GERIA

JIM IYKE

HAS NO TIME

COMMENTS!

FOR BAD

TM

HAS COVID CHANGED DATING FOREVER?

> REAL WARRI PIKIN SHARES MORE OF HER STORY

THE JOURNEY TO KOB: RETURN OF THE KING

"THERE WERE TIMES I WANTED TO LAY ON THE FLOOR IN A FETAL POSITION BECAUSE I WAS TIRED"

EDITORIALLYYOURS

BUILDING THROUGH THE MADNESS



e're still in it, but we're pushing through. Building, creating, adjusting and pivoting, and through the ongoing chaos of this pandemic-era world we're living in, we're responding to the changes by making some of our own.

Our cover star, Kemi Adetiba, knows a little too well what it means to roll with the punches and build! In the throes of a locked down state (and many



other...issues) she and her company of actors and crew members took the dive. The result? One of the most hotly anticipated shows (and now that it's out, fiercely beloved) King of Boys: Return of the King. In our cover story, we explore all it took to get to the finish line, how she got through the more difficult periods and how she and Eniola Salami herself, Sola Sobowale, worked together to breathe even more life into this beloved character.

Elsewhere, we explore how the pandemic has changed the way we date. Are more people turning to dating apps? Are people more likely to eschew physical connections in search of a more emotional one? Find out in just a few pages.

Also inside, we sat down with Nollywood vet, Jim Iyke for a very candid interview and, trust me when I say, he didn't hold back. He talks about coming into the industry at 19, how the actors' ban of 2004 affected the way he looked at his celebrity and career; dealing with the death of his mother; tracking down online trolls and so much more.

As always, we're glad you're here and we've got so many good reads to prove it! I won't hold you any longer, go ahead, dive in!

Happy reading!

Sonia 9rabor editor@genevievemagazineng.com



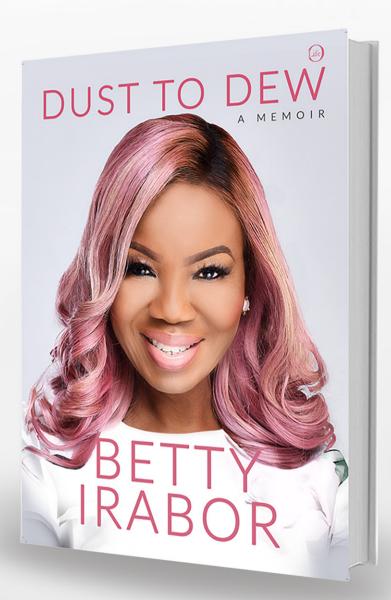








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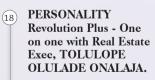
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How the director created the most hotly anticipated series in the middle of a pandemic!

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TO BE A COMPLETE LIFESTYLE GUIDE AND BEST FRIEND, INSPIRING WHOLESOMENESS IN ALL WOMEN GLOBALLY

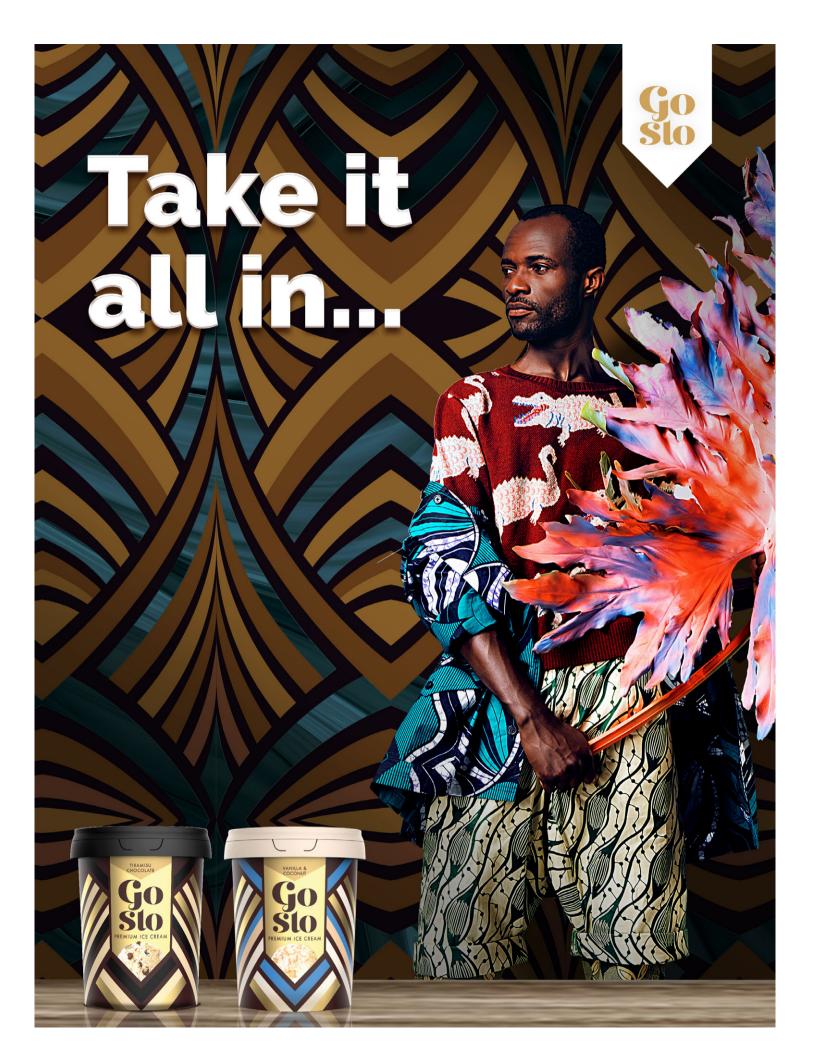
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RELATIONSHIPS

HAS THE PANDENIC CHARGED DATES FOREVER?

On January 30th, 2020 the World Health Organization (WHO) declared the COVID-19 outbreak a health emergency. In Nigeria, the first confirmed COVID-19 case was reported on February 27th, 2020. Fast forward to March 11th and the WHO declared COVID-19 a global pandemic and life as we know it - all aspects of it - changed. One of the many things that has been impacted by the Covid-19 pandemic is the dating scene. Many singles felt their love lives had come to a grinding halt, once the lockdown mandates were put in place NNEOMA EKWEGH



oy, an advertising executive living in Lagos, said she felt like she was losing time, "I remember when the pandemic was officially announced in Nigeria, and then a lockdown took effect in Lagos and other states, I [felt] dazed; not just by the seeming suddenness of the pandemic, but what it meant to my romantic life, as I had just started actively dating at the start of the year. For every week we were mandated to sit at home, I did feel like I

was losing time; time to build something with someone who was out there stuck at home like I was."

This feeling was shared by many across the globe. Alexandra, who lives in Los Angeles, felt the same way, "Just like almost everyone has goals and expectations at the start of a new year, I did too, but the pandemic and the ensuing lockdown just threw a spanner in the wheel of my life. Being indoors for months at a stretch meant a delay in the actualisation of a majority of those goals and expectations, of which a relationship was one."

Relationship coach Lape Soetan notes that the lockdown was indeed a lonely and emotionally difficult time for singles. She said, "[Most] single people had it really tough during the lockdown. If you are in a relationship or living with someone, there is someone to speak to, that physical and emotional support to receive and give. A lot of single people experienced a great deal of depression, because the isolation caused them to focus so much on their singleness and it created for many a sense of failure." However, Soetan is quick to add that some singles used the time of isolation to self reflect, "It was also a great opportunity for singles who were always getting into relationships when they really had no business being in one, to spend time 'dating' themselves, looking at what mistakes they made in the past and what they can do to meet a better person in the future." She continued, "[It was a time] for self reflection - which is something a lot of people do not want to do because it can be uncomfortable to ask yourself certain questions or own up to your own mistakes and poor choices. But with the lockdown, people [were forced] to self-reflect, and discover truths, which was a good thing."

For Adaobi* who lives in the US, it was this self-reflection that changed her entire approach to dating, "Before the pandemic it wasn't unusual for me to go home with a man on the first date. If it felt right, I did that. Besides I was of the opinion that it was a way to know how progressive a person was. If he still treated me with respect after that first night, it showed he was not threatened by my sexual liberation. But the unprecedented social distancing mandate allowed me to reevaluate how I allot my time with men. It's been a great opportunity to put a pause on my habit of diving into a physical relationship and instead focus on who I actually get along with, and who has the persistence to invest time and effort into getting to know me."

