Model Code	Model Description	Safety Accessories Level
78	Range Rover Evoque S	6

Model	Avg. Fuel Consumption in L/100 km		Emission Level
P200S	Combined	8.7	15



**Fuel emission level for motor vehicles



* Manufacturer's data, according to lab results. Calculated according to Standard 2017/1151

** The level is calculated according to clean air standards (detection of pollution data from motor vehicles in ad), 2009

AN EVER-EXPANDING CIRCLE

By RONIT MATHIAS

Yona Bartal is the founder and executive director of the Global Shimon Peres Friends Circle of the Peres Center for Peace and Innovation, and author of the book *Inside the Room Where It Happens: Behind Closed Doors with the Leaders of the World*.

WHEN DID YOUR PUBLIC ACTIVITY BEGIN?

By chance. I was the spokesperson for a large group in Tel Aviv. We started a big project to which we invited prime minister and defense minister Yitzhak Rabin to inaugurate it and cut the ribbon. During my with the Ministry of Foreign Affairs, I worked with Eitan Haber's people. At ceremony, Haber who was Rabin's top aide, asked if I was available because they needed me at the Prime Minister's Office [PMO] to write the prime minister's letters. My jaw dropped. I was a mother of three, one of them an infant. I lived in Ra'anana, and the PMO was in Jerusalem. At the end of that project, I was supposed to be the spokesperson for the Kfar Saba Municipality. Without thinking twice, I told Haber I was coming. When I entered the office, where destinies are decided whether to go to war or peace, some say it is the most important office in the Middle East, I said to myself, 'I am a little immigrant from Lithuania; I'm living a dream.'

TELL ME ABOUT YOUR TIME AT THE PMO

I arrived at the Prime Minister's Office at an incredible time -- a few months before the signing of the peace agreement with Jordan in 1994. I went with Haber to Beit Gabriel in the Kinneret for negotiations. Eliakim Rubinstein, who represented Israel, sat with Jordanian prime minister Abdelsalam al-Majali. To break the ice, Rubinstein taught him some jokes in Yiddish. Later, the moving ceremony took place in the Arava, attended by US president Bill Clinton and Hillary, King Hussein and Queen Noor, prime minister Rabin, and foreign minister Shimon Peres. We all stood and cried with excitement when balloons in the colors of the national flags were released into the sky. Today we understand how meaningful the agreement was after that night in



Madona, George Clooney, Richard Gere, Elton John

April when we were attacked by Iran with hundreds of missiles. Jordan was among the countries that helped defend Israel. It was a year full of activity and challenges. A year later, we all went to Kings of Israel Square [now Rabin Square] -- prime minister Rabin and all the ministers and MKs. We sang 'Shir shel Shalom' ['The Song Peace'], and at the end of the night there was the terrible murder: Our prime minister was assassinated. The next day, I arrived at the office with swollen eyes. We were all crying and making preparations for the big funeral. After a few hours the door opened, and Peres came in. He was appointed acting prime minister. He said that everyone was staying with him. It was a very tumultuous period, during which there were elections and Benjamin Netanyahu came into power. I transferred the position to Gilad Erdan and continued with Peres as his chief of staff. We opened an office in Tel Aviv. On the first day Peres, who was head of the opposition and head of the Labor Party, said, 'Yona, we need to organize a series of secret meetings.' I asked him where. In Jericho? Ramallah? He answered, 'In Jerusalem.' So we went to the Prime Minister's Residence on Balfour Street. Peres sat with Netanyahu until the wee hours and gave him all the written and unwritten agreements with all the countries in the region. On one of the trips back, I said to Peres: 'If your friends in the opposition and in the party knew who you were sitting with every night, they would throw you out of the party.' He replied, 'The state is always the most important.' There was a period of many upheavals,

elections, and more elections. I helped establish the office for regional cooperation. We established the office for the Negev and the Galilee. I was the deputy director of the office. We did exciting projects there. We moved to the Ministry of Foreign Affairs.

HOW ABOUT THE PERIOD IN THE PRESIDENT'S RESIDENCE?

In 2007, Peres was elected president of Israel, and I was appointed deputy of the President's Residence. It was a dizzying leap for me, meeting with kings, heads of state, princes, and celebrities from all over the world. From a meeting with the Queen of England, who granted Peres a

knighthood and I got to kneel, to a meeting with prince Charles, we did amazing things. Peres was an extraordinary president. Everybody wanted to meet him. Before Peres entered the President's Residence, I prepared the house for his arrival because there is what is called an orderly preparation for the new president. On the first day I entered the gates of the President's Residence, it was the age of fax machines. A pile of paperwork was waiting. When the world heard that Peres had been elected president, they asked to meet him, invite him, give him honors and decorations. It had already changed the whole position. As vice president of the President's Residence, I was privileged to be his right hand, to attend all the most sensitive meetings. There were also secret meetings that I will never be able to talk about. Peres had an amazing relationship with world leaders and heads of international organizations. We were invited to the opening of the Olympics in China. In Chinese protocol, leaders are seated according to the size and strength of their country. Representing Israel, a small country, we were supposed to sit at the end of the stadium, but Peres of course got to sit in the front row with the president of the US, the chancellor of Germany, and other major world leaders. Peres made us a power by his very nature.

