

# THIS DAY

SUNDAY, FEBRUARY 23, 2025

# PROFESSOR BENEDICT ORAMAH

**AFRICA'S FINANCIAL TITAN** 

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# **COVER NOTE**



ew leaders have left an indelible mark on Africa's economic landscape like Professor Benedict Oramah, the President and Chairman of the Board of Directors of African Export-Import Bank (Afreximbank). A distinguished economist and financier, Oramah has spent nearly three decades shaping the trajectory of the continent's trade and financial integration. Since assuming the presidency of Afreximbank in 2015, he has overseen a staggering expansion of the bank's assets from \$6 billion to \$31.1 billion, cementing its role as a driving force behind Africa's economic transformation.

## Lifestyle & Fashion

Dating After 40? Here's How To Find Love This February

> What Your Favourite Outfit Says About You

Are Glp-1 Drugs Changing The Way We View Weight Loss?

From Clutches To Totes: Your Ultimate Bag Care Guide

9 Tik Tok Creators You Should Be Following Right Now

The Survivors 18

10 Tiny Habits That Can 19 Dramatically Improve Your Life

Transparent: Why We Need More Honest Conversations About Love 20 And Growth

How To Reinvent Yourself At Any Age: The Fashion Edition 21

Is Your Makeup Expired? 8 Signs It's Time To Say Goodbye!







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## EDITOR'S LETTER



#### Snatched in Seconds?

hope your Valentine's Day was everything you wanted it to be. I also hope it was filled with love—the real kind. Not just the grand gestures, the fancy dinners, or the shiny gifts (though, II don't know about you, but at this point, it feels like more people are on GLP-1 drugs than not. Everywhere you turn, someone has suddenly dropped 10, 15, or even 20kg in what feels like record time. And unlike before—when weight loss secrets were closely guarded—no one is even trying to be discreet about it. Boom! Someone you haven't seen in a minute looks incredibly snatched, and when you ask what their secret is, they casually say, "Oh, I've been on Ozempic" or "I started Mounjaro a few weeks ago; you should try it too." Just like that. No shame, no hesitation, just an open

invitation to the new era of weight loss. Suddenly, it feels like those of us still counting calories and hitting 10k steps daily might be getting played. I mean, was it all a scam? We were told that true health comes from eating well, moving our bodies, and staying consistent. But now, here come these little injections that make the weight fall off with what seems like minimal effort. And I won't lie—I am mad, curious, and have questions. A lot of

So first, are we looking at a future where people are on these drugs for life? I ask because reports say that many regain most of the weight they lost. Now, is that safe? Sustainable? Affordable? And if these medications work so well, should I be trading in my daily 10K steps for a prescription instead? Have you tried it? Did it work? Would you recommend it? I genuinely want to know because, as far as I can see, these conversations aren't slowing down anytime soon. If you're as curious as I am, you should read my article Are GLP-1 Drugs Changing the Way We View Weight Loss? Because let's be honest—they have done what many could only dream of. Anyway, feel free to hit me

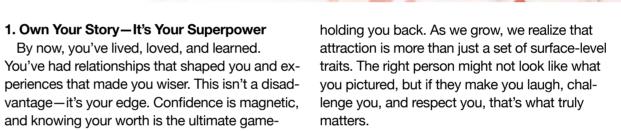
Speaking of curiosity, can we talk about the absolute chaos that social media has been serving us this February? I mean, between the hot takes, the clapbacks, and the pure comedic drama that gets uploaded every day, it's been an exhausting yet highly entertaining time on the internet.

If you, like me, are determined to stay in the trenches of social media but at least want your feed to be worth scroll- ing, we've put together a list of TikTok creators you should be following right now. These people are fun, engaging, and consistently delivering top-tier content—because, let's • be honest, doomscrolling is only acceptable if the content

But enough about weight loss and the madness of social media. February is flying by, and I hope you're making the most of it and prioritising yourself. Wishing you a week filled with good vibes and absolutely no unnecessary stress. Stay fabulous.

# **DATING AFTER 40? HERE'S HOW TO FIND LOVE THIS FEBRUARY**

Dating after 40? It's a whole new world—one filled with confidence, wisdom, and, let's be honest, far less tolerance for nonsense. Gone are the days of trying to impress or settle for less than you deserve. At this stage, you know who you are, what you want, and what you absolutely won't put up with. And that's a beautiful thing. February, the so-called "month of love," is the perfect time to dip your toes (or dive headfirst) back into the dating scene. But how do you navigate love, romance, and the occasional dating disaster at this stage in life? With intention, confidence, and a little bit of fun. Here's how to date like the fabulous, self-assured woman you are.



8. Don't Let Past Heartbreaks Hold You Back

heartaches, disappointments, and maybe even

a divorce or two. But don't let past wounds keep

you from opening up to something new. Learn

from the past, heal, and step into dating with a

9. Emotional Connection is the Real Deal

Sure, physical attraction is great, but at this

stage, emotional intelligence, communication, and

shared values matter even more. Look for some-

By now, most of us have had our share of

#### that you're the prize. Because, well, you are. 7. Give Online Dating a Shot—But Stay Smart Yes, dating apps can feel overwhelming, but

fresh perspective.

2. Know What You Want—But Stay Open they also expand your pool of potential matches. You've got standards (as you should), and Pick platforms that cater to meaningful connecyou're not looking to waste time. That said, don't tions, and don't be afraid to take the conversation be so rigid that you miss out on a great connecoffline when you feel comfortable. And rememtion just because it doesn't fit a pre-set mould. ber: Trust your instincts. If something feels off, it Keep your non-negotiables in check but let yourprobably is. self be surprised. Sometimes, love comes in an

#### 3. Be Upfront About Your Intentions

unexpected package.

1. Own Your Story-It's Your Superpower

By now, you've lived, loved, and learned.

and knowing your worth is the ultimate game-

changer. So, walk into dating with the mindset

Gone are the days of playing guessing games. If you're looking for a serious relationship, say so. If you just want companionship, own that too. Clear communication will save you time and heartache. The right person will appreciate your

## 4. Drop the Games—Ain't Nobody Got Time

No more waiting three days to text back. No more one who knows how to resolve conflicts maturely, playing hard to get. If you like someone, let them know. If you're not interested, don't ghost—just say so. Authenticity is sexy, and at this stage, there's no need to pretend to be someone you're not.

#### 5. Keep Your Life Full—With or Without a **Partner**

A fulfilling life isn't dependent on a relationship. Keep doing the things you love—travel, hobbies, career goals, friendships. When you're happy and engaged in your own life, you naturally attract people who align with your energy. Plus, you won't feel the pressure to make someone your "everything."

#### 6. Ditch the "Type" Trap

That checklist you had in your 20s. It might be

listens to you, and genuinely respects your journey. That's the kind of chemistry that lasts.

Sunday, February 23, 2025 Vol. 22,1

Style

#### 10. Enjoy the Ride—It's Supposed to Be Fun!

Dating in your 40s doesn't have to be daunting—it can be thrilling. Approach it with curiosity rather than pressure. Every date doesn't have to lead to marriage. Some will be fun, some will be learning experiences, and some may just be great stories to tell your friends over brunch.

## 11. Share Your Past—But Don't Make It the

Your past experiences are part of you, but they shouldn't define your present. Talk about your life openly, but don't unload all your past baggage on the first date. Let people get to know who you are today—not just the chapters you've already lived through.

## 12. Forget the Age Myth—Love Has No Expi-

Who says love is only for the young? Women in their 40s (and beyond) are thriving, glowing, and living their best lives. There's no age limit on attraction, connection, or romance. Keep your heart open and your energy high, and remember—your best love story might still be ahead of you.







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#### THE TRENDSETTER (BOLD COLOURS, STATEMENT PIECES, AND EXPERIMENTAL **FASHION)**

Your wardrobe is a mix of daring silhouettes, unexpected colour combinations. and designer pieces that turn heads. You're always ahead of the curve, knowing what's cool before the rest of the world catches up.

People see you as confident, adventurous, and constantly pushing boundaries. You're not afraid to express yourself through fashion, and you thrive on individuality.

Your mantra: "Fashion is about self-expression, not rules."