CHANGES IN THE DATING SCENE:

One significant change since the pandemic hit, is the sharp rise in the use of online dating apps, especially since it became one of the few ways to meet people. In March 2020, Tinder recorded its highest number of swipes in a day, 3 billion. From March to May 2020, OKCupid saw a 700 percent increase in dates and over on Bumble, video calls increased by 70 percent. Even in Nigeria, online dating, which was once considered 'unconventional' became a go-to for many. According to Moronke Anifowose, one of the co-founders of Vybe, an online dating app developed in Lagos and serving an estimated 65 countries, online dating in Nigeria is growing in popularity because people are leveraging the internet more than ever before. "If you think back to 20 years ago, it might have sounded funny for a Nigerian to buy clothes online, but now it's one of the first things most people think about when they think about shopping. The same thing is happening in the dating and matchmaking scene." She said, "More people are now interested in leveraging the internet to carry out dating and networking activities that they have traditionally carried out offline." Outside of the effects of the lockdown, Anifowose highlights other reasons for this shift. "Busier work schedules and increased access to smartphones, cheaper internet [options] have also contributed a lot to this. The pandemic also played a role in speeding up this "digitisation" process by showing people how much more they can achieve from the comfort of their phones. According to a recent survey, 82% of the correspondents have turned to online dating since March 2020." Soetan agrees, adding that Nigerian singles have become more open to the possibilities this Avenue presents. "Since the pandemic, people are more open-minded [when it comes to] dating. For example, Nigerian women

were not so keen on online dating, but what I have [seen] is that the pandemic has caused a shift in that perception. More people are open to trying new things that they would have never done."

Another change to the dating scene noted by Soetan is the fact that people are dating faster. "Where people would have said before, I need to go on six dates before I decide I want to be in a relationship with this person, I sense that people are [adjusting] such standards." Soetan considers the awareness of mortality that seemed to overtake us during the first and second waves particularly. "The lockdown was due to a disease; a virus that killed millions of people and I think, for the most part, people are thinking or realising that we are not here forever, and if there are certain things you want, you have to go for it, which has translated to a lot of people going into relationships faster."

Kayode is one of such people Soetan refers to, he started dating Ife in January 2020, they had been on three dates before the lockdown ensued in Nigeria. "Shortly after the lockdown happened, Ife and I had a phone conversation about whether we wanted to make things official. We both wanted to and so we did. If the pandemic had not happened I would not have had that conversation at the time I did, buying into the illusion of having time and all that. But I am glad we had that conversation and took that official step because I would have missed out on an incredible person otherwise."

However, with more people getting vaccinated and countries lifting lockdowns, and easing restrictions, the question is, would these changes remain, especially the popularity of online dating? For Anifowose the answer is a resounding yes. "Online dating is here to stay, especially with the new generation (Gen Z). [For many of them] doing things online is the norm. They search for an alternative online before trying out offline options. We see the online dating and matchmaking market getting bigger as more people get comfortable with online interactions, smart phones become cheaper and internet penetration increases across the continent. We're super excited about what the future holds."

*not real name

BEAUTY

How To Get Rid Of Hyperpigmentation Building an Effective Skin Care Routine!

By: Zaron Cosmetics

With the 2020 global pandemic and its lockdown legacy, many people found themselves focusing more on developing a tailored skincare routine, with the aim of improving the look and texture of their skin and targeting specific skin concerns that they wanted to solve. Among people of colour, one of such issues is hyperpigmentation. When it comes to battling skin concerns like this, there is no one-size-fits-all approach; it is believed that the strong foothold lightening creams have on the market now is simply because women of colour are trying to find a solution to their pigmentation problems, and not necessarily because they are trying to fit into a westernised standard of beauty. The problem with these terribly formulated products is that they end up bleaching the skin around the dark areas and even causing further skin damage. So let's share some handy tips and hacks to get rid of hyperpigmentation!



For people of colour, treating hyperpigmentation can be tricky, because not all products are formulated with melanin in mind. It is important to note that there is no instant fix from any skincare products. Results can only be seen through consistent use. A period of at least six weeks, once or twice daily is enough time to see results.

The key to battling hyperpigmentation is SPF and sun protection, but it doesn't just end here; think of your skincare routine as consisting of three parts, meant to give your skin its best functionality.

CLEANSING:

When it comes to cleansing, Skin by Zaron's Herbal + Oil Infused Micellar Water is a great option to rid your pores of oils, dirt and makeup. It is also infused with Aloe Vera, an antioxidant that promotes skin repair, infuses the skin with moisture and also has healing properties.

Exfoliating+Hydrating Glow Face Wash

> SKIN BY ZARON Exfoliating & Hydrating Glow Face Wash

Exfoliating & Hydrating Glow

SKIN BY ZARON

SKIN BY ZARON



Herbal+Oil Infused Micellar Cleansing Water Next up is the Hydrating + Exfoliating Glow Face Wash, a refreshing deep- cleansing wash infused with active ingredients like Glycolic Acid, Citric Acid, Alpha-Arbutin amongst others, that not only exfoliates the skin, but also deeply hydrates it without disrupting the skin's protective barriers.

BY ZARO

Ultimate Glow Brightening Toner & Skin Regenerating Hydrating Serum

TONING:

With the right mix of exfoliating, hydrating and pore balancing ingredients perfect for all skin types, the Ultimate Glow Brightening Toner is an absolute fave. Infused with Glycolic Acid, Kojic Acid, Citric Acid, Niacinamide and Hyaluronic Acid which overall help to accelerate cell renewal, minimise the appearance of facial pores, remove excess dirt and also balance the skin's pH to protect it from premature aging and sun damage.

Ultimate Glow Brightening Toner(white background)



MOISTURISING:

The last step in any skincare routine is moisturising. The Skin Hydrating and Regenerating Serum infused with Sodium Hyaluronate, Glycerin and Botanical Extracts is a lightweight moisturiser and an excellent pair for both the Sun Protection Day Cream with SPF 50 + + + and the Night Glow Plus Face Cream.

Excluding sunscreen from your routine is definitely not advised, as the sun is the major culprit behind

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THE RISE AND RISE OF TIK TOK INFLUENCERS IN NIGERIA



Anthonia J. Ikekhua

Korede Bello

Eddified

Iyabo Ojo

Onyekwelu Jennifer

In today's fast-paced world, Tik Tok says the clock. Since the emergence of the COVID-19 pandemic, people around the world have been forced to rethink their lifestyles and approach to work. More importantly, it has further entrenched the use of digital communication and has forced content-creators into overdrive. Recently it was reported that Khabane Lame a Senegalese-born Tik Toker popularly known as "Khaby", had crossed the 100 million mark in his followership, thanks to his speechless skits that often find humour in countering seemingly complicated approaches to everyday activities, and easily earns over \$50,000 for each sponsored post.

Nigerian millennials and Gen Z-ers have used the opportunity of virality that the platform offers to make very intentional incursions into the influencer space. Meet some of the leading faces in the Nigerian Tik Tok sphere who are currently making waves. -MFONOBONG INYANG

Iyabo Ojo

(@iyaboojo - 6.7M likes, 1.1M followers)

Just when you thought she had conquered Nollywood and especially the Yoruba genre, Ivabo Ojo continues to reinvent herself. It takes more than just being a screen goddess to impress the youthful demographic on Tik Tok and Iyabo seems to have hacked the code. Beyond her acting skills, she has also gained notoriety for using her platform to advocate and advance social causes.

Onyekwelu Jennifer

(@jenni_frank29 - 27.4M likes, 2M followers)

Building her fame as one of those who pioneered the #SlowMoChallenge, Jennifer has quickly moved on to much bigger things. These days she promotes the songs of emerging music stars, endorses products for brands and generally constitutes herself into a hilarious nuisance for a living. Her facial expressions are so funny that she gets in and out of character with so much finesse. The future looks great for this star who has her sights set on the larger entertainment world.

Eddified

(@eddified - 25M likes, 991K followers)

Eddified typically plays out characters related to the Nigerian mother who tries to keep up with her 21st century children. She is also haunted by the unwillingness of her family to get with her programme of living out a fake lifestyle on social media. Unapologetic about her Nigerian roots in a foreign land, Eddified is one of those putting us on the digital map.