Peres was loved all over the world. All the celebs wanted to meet him: Elton John, Barbra Streisand, Richard Gere, George Clooney, Arnold Schwarzenegger, Bono. Messi (who played football with us with the peace team of the Peres Center),

Ronaldo, Jerry Seinfeld, Sarah Jessica Parker. Everybody. It was important because Peres, despite his age, understood that these were influencers who opened a window for millions of people in the world, and it was a great opportunity to show the wonderful face of Israel.

Madonna's agent called me and said that Madonna wanted to meet Peres.

But there was a problem because hundreds of paparazzi were running after her. I told him what to do, and indeed he arrived with Madonna and Guy Ritchie, her husband at the time. He brought a huge box. The security guards opened it. Madonna had brought Peres a set of the *Zohar*. It was a magical evening, about Kabbalah. Peres told Madonna about Israel and the groundbreaking inventions we had created to help improve the world.

It was seven amazing years for me. To this day, Sharon Stone is on the board of the Peres Center. The great advantage is that Peres made a coalition of leaders and celebrities for the benefit of Israel. If you asked me what Peres would do today, he would get on a plane and go to world leaders and make coalitions and tell them what is really happening in Israel and why Israel is right, and why we need to form a coalition against terrorism in order to survive in this world.

Bill Clinton was a personal friend of Peres. Once when we went to visit him at his in New York, Clinton asked him what was happening in the Middle East. Peres told him what was happening and went on to paint a global picture of where the world was going. He said that the ones who will save the world will be the scientists because if there is a major pandemic or a global catastrophe, they are the ones who will save the world. That was years before corona arrived. Peres foresaw it. Clinton looked at him and said to me about Peres, 'If I had to appoint a CEO for the world, it could not be in better hands than his.' I was very proud. I knew Peres was a mentor and everyone appreciated him, but to hear this from the president of the greatest power in the world about our small country made me very proud.

We did a lot for Israel both behind the scenes and in front of the cameras. As part of a project in Ra'anana, we brought in a local painter who wrote proverbs around the city. In front of my home is written 'You are as big as the purpose you serve.' Shimon Peres served only great purposes for the country. I adopted that saying, and I



Shimon Peres, Yitzhak Rabin

only serve great purposes -- my country, my city.

WHY DID YOU DECIDE TO WRITE A BOOK?

I always knew I would write a book, so from day one I documented all the meetings with leaders and people of vision and action and, of course, with kings, celebrities, and stars. The book *Inside the Room Where It Happens* reveals stories and descriptions behind the scenes. The readers feel as if they are with Charles in Buckingham Palace with the art collection or sitting in the room with Barack Obama. I put the readers behind the heavy doors, inside the most secure offices, at meetings that sometimes determine destinies.

The book in Hebrew was a bestseller. Now that it's on Amazon, I'm going to launch an English version in North America, Canada, and Europe. There are negotiations to publish it in Chinese and Spanish. Besides the fact that the book is full of really surprising episodes and meetings, the essence is the beautiful face of Israel, through which you can understand how much our small country in the Middle East has contributed to the world in innovation more than any other country.

WHAT ARE YOU DOING NOW?

I have received offers to be a representative of all kinds of companies. But everything



Vladimir Putin, Prince Charles, Bill Clinton, Barak Obama

I do is solely for Israel. When we finished the presidency, we moved to the Peres Center for Peace and Innovation -- Israel's innovation center. World leaders, official delegations, business delegations, and students come to see this wonder of Israeli innovation that helps the whole world. In the challenging times that we are going through now, the Peres

Center is engaged in educational work for those evacuated from their homes and in support of the headquarters of the hostage families. And we opened its doors to the moving photo exhibition 'Sheba' by Ziv Koren -- a historical documentation that shows the terrible things we went through in October so that the whole world remembers that it is most important to unite against terrorism. The exhibition is also shown in 40 countries. Delegations from all over the world and Israel come to us, and I invite everyone to come.

I established a global Circle of Friends, comprised of leading people, shapers of public opinion, major businesspeople in Israel and around the globe. We also have a center in London. We have representatives in Europe. The Circle of Friends is actually a VIP club of influencers who promote entrepreneurs in Israel and promote Israeli technology in the world, support coexistence projects, and spread good things about Israel.

In Israel, I hold events with ambassadors, launches, tours. I also take the Circle of Friends to fascinating meetings and visits in Dubai, Abu Dhabi, and Morocco.

I am a board member of the Ra'anana Foundation and do the Ra'anana Stars project. Once a year, we do a big event, where we grant scholarships to students who do good things for the community and excel in sports, music, and volunteering.

I served two terms as president of the Industrial Commercial Club, where I provided a platform for successful women, scientists, ministers. and leaders in Israeli society.