THE POWER DRESSER (BLAZERS, TAILORED

ANTS, AND SHARP LHOUETTES)

ot structurea biazers.

crisp button-downs, and

tailored trousers, you ex-ude authority and sophis-

tication. You're likely am-

bitious, driven, and thrive

in high-pressure environ-

ments. Whether you're a

corporate powerhouse, a

budding entrepreneur, or

just someone who loves



THE BOHO FREE SPIRIT (EARTHY TONES, FLOWY FITS, AND HANDMADE ACCESSORIES)

Your wardrobe is a mix of relaxed, bohemian pieces—think maxi skirts, crochet tops, layered jewellery, and earthy, muted tones. You're a free spirit who loves nature, travel, and embracing life as it comes.

People see you as easygoing, soulful, and deeply connected to the world around you. Your outfit choices reflect your appreciation for creativity, sustainability, and self-expression.

Your mantra: "Go where you feel most alive."



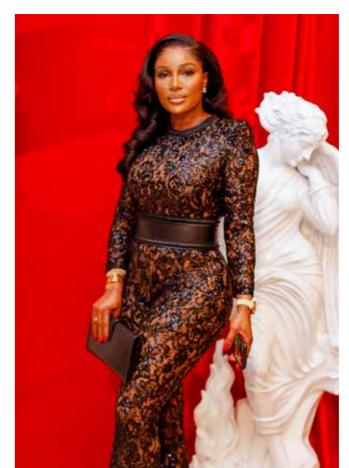
#### THE EFFORTLESSLY COOL ONE (STREETWEAR, SNEAKERS, AND OVER-SIZED EVERYTHING)

If your go-to look consists of oversized tees, cargo pants, and a killer sneaker collection, you embody effortless cool. You likely have a laid-back, creative personality and a natural charisma that makes people want to be around you.

Your style suggests that you don't take yourself too seriously, yet you still manage to look effortlessly put together.

Your mantra: "Style is about attitude, not effort."









#### THE GLAMOROUS DIVA (GLITTER, BODYCON **DRESSES, AND HIGH HEELS)**

If you're the one who never shies away from sequins, metallics, or form-fitting outfits, you love making a statement. You're confident, bold, and always the life of the party.

People admire your fearless approach to fashion and life. You know how to own a room, and your style reflects your vibrant, charismatic personality.

Your mantra: "Life is too short to blend in."



THE ROMANTIC SOUL (FLOWY DRESSES, PASTELS, AND **FEMININE DETAILS)** 

If you gravitate toward floral prints, ruffles, and delicate lace, chances are you have a romantic, whimsical outlook on life. You believe in the magic of small moments-handwritten letters, Sunday brunch, and fresh flowers on your nightstand. Your outfit choices reflect your dreamy and gentle nature. You're the kind of person who can turn a mundane day into something special with a beautifully set table or a thoughtfully curated playlist. Your mantra: "Romance is in the details."

# WHAT YOUR **FAVOURITE OUTFIT SAYS ABOUT YOU**

Have you ever noticed how certain outfits just feel right? You put them on, and suddenly, you're walking more confidently, standing taller, and feeling like the most put-together version of yourself. It's not just about looking good-your favourite outfit is an extension of your personality, a non-verbal introduction to who you are. Whether you're drawn to sleek power suits, effortlessly cool streetwear, or romantic, flowy dresses, your go-to outfit speaks volumes about your style, your mindset, and even your approach to life. Let's decode what your favourite outfit might be saying about you.

THE LAID-BACK MINIMALIST (NEUTRAL TONES, CLASSIC FITS, AND EFFORTLESS BASICS)

You're all about quality over quantity, favouring well-tailored, timeless pieces that don't scream for attention but still make a statement. A perfectly fitted white tee, classic blue jeans, and understated loafers define your aesthetic. Your style suggests that you're confident without needing the bells and whistles. You value simplicity and efficiency, preferring a capsule wardrobe filled with versatile pieces. Your mantra: "Less is more."

the feeling of looking polished, your style reflects a no-nonsense attitude with a touch of elegance. Your mantra: "Dress for the job you want, not the job you have."

By Konye Chelsea Nwabogor

# ARE GLP-1 DRUGS CHANGING THE WAY WE VIEW WEIGHT LOSS?

For as long as we can remember, weight loss has been packaged as a combination of willpower, discipline, and, often, an exhausting cycle of dieting and exercise. Society has been conditioned to believe that shedding weight is solely about eating less and moving more, with little regard for the complex biological and psychological factors at play. But a new class of drugs—GLP-1 receptor agonists—are shaking up this narrative, challenging long-held beliefs about obesity and what it really takes to lose weight.



Originally developed to treat Type 2 diabetes, drugs like semaglutide (sold under brand names like Ozempic and Wegovy) and tirzepatide (marketed as Mounjaro and Zepbound) have emerged as game-changers in the weight loss industry. These medications work by mimicking a hormone called glucagon-like peptide-1 (GLP-1), which helps regulate blood sugar and, as a side effect, suppresses appetite. The results have been staggering. Clinical trials show that people taking GLP-1 drugs can lose up to 20% of their body weight—numbers that were once considered impossible outside of bariatric surgery.

For decades, obesity was viewed through a moralistic lens. "Just eat less," people were told. "Exercise more." Yet, anyone who has struggled with weight loss knows it's rarely that simple. Genetics, metabolism, stress, mental health, and a host of other factors influence how our bodies store and burn fat. GLP-1 medications have forced a reckoning: What if obesity is not just about personal failure but about biology?

An Abuja-based physician, Dr. Kennedy, says, "For the first time, we have a tool that addresses obesity as a chronic disease rather than a lifestyle choice. These medications work on the brain's hunger signals, which is why people describe feeling full much earlier than they used to."

This shift in perspective is seismic. If obesity is a medical condition rather than a willpower



issue, then perhaps those struggling with it deserve medical treatment just like people with high blood pressure or diabetes. GLP-1 drugs are offering proof that weight loss isn't just about effort—it's about biology.

Yet, the rise of these medications has also sparked controversy. Some argue that the accessibility and affordability of these drugs remain significant barriers. Others worry about potential side effects, such as nausea, vomiting, and concerns about long-term safety. And

then there's the question of sustainability—can people maintain their weight loss once they stop taking the drug? Studies suggest that many regain weight after discontinuing treatment, reinforcing the idea that obesity is, indeed, a chronic condition requiring long-term management.

Then there's the cultural shift happening in real-time. Celebrities and influencers have openly or indirectly credited GLP-1 drugs for their dramatic weight loss. From Hollywood to Wall Street, whispers of executives using these medications to stay sharp and trim are









growing louder. Some see this as a positive step toward destigmatising medical weight loss. Others fear it's fueling a new wave of unrealistic body standards.

"I was always the 'big girl' in my friend group," says Lola, a 37-year-old Lagos-based marketing executive who started taking Mounjaro last year. "I'd tried every diet, every workout plan, but nothing ever worked long-term. I lost 60 pounds on Mounjaro, and for the first time, I feel like I have control over my weight instead of it controlling me. But I also see how people are starting to treat weight loss as a shortcut rather than understanding the complexity of obesity."

Her experience highlights an uncomfortable truth: GLP-1 drugs are changing the landscape of weight loss, but they're also challenging our perceptions of effort and merit. We've long romanticised weight loss as a test of character—how hard are you willing to work for it? The idea that a weekly injection can yield results that years of dieting couldn't is unsettling for many.

Philosophically, it raises deeper questions. If a drug can help you lose weight without excessive dieting and exercise, does that diminish the achievement? Should weight loss even be viewed as an "achievement" at all, or should it simply be a medical outcome?

There's also the impact on industries built around traditional weight loss methods. Diet programs, fitness brands, and even the food industry are scrambling to adapt. WeightWatchers recently acquired a telehealth company specialising in GLP-1 prescriptions, signaling that even legacy weight loss brands are acknowledging the shift. Gyms and wellness influencers are rethinking their messaging—how do you market meal plans and intense workout regimens in a world where a shot can curb cravings more effectively than any crash diet?