Korede Bello

(@koredebello - 3.3M likes, 1.2M followers)

The super star known for mega hits such as "God Win" and "Like Dat", has continued to shine all the way to Tik Tok. His cute face, smooth voice and boyish charm certainly don't hurt. His style of hilarious monologues, dramatic representation of real life events and other meme-worthy content, represents a category of entertainers who are reaching out to their much younger audience and engaging them on their favourite platforms.

Anthonia J. Ikekhua

(@aji_anje - 8.2M likes, 544k followers)

Appearing in Joe Boy's video, Show Me, was the ultimate metaphor that shows how powerful and influential people like Anthonia has become on these digital streets. In a world where content is king, delivery of such is queen and Anthonia has that crown firmly fitted on her head. Her beauty is undeniable but her acting skills are the truth. She already has the trappings of a Nollywood screen goddess and that can't be too far from her reach now.



Anita Asuoha THE REAL DEAL

A conversation with ANITA ASUOHA popularly known as **Real Warri Pikin** felt like I was talking with a friend I had known for a very long time. Perhaps that is because I have followed her since she came on the social media scene, or maybe it's because she's exactly what we see online: funny, quirky, a straight-shooter and as real as they come. In this interview she talks about her 2018 suicide attempt and her journey to healing, her pivot from online comic to stand up comedy, and what lies ahead. --NNEOMA EKWEGH

Talk us through how your journey into comedy began after the incidents of 2018; what connected comedy to things you experienced and had to navigate?

After that incident, I came to the conclusion that God did not let me die because he wanted me to use my story to motivate people that are going through the same thing. I started [sharing motivational thoughts] online and people laughed at my mannerisms and how I conveyed my messages, so I thought, let me add some comedy. It was such a hit and all of sudden, people started inviting me to [do] stand up. The first three calls I got for stand up I declined, because I said to myself, I don't do standup comedy, I just do online comedy. I cannot remember who I was talking to at that time, but the person encouraged me to give it a try. [The thing is], with online comedy, you can edit it if it is not funny, but with stand up it is live; if you're not funny, you are not funny. These

were the thoughts going through my head. Then I got a call from standup comedian Akpororo to come and perform in Abuja, and I could not turn him down, so I began to do research, watch a lot of YouTube videos and work on my skills. I was like a mad person that period, rehearsing my lines in front of a mirror. That is how it started, it wasn't a deliberate thing.

When it comes to 'Anita' and 'Real Warri Pikin', where does one start and the other end, or is Anita, Real Warri pikin and vice versa?

Actually there is a difference. When I put videos of my husband and I, people feel, Ah, you are worrying this man I wonder how he copes with you. But I am very quiet in my house. I am Anita at home. Once in a while, Real Warri Pikin shows up o, but for the most part I am quiet. All my friends are quiet, even guys I have dated are quiet. I have never dated someone that is loud. Once I employ you and you are loud, I just terminate that employment because I just do not like people that are loud. I am very calm; once in a while I can be loud but it is not all the time.

How do you determine what ideas will translate well with your audience versus those that would flat line?

Over the years, I have studied my audience and I know what they like. My audience wants me to put out marriage content, especially in Nigeria, there is the predominant belief that marriage does not work, but I have been married to my husband for nine years and it is just seamless, effortless and that is strange for a lot of people... They always want to see me dance. I also get inspired by my past experience, my environment, my pain, my joy all this motivates and inspires my content.

From your posts on Instagram, it is evident that family is very important to you. How does your family influence your content? How involved are they in that process?

I do not sit to discuss all my content. There are certain ones I will discuss, for example, when I wanted to put out my attempted suicide story I spoke with my husband about it. There was also the time I had an issue with Tonto [Dike], because I put up a photo of Rosy Meuer on my page on [Rosy's] birthday [days after it was confirmed she had married Olakunle Churchill, Tonto's ex husband], so I did speak to my husband as well about putting up a video. There is some content where we sit and decide what to put out, but not all my content.

Congratulations on your recently concluded comedy show in Warri, how was it preparing for something like that especially coming from lockdown?

It was a bittersweet experience when preparing for my show. It was something I was running away from but eventually I did it. It was hard in the sense that I am a woman - a married woman. There are some places you will go to sell a table and [men] will say '2 million Naira for a table!' Next thing you hear is, 'But why did you rush and marry? This your waist ... 'They will be saying it in a teasing way, but you know he is serious, or they will say 'I would have bought this table for you but you are married'. However, I got support from lots of women, which is not the norm we are accustomed to; women came out, told their husbands to support me. So, yes it was hard trying to sell tables, trying to get people to sponsor because it is my first time, but we did it anyway, and it was a sold out event.

Were you nervous not having performed in front of a crowd in a while?

Anyone would be nervous. Every comedian is nervous because standup comedy is hard. Online comedy, you will edit by yourself to perfection but when it's live, [if] you mess up, you have messed up. And even when you begin to try to do damage control, because you see you are losing your audience, it may not work. I think being nervous is normal, it just comes with the job.

A while back, you shared the attempt you made to take your life, what has been the journey for you coming from that experience to where you are now. Did you seek professional help?

I sought professional help but it did not work, and it did not work because I needed

to understand life better. I needed to know that problems, as we say, 'e no dey finish', so the professional help I sought, it took a while before it worked for me. But one thing I did was to tell myself, 'You need to let go, you need to forgive and you need to move on'. That moving on part, there is no duration to that; I am still moving on. A lot of things around me remind me of that day, June 6th. For example if I do something and it succeeds, I think about that day and go, Wow, I would have died. I bought a house, and I would think, Wow, that is how my landlord came to embarrass us because we could not pay rent. Or maybe a friend calls me and [asks me to lend them] 1 million Naira, and I think Wow, these are the people I called that did not help me. So I have a constant reminder for June 6th. I cannot say I have healed, I am at 70 percent, but I am still moving on. I am still working through it, but I am in a better place now. If you asked me this question in 2019, I would have given a different answer.



I cannot say I have healed. I am at 70 percent, but I am still moving on. I am still working through it, but I am in a better place

now.



You just mentioned how you are still healing from that experience, so how does creating joy for others support your own mental and emotional health? If I see people that make me happy, I cannot be contemplating suicide. Because I am a funny person most people thought Anita is just playing, when I shared what I was going through then. If I had a Real Warri Pikin in my life at that time, I don't think I would have gotten to that point of suicide, so I understand that people need to hear what I would have needed to hear at that time. I have gone through depression and I came out, so I am in a better position to talk people out of that place

Do you have moments where you are overwhelmed by the lack of privacy, and what gets you through those moments?

because I know [what] to say.

I will give you an incident. I went to Lagos last week for an event by IK Osakioduwa. I was one of the comedians contacted to perform, mine was to be the last one on Monday. I got to Lagos on Sunday, and on Monday I got backstage and I could not perform, I broke down. I was rushed to a private hospital and I was on admission for three days. What I went to do in Lagos, I could not do it, so when I was at the airport going back home, I was sad, I was regretting making the trip, my husband was worried, my kids wanted to talk to me, I had not rested after my show, my mind was just heavy with thoughts. Dealing with all that in the airport, this girl walks up to me and is being completely insensitive, and emotionally unintelligent and she goes, 'laugh now'. I told her off. She saw my countenance and though I snapped a picture with her, I told her I would not [laugh]. I would not fake a smile. She insults me and I insult her back.

Even before this incident there was a time I had to cease the phone of a fan. Before I became Real Warri Pikin, I have been a fan of celebrities. There was a time I saw Tiwa Savage at the airport but when I studied her countenance I knew she was not up for engagement so I just waved from where I was. I do understand that these people love me, but people need to understand we are human beings, if you see me out there [being] quiet, just allow me. Another thing is people want me to always have that energy they see in my videos, so they do not appreciate when I just wave or smile, no they want me to jump and laugh and I am not that person. They keep expecting me to be on, and that is not realistic.

Time moves so quickly, especially in this internet age. With that in mind, what is up next for Real Warri Pikin?

I want to write a book about my suicide attempt. Anytime I put out content every June 6th, people keep asking questions, so I feel like I need to do a movie or a book, but for now it will be a book, and hopefully soon.

Of course there is my live show, which has come to stay, then I am doing a movie as well, and I am going to do season 2 of my YouTube Series, School of Thought. There is also the Real Warri pikin merchandise, lots of things to do, my sister.