I am proud to be Jewish and an Israeli who belongs to a small stubborn nation that does not give up, despite all the challenges, and looks to the future with optimism and goodwill. We will win because we have no other choice. We will continue and return to prosper, blossom, and fix what is needed because we have a wonderful generation of young people with a strong set of values, morals, and determination. And we will leave a flourishing country for our children. •

THE WOMAN WHO COMBINES SCIENCE AND NATURE IN THE KITCHEN

By RONIT MATHIAS

Ronit Soglowek, one of the leading food technologists in Israel, grew up on her mother's cooking and dreamed of the day when, with the help of technology, she would be able to provide homemakers with prepared food with no preservatives. After leading the meat substitute revolution with the Wonders of Nature brand, she is conquering the market with the Madam Perez brand of frozen all-natural dishes.

WHY DID YOU CHOOSE THE FOOD INDUSTRY?

My mother had an opposite approach to what was the norm. She was ahead of her time. She introduced health, a balanced diet, and common sense into her kitchen. When I was a little girl, I remember that she sprouted alfalfa. She used miso and other healthy ingredients, and today we understand how wise that was. My mother told me that despite the popular recommendations at the time, she gave me half the amount of sugar because she understood that it was not a healthful additive. That is probably what brought me to specialize in food. I'm a food technologist. I studied biochemistry and food science at the Hebrew University and combined the two worlds: the desire to express love through food and to advocate balanced nutrition, health, and everything related to the nutritional components of the food we eat. I have been involved in this field for almost 30 years. That is the reason for the choices I made. I studied biology in high school. I was always attracted to the world of life sciences, but it was important to me to have a profession. I studied food technology with the view that the world is growing, and food will always be an engine of growth.

WHAT HAS BEEN YOUR MAIN OCCUPATION?

Building and developing brands for the leading food chains in Israel. Four years ago I married Eli Soglowek and joined his Soglowek company. We were a couple, but we didn't work together, as I had concerns about combining a relationship with a professional life. In 2020 there was a boom in the meat substitutes category. There were



Ronit Soglowek | Photo by Oded Levi

many IPOs, and Eli offered me the position to manage a start-up of meat substitutes. It was an offer that was hard to refuse. It excited and interested me. The advantage of building such a start-up is, on the one hand, Zoglovac was a food company with a 100-year tradition. The start-up we established gave us another channel of innovation and the opportunity to work at a different pace. We absorbed into the company engineers and technologists who specialize in the field of plant proteins and established the company's development and innovation division. On that platform, we established a laboratory that enabled us to enter the new field of developing frozen pre-cooked dishes meals groundbreaking technology, such as cooking with steam without preservatives. Vacuum packing, a patent-protected technology that we have exclusivity for eight years in the local market. The project combines love and passion for food. We see it as a way to change the consumption habits of the Israeli consumer to eat home-cooked meals.

WHAT IS THE ADVANTAGE OF TECHNOLOGY?

Technology makes home-cooked meals accessible to us that beforehand could only be prepared for hours at home or eaten in a restaurant. We simplify the technology and make it possible to bring homemade recipes to the home freezer. The journey I went through led me to maximize my

experience and abilities to this project, which is very complex. The development was done over two years. It involves taking a dish that is easy to prepare at home and transferring it to a robot line that prepares it without human contact. We had to translate our cooking actions in the kitchen into the language of the robot that creates the dish, weighs the raw ingredients, and cooks it for seven minutes. This preserves the nutritional values, the taste, the color, and the texture of the food. The result is not tasted at the time. The whole process takes place in a closed tray. Only after 24 hours does the dish balance out and you can see the result. It takes a long time to teach a robot to produce in an automated line. We have a chef who is in charge of tasting the sauces. If it's a *bolognese* sauce, for example, the flavor is there as soon as it is combined with the pasta. Every morning, the team of technologists checks what the line produced the day before. There is no such technology anywhere else in the world. Zoglovac's capabilities as a veteran factory is to combine the two worlds, the new and the old.

WHAT IS YOUR DREAM?

To be a leader in this technology and change the eating habits of the Israeli consumer. A second dream is to break into the international markets with chilled meals together with our knowledge in the field of meat substitutes and the combination of prepared meals without animal meat. In the end, the dreams translate into strategy. I want to continue to innovate. We launched the dinner series with shredded meat for the first time in Israel. We brought ready-made noodle dishes as a complement to the Madam Perez series. You only need to stir it for a few minutes to get a restaurant-quality dish. I want to constantly excite, create interest in the category, and produce. The next step is my grandmother's Moroccan fish balls. To make them at home is quite a lot of work. Another dream is to continue with the third series of personal dishes by Madam Perez, a holistic solution. You put it in the microwave for four minutes, and that's it. We started marketing it online with Walt Yango Deli, AM PM Contemporary and will enter more marketing networks. •

CHECK IN, CHECK OUT

By RONIT MATHIAS

THE GEORGE TEL AVIV

The George Tel Aviv lifestyle hotel offers a design and culinary experience. It has 170 decorated rooms, of which 40 are suites designed for extended stays. The George is the ultimate wonderland for hotel guests and club members, and for everyone who lives, works, and visits Tel Aviv-Jaffa. The Loft is an all-day dining restaurant under the direction of chef Barak Aharoni, with hourly menus, brasserie restaurants, breakfast, lunch, and dinner, with dishes from the local cuisine alongside classic international dishes. In addition to a premium cocktail and alcohol menu and a rich wine menu, there is brunch on weekends.