At the same time, not everyone is jumping on the bandwagon. Body positivity advocates warn that the normalisation of GLP-1 drugs could reinforce harmful ideas that thinner is always healthier. "We don't want to replace one form of weight stigma with another," says Ikenna Ugoh, a fitness trainer in Lagos. "People in larger bodies have

always been told they need to shrink to be acceptable. Now, the conversation is about how quickly and efficiently they can do it with medication. But where does that leave those who choose not to?"

The rise of GLP-1 drugs is undeniably altering the way we approach weight loss. It's pushing society to reconsider outdated notions of obesity and highlighting the need for greater medical intervention. But it's also raising ethical and cultural debates about body image, accessibility, and the unintended consequences of medical advancements.

Ultimately, the impact of these drugs will depend on how we, as a society, choose to integrate them. Will they become a tool to support those struggling with obesity, or will they be co-opted into a new form of weight-related pressure? Either way, one thing is clear: weight loss will never be viewed the same way again.

From Clutches to Totes: Your Ultimate Bag Care Guide

By Funke Babs-Kufeji

Caring for your bags isn't just about storage—it's about maintenance, cleaning, and giving them the TLC they deserve, whether it's a high-end designer clutch or your go-to everyday tote. Follow this guide to keep your beloved arm candy looking as fresh as the day you bought it!



#### 1. Store Smart, Not Just Anywhere

Use a dust bag – That fabric pouch your designer bag came with? It's not just fancy packaging—it's a shield against dust, dirt, and moisture. If your bag didn't come with one, invest in a breathable cotton dust bag. For extra convenience, opt for transparent yet breathable dust covers that let you see what's inside without compromising protection.

Stuff it, but don't overstuff – Maintain your bag's shape by stuffing it with tissue paper, bubble wrap, or a dedicated bag insert. Avoid overstuffing to the point where it stretches the leather or fabric.

**Shelving over hanging** – Never hang your bags by their straps! It might seem like a space-saver, but over time, it weakens the handles and distorts the shape. Instead, store bags upright on a shelf, ensuring they retain their original structure.

Avoid sunlight & heat – Think of your bag like your skin—too much sun exposure causes fading, drying, and cracking, especially for leather. Keep your bags away from direct sunlight and heat sources like radiators.

#### 2. Keep It Clean & Fresh

**Wipe it down regularly** – A quick wipe-down goes a long way! Use a soft, dry cloth to remove dust and dirt. For fabric bags, a lint roller works wonders.







Use the right cleaner – Not all cleaners are created equal! Leather bags need a dedicated leather cleaner, while fabric bags require a fabric-safe solution. Harsh chemicals are a no-go—they can strip the colour or damage the texture.

Condition your leather – Leather loves moisture! Every few months, apply a quality leather conditioner to keep it soft, supple, and wrinkle-free. Always patchtest first to avoid unwanted discoloration.

3. Avoid Overloading—Less Is More
Lighten the load — Overstuffing your
bag isn't just bad for your shoulders—it
stresses the seams, stretches the leather,
and can cause creases. Carry only the essentials and switch between bags to give
them a breather.

4. Say No to Wrinkles & Creases Shape matters – Keep bags padded with tissue, or a bag insert to prevent sagging. A well-structured bag is a happy bag!

**Steam, don't iron** – Got creases? Skip the direct heat! Instead, place your bag in a steamy bathroom or use a steam iron from a safe distance to relax the fibres and smooth out wrinkles.

5. Don't Forget the Hardware & Straps Check & tighten – Zippers, clasps, and buckles can loosen over time. Do a routine check to make sure everything is secure and functioning properly.

Care for leather straps – If your bag has leather handles or straps, condition them occasionally to prevent cracking and keep them in top form.

#### 6. Fix It Before It Gets Worse

Act fast on damage – A loose stitch, a cracked strap, or a stubborn zipper issue? Get it repaired ASAP! The longer you wait, the worse it gets. A quick fix now can save you from major damage later.



3

# 9 TIK TOK CREATORS YOU

# SHOULD BE FOLLOWING RIGHT NOW

TikTok has transformed from a casual entertainment platform into a powerful tool for self-expression, education, and advocacy. For Nigerian creators, the app has been a game-changer, offering exposure, opportunities, and a global audience hungry for authentic and engaging content. Whether breaking stereotypes, redefining fashion, or promoting mental health awareness, Nigerian TikTok stars are proving that creativity and purpose can go hand in hand.

From fashion designers to digital advocates, chefs, and filmmakers, these creators are using their platforms to inspire, educate, and entertain. They have managed to carve their niches, inspire millions, and prove that talent, when given the right exposure, can change lives. Here are some of the brightest Nigerian TikTok stars who are making waves across the digital world.

#### **Funmto Ogunbanwo** (@funmto) **Advocating for Mental Health Awareness**

Tunmto is a dedicated advocate for mental health awareness in Nigeria, leveraging her TikTok platform to dismantle stigmas and spark meaningful discussions about emotional well-being. Through a mix of personal storytelling and educational content, she creates a supportive space where individuals feel encouraged to openly address mental health challenges. Her videos are both informative and deeply relatable, as she shares her own experiences to inspire others to seek help and normalize conversations around mental wellness. Beyond her social media presence, she continuously empowers individuals to prioritize self-care, seek support, and embrace healing.







∧ filliam Etombi has V turned his passion for animation into a fullfledged career, and TikTok played a significant role in his success. Through his online animation tutorials, he has demystified the world of digital storytelling for aspiring animators. His videos are not just instructional; they are immersive, engaging, and proof that Nigeria's creative industry is experiencing a digital renaissance. By blending education with entertainment, William has built a loyal following, inspiring many young Nigerians to consider animation as a viable career



harityekezie is breaking ✓stereotypes about Africa while championing digital inclusion for underserved Nigerian communities through her TikTok content. As a 2024 Global Change Maker, she actively collaborates with local NGOs to expand access to technology and create opportunities for those in

With engaging and thoughtprovoking content, Charityekezie bridges the gap between remote communities and the digital world. Her advocacy showcases how technology can be a catalyst for progress, inspiring her audience to push for change in their own communities.

On TikTok, she sparks important conversations, raises awareness about systemic challenges, and builds momentum for social transformation. Her unwavering commitment to equality, education, and empowerment makes her a driving force in the fight for a more inclusive future.





**Ruth Erikan James** (@veekeejames) **Revolutionising Nigerian** Fashion

/eeKee James has turned √ her TikTok into more than just a showcase—it's a masterclass in fashion entrepreneurship. Through her FashionTok content, she shares her journey while offering actionable insights, guiding aspiring designers and business owners on how to navigate and succeed in the industry. Her platform isn't just about trendspotting; it's a hub for empowerment. From hands-on tutorials and behind-the-scenes glimpses to personal success stories, she breaks down the business of fashion, showing creatives how to monetize their skills and carve out a space in the competitive landscape.





ealpeller is redefining the TikTok LIVE experience, captivating

iyi Fagbemi is capturing Nigeria's rich cultural heritage through breathtaking cinematography and stunning drone visuals on TikTok. As a skilled filmmaker and drone pilot, he uses his platform to showcase the country's diverse landscapes, traditions, and historical sites from an entirely new perspective. His videos are not just visually stunning—they serve as a tribute to Nigeria's vibrant culture and natural beauty. From sweeping aerial views of urban skylines to serene rural scenery, Niyi brings the essence of Nigeria to life through his lens.



#### **Rajaatu Muhammed Ibrahim** (@diaryofanortherncook) **Showcasing Northern Nigerian Cuisine**

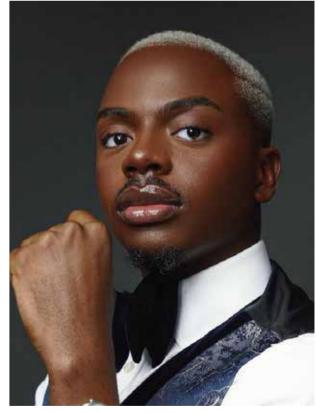
iaryofanortherncook is bringing Northern Nigeria's rich and flavorful cuisine to TikTok, sharing traditional recipes and cooking techniques that celebrate the region's diverse culinary heritage. Her content takes viewers on a gastronomic journey, introducing

them to beloved dishes like Tuwo Shinkafa, Miyan Kuka, and other time-honoured Northern delicacies. Each video is a blend of storytelling and culinary education, preserving and promoting recipes passed down through generations. Beyond cooking, her content delves into the cultural significance of food, exploring the history and traditions behind each dish.