HOWTO STAYACTIVE ASAFITNESS "UNENTHUSIAST"

Not everyone is blessed with an enthusiasm for gym life. While some may count cardio and early morning runs as two of life's sweet pleasures, the rest of us have come to see them as our enemies. Having said that though, it's also important to acknowledge that being active is an essential element for healthy living, and we could all benefit from a little more activity.

For people who are less into working out, simpler activities will benefit their health. The American Heart Association recommends that less active people gradually work up to exercising three to four times a week for 30-60 minutes at 50 percent to 80 percent of their maximal heart rate. That sounds like a lot of movement, but there are ways to incorporate it into your everyday life! NNEOMA EKWEGH

Some activities to take on to get your body moving and burn calories are:

• Take the stairs. I know. Why would you, when you don't have to? But why not start with one such substitution a day and build up slowly. Be careful, though - walking down stairs can be hard on your knees, so walk up, but ride down.

• Stop circling parking lots and fighting for the closest spot. Park a

little bit farther away from your destination, and walk. You'll not only increase your fitness, but you'll decrease stress.

•If you use public transport, get off one or two stops before yours and **walk** the rest of the way. • Get busy with house chores: Change the sheets (that's a workout itself), sweep and mop the floors more often... These get your heart pumping, which means they are excellent calorie burners.

• Love music? Create a playlist of your favorite tunes; songs that you know will get you going, and dance your way to fitness.

Get involved in a cause

Find a cause that really means a lot to you and sign up for an activity; a walk, run, swim, that supports it. That way you're committing to being active for something much bigger than just yourself. For example: Cancer Research UK has its annual event Walk All Over Cancer, which involves thousands of supporters walking 10,000 steps every day to raise money for life saving research.

Getting in shape and leading a more active lifestyle is totally possible. Start with the baby steps and soon enough you'll get there!

HEALTH



Getting You Cancer Aware!

According to the World Health Organisation, in 2020, 10 million cancer related deaths were reported worldwide, and 70 percent originated from middle-low income countries. Taking the lead in cancer related deaths globally is Breast cancer. With October being breast cancer awareness month, we enlisted the help of Tolulope Falowo, a Nigerian women's health advocate and founder of non-profit organisation, Cancer Aware Nigeria, a women's health intervention charity with a focus on breast and gynecological cancers, to offer some insight into breast cancer, its symptoms, myths versus facts and more

Tell us about CancerAware Nigeria.

We are a women's health intervention charity with a focus on cancers specifically Breast and Gynaecological cancers. We promote the prevention and early detection of these common cancers among women in Nigeria.

What is the mission of CancerAware Nigeria?

Our mission at CancerAware Nigeria is simple, to reduce the rising cancer incidence in the country, especially among women, through education, advocacy and patient support. We were established in 2014 and below are some of the impact we have made by the grace of God since inception;

• 8140- Number of women screened for breast and cervical cancer

• 100,000 + - Number of beneficiaries directly educated about cancer through our public and community health engagement programmes.

• 122 - Number of cancer cases supported with free cancer treatment. 10,000,000+ - Audience reached via our social media campaigns

• First free Mammogram Programme in the country targeted at women who cannot afford them.

• Launch of the Patient Support Initiative which provides free chemotherapy drugs to indigent patients undergoing treatment for cancer.

• Launch of the #14000Reasons HPV vaccination advocacy campaign to include the HPV vaccine into the country's immunisation schedule.

• Launch of the MobiPINK Breast Cancer Telephone Helpline which offers telephone support to women with metastatic Breast cancer and their caregivers.

What is cancer?

Cancer is a term used for diseases in which abnormal cells divide without control and are able to invade other tissues. Cancer cells can spread to other parts of the body through the blood and lymph systems. Cancer is not just one disease but many diseases. Cancer can start almost anywhere in the human body, which is made up of trillions of cells. Normally, human cells grow and multiply through a process called cell division to form new cells as the body needs them. When cells grow old or become damaged, they die, and new cells take their place. However, in some cases, this orderly process breaks down, and abnormal or damaged cells grow and multiply when they shouldn't. These cells may form tumors. Tumors can be cancerous or not cancerous (benign). Some types of cancer start from blood cells. They don't form solid tumours. Instead, the cancer cells build up in the blood and sometimes the bone marrow.

How many types of cancer are there?

There are more than 100 types of cancer, and some are more common than others. For example in Nigeria, breast cancer is the most common cancer among women.

What is breast cancer? Is there one form, or are there variations of breast cancer?

Breast cancer is a type of cancer that starts in the breast. Breast cancer occurs mainly in women although men can also have breast cancer. Symptoms of breast cancer may include a lump in the breast, bloody discharge from the nipple and changes in the shape or texture of the nipple or breast among

Others. Breast cancer can begin in different parts of the breast. Breast cancer occurs in two broad categories: invasive and noninvasive.



Nigeria is seeing a rise in cancer cases – especially breast and cervical cancer. Most of these cases present at the hospital in the advanced stages of the disease.



INVASIVE

Most breast cancers are invasive, meaning the cancer has spread from the original site to other areas, like nearby breast tissue, lymph nodes or elsewhere in the body.Invasive (infiltrating) breast cancer cells break through normal breast tissue barriers and spread to other parts of the body through the bloodstream and lymph nodes.

NON-INVASIVE

Noninvasive (in situ) breast cancer cells remain in a particular location of the breast, without spreading to surrounding tissue, lobules or ducts.

From what age does the likelihood increase for women (breast/other forms of cancers). There is the misconception that cancer is a disease of the old. The reality is that cancer affects all ages. For example, breast cancer does not only affect older women, it affects, and is common in, young women too. One of our earliest support patients at CancerAware Nigeria was only 18 years old.

What are the common cancer diagnoses for women? Bringing closer to home, are there any cancer diagnoses more common

to black/African women?

The cancers that affect women more are breast, cervical, colorectal, endometrial and ovarian cancers. Knowing about these cancers and what one can do to help prevent them or find them early may help save lives.In Nigeria, the most common cancers among women are breast (number one) and cervical (number two).

What are some of the factors limiting early detection therefore causing higher mortality rates among black/African women? And what challenges do you face in the work you do to support women affected and raise awareness?

The challenges are many. Nigeria is seeing a rise in cancer cases - especially breast and cervical cancer. Most of these cases present at the hospital in the advanced stages of the disease. There is a huge disparity in the area of cancer care in Nigeria.Indigent and low income individuals facing a cancer diagnosis in the country usually do not have good outcomes. There are several reasons for this. These include poverty, ignorance, cultural beliefs, inadequate referral systems, incorrect or late diagnosis, fear of diagnosis, use of unproven alternative treatments, lack of national cancer screening programmes and a dearth of well equipped treatment centres and specialists, just to mention a few. A large percentage of cancer cases presented at health institutions in the country are in the advanced stages. You see women coming in with Stage 4 breast cancer at diagnosis; which means the cancer has spread beyond the breast and nearby lymph nodes to other parts of the body (most often the bones, lungs, liver or brain). In Nigeria, about 50% of breast cancer cases are diagnosed at Stage 4.

In addition to this, there is no National Cancer Screening programme to help with prevention and early detection of the common cancers such as breast and cervical cancer. There are inadequate funding resources available to help patients with the huge costs of cancer treatment. Many people are left on their own with no succor. The challenges are numerous.

What are some risk factors for breast cancer?

A risk factor is anything that increases your chances of getting a disease such as breast cancer. But having a risk factor does not mean an individual will get the disease. Some risk factors for breast cancer are things you cannot change, such as being a woman, getting older or inheriting certain gene changes.

Some common risk factors for breast cancer;

• Being a woman. However, although rare, men can also have breast cancer.

• Getting older. The risk for breast cancer increases with age; however young women do get breast cancer and we are seeing more young women coming down with the disease.

• Having dense breasts. Dense breasts have more connective tissue than fatty tissue, which can sometimes make it hard to see tumors on a mammogram. Women with dense breasts are more likely to get breast cancer.

• Certain chemicals. Many of the everyday products we use; including skincare products, cleaning products such as detergents, plastics, e.t.c contain endocrine disrupting chemicals (EDCs). These chemicals affect female hormones particularly the hormone estrogen. This may increase one's risk of developing Breast cancer.

• Family history of breast cancer: A woman's risk for breast cancer is higher if she has a mother, sister, or daughter (first-degree relative) or multiple family members on either side of the family who have had breast or ovarian cancer. Having a first-degree male relative with breast cancer also raises a woman's risk.