The George has an art collection with over 1,000 works by Israeli artists, including unique installations made especially for the George by Ohad Marumi, Know Hope, and others.

On the wellness floor, there are spa and treatment rooms, dry and wet saunas, pool and training spaces in collaboration with Boost Fitness Center. In the training space, there is advanced equipment for the use of hotel members and guests, a studio with Pilates beds, and a studio with fitness equipment where the two types of Boost's flagship workouts take place.

The building was designed by the MYS architectural firm, Yeski-Mor-Sion Architects. The interior design was done by international designer Lazaro Rosa Violen from Barcelona.



Photos by Amit Geron

CONDITOR IN THE LOBBY

After two successful years of working together, in which the chapel at The Jaffa Hotel became the home of "beautiful hour," pastry chef Alon Shabo's tribute to the classic tea time, the hotel and Shabo are launching a new mini-shop in the hotel lobby.

The central creation in the lobby is a remnant of a Crusader wall and a circular wall whose stones are over 700 years old, delimiting the seating area of the lobby. You can sit in designed corners and on sofas and low tables and order lemon croissant, apple danish and almond cream, croissant from heaven and ricotta, salty croissant, Manchego cheese and scallions, spinach and goat cheese borekas, eggplant and bouche cheese croissant, butter croissant, milk chocolate croissant, and Queen Aman.



Photos by Ronit Mathias

EAT IN HISTORY

In the Burge built in the Ottoman period where German Emperor Wilhelm slept, before the mythological meeting with Benjamin Zeev Herzl, there is a restaurant and galleries. Baron Rothschild bought the Burj lands for the benefit of Zichron Ya'acov farmers.

During the British rule, the lands were transferred to Binyamina. Avi Goldstein, scion of a dynasty of farmers from Zichron Ya'acov, restored and preserved the Khan and established an event and performance garden nearby and a restaurant offering cuisine based on local products that arrive daily from the fields and orchards of the area's farms, loyal to the slow food trend instead of using healthy quality ingredients



Photos by Gilad har shelleg

such as free-range eggs, free range meat, organic chicken, all blue and white. Chef Avi Steinitz built a breakfast and lunch menu with a nod to the three historic cuisines. On the menu is Turkish pita filled with meat, sojuk, tomatoes and chili or green pita stuffed, green stew and sunny side egg, traditional English breakfast, steak and eggs and more. The kitchen is kosher.

TOUCH UP

Do you know that moment you have to touch up your hair during a trip or an event? DAFNI® active is a wireless, small, light and compact brush that is suitable for travel and moments of crisis that require a small touch-up for bangs or hair. The brush allows smoothing and styling from the root of the hair, including the smallest hairs to the ends, anytime and anywhere with a simple brushing movement.

The brush has a thermal bag and a usb cable, a unique removable battery that meets the strictest flight standards and goes up to every plane. The brush is made with Daphne's patented technology, which is the safest and gentlest. It does not burn the hair and maintains a maximum optimal temperature of 185 degrees - a temperature that allows you to achieve the desired results with minimal damage to the hair. For a double and



Photo by PR

extremely dense toothbrush, which prevent static electricity and create a perfect finish. The peripheral teeth protect from the heat of the brush and the internal protective teeth allow shaping from the root while protecting the scalp.

INFINITY

The "Infinity" exhibition in the Pais Arena complex in Jerusalem offers an immersive experience for the whole family that combines sculpture, lighting, and special effects in eight unique complexes.



Photo by Guy Prives

The immersive exhibition is a journey to the edge of reality, where time stops and space is distorted. It combines interactive light and music installations that blur the boundaries between reality and the digital world, a journey where light, music, and movement merge into a mesmerizing creation.

A PERFECT SUMMER GETAWAY AT THE INTERCONTINENTAL DAVID HOTEL

By HADAS RAN



Photo by Yossi Vaknin



Photo by Ariel Torgman

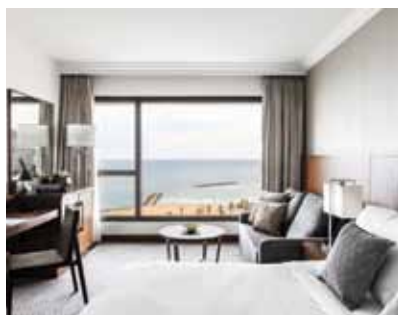


Photo by Itay Benit



Photo by PR

The InterContinental David Tel Aviv Hotel offers an unforgettable summer holiday experience with spacious accommodations and a variety of activities

designed to enrich your stay and create a relaxing, vibrant atmosphere.

From the moment you arrive, the warm welcome sets the tone for your holiday. As you explore the hotel, you'll find inviting spaces like the stylish reception area, the comfortable lobby, and the sophisticated atrium lobby bar.