**Omiebam Brown** (@danbrowntheartist) **Elevating African Animation** 

an Brown is pushing the boundaries of animation, using his TikTok platform to showcase African storytelling, cultural heritage, and artistic innovation. Through behind-the-scenes content, character design breakdowns, and creative process insights, he brings his audience along on his journey as a pioneering animator. In addition to his ambitious project 3024, Dan collaborates with other creatives and organizations to amplify African excellence in animation. His work entertains and educates. proving that animation is a powerful medium for preserving and sharing African narratives.



**Enioluwa Adeoluwa** (@enioluwa) **Cultural Powerhouse** 

 $\Lambda$  name that needs no introduction in the Nigerian digital space, Enioluwa Adeoluwa is more than just a TikTok creator—he's a cultural force. Known for his impeccable style, skincare knowledge, and eloquence, Enioluwa has built a brand that seamlessly merges beauty, entertainment, and advocacy. Whether he's breaking down skincare routines, dishing out hilarious content, or moderating conversations with industry leaders, his authenticity and charm keep audiences glued. Beyond content creation, Enioluwa is an EU Ambassador and a filmmaker, proving that digital influence can translate into real-world impact.

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# **PROFESSOR BENEDICT ORAMAH**

## AFRICA'S FINANCIAL TITAN

ew leaders have left an indelible mark on Africa's economic landscape like Professor Benedict Oramah, the President and Chairman of the Board of Directors of African Export-Import Bank (Afreximbank). A distinguished economist and financier, Oramah has spent nearly three decades shaping the trajectory of the continent's trade and financial integration. Since assuming the presidency of Afreximbank in 2015, he has overseen a staggering expansion of the bank's assets from \$6 billion to \$31.1 billion, cementing its role as a driving force behind Africa's economic transformation.

Under his stewardship, Afreximbank has championed intra-African trade, facilitated strategic partnerships, and played a critical role in implementing the African Continental Free Trade Agreement (AfCFTA)—an ambitious initiative designed to position Africa as a unified economic powerhouse. His expertise and visionary leadership have earned him numerous national and international accolades, including Nigeria's Commander of the Order of the Niger (CON) and honours from governments in Cameroon, the Republic of Congo, and Russia. More recently, he was among the distinguished recipients of the Titan of the Year award at the prestigious THISDAY Awards, a testament to his profound contributions to Africa's economic and financial evolution.

Beyond his role at Afreximbank, Oramah's influence extends across several high-level advisory boards, including the Arab-Africa Trade Bridges (AATB), the African Union Covid-19 Response Fund, and the Intra-African Trade Fair (IATF) Advisory Council. His insights are sought after globally, underscoring his position as a thought leader on trade, finance, and economic development.

In this interview with **Funke Babs Kufeji**, Professor Oramah reflects on his journey, the progress of African trade, and his vision for the future.

You are the President and Chairman of African Export-Import Bank (Afreximbank), a role you assumed in 2015 after serving in various leadership positions at the Bank since 1994. Please give us a brief insight into your journey to the top at Afreximbank.

My journey to the top at Afreximbank has been hugely fulfilling. For someone passionate about Africa's development and economic emancipation, to be part of an institution that has become central to this continental quest is a privilege I cannot take for granted. Every day at the Bank has been a mixture of challenges, new opportunities, and adrenaline-filled moments. As we tackled various issues, I was always driven by the mission to create innovative solutions that could make a lasting impact on our continent and globally.

How will you describe your 30 and 10 years at Afreximbank and as President and Chairman of the Board of Directors at Afreximbank, respec-

Transformation - I have witnessed how Africa's decades. The work we have done—especially in creating the Pan-African Payment and Settlement System (PAPSS) and supporting the African Continental Free Trade Area (AfCFTA)—has been nothing short of transformational, not just for Afreximbank but also for the entire continent.

Resilience - We've had to break down deeply entrenched systems and face resistance from those who benefited from the old ways. However, with every obstacle — from policy impediments to economic setbacks – we consistently persevered.

Visionary - My leadership has always been driven by a vision of building a more united African continent. By acting strategically and quickly, Afreximbank has become a critical enabler of the continent's transformation, creating foundations for Africa's future growth and economic prosperity.

#### As the President and Chairman of the Board of Directors of Afreximbank, what would you consider your greatest achievement in the last 10 years thus far, and your biggest challenge?

Our most important achievement in the past 10 years has been the restoration of the belief in self and Africa's ability to use its own resources to deal with global problems on our own terms. We now have what it takes to chart the course of the continent's economic development journey.

In 1963, in the early years of independence, African leaders took important decisions, namely to establish initiatives like a continental free trade area, a Pan-African payment and clearing union, trade fairs, and solutions for transit issues. We are proud that today, after 60 years. Afreximbank has played a major role in making those visions a reality, by supporting the AfCFTA, and establishing landmark initiatives including the Pan African payments and settlements system (PAPSS), and the flagship Intra-African Trade Fair (IATF).

We have implemented our Diaspora strategy following the declaration of the African Union, making the Diaspora its sixth region, and with 12 out of 15 CARICOM member states already signed up, Afreximbank has established itself truly as the Global Africa bank.

We have also made great strides towards transforming Africa's healthcare sector, an initiative very close to my heart, through building African Medical Centres of Excellence (AMCE) across Africa to address the rise in non-communicable diseases (NCDs), such as cancer, cardiovascular diseases, and haematological disorders, and reduce the need for medical tourism to foreign countries by providing high-quality healthcare and healthcare training and research on the continent.

A particular highlight I would like to mention was Afreximbank's response to the COVID 19 pandemic. When African and Caribbean economies struggled to access essential medical supplies, Afreximbank and partners developed the African Medical Supplies Platform (AMSP), to pooled platform for the procurement of COVID-19 containment items, also providing specific financial support and directly procuring vaccinations for the continent. I am delighted that the success story of Africa's and Afreximbank's response to the Covid-19 is now the subject of a newly published book titled "Riding the storm: The untold story of Africa's response to the Covid-19 pandemic," and a soon to be released documentary.

#### The finance world has changed significantly over the last ten years since you've been President and Chairman of Afreximbank. Which changes do you think have impacted Afreximbank the most?

Afreximbank's operations have naturally been influenced by the impacts of the Ukraine crisis and other geopolitical tensions leading to disruptions in trade and increased commodity prices, which have complicated the economic landscape for African nations. The challenges have further strengthened Afreximbank's resolve to enhance intra-African trade through various initiatives, including a commitment to double its financing of intra-African trade from \$20 billion in 2021 to \$40 billion by 2026.

#### What strategies are you implementing to foster economic growth and development in Nigeria and Africa amidst current global challenges?

Nigeria is the second largest shareholder of the Bank, after Egypt. The country continues to play a critical role in the growth and success story of the Bank and, since its inception in 1993, the Bank has disbursed over US\$49 billion in funded and unfunded support to both public and private sector entities in the country. This has had a huge developmental impact on the country's economy and international trade sector.

#### **Facilitating Trade and Industrialization:**

Afreximbank is investing in large-scale trade-enabling infrastructure and other projects to support African economies and competitiveness in global trade.

#### Supporting Health Sector Growth through the African Medical Center of Excellence (AMCE) in Abuja:

The first African Medical Center of Excellence (AMCE) is being constructed in Abuja. The 500-bed quaternary level medical facility will offer a wide range of services and specializations including oncology, cardiology, haematology, and general care capabilities. It will also provide a full range of medical services, including diagnostics, treatment, nuclear medicine, surgery and post-surgical care. The AMCE Abuja will operate in collaboration with the Kings College Hospital, London (KCH), leveraging KCH's diagnostic, clinical and capacity building expertise to become a world class healthcare institution.

#### **Establishment of Quality Assurance Centres**

A lack of uniform product quality standards across African countries, leading also to an inability to demonstrate compliance with international standards, has until recently constrained both the continent's intra-African and international trade potential.