Previous treatment using radiation therapy. Women who had radiation therapy to the chest or breasts before age 30 have a higher risk of getting breast cancer later in life.

• Being overweight or obese after menopause. Older women who are overweight or obese have a higher risk of getting breast cancer than those at a normal weight.

• Taking hormones. Some forms of hormone replacement therapy (those that include both estrogen and progesterone) taken during menopause can raise risk for breast cancer. Also, certain oral contraceptives (birth control pills) also have been found to raise breast cancer risk.

• Drinking alcohol. Studies show that a woman's risk for breast cancer increases with the more alcohol she drinks.

• Inheriting certain genetic changes. About 5% to 10% of breast cancer cases are thought to be hereditary, meaning that they result directly from gene changes (mutations) passed on from a Parent.

How effective is mammography for breast cancer detection and how soon should one start?

A mammogram is a low dose x-ray that allows doctors called radiologists to look for changes in breast tissue. A mammogram can often find or detect breast cancer early, when it is small and even before a lump can be felt. A screening mammogram is used to look for signs of breast cancer in women who don't have any breast symptoms or problems. A diagnostic mammogram on the other hand is used to look at a woman's breast if she has breast symptoms or if a change is seen on a screening mammogram or any other type or breast screening. Such symptoms may include a lump, breast pain, e.t.c.

As a woman, you should do the following: A breast self-examination at least once a month A clinical breast examination at least once a year If aged 40 and above, a screening mammogram each year starting from age 40

If there is a history of breast cancer in the family, you should speak to your doctor about starting personalised breast cancer screening earlier.



Women need to make their health a priority. Do not be afraid to go for your regular health screenings including breast and cervical screening tests.It could save your life.



What are common myths and misconceptions around Breast Cancer?

Some common myths and misconceptions around breast cancer include;

If you don't have a family history of breast cancer, you won't get it: Majority of women diagnosed with breast cancer have no family history of the disease.

Breast cancer is a death sentence: This is untrue. Early detection with the right treatment saves lives and leads to better outcomes.

Breast cancer does not affect young women: Young women do get breast cancer.

If you maintain a healthy weight, exercise regularly, eat healthy, and limit alcohol intake, you can't get breast cancer: In addition to maintaining healthy lifestyle habits, you must do your recommended breast checks and be aware of the risk factors of breast cancer and actively work to mitigate your risk.

Finding a lump in your breast means you have breast cancer: This is incorrect. Majority of lumps found in the breast area will be benign, however if you do find a lump, you must have it evaluated by a doctor immediately to rule out breast cancer.

Men do not get breast cancer, it affects women only: Although rare, breast cancer also affects men.

Breast cancer is contagious: No, breast cancer is not contagious.

With another month coming around to raise cancer awareness nationally and internationally, what is your message to women, families, government/policy makers, and international bodies?

September is Gynaecological Cancers Awareness Month while October is Breast Cancer Awareness Month. This is an important time to shine the spotlight on these cancers that affect women. There are five gynaecological cancers, namely; cervical, endometrial (womb), ovarian, vulva and vaginal cancers.

Women need to make their health a priority. Do not be afraid to go for your regular health screenings including breast and cervical screening tests, it could save your life. Breast cancer is not a death sentence. The important thing is early detection with the right treatment. Check your breasts regularly. If you see anything unusual, go to the hospital immediately, don't delay. If you are not satisfied with a particular hospital/clinic, get a second opinion.

The Government of Nigeria and relevant stakeholders need to invest more in cancer care. We need National Cancer Screening programmes to help with prevention and early detection of the common cancers such as breast and cervical cancer. Adequate funding resources need to be made available to help indigent patients with the huge costs of cancer treatment

What advice would you give to women who are living with breast cancer?

You are not alone. At CancerAware Nigeria, we are here for you on your journey. Our MobiPINK Telephone Helpline is open six days a week for women with Stage 4 cancer and their caregivers. The Helpline number is 0809 4444 039. Our counsellors are waiting to assist

For information and enquiries, you can reach CancerAware Nigeria on the following channels

Instagram: @canceraware_ Twitter: @CancerAwareNG Facebook: CancerAware Nigeria Website: www.canceraware.org.ng Email: talk@canceraware.org.ng Breast Cancer Helpline: 0809 4444 039 WhatsApp: 08188046560 To support CancerAware's work, you can make a donation at www.canceraware.org.ng/donate





Shakespeare wrote (in Romeo & Juliet). "What's in a name? That which we call a rose, By any other word would smell as sweet."

True as the above might sound for a lot of things, it fails far off the mark in relationship to the New X-Pression 4X Passion Twist. I'll give you four reason why.

There are a number of products in the market that are masquerading themselves as "Passion Twist" but only X-Pression 4X Passion Twistguarantees you 4 times the satisfaction that you can get from any other Passion Twist in the market because of its unique curl appearance which stands you out in any crowd.

Secondly, at 270g weight, the new X-Pression **4X Passion Twist** is twice the volume of any other passion Twist in the market. This simply means that for a full hairdo which requires only two packs of X-Pression 4X

Passion Twist, you need at least 4 pack of any alternative brand in the market.

Thirdly, the new X-Pression 4X Passion Twist comes already twisted, and with a loop for fast and easy installation, unlike the other brands in the market which require a certain level of expertise in braiding and unnecessarily longer period of time to install.

Add to the above points, the fact that the quality of the new X-Pression 4X Passion Twist is way above that of any other brand 'Passion Twist' in the market. This guarantees you a softer, smoother, and long-lasting result than any other similar product in the market can offer.

So, you see why no other name can aptly capture these qualities, it just have to be X-Pression 4X Passion Twist.







From Infection Challenges to Fertility Success!



The thought of having an STI is often met by some sort of repulsion.

There is a feeling of guilt associated with it, sometimes people think about it as though it denotes some sort of sexual promiscuity.

n truth, that is quite far from reality. Studies have shown that about 1 in 2 people will get at least one STI or another in their lifetime. The lifetime risk of having Human Papilloma Virus (HPV) is 84.6% for women and 91.3% for men, this, from having even just one sexual partner. Thus, almost everyone will get some sort of infection during their lifetime.

9-month journey.

A key part of this process is the fallopian tube...these aren't just open pipes, one key function is played by some tiny hair-like structures within the lining of the tubes. These hair-like structures are called cilia and they help to transport the sperm, the eggs and the embryos. What those two notorious fellows do,



The difference is that for some it is barely noticeable whilst for others it has the potential to shape the rest of their lives.

There are many types of STIs, viruses, bacteria, parasites and more.

The most notorious for affecting a woman's fertility potential is bacterial.

Particularly, two little fellows called Gonorrhoea and Chlamydia.

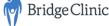
First, let me explain how pregnancy works. Sperm cells are deposited in the vagina; they begin a long missionary journey and travel through the cervix, up into the uterus and through the two fallopian tubes hoping to find an egg in one of those tubes. They fuse and form a little embryo and that embryo is transported by some tiny hairs back into the uterus where it implants and begins the is that they come into the fallopian tubes and destroy the lining, thereby killing off these tiny hair-like structures and irreversibly affect the ability of sperm, eggs and embryos to move freely within the tube, rendering them blocked. And with the fallopian tubes blocked, what we are left with are tiny sperm cells on one end of the tube and an anxiously waiting egg on the other side, and unlike the couple trying to have a baby these two fellows deep down within are simply never able to meet. It's almost like a sad love story between the sperm and egg that want each other so much but can't be together.

What do we need to do, to ensure that our gametes aren't victims of this sad love story caused by blocked tubes? For the younger ladies, yes, infections are common, but the notorious ones like Gonorrhoea and Chlamydia aren't as common. You can never go wrong with safer sexual practices. The less unsafe sex you have, the less likely you are to have these infections and the less likely you are to have your tubes irreparably damaged by them. Equally important, is that these infections need some time to slowly destroy the cilia until there is nothing left. If they are caught on time, most likely there will still be enough tubal function left. It is absolutely important that once there is a sign of an STI, it is rapidly and energetically addressed and treated on time. Most tubal damage comes from untreated or poorly treated infections.

If the tubes are already damaged, all hope is certainly not lost.

There are certain myths that need to be debunked, one is attempts at flushing the tubes and the second is using medications to open them. Surgeries were done in the past but mostly failed. What you really need if you are in the category of tubal blockage is simply to have someone collect your eggs, collect the sperm externally and conduct an external marriage ceremony called fertilization. Putting the sperm and the egg together, completing the love story, to form an embryo. This embryo is then returned into the womb of the woman and 9 months later you receive your little bundle of joy. This is the process of In-vitro fertilization (IVF), which is basically completing the love story of 2 gametes that were always meant to be together, and no infection or its consequence can get in the way of having the children that a couple desires and certainly deserve to have.