To help you unwind, the hotel offers weekend yoga sessions by the pool, where you can find tranquility and rejuvenation. On Fridays, indulge in a wine tasting event that pairs exquisite wines with artisanal cheeses, perfect for starting your weekend on a high note.

For those looking to explore, join the guided tour of the Neve Tzedek neighborhood, just a short walk from the hotel. Discover the charming streets, unique shops, and vibrant culture that surround the hotel.

Food enthusiasts will delight in the diverse culinary offerings. Start your day with a rich and indulgent breakfast at the "Jaffa Court" restaurant. For a midday treat, enjoy lunch at the poolside restaurant, Mayim. In the evening, unwind with creative cocktails



Photo by Adi Cohen Tzedek

at Spice by Spicehaus, the renowned cocktail bar.

The hotel features a luxurious pool area with a large swimming pool suitable for both relaxation and fun. The main pool has a maximum depth of 1.5 meters, making it ideal for leisurely swims.

Families will create the best memories thanks to the special attention dedicated to children: a special check-in area, vouchers for popsicles, kids' amenities in the room, and a toddler pool. The hotel also features a family-adapted lounge with a rich and varied buffet available throughout the day in August only. The new game room offers a



Photo by Tal Zelicovitch

variety of games, including PlayStation and Xbox, ensuring an unforgettable family hospitality experience. Rates start from NIS 2300 per couple for bed and breakfast.

For reservations, please call 03-7951111 or email tlvha.rsrv@ihg.com.

Experience the perfect summer getaway at the InterContinental David Hotel, where relaxation and adventure await. •

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SCENTS OF SUMMER

By IRIT MATHIAS

Perfumes in the summer edition are light, based on citrus fruits and flowers. Most of the perfumes are suitable for both men and women. They are made from sustainable ingredients. The bottles are made of tempered glass and can be refilled. And the cardboard packaging is biodegradable.

ARMANI

Si Passione Intense Eau de Parfum is a floral, amber, and woody perfume, refined and intense. It contains a blend of blackcurrant accord with jasmine superinfusion essence, vanilla, moss, pear, and bergamot.

CASAMORATI

The new unisex perfume Casamorati Levar del Sole is inspired by the phoenix. It contains notes of apple, orange, rose, lemon, bergamot, cardamom, lily of the valley, jasmine, violet, oak moss, musk, caramel, patchouli, and tonka bean. With a high concentration of extracts and oils, the durability of the scent is higher than usual.

CHLOÉ

Chloé L'Eau de Parfum Intense is a floral perfume with lively raspberry notes, a sensual and multi-colored rose, and a bouquet of ambrox. Cashmere and

cedar envelop the fragrance with a musky, woody, voluptuous sensuality.

BURBERRY

Goddess Eau de Parfum Intense is a new scent based on a unique blend of vanilla, lavender extract, and patchouli.

COACH

Dreams is a scent inspired by the sense of optimism. The perfume embodies the brand values of freedom, taking risks and embracing the moment. It stimulates the senses with notes of bergamot, pink pepper, fresh roses, jasmine, almonds, shale, vetiver and tonka bean.

DOLCE & GABBANA

Devotion Intense is a sensual, seductive, relaxing journey. Full of contrasts, it contains aromas of hazelnut, orange blossom, and Madagascar vanilla.

FERAGAMO

The Signorina Unica collection is renewed with Libera Signorina, a glamorous, romantic, and sensual fragrance, a gourmet blend of woody and floral notes, citrus notes

GUCCI

Flora Gorgeous Orchid reveals a new story of imagination, freedom, and

femininity. The floral fragrance emits the radiant sensuality of a vanilla accord.

GOLDFIELD & BANKS

Australian boutique brand Goldfield & Banks, sold exclusively at the April chain, launches Mystic Bliss, an aromatic woody fragrance with subtle tones of fig, cassis liqueur, conzea plant, cardamom, and sage, with notes of cedar and incense.

INITIO

The new fragrance Oud for Greatness Neo is designed to liberate the wearer from outdated social structures. The perfume has the scent of intense oud wood, lavender, and bergamot.

INCENSE

Incense, which specializes in perfumes created in Grasse, France, the perfume capital of the world, offers a variety of concept fragrances taken from the realms of natural wood, amber, floral, citrus, and aromatic oils

JO MALONE

Hinoki & Cedarwood Cologne Intense, contains delicate notes alongside warm and aromatic notes that together create a powerful fragrance. Red Hibiscus Cologne Intense; Cypress & Grapevine; Tuberose Angelica; Scarlet Poppy; Jasmine Sambac & Marigold; Vetiver

Jo Malone
(Photo by PR)



Narciso Rodriguez All of me
(Photo by PR)



Prada Infusion Gingembre
(Photo by PR)



Lancome L'VEB L'Elixir
(Photo by PR)



Karl Lagerfeld
(Photo by PR)



Giorgio Armani Si Passione Intense
(Photo by PR)



Off White Solution
(Photo by PR)



Xerjoff Elle anniversary 17 71
(Photo by PR)

Thierry Mugler Angel fantasm sensuelle
(Photo by PR)



Lancôme Idol
(Photo by PR)



Initio Prives Oud for Greatness Neo
(Photo by PR)



YSL Libre
(Photo by PR)

YSL Libre flowers & flames
(Photo by PR)

Goldfield & Banks Mystic Bliss
(Photo by PR)

Dolce Gabbana Devotion intense
(Photo by PR)



Burberry Goddess
(Photo by PR)



& Golden Vanilla; Velvet Rose & Oud; Dark Amber & Ginger Lily.