Afreximbank's African Quality Assurance Centre (AQAC) initiative was launched in 2022 to address this challenge, with its first facility constructed in Ogun State. AQACs will support the testing and certification of agro-processed products across Africa, and the Bank is mobilising financial and technical resources to develop world class internationally accredited laboratories offering conformity assessment services and advocating for African countries to adopt appropriate National Quality Infrastructure to meet international trade standards and improve market access for "Made-in-Africa" products.

Project development activities of two additional AQAC centres took place in Imo and Kaduna States in mid-2024, and the Bank is preparing to commence construction for these AQAC projects by mid-December to be followed by other projects across multiple African

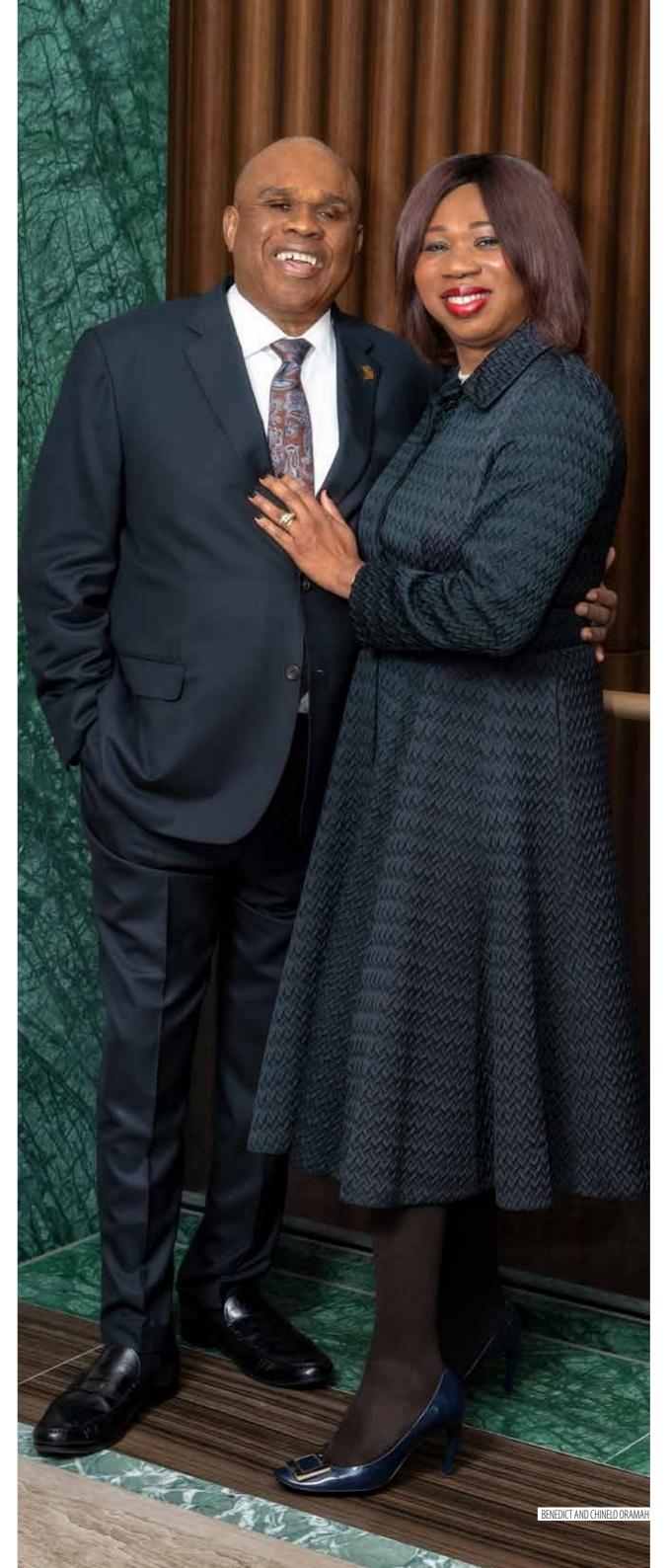
Afreximbank continues to work closely with the Central Bank of Nigeria (CBN) to shape the economic future of Nigeria and the entire Africa. The Bank availed its first US1billion swap facility to the CBN in 2016 and has since then availed swaps totaling US\$4billion to date.

#### What do you think the Nigerian government should do to get out of the current economic challenges?

I commend the Federal Government of the Republic of Nigeria for implementing a raft of economic reforms that are set to transform the national economy's structure over the medium to long term. While the immediate challenges of these changes are not unexpected, the effectiveness of these policies will largely depend on how quickly the country shifts from reliance on commodity exports to fostering high-value-added industries and manufacturing. To fully harness the benefits, the government should focus on policy measures that encourage private sector-led investments in strategic industrial sectors. Afreximbank is committed to supporting these reforms, working to drive investments that amplify economic growth and create sustainable opportunities across Nigeria based on the numerous initiatives and investments the Bank is supporting in the country.

The government should also focus on creating room for domestic production capacity, particularly in the petroleum sector. The Dangote refinery serves as a perfect case of strategic investments that will reduce Nigeria's reliance on importation of petroleum products and strengthening the value-addition within the domestic economy. This will also be a key enabler to support other industrial initiatives especially those dependent on petrochemicals and ensure that Nigeria benefits more from its resources via valueadded production.

By championing the African Continental Free Trade Agreement (AfCFTA), Nigeria will be able to create new value chains and improved industrial capabilities, while at the same time reducing reliance on international markets and supporting its SMEs.



#### How does climate change impact Afreximbank's exposure to key sectors, especially the agricultural sector?

The response of non-African financiers to the climate change issue is actually creating opportunities for the Bank to provide much-needed support to key sectors Africa's economy.

Afreximbank, and the African Petroleum Producers' Organization (APPO) are establishing the Africa Energy Bank (AEB) which will aim to fill the funding gap created by the departure of traditional financiers of oil and gas projects in Africa. The AEB will ensure that Africa's rich energy resources are utilized effectively to support the continent's development while also investing in renewable projects to promote a sustainable energy future.

The Bank's Export Agriculture for Food Security (ExAFS) initiative is also helping to deal with the food insecurity challenges associated with the climate change, committing US\$2 billion to boost production, processing, and intra-African trade in agricultural products and provide African farmers and agribusinesses with opportunities to access larger markets across the

In terms of proactively combatting climate change, fundamentally, the AfCFTA will help reduce emissions by regionalising trade and creating value chains that support Africa's net-zero goals. The Bank will also push for greater utilization of blended finance, green bonds, and concessional funding to support the continent's climate action agenda.

Afreximbank has also been at the forefront of advocating for the immediate operationalization of the Loss and Damage Fund, ensuring that African countries, who are among the hardest hit by climate disasters, receive compensation for the economic and social losses caused by climate change. The Bank will advocate for fair compensation mechanisms that address the long-term impacts of extreme weather events on African communities, economies, and infrastructure.

#### Can you provide an update on the progress of the AfCFTA (African Continental Free Trade Area) and how Afreximbank is involved in financing cross-border trade under this Agreement?

The AfCFTA is making steady progress. In February 2022, the AfCFTA Secretariat launched the Guided Trade Initiative (GTI), as an interim measure to kick-start trade among interested State Parties. From a pilot that began with 7 countries, it has expanded to about 31 countries testing AfCFTA trading documents and procedures. I commend the AfCFTA Secretariat for the creativity in ensuring that trading commences under the Agreement.

Afreximbank continues to work closely with the AfCFTA Secretariat, the African Union Commission and other partners, to roll out critical institutional structures relevant to accelerating intra-African trade. Most notably, we have created and formally installed the AfCFTA Adjustment Fund, which aims to cushion African countries against the potential revenue losses caused by tariff removals and retool critical industries towards trading within the continent. Fund mobilization has commenced for various components of the Fund, with the Bank having already committed US\$10 million towards the Base Fund and another US\$1 million for the operationalization of the Fund. We have also made progress in the rollout of the Pan-African Payment and Settlement System, which consolidates 41 payment systems, delivering frictionless cross-border payments.