By Dr.Obikili Chinedu,



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How To Make A Hit Series In The Middle Of A Global (And National) Crisis?

...Be KEMI ADETIBA!

Making a movie is hard. Making a movie in Nigeria is... harder. But making a movie in Nigeria, in the thick of a global pandemic; a state-mandated lockdown; growing unrest and insecurity across the nation, and unpredictable weather? Well, an appropriate word for that escapes me at the moment. However, watching filmmaker, executive producer and writer, KEMI ADETIBA, not only do that successfully, but also create a series that has gripped so many globally and locally. Three weeks after its release, both King of Boys and its sequel series, King of Boys: Return of the King are still in the top 10 most watched on Netflix Nigeria. It is nothing short of inspiring. So yeah, sure, while the initial decision to go ahead and create amidst such chaos may have seemed mad, the results show that with Kemi Adetiba, there's a method to it that just can't be taught.

> Story: Sonia Irabor Photography: Kola Oshalusi Hair: Abbey's Crystal Signature Make-Up: MakeUp by Adebukola Styling: Sonia Irabor

WARDROBE CREDITS: OPENING PAGE:

"Theatre" Two-Piece Top - Lady Beellionaire Luxury Trousers - Mai Atafo Jewellery - Stylist's Own



For Kemi, these lyrics aptly describe the experience of bringing King of Boys: Return of the King to life. And boy, were there obstacles.

Kemi called me sometime in late August with an unusual request. Unusual because, while I had a great deal of interest in filmmaking and production, I had made no real strides to make those interests known. So when she called, telling me that she needed an additional hand to come on board as an Assistant Producer, I was hesitant. This is no small fry, it's King of Boys. I would be getting in at the deepest end. It was also in the middle of the lockdown, and mentally, I couldn't quite envision myself being surrounded by people again; trying to ignore the world as it burned

all around us, long enough to do a good job. I had to think about it and Kemi graciously gave me time to do so. In fact, she gave me so much time that I thought I'd lost out on the opportunity for sure. So when she finally rang me back in early September, even though there was plenty going on, and plenty of self-doubt to sort through, I said yes. One negative covid test later, I found myself zig-zagging through Ijora with the film stylists, on our way to the Old Nepa Building for my first day (their second week) on set. Not even an hour into filming, I found myself marvelling at the sheer scale of what was being created. How on earth is she navigating all this? I muttered to myself. Many times.

The short answer, by not

standing alone. Early on in the process, Kemi saw the value of teamwork. "I learnt it was important to lean on your crew sometimes; even though your job is for them to lean on you. The camaraderie on the KOB: The Return of the King set was amazing."

When embarking on such a journey, I often wonder if people consider the type of leader they wish to be before the journey even starts. I understand that there is a massive space between what we envision for ourselves and the things we're trying to build, and the people we become when we're actually in the thick of it. It's a difficult thing to see clearly while navigating muddy waters, so it's the comrades - because this is what cast and crew became who become the best people to shed light on it. For Efa Iwara, who played Dapo Banjo, the overzealous journalist [slash] increasingly forgetful dad and estranged husband, Director Kemi is someone "you are not prepared to meet. She pushes you for excellence; pushes you to do more than you believe you can. She's a performance-driven director, which is very beautiful to see."

In addition to the high expectations of a very vocal fanbase - people who had been demanding a sequel to the first King of Boys since 2018 - Kemi, the cast and the crew were attempting what may have often felt mountainous to achieve - a bigger, grander outing. As a leader, there is hardly any space to show that one's arms are getting tired from swimming upstream. "There were many times I looked at the crew and froze. All these [people] were trusting me to lead them to the best possible outcome," she said, "But there were [also] times I wanted to lay on



There were times I wanted to lay on the floor in a fetal position and wail because I was tired. I was overwhelmed, and I needed my mum but if there's one thing I'm dedicated to, it's making the crew feel safe, no matter the problems we encountered during the shoot. That's a lot of weight on one's shoulders. the floor in a fetal position and wail because I was tired. I was overwhelmed, and I needed my mum", she continued, "It was such an ambitious project, for me as well, but if there's one thing I'm dedicated to, it's making the crew feel safe, no matter the problems we encountered during the shoot. That's a lot of weight on one's shoulders."

With the Covid aspect of the health and safety protocol handled with strictness ("We did a lot of research on Hollywood productions that were going back to [work]. [So] everyone got tested and then we put them in a hotel bubble. The cast in one hotel and the crew in another."), it often felt like of all the things going on, that was the most navigable. When it came to the small matter of the increasingly volatile state of the nation, well, that was decidedly more difficult to

predict.

King of Boys is a gritty, gully affair, and in order to achieve that the KOB army travelled deeper and further through Lagos, scouting places that successfully captured the look and feel of the spaces that some of the characters, from Makanaki to Odogwu Malay and their crews would be in. As things became more difficult to predict, it became nearimpossible to actually make it to those places. Last-minute decisions and changes had to be made to accommodate the protests, increasing insecurity, and ensure the safety of the cast and crew. "There were many hair-pulling moments, but the team was dedicated to finishing the project, and were a serious source of support whenever I freaked out [because] the project was threatened. We like to call ourselves the KOB ARMY, and we took the project as if we were going to war. The sole focus was to overcome obstacles that came our way and get to the end."

66

It feels as if I've held my breath for over a year. This was a sophomore effort to a very successful title; the stakes were high. So as a team, we're grateful to be here. **29**

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Sola Sobowale is a Method Actor, so the whipping you see is [real].. It was a very somber shoot for both me and the crew and I remember needing to look away many times. She insisted on it playing out that way, and this is why it comes off very realistic

on screen...

Jacket - Lady Beellionaire Luxury Jewellery - Stylist's Own

There may be some mild spoilers ahead for those who haven't seen the series. Tread carefully.

In the very first frame in the first episode of King of Boys: Return of the King, Eniola Salami (played with aplomb by Sola Sobowale, who left everything on the floor), is heard before she is seen. Overcome with grief she laments the deaths of her two children and begs for forgiveness. The music is ominous, and as the camera pans upwards, we catch a glimpse of a bowl of water, with a whip in it, on the coffee table in front of which she kneels. Her tear-stained face is revealed. She is overcome. As the camera slowly, hauntingly moves away from her face, towards her back, the music builds. Suddenly, she whips her back, a splash of blood splurts out. Later in the episode, we see the scene in its intense and uncomfortable fullness. On the night it was filmed, sometime between 1 and 5am, the crew watched in stunned silence as Sola Sobowale, deep in character, repeatedly whipped herself. The scene was arguably as intense to watch in person as it was to see on-screen.

"Sola Sobowale is a Method Actor; The whipping you see is [real]. It was a very somber shoot for both me and the crew and I remember needing to look away many times. She insisted on it playing out that way, and this is why it comes off very realistic on screen... Because it was. She had so many painful welts on her back after."

For an actor, it's always a tricky endeavour to delve deep in order to unlock the darkness of a character, but the relationship that Adetiba has with veteran actress Sola Sobowale, created an environment in which the actor felt safe enough to... go there. And go there, she did, on more than one occasion. "When it comes to those kinds of scenes, Sola Sobowale "understands the assignment", as the kids would say." Adetiba says. "She has a depth that is hard to come by, and a wealth of pain from living she taps from. It's incredible. We just worked through the reason why she is doing what she is doing, what she hopes to gain from it and the obstacle, and you leave the rest to her. Both whipping scenes were one take."