KILLIAN

The luxury brand launches a new fragrance for the elegant collection olfactive Liquors, dedicated to the family heritage of Old Fashioned by Kilian Paris.

KARL LAGERFELD

Ikonik, produced from carefully selected ingredients. The fragrance embodies a creative, unique, and multidisciplinary vision that represents Lagerfeld's values and personality, the floral-amber-woody fragrance.

LANCÔME

A new fragrance in the Idole family in a fresher version. A symbiosis between natural ingredients and science, it contains a green tea accord of chinch, fresh rose petals, bergamot extracted from a trio of oils from Italy, premium bourbon vanilla infusion, sustainably sourced in Madagascar, cedar and patchouli notes. Also from *Lancôme*, La Vie Est Belle L'Elixir contains violet leaf essence, rose essence, raspberry liqueur, juicy pear, bergamot, green mandarin essence, and cocoa essence, enriched with a suede accord and a cedar wood note that adds depth.

NARCISO RODRIGUEZ

All of Me Intense is a new and powerful interpretation of All of Me, a luxurious floral fragrance. It contains notes of white musk, black iris, jasmine sambac, rose centifolia, geranium bourbon, lyotrope,

tuberose, and sandalwood. The perfume is vegan and contains 90% ingredients that are produced in a responsible manner for the environment and agricultural communities.

OFF-WHITE

The Italian brand Off-White™ expands with a new perfume collection called Off-White™ Solutions. Each fragrance stars in a specially designed bottle.

PRADA

Paradoxe Virtual Flower, created with AI technology focusing on jasmine, contains green bergamot, neroli, Serenolide™, musk, and ambrette.

Also from Prada is Infusion de Gingembre, a citrus ginger fragrance that is fresh and spicy.

ROCHAS

Mademoiselle in Paris has a light, fruity aroma of pear and raspberry, fresh bergamot, jasmine and rose petals, woody notes of oak moss, and sandalwood.

SHISEIDO

Ginza Night Celebrates women's sensitivity and inner strength. The mysterious fragrance imparts a magnetic aura, containing notes of black currant, tangerine, jasmine, gardenia, lilies, damask rose, cedar, and vanilla. The formula is vegan, and 88% of the ingredients are of natural origin.

THIERRY MUGLER

Angel Fantasm Eau de Parfum Sensuelle is designed for the fascinating, fearless, wild

but indulgent woman. The amber fruity perfume features an exotic combination of pineapple, coconut, patchouli, and vanilla bourbon infusion.

SERGE LUTENS

Point du Jour is a new fragrance that contains fresh thyme, as well as notes of sage and eucalyptus.

TOM FORD

Super designer Tom Ford presents his new fragrance Eau d'Ombre Leather, a composition of fresh ginger, rich amber, sensual vanilla leather, a refreshing spice blend, saffron, and fresh vanilla pods.

YVES SAINT LAURENT

Libre Flowers & Flames is a floral fragrance with a desert lily accord, created exclusively for the Yves Saint Laurent Beauty division. It contains tuberose, orange blossom, touches of coconut, Tahitian gardenia, ylang-ylang, and jasmine, palm flower accord, bourbon vanilla, and Ourika palm flower. The natural ingredients assembled in the Beauty have been broken down and reconstructed using innovative techniques to release the essence of each note.

XERJOFF

The fragrance Xerjoff Elle Anniversary 17/17 is a new edition to mark the 17th anniversary of the series. The magical, sensual fragrance is inspired by the pure beauty that resides in a woman's heart. It contains notes of lychee, bergamot, jasmine, peony, cashmere wood, amber, musk, patchouli, green apple, red fruits, musk, and sandalwood.



RED AHEAD

By IRIT MATHIAS

Red is one of the most prominent colors in the world of fashion. It is always present and doesn't lose its sense of presence. Red is one of the most striking colors to the eye. In the late 1960s, red was the third color to receive its own identity after black and white, which were the symbols of dark and light.

Red symbolizes life-blood and intense emotion. It belongs to the family of warm colors. Red symbolizes a wide variety of feelings and messages, such as passion, love, strength, and power.

In history, red was considered a valuable and desirable color. In the Middle Ages and the Renaissance, red clothing was an indication of wealth and status, as red fabric was expensive and difficult to obtain.