#### Recently, we featured 8 prominent women with leadership roles at Afreximbank, all under your leadership. Tell us why you are a big advocate for women and What will you say it's important to include women in leadership role in finance and any other industry?

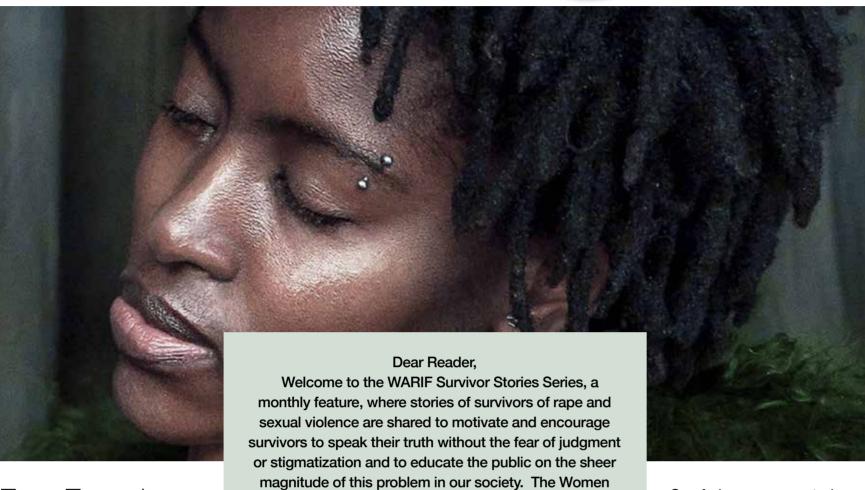
Equity and fairness are important pillars of Afreximbank's culture. About 40% of our entire workforce are women, with 51 holding senior management positions, and we continue to enhance this balance. We also have a concerted focus on encouraging and supporting female entrepreneurs and young people, including through the provision of education and financing, and a dedicated SME creative economy programme.

#### What legacy will you be leaving behind when you finish your tenure as **President and Chairman of Afreximbank?**

Legacy? Well, it is said that "Legacy is not leaving something behind for other people. It's leaving something behind in other people." It is a view that I subscribe to. Physical edifices are only temporary, but ideals and values are most enduring. Yes, we have transformed Afreximbank over the past decades to become a globally recognized, continentally systemic institution. We have created a sizeable resilient bank, transformed the industrial landscape of many African economies and built a crisis-proof health system. The most enduring legacy for me is a restoration of a belief in ourselves, a belief that we can take our destiny in our hands, by hard work, determination and absolute commitment, and finally, that we can deliver our economies from colonial lethargy and economic deprivation.







WARIF aids survivors of rape and sexual violence

through the WARIF Centre - a haven where trained

professionals are present full time, 6 days a week

including public holidays to offer immediate medical

care, forensic medical examinations, psycho-social

counseling, and welfare services which include shelter,

legal aid, and vocational skills training. These services

are provided FREE of charge to any survivor who walks

into the Centre.

specialising in cleaning facilities. I have always aspired to be an entrepreneur, which led me to study Facilities Management and obtain a college diploma.

I had known Sarafadeen, the perpetrator, for about ten years. He lives in my neighbourhood and had persistently expressed interest in a romantic relationship with me, but I always turned him down. After graduating, I discovered he had started a cleaning services company and was looking

for a business partner. Since I had ventured into backward integration, producing cleaning materials like disinfectants and liquid soap. I was already supplying his company when he offered a partnership. I accepted, and we signed an agreement on profit-sharing based on client contracts.

One day, he secured a major cleaning job and asked me to join him, explaining that his workers were occupied at other locations. He assured me the workload was manageable and that we could handle it together. Trusting him, I agreed. We started working at 9:00 AM after the homeowners had vacated the premises.

Around 3:00 PM, while we were still cleaning, Sarafadeen began making advances toward me. He insisted that I had sex with him, but I firmly refused. Suddenly, he grabbed me, carried me into one of the rooms, and forcefully removed my clothes. I struggled to escape, but he overpowered me. He then forcefully removed my clothes and raped me, leaving me in shock and distress. Afterwards, he repeatedly apologised, but I remained silent, pretending to be calm to ensure my safety. When the cleaning was completed, he finally allowed

I was devastated, overwhelmed with anger and confusion. I did not know what to do until I confided in a friend, who advised me to report the incident to the police. Following my report,

Sarafadeen was arrested. at Risk International Foundation (WARIF) is a non-profit The police then referred me organization set up in response to the extremely high to the WARIF Centre, where I incidence of rape, sexual violence, and human trafficking received medical assessments, of young girls and women in our society. WARIF is treatment, psychosocial tackling this issue through a holistic approach that covers counselling, and laboratory tests, all free of charge. health, education, and community service initiatives.

At the Counselling unit, I was given the psychosocial care and support that I needed. The counsellors reassured me that it was not my fault, which helped me regain my confidence. I was taught coping mechanisms to deal with the trauma, and my self-esteem gradually returned. I also joined group therapy sessions, where I found a sense of belonging. It helped me process my emotions within a supportive community, greatly

accelerating my healing journey.

Today, a year later, I feel psychologically, mentally, and emotionally stable. My self-worth has been restored, and I have even expanded my cleaning business by opening a new branch. The case against Sarafadeen was charged to court, and the case is still ongoing and at a later stage. I am confident that in the next hearing, the perpetrator will be sentenced for crimes committed against him.

I am deeply grateful to the medical and counselling team and the entire staff at WARIF Centre.

You are truly amazing, and I sincerely appreciate your support!!!

\*Real name of the survivor changed for confidentiality

Dear survivor, please know that you are not alone and it is not your fault. Help is available. If you have been raped or you know someone who has, please

visit us at:

The WARIF Centre

6, Turton Street, off Thorburn Avenue, Sabo, Yaba or call our 24-hour confidential helpline on 0800-9210-0009

For questions or more information please contact: info@warifng.org

# 10 Tiny Habits That Can Dramatically Improve Your Life

The smallest changes often make the biggest difference. We spend so much time chasing major transformations—new jobs, new relationships, big moves—when, in reality, the secret to a better life lies in the little things we do every day. Whether it's in fashion, wellness, mindset, or productivity, tiny habits compound over time, creating an effortless vet significant shift in how we feel and show up in the world.

Here are ten small but mighty habits that can dramatically improve your life.

#### 1. Dress for the Mood You Want

Fashion isn't just about aesthetics-it's a mood booster. Ever noticed how slipping into a well-tailored blazer or your favourite pair of jeans makes you feel instantly more put together? Science backs this up; what we wear affects our confidence, productivity, and even how others perceive us. Take an extra five minutes to plan your outfit, even if you're just working from home. Your future self will thank you.



Before you reach for coffee. reach for water. Your body has been without hydration for hours, and starting with a glass of water kickstarts digestion, flushes out toxins, and energises you more than you think. Want to take it up a notch? Add a squeeze of lemon for a vitamin C boost.

#### 3. Do a 5-minute Stretch Every Morning

You don't need an hour-long yoga session to reap the benefits of movement. A five-minute morning stretch does wonders for your circulation, flexibility, and posture. Plus, it wakes you up in the best way possible - no caffeine needed. If you're always hunched over a laptop or scrolling through your phone, a quick stretch can counteract all that stiffness.

#### 4. Swap Doomscrolling for a 10-Minute Read

It's too easy to wake up and dive straight into the abyss of social media, but those first few minutes in the morning shape your entire day. Instead of scrolling mindlessly, swap it for ten minutes of reading-whether it's a book, an insightful article, or a newsletter that inspires you. The impact on your focus and mindset is undeni-

#### 5. Curate a Signature Scent

A fragrance is more than just a scent—it's an identity. Having a signature scent not only makes you memorable but also boosts your confidence. Ever walked past someone who smelled incredible and felt an instant sense of admiration? That could be you. Find a fragrance that makes you feel like



Start your day drinking water



Do a 5 minutes stretch every morning







the best version of vourself and wear it like an armour.

6. Make Your Bed (Yes, Really)

It seems insignificant, but making your bed sets the tone for an organised day. It's a small win first thing in the morning and makes coming home at the end of the day feel just a little more luxurious. Bonus points if you spritz your sheets with a linen spray-it's an instant gamechanger.