King of Boys: Return of the King was a labour of literal blood, sweat and tears. Of course there was going to be an equal mix of anxiety and excitement and the company awaited its release. It's difficult to stop your mind - and heart - from wondering, and worrying; the what ifs, become overbearing if one is unable to drown it out. For Kemi, she valued silence in this time; staying away from speculation,

predictions, and trusting that she gave all that she could, to the project. "You can never predict how the audience will [respond to] something. I tried not to rely on anyone's response to the series before launch. I found solace instead in the fact that I gave my all, and did my best at the time. I'm not saying the project is flawless, just that I gave my everything to make sure it was an entertaining ride for the audience." That being said, and considering all that went into this, it is difficult not to feel like you're waiting to exhale. For Kemi, that feeling lasted a while. "It feels as if I've held my breath for over a year. This was a sophomore effort to a very successful title; the stakes were high. So as a team, we're grateful to be here." To say the response has been positive would really be underselling the wave of enthusiasm that Adetiba and her company of actors and crew members have received for the work that they created. In an unprecedented move, Kemi hosted her crew to a private screening a week before the film's release. The passion on display for the story, as much as for the collective experience of creating under such unique circumstances, sparked such an energy throughout the seven-episode viewing. There were cheers right from the opening scene, with Kemi having to pause many times in between to accommodate the level of enthusiasm the room offered. Then, right near the end, when the final showdown occurs - and without prompt - the crew had gathered right in front of the TV, hands on hips, heads, over mouths... some holding on to each other for extra support; as they watched the finale unfold. Kagho Idhebor, the Director



There were many hairpulling moments, but the team was dedicated to finishing the project, and were a serious source of support whenever I freaked out [because] the project was threatened. We like to call ourselves the KOB ARMY, and we took the project as if we were going to war. The sole focus was to overcome obstacles that came our way and get to the end.



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that's all we get... for now.

"sophomore slump". But don't expect her to sit and bask in the glory for too long, that's not her style. "I'm not one to bask in glory (which my friends and family say is a bit of a problem) I'm already on to the next project." And though we have a title for that next project, Den of Snakes,

Truth is, that's all we need... for now. If her filmography is anything to go by, we can expect that the world she is building will take its audience on a wild journey. And as the crew kept saying as we all reluctantly left the screening that Sunday evening, it's a new world post-KOB: Return of the King.

of Photography on KOB: Return of the King, whispered to Kemi in that moment (something to the effect of), "look at your crew. If this is their response to it, imagine how the audience is going to react..." I only know this because I went over to Kemi a few minutes later to offer the same thought and she laughed, telling me that a similar sentiment had already been shared.

As the credits rolled on the final episode of the series, the crew couldn't contain their excitement, chanting KOB! KOB! KOB! over and over. We danced and cheered; we high-fived and hugged each other. There was this shared feeling of pride - and relief. It was a poetic end to a truly poetic odyssey. And that's how we felt as the crew. How did Kemi feel about that moment? "To have the crew watch the series as if they never came across the script or story made me extremely emotional. Many came up to me with tears in their eyes, thanking me for the opportunity, and saving how proud they were to have their names on the project. I have to say, that was a moment for me. I'm not ashamed to say I shed thug-tears."

And so, against all odds; through a global pandemic; a state-mandated lockdown, insecurity; an uprising, and violence, Kemi Adetiba debunked the myth of the

Suit - Mai Atafo Trainers and White Top - Kerni's Own Jewellery - Stylist's Own









When you watch the films of Nollywood actor, Jim Iyke, you may be caught up in the roles he portrays and believe what you see is what you get. But as the saying goes, do not judge a book by its cover. Conversing with him reveals Jim Iyke the family man, the doting dad and the intellectual. In this candid interview he opens up about the highs and lows he has experienced professionally and personally, and why his new movie Bad Comments is a must see. NNEOMA EKWEGH

Your entry into Nollywood was as a fresh graduate from the University of Jos, looking back would you say your expectations were met or even exceeded?

You know for the sheer interest of will and evolution I don't think one is ever satisfied where he is in life. A certain degree of the dream I envisaged when I started this has been met, certain goals have been met. Personal goals however, we are still striving for; for peace, for happiness, for certain longevity in this business and circumventing the murky waters of entertainment, as it were. I will say that yes, there is a great degree of satisfaction from my body of work; from my personal expectation of self but there is still so much more to be done, as long as I breathe, there will always be aspirations, new goals, and other plans to conquer.

In one of your recent interviews you mentioned how the movie 'One Dollar' made you famous, because you followed your gut and improvised the character's actions, at a time in Nollywood when such was unheard of, would you say the industry has evolved to embrace such skill set from actors or are there still restrictions as to how an actor can interpret a role?

Creativity is always stifled once it is expressed with a great deal of independence and guts. People's obsession with control has always been prevalent in our industry and it doesn't matter the divide. I have made movies in almost every country of consequence with most major acts as well, and everyone tries to control their narrative as much as they can, it is the power you have, it is what you disseminate, your name is on it after all and the court of public opinion will only know you for what you created in that space. So there is an obsession for control, so when one who doesn't have a great deal of influence comes to deter that vision to question that control there is always very strong push back and if you are not influential enough and don't exert a certain clout to bear, you might be endangering your very career. [I also think] it depends generally on who you work with. There are certain collaborators and partners in creativity that you have developed a certain degree of trust with and they begin to understand that you only come to complement and not to take over.

Would you agree that, because of the roles you took on, you became perceived mainly as the "tough guy", "bad boy". How did you feel about this perception of your person, at the start of your career and have your feelings about it changed over the years?

Don't forget when we started out there was no direction, so to speak. There was no tutorship as regards fame and fortune, no one was guiding us. I came into the industry straight from home; a protected kid, wet behind the ears. I was thrust into this world where I was constantly scrutinised, my motives were constantly questioned. People took to heart, perhaps too deeply, the roles that I played in movies: the [carefree], often not-too-serious, and sometimes violent person. I questioned it at first, the better part of me questioned it; the deeper part of me, the part that was raised differently, questioned it, but the people that were managing me [disagreed]. It is a catch [for] the ladies, this is the way to go, 'na the market be this', I didn't know any better. So I went with the narrative, as far as it could take me. But when I understood the damage that was being done, not only to my person but my reputation ... Yes, it was bringing the fat checks, it was sometimes bringing the accolades and admiration in certain guarters, but as a conscientious, well-read human being, it did not sit well with me at all. [However] I also understood that the energy it would take to reverse it might be too much for one individual, so I sat with it for as long as it took me. And when it was time to get off that boat, it meant disassociating myself from the people that willed it into my life, that foisted it and even encouraged it, so I did, and the way [I went] about it was to create platforms that I was also well-versed in. That is why I went back to mainstream business; my pursuit at that time became my financial independence [because] in order to regain my voice and tell it the way I wanted it, I needed financial independence. To detach also means creating your own financial fortune by yourself and so immediately I attained a very strong degree of that, I decided it was time to come back, sort of change the narrative and offer people a better deeper perspective of my person, if I can't; I gave it a good shot.

You were part of the 2004 actors' ban. How did

the ban impact your view of the industry and your place within it, what were the thoughts in your head at the time?

It was a very heart-breaking time. That incident told me that I was famous, I was rich but I was powerless, and it quickly brought to bear what I should be building in my life, which is affluence and power. What caused it was I woke up one day, and I saw these guys were all getting wealthy by the dozens and we on the other side looked extremely comfortable but my bank balance did not equate to my hard work, my intellectual properties. If we are going to take away my intellectual properties, the retainers and all that stuff that is the common practice abroad, then pay me well, whatever barometer by which you measure my worth, pay me my due. These guys were not seeing reason whatsoever, so I called a meeting, gathering a few people. This is the way to go, we are the actors, we are the talents, let's make certain demands, it wasn't done in violence, showmanship or grandstanding, it was just very common sense. But some of our so-called colleagues went back and sold us short, and that is why I am not into the clique thing because I learned quickly from that experience. They sold us out, and these guys banned us. I admit I was heartbroken at the time, but they say the hardest decision is often the simplest one and when that happened, I moved back to London. I was doing an average of 38 to 40 films a year and I had no semblance of family life at all, so the ban gave me an opportunity to go back and see what my sisters were doing, and know what extended family were doing. So I reestablished, and started building something different. They brought in a new crop of actors but our fans were organic, our fans were loyal, our fans did not understand the structure that was brought on them seemingly overnight, so they changed the narrative and came back for us, agreed to our terms and tried to bring us back.

Following your re-entry into the industry after the ban, what were some of the changes that had taken place, and in what ways had you changed / evolved within that time?

When I came back, I was far more ruthless, I had no choice. Because I was navigating these waters with a great degree of naivety before, so when I came back, I was far more experienced, I had to be a better businessman, I had to be shrewd with it, so that is what happened that time. I had predicted something then. I said, look, the transition is inevitable; the physical form of film is quickly going to the digital age, we are going into a digital revolution and things will change quickly for you guys and most of you will [either] go broke, or stay relevant. At the time I said this it was seen as a taboo, but I don't mince words, and it did happen and in less than eight years. They all went bankrupt; some of us are still quite relevant, still thriving.