Red is associated with various cultures. In Chinese culture, red is regarded as the color of joy and thus features prominently in festive events such as weddings. Red is also the color of



1. Armani Photo by PR 2. Yves Saint Laurent Photo by PR 3. Lancome 4. Careline Photo by Tal Azulai 5. Cassamorati Photo by Lilit cosmetics 6. Roja 7. Xerjoff Photo by PR 8. Essie Photo by Asaf Lev 9. DKNY Photo by PR 10. Pupa 11. Revlon Photo by PR 12. Lancome Photo by PR 13. Estee Lauder Photo by PR



1. Dolce Gabbana Photo by PR 2. Jack Cuba Photo by Asaf Levi 3. Hunza G Factory54

1. Gali Photo by Dan lev 2. Scoop Photo by Amiram Ben Yishai 3. Skechers Photo by PR 4. Carolina Lemke Photo by PR 5. Lee Cooper 6. H&O Photo by Tomer Lupasco 7. Miss Nori Photo by Bar Sharir

the first chakra - the base chakra, the body's "energy gate." Therefore, for the Chinese, the color red represents life and is believed to bring good luck.

In the world of fashion, red is a color for all seasons. Red garments represent luxury and elegance. Many fashion designers use red in their creations to attract attention. It also stars in accessories such as bags and shoes. And red jewelry can add vitality to any outfit and make it stand out. Combining red with neutral or contrasting colors creates a sophisticated look.

Fast fashion brands use red to create bold pieces that are available to the general public, allowing consumers to incorporate bold colors into their everyday wardrobe.

Red is considered a color that evokes strong emotions and raises the energy level. Wearing red clothes can convey an air of power and self-confidence. Studies have shown that people who wear red are perceived to be more attractive and draw more attention than others.

In a sociology study, Steve Young, a university researcher in New York, discovered data which indicated that colors have an effect on human nature. When women are excited, they become flushed in the cheeks, neck, and chest.

According to Young, a woman will choose to wear red when she goes out on a date with a man she considers attractive. And men are attracted to women who are wearing red.

A study revealed that women who were wearing red clothing or were photographed against a red background were found to be more attractive than others.



1. Mango Photo by PR 2. To Go Photo by Amiram Ben Yishai 3. Urbanica Photo by Haim Cohen 4. Panta Rei Photo by Or Danon



1. Reserved Photo by Asaf Levi 2. Tommy Hilfiger Photo PR 3. Dezigual Photo by PR 4. Furla Photo by PR 5. Castro Photo by Sherban Lupu 7. Terminal X Photo by Dimitri Talianski

By IRIT MATHIAS

LIPSTICKS & PENCILS



Estée Lauder relaunches Pure Color Lipstick, with highly pigmented satin, matte, and shimmer finishes. The lipsticks' rich moisture complex nourishes the lips. The range of 30 shades are suitable for every skin tone and last up to 10 hours.

Estée Lauder's Smoke and Brighten Kajal Eyeliner Duo is a double-sided creamy eye pencil. With pairs of contrasting colors, the pencil brightens and highlights the eyes, creating the opportunity for a variety of makeup looks. Available

in four sets of shades: Noir/Cream; Bordeaux/Ivory; Dark Chocolate/Rich Bronze; and Marine/Sky Blue.

FOR YOUR EYES ONLY

Bobbi Brown launches Bobbi Brown Longwear Cream Liner Stick based on the brand's stick eye shadows, with a rich pigment and creamy texture that glides easily on the eyelid. The pencils, which do not smear or crumble, are waterproof and maintain the shade for hours. Also at Bobbi Brown, pencils with a thin tip, which allows for precise eye lining. There is a built-in sharpener at the end, so the tip of the pencil can be adjusted to the desired thickness. Available in gray brown; neutral heat; rich black; rich burgundy (limited edition); and medium warm green (limited edition)



GLOW UP



M.A.C launches two new products in the iconic Glow Play series MAC Glow Play: Tendertalk Lip Balm & Glow Play Cushiony Blush. The unique formulas allow you to apply makeup with your fingertips. The formula with pH technology helps match the shade of the lipstick to the lips. It can also be used as a glossy blush or as a base for eye shadow. Enriched with moisturizing and nourishing ingredients that strengthen the skin barrier of the lips; 91% of the ingredients are of natural origin, such as jojoba and sunflower seed oil with

shea butter. Contains no parabens, paraffin, mineral oil, or animal ingredients. The packaging is made from recyclable materials. Available in nine shades.

Another launch: M·A·C Stack Legit Lift Lash Primer. The innovative formula with a complex of oils and nourishing ingredients lengthens, thickens, rounds, and lifts the eyelashes to create a smooth, uniform, and strengthening base for mascara. M·A·C Stack Mascara in chestnut, inspired by the lip pencil, provides volume. Ideal for short lashes and lower lashes.

CHEEKS & LIPS

Lancôme launches Idôle Tint liquid blush for eyes and cheeks. The multi-purpose product lasts for 16 hours. The innovative applicator has a flat side for applying the shadow and blush; and a thin side for creating a bold eyeliner look. Available in seven shades: Sunburst; Desert Sand; Hot Lava; Sienna Sand Storm; Canyon Rose; and Earth Berry.



EYES FOREVER



Lancôme introduces the new Rénergie H.C.F. Triple Serum Eye, an anti-aging serum for the eyes. It helps reduce the signs of aging of the eye contour, and provides a noticeable effect of lifting the eyes. Contains a powerful combination of active ingredients for high efficiency.