#### 7. Accessorise With Intention

Fashion should be fun, but it should also be intentional. Accessories are the easiest way to elevate an outfit without overhauling your wardrobe. Whether it's a classic watch, statement earrings, or a pair of sunglasses that scream confidence, the right accessory makes you look (and feel) like you put in more effort than you actually did.

#### 8. Take the Long Route (Sometimes)

Instead of always looking for the fastest, most convenient option, take the long route every once in a while. Walk instead of drive. Take the stairs instead of the elevator. Stand instead of sit. These tiny moments of movement add up and keep your body engaged without you even realising it.

#### 9. Upgrade Your Pajamas

Your nighttime routine deserves as much attention as your daytime look. Ditch the worn-out T-shirts and invest in sleepwear that makes you feel good. Luxurious loungewear doesn't have to be expensivejust something that makes you feel cosy and put together, even when no one's watching.

#### 10. End the Day With Gratitude

We're often so focused on what we haven't achieved that we forget to appreciate what we have. Before bed, take a few seconds to acknowledge something good from the day-even if it's something small, like a delicious meal or a kind message from a friend. Gratitude shifts your mindset from lack to abundance, and that alone can change everything.



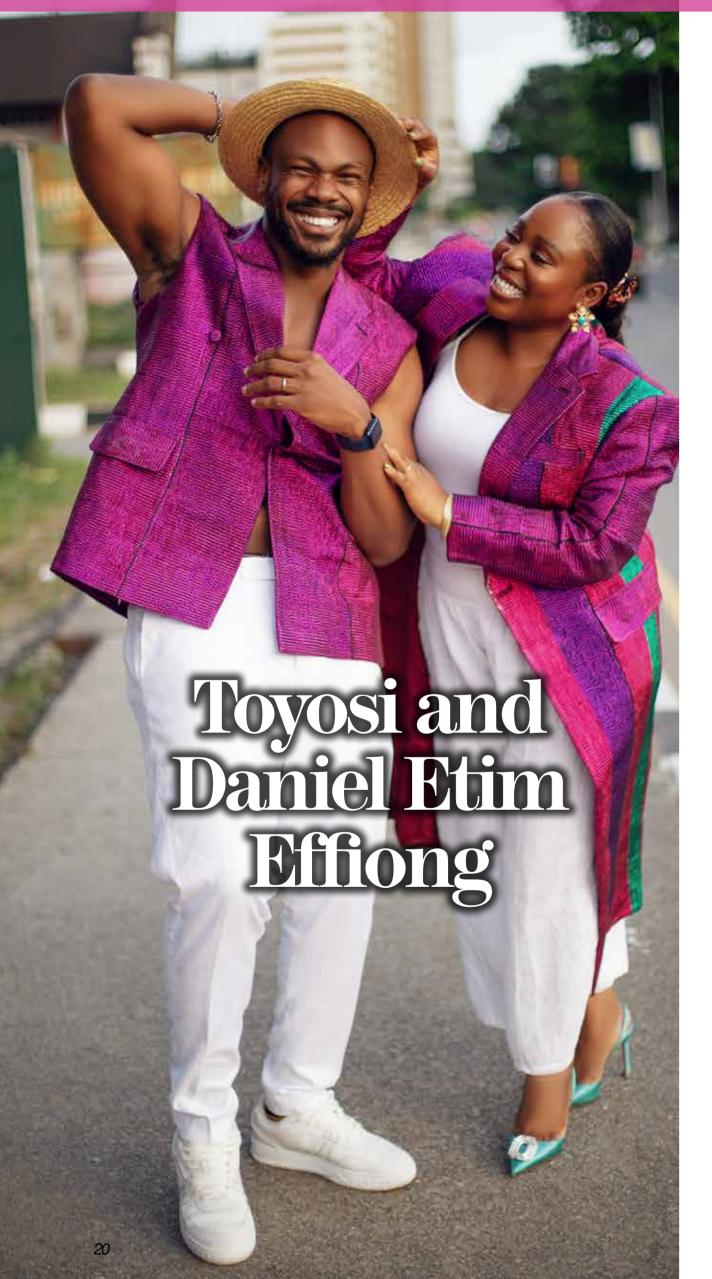




18

## Sunday, February 23, 2025 Vol. 22, No. 10876 **Style**

# TRANSPARENT: Why We Need More Honest **Conversations About Love and Growth**



This week, we sit down with the dynamic duo Daniel and Toyosi Etim-Efflong to discuss their latest venture— TRANSPARENT, a podcast that dives deep into love, relationships, and personal growth. Toyosi, a seasoned media entrepreneur dedicated to amplifying authentic African stories, and Daniel, an award-winning actor and filmmaker, bring their undeniable chemistry and raw honesty to every episode.

The couple first captured hearts with their viral YouTube video, 7 Years Later: Our Love Story, which amassed over 245,000 views and thousands of heartfelt comments, igniting conversations on marriage, commitment, and selfdiscovery. Now, they're taking things a step further with TRANSPARENT, a podcast designed to be a safe space for open and honest conversations about the beautiful, messy, and transformative journey of love and self-evolution.

With their signature authenticity and relatability, Daniel and Toyosi are on a mission to create a platform that feels both vulnerable and empowering. In this interview, they open up about their experiences as podcast hosts, the lessons they're learning along the way, and why transparency is at the heart of everything they do.

Toyosi and Daniel, your journey from '7 Years Later: Our Love Story' has led to the launch of your Podcast Transparent. What was the pivotal moment when you realised that there was a deeper conversation to be had about love, relationships, and personal growth and to make it a Podcast?

Toyosi: I think the turning point for us came when we realised how much people connected to our personal journey in '7 Years Later'. Everyone was asking us questions about how we made it work, how we grew together, how transparent we were and that sparked the idea of Transparent. People wanted more real talk, not just the fairytale stuff. It made us see a gap in the kinds of conversations that married couples were having publicly.

With your combined social media reach of over 1.2 million followers, how will you ensure that the messages you're sharing on Transparent resonate with a diverse audience, especially regarding the realities of love, relationships, and self-growth?

**Daniel**: You know, one thing I love about social media is that you get to connect with so many kinds of people. It's easy to get caught up in the

glam side of things, but we want to show the real behind the scenes. Whether someone's going through a breakup or celebrating a big anniversary, we want them to see that they're not alone. Our podcast is about all kinds of love and growth, not just the 'picture-perfect'

As a married couple and individuals with rich media and film careers, what do you believe are the key ingredients for building a strong, lasting relationship in today's fastpaced, social media-driven world?

Toyosi: I would say communication and mutual respect. Mind-reading is not a common competence, so you need to let the other person know what you're thinking. It's also important to truly regard your partner and show

You both bring a wealth of experience— Toyosi as a media entrepreneur and Daniel as an award-winning actor-how do you feel these careers have shaped the way you approach the topics you will discuss on **Transparent? Do your careers influence** how you relate to each other?

Daniel: Absolutely! My work in acting has taught me a lot about empathy, being present, and understanding different perspectives. It's made me more attuned to the way people feel and express themselves. That's something I bring into our podcast-connecting with different stories and scenarios and making sure multiple stories are heard and

You've already reached an incredible milestone with 7 Years Later, which broke the internet, and now, with Transparent, you're reaching for even bigger goals. What's your vision for the podcast over the next few years? How do you plan to expand and connect with even more people around the

**Toyosi**: Our vision is for Transparent to grow into a space where people come to find genuine advice, to laugh, to cry, and to feel inspired. We want it to be a community where people can learn from each other and grow together. Over the next few years, we're looking to have conversations with guests from all over the world and connecting with listeners in new and exciting ways.

In the spirit of Valentine, what's your favourite way to celebrate Valentine's Day together, and how does it differ from what the public might expect?

**Toyosi**: My favourite way to celebrate Valentine's Day is at a nice, quiet spot just spending time with him, away from the screams of, "Mummy, mummy, mummy".

How do you balance your busy careers with keeping the romance alive? Do you have any tips for couples who struggle with finding time for each other?

**Toyosi**: Prioritise yourselves. It can be easy to get caught up in work, but we intentionally make out time to catch up, even if it's a quick phone call or him stopping over at work on his way to set. It's about making sure that we're constantly connected, no matter how busy life gets, and I try as much as possible to share any major news I have with him first, no matter how long it takes to reach him.

What's the most memorable or funny thing that's happened to you on Valentine's Day?

**Toyosi**: Somehow, we both forgot that it was Valentine's Day!

Daniel: Hahaha, yeah, we were both so



Prioritise yourselves. It can be easy to get caught up in work, but we intentionally make out time to catch up, even if it's a quick phone call or him stopping over at work on his way to set.

caught up with work, family, and life, and it just didn't register that it was Valentine's Day

What does love mean to you today compared to when you first met?

**Daniel**: When we first met, love was exciting and full of newness, you know? But now, love means growth, commitment, and partnership. It's about being there for each other through the highs and lows. Love today is about supporting each other's dreams, even when it's hard, and growing together as individuals.

For those navigating the ups and downs of relationships - whether single, dating, married, or healing from a breakup-what's one piece of advice that you both wish you had heard earlier in your own journeys?

**Toyosi:** One thing I wish I'd known earlier is how important it is to get acquainted and fall in love with yourself first before expecting someone else to love you in the way you want. Self-worth comes first. When you have that, everything else falls into place.



## HOW TO REINVENT YOURSELF AT ANY AGE: THE FASHION EDITION

hey say change is the only constant in life, but if you ask me, reinvention is the real magic trick. Whether you're 25 or 55, you have the power to hit refresh on your style, shake things up, and step into a new era of self-expression. Reinvention isn't just about fashion—it's about attitude, confidence, and a little bit of audacity.

So, how do you pull off a style evolution without looking like vou're trying too hard? Here's your guide to reinventing yourself at any age—because great style, much like fine wine, only gets better with time.



#### 1. Embrace Change, But Stay **Authentic**

Reinvention isn't about becoming someone else-it's about rediscovering parts of yourself that may have been hiding under years of routine. Maybe you've always loved bold colours but stuck to neutrals out of habit. Maybe you've secretly admired power suits but felt they weren't "you." Now is the time to step out of your comfort zone-without losing your essence.

Think of your wardrobe as a canvas. You're not erasing the masterpiece, just adding fresh strokes.

#### 2. Get Inspired, But Make It Yours

Inspiration is everywhere—on social media, in magazines, on the streets. But the key to reinvention is making it your own. Don't just copy someone else's look; take elements you love and interpret them in a way that feels authentic. Adore Iris Apfel's maximalist energy? Incor-

22

silhouettes if you've always leaned towards structured pieces. If you've been all about minimalism, introduce a touch of drama—think fringe, feathers, or metallics.

## 5. Upgrade Your Accessories

Never underestimate the power of accessories in a reinvention. The right bag, shoes, or jewellery can completely change your vibe. If you're used to dainty pieces, experiment with bold, sculptural earrings. If you've always stuck to classic pumps, try a pair of edgy boots or vibrant sneakers.

And don't forget eyewear! A sleek pair of statement sunglasses or coloured lenses can add instant cool to any look.

#### 6. Hair & Makeup: The Underrated Game Changers

Your fashion reinvention isn't







#### porate statement pieces without drowning in layers. The goal is to find a balance between admiration and individuality.

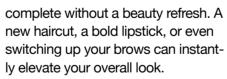
#### 3. Declutter and Curate Your Wardrobe

Before you can step into a new era, you need to make space for it literally. Go through your wardrobe and be brutally honest. If you haven't worn something in over a year, ask yourself why. Does it no longer fit your lifestyle? Does it feel outdated? Does it no longer spark joy?

Once you've cleared out the old, start curating with intention. Think of it as editing your personal style story—keeping the best chapters while adding exciting new ones.

#### 4. Experiment with Silhouettes and Textures

One of the easiest ways to refresh your style is by playing with shapes and textures. Try flowy, relaxed



If you've had the same hairstyle for a decade, consider a modern look that complements your features. And when it comes to makeup, don't be afraid to step outside your comfort zone-maybe it's time to try that red lipstick or experiment with glowing, dewy skin instead of heavy matte finishes.

#### 7. Confidence is the Ultimate Outfit

At the end of the day, confidence is the most important element of reinvention. No matter what you wear, own it. The energy you bring to your style is what makes it memorable. Whether you're stepping into bold prints, structured blazers, or headto-toe monochrome, wear it with self-assurance.





on to that trusty foundation bottle from two summers ago? Well, it might be time for a serious makeup drawer detox! Makeup has an expiration date, and using old products can lead to breakouts, irritation, and worst of all-bacteria buildup (yikes!)

So, how do you know when to toss your favourite beauty products? Here's your ultimate guide to knowing when it's time to let go.



## 1. Foundation

IS YOUR MAKEUP EXPIRED?

**8 SIGNS IT'S TIME TO SAY GOODBYE!** 

Shelf life: 6 months - 2 years (depending on type) Signs it's expired:

If it starts separating into layers

- (oil on top, colour at the bottom—big red flag!). Changes in texture—if it feels
- too thick, too runny, or just off. A weird smell (if it stinks, it
- sinks!). Breakouts or irritation when ap-

**Pro tip:** Store it in a cool, dry place and shake it before use to keep it fresh longer!

#### 2. Mascara

Shelf life: 3 – 6 months Signs it's expired:

- The formula thickens, dries out, or gets clumpy.
- It starts flaking (hello, raccoon eyes!).
- Your eyes feel irritated or itchy after applying.

**Pro tip:** Never pump the wand—it pushes air (and bacteria!) into the tube, making it dry out faster.

#### 3. Lipstick & Lip Gloss Shelf life: 1 – 2 years Signs it's expired:

- · The texture feels sticky, crumbly, or waxy.
- It develops a funky smell (lipstick shouldn't smell like crayons, trust us!).
- The colour changes or looks uneven when applied.

**Pro tip**: Keep your lipstick in a cool place and always wipe the top after use to avoid bacteria buildup!

#### 4. Eyeshadow

Shelf life: 1 – 2 years (powder), 6 months – 1 year (cream) Signs it's expired:

- The colour payoff isn't what it used to be.
- The texture becomes dry or hard (if you have to dig into the pan, it's time to part ways).
- A strange smell (again, if it stinks, it sinks!).

**Pro tip:** Always close the lid tightly to keep eyeshadows fresh and

bacteria-free.

Sunday, February 23, 2025 Vol. 22, No. 10876

#### 5. Blush & Bronzer

Shelf life: 1 – 2 years Signs it's expired:

- The texture changes—it becomes flaky, hard, or chalky.
- · A weird smell (sensing a trend
- It starts irritating your skin (not

Pro tip: Powder formulas last longer than cream ones, but if your blush looks off, it's time to let go.

#### 6. Makeup Brushes & Sponges

Shelf life: Brushes (years, if cleaned regularly), Sponges (3 - 6 months)

Signs it's expired:

- Bristles start shedding or feel rough (nobody likes a scratchy
- Your sponge has stubborn stains that won't wash out.
- It smells... off (again, bacteria buildup is real!)
- Pro tip: Wash brushes weekly and replace sponges regularly—bacteria love damp beauty blenders!

#### 7. Eyeliner (Pencil, Gel, Liquid)

Shelf life: 6 months - 1 year Signs it's expired:

- Pencil eyeliners feel dry and don't glide smoothly.
- Gel liners dry out, crack, or become flaky.
- Liquid eyeliners start smudging more than usual or irritate your eyes.

**Pro tip**: Sharpen pencils often and always close gel liners tightly to keep them from drying out!

#### 8. Setting Sprays & Primers Shelf life: 1 – 2 years Signs it's expired:

- The formula separates, and no amount of shaking helps.
- It doesn't spray evenly anymore.
- · It causes irritation when applied. **Pro tip:** Store it in a cool place and

23

shake it well before use to get an even application every time!

# **GLO eSIM**

# Life made SIM-less









- Dial \*#06# on your device, if an EID number displays on your screen, your phone is eSIM enabled
- Visit any Gloworld shop or Glo Dealer Outlet to switch to Glo eSIM or visit Gloworld.com for more details