KISSED BY THE SUN

Clinique launches Sun-Kissed, a tanning and moisturizing gel that absorbs into the skin and gives your face a bronzed glow that looks like you were on vacation. Suitable for all skin types. Tested for allergies. 100% perfume-free.



By RONIT & IRIT MATHIAS

SKIN DEEP

International skincare brand Lierac Paris has launched Phytostyle serum, a formula that helps to eliminate stretch marks and rejuvenate the skin. The formula is absorbed deep into the layers of the skin and keeps the skin smooth and flexible. The serum contains 98% natural components, and uses an innovative technology called ALP complex. The unique complex contains plants with phytotherapeutic properties.

The 100 ml. serum is packaged in a recycled glass bottle, which corresponds with the brand's core values: preserving the quality of the environment.

Lierac Paris has also launched 30 SPF *Broad Spectrum Sun Protection*. It combines organic filters [UVB + UVA] with a complex of active ingredients that filter out blue and infrared radiation, to provide a deeper tan. Pleasant to the touch, it has a silky, non-sticky texture. The fragrance is very pleasant as well, with the exotic scent of macadamia, jojoba, and



Photos by Asaf Levi and PR

sunflower oils. It is enriched with fatty acids, vitamin E, omega 6 and 9, as well as red algae extract to improve tanning and skin tone. The packaging is made of 100% recycled paper. •

ORIGINS LAUNCHES

Origins launches Origins Clear Improvement™ Rich Purifying Charcoal Mask, which contains a purifying blend of chia seed oil, shea butter, and bamboo charcoal for all skin types. New products in the anti-aging Plantscription™ series, based on extracts from the anogaisus plant, maintain firm and youthful-looking skin and reduce wrinkles and fine lines. The products are Origins Plantscription Multi-powered Youth Serum; and Origins Plantscription Spf 25 Power Anti-Aging Cream. •



HAIR CARE

John Frieda launches PROfiller+, a series that provides volume and strengthens the hair from the first use. The series is vegan and does not contain silicone or parabens. Suitable for thin hair, it is rich in nutrients such as biotin known to strengthen the hair, and hyaluronic acid that provides moisture. The series includes shampoo, conditioner, and hair spray. •

DOUBLE DUTY

Korean skincare brand so.ko launches Double Duo -- moisturizing cream and serum in one package, which is divided into two parts. In one part, a serum enriched with hyaluronic acid, collagen, and turmeric extract that provides moisture and nourishment to the skin. In conjunction, the iconic so.ko glow cream is enriched with hyaluronic acid and pearl powder, with an applicator for convenient use. •



By RONIT MATHIAS

CROCHET CRAZE

Crocheting has come a long way since it was used for making tablecloths. In recent years, crocheted garments have been one of the strongest trends. They are suitable for the summer because they're airy, chic, and can be combined in many ways.



1. Miss Nori Photo by Bar Sharir 2. Reserved Photo by PR

COOL SHADES

Sunglasses with orange frames will bring energy to our lives. Luxottica offers iconic models of Vogue and Ray-Ban sunglasses from the Pulse collection.



1. Ray Ban 2. Vogue Photo by PR Luxottica

IT'S IN THE BAG

Straw bags have a glorious history. Actresses Audrey Hepburn and Jane Birkin were the pioneers. Straw bags are stars in their own right. From small handbags to large totes, these bags are dominating the leading fashion houses. And they're eco-friendly.



Factory 54 Photo courtesy

Jack Kuba Photo by Shay Yehezkel

IN THE PINK

Hoka cushioned pink running shoes, the hottest trend this summer, have arrived in Israel in a limited edition of 1,000 pairs. Freedom Moses slippers are made with environmentally friendly technology. The flip-flops, made of PCU material, give one the feeling of walking on air.



Photo by PR

BODY SHAPER

A body shaper tightens and contours the body. Under clothing, it creates a smoother, slimmer, more shapely appearance. There is a wide variety of designs and lengths, such as undergarments, tank tops, skirts, or complete body shapers.



HANG ON

The trend of hanging accessories on a handbag is back in a big way. Instead of hanging bears, hearts, or bottles, you can hang accessories with added value such as My Bodyguard. The Israeli self-defense brand offers a My Bodyguard self-defense kit which includes tools for self-defense: pepper spray, a tactical pen, an alarm, and a car emergency escape tool.



Photo by Joshua Tzur

BANGLES AND BRACELETS

Bracelets are a lovely fashion accessory in the summer. They are beautiful to wear alone or in multiples. The Tous brand offers an armload of styles to choose from.



Tous Photo by PR

BOWERS OF FLOWERS

One of the trends that keep on blooming is the flower print. This season, floral elements abound on shoes, sandals, handbags, and lapels.



1. Reserves Photo by PR 2. Golbary Photo by Shay Yehezkel 3. Jack Kuba Photo by Shay Yehezkel 4. Gali Photo by Gal Biton



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תחום חיסכון ארוך טווח
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