You had mentioned in an interview that you stepped away from Nollywood and making movies at other times aside from the ban, why did you leave in those instances?

I moved back to America, and something extreme happened in my life at the time I made that decision. I had a death and a life, two extremities of life. My mum passed and I did not allow myself to grieve for a long time. My parents were very into each other, I have heard kids say they did not see displays of affection between their parents, that wasn't the kind of home I came from. My dad is a very tough man like most Igbo parents, not very emotional but he never deferred portraying emotions around his wife. I saw the light leave the man's eyes when my mum passed; he was literally confused about life. When that happened,

I knew he was incapable and he is the most capable person I have ever known all my life. I looked at my sisters, they were lifeless as well. My last sister was about to get married, my third sister was in crisis in her relationship, and these were all roles my mum played potently in our lives, the matriarch that advises and leads. Everybody was out of sorts so I had to rise to the occasion, so I delayed my grieving. My relationship with my mum is different, this is like my true friend, business partner, the one that doesn't judge and people might say that is the traditional relationships with all mother's but no, this was really my best friend, that I go to, that understands me implicitly beyond the razz-matazz, knows who she raised it wrongly. So when she passed there were things a home to build because the instruction was quite clear. She [wanted to be buried] in a certain place, so I had to build an entire village home in two and a half months. I had to make sure my sisters were fine, there were two marriages in between [and] I had to settle my father back. When all that happened and the dust settled, I found myself wanting, I did not understand life anymore, I was totally confused. It was a very difficult time in my life; I had nothing to give creatively, not in a relationship, nothing. so I needed to go away. I moved through three or four countries, tried to live in those countries but it didn't work and at that time I met Dana, and we had a beautiful son. I questioned again my ability to sacrifice for something else aside from my immediate family and myself. People don't understand that you transverse the industry in a rather selfish manner, only you matter, nothing else. Forget the team, forget the family. It is an industry that is deeply rooted in self



gratification. I woke up and I said in honour of the person that raised me, let me give this kid a fighting chance. It is not enough to write checks and send money, how present can I be given my schedule? And so a man that has worked since he was 19 [and into] his late 30s had to make a decision, and the decision was to shut all else down and focus on my son and I did that. I am very proud of that, it has been one of my greatest achievements. My sister offered to move to the US and stay for six months, but I refused. I needed this, I needed to bury myself into a cause that was higher than me, a purpose that I could believe in and that was my son. After two years, I found my feet and it was time to find my way back.

At the time you started out in Nollywood, there was nothing like social media, blogs and the like however, as you advanced in your career, the popularity and accessibility to the internet grew, would you say it was better social media did not exist at time you started or would you have preferred if it was there at the very beginning ?

For the beginning I will say, given the times, it was good it did not exist. People were far more genuine in their approach to a relationship, be it business or personal. If you had any issue with someone you would likely hear it [directly to] your face and deal with it physically. People didn't call people out then just for the fun of it. I knew that fans followed you organically, and they would follow you to hell if need be. They will buy sand from you if you present it as worthwhile, it was one that was rooted in conviction of the talent. It is a little wishy-washy now because everything is virtual; you do not have the firsthand experience of who the person is anymore. Social media would not have succeeded in our day, because people had different belief systems, the ecosystem was really different. The paradigm that shapes narratives is not the same now. News that is unfounded now can make hay-way and actually become a conversation, then it was well researched, it was questioned, presented with irrefutable facts before it can be believed. The whole question of believability and accountability and truth has been thrown out of the window.

You have a new movie coming out, 'Bad comment', why is this story important to tell?

First of all, Bad comment is a satire; it is a tongue in cheek portraval of the social media internet ecosystem. It is told through the prism of the celebrity that happens to be the anti-hero in this conversation, we wanted to put a searchlight on all the actors in that space, to dissect the platform as an exhibition of hate and cruelty, it is also a platform that veils short cuts to fame and impossible fortune. [Also] the suicide rate is most prevalent among young men from age 19, and young women from age 15, and 70 percent of these suicide rates happen in mid-tolow income societies, that is us. And a great degree of this happens on the internet, cyber-bullying, the destruction of will and pursuits. I questioned so many things; I questioned us as celebrities, are we doing too much? Is it all for self-gratification or are we lying to ourselves that it is to motivate and uplift? Are there classier ways you can exhibit your success without being ostentatious about it and rubbing it in people's faces? It is a public domain, and every one of us should enter into it with a degree of decorum.

You have been on the receiving end of some bad comments, how do you handle them?

How can you handle something that evokes very strong emotions in you? I like to think of myself as being above average intelligence, in that stead I try to make the right choices in my life and people that bet on me to make decisions for them and I think I have gotten it more right than wrong. I think I am pristine when I make decisions because I am the kind of person that will walk into an empty room in my house, shut down lights and think about something for hours uninterrupted in order to make a decision that will not only benefit me but people around me. That is how I live. The only time I question this practice is when somebody has gotten past my thick skin and made me make a move. [Let me share] an experience I had; [back when] the Camaro Convertible came out, I saw it in the US and had it sent to Ghana. At the time I was shooting [reality show] Jim Iyke Unscripted. I was outside this hotel for a conference when this charming young guy about my age walked up to me and said he liked my car. He asked for a picture and I obliged him. He [asked me to] stand next to the car for the picture, I obliged him. Then he asked to get into the car for a picture, and I was like, "My brother, I don't know where you are going with this", so I refused and he walked away. I did not know he took it personally. This guy went on the internet, he searched for a Camaro Convertible [in a different colour than mine] that had been in an accident and put it up online, [claiming] that I was involved in a car accident, and was lying somewhere on life support; he said I was not likely to make it. Now this was happening the week we flew out to four countries to shoot Unscripted; I went to Frankfurt, Zurich, Amsterdam and London, all in six days so I wasn't even reachable. My family was distraught; my mum fainted as someone had taken the news to her. She was put in a hospital. When I reached them on the sixth day, my house was in chaos. I was made to take video footage as naked as the day I was born to convince my mum that I was alright. I cut my trip short and came home, and that is when I decided that for putting my mum through this, his mum has to feel it too. So I put a team together, this is what happened in Bad Comments but it happened in real life. We found the guy, it took 10 days but we found him and we handed him over to the police. He served a year or so behind bars before he was eventually released. This is what we are saying: Your words go beyond the target; it is somebody's father, brother, uncle. You are destroying a whole community every time you go after someone. Recently something happened, where someone thought he could talk [about me] and hide but I found him, in less than four days. People need to know it is not everybody you go after, if somebody has the resources and the right motivation, they can find you.

With your new movie out, what is next for Jim lyke, especially as the year is coming to an end, what can your fans expect?

There are three lives I lead and for the most part I would advise anybody to live in this industry. I have a public life, I have a private life and I have a secret life. I will give the public my fashion sense, my opinions on certain political matters; I will give the public my talent and gift. It is what I signed up for, it is a joy. I will not give the public my private life, which consists of my extended family. No one has had access to that and that is why they run free, my sisters make the mistakes they make and get it right anywhere and no one records [them] and puts it into public domain. My secret space is my family, no one has access to where my sons are, where my wife was; I had a divorce, let me even shock everybody. But the way I live now, nobody would know I got] a divorce because we are still great friends, and co-parents. When I avail myself in the public space I must have something to say, something to give to the world. When I have nothing to say, nobody has the right to come into my life. I retreat to my private-secret life, and nobody is welcome. So I guess that is what is to be expected of me.

PERSONALITY

TOLUOPE OLUADE ONALAJA

... And Everything About RevolutionPlus Property

Meet Mrs Tolulope Olulade Onalaja, the Group Executive Director of RevolutionPlus Properties, a leading real estate company in Nigeria. Here, she talks to us about working alongside her husband, some mistakes first-time home buyers tend to make and what it's like to run a leading real estate company in Nigeria.

Seven years on, what would you consider some of the major challenges you faced in the Real Estate business over the years?

Thriving in the real estate sector is such a rollercoaster and in as much as it seems so lucrative, it actually requires a lot of capital. One of the challenges my husband and I faced was sourcing for capital. One would have thought several years of savings would do the trick but in real estate that is just a pinch of capital required to float the business and so we needed to seek funds from our friends, families and the banks. It seemed like a disappointment back then when banks wouldn't grant us loans but now it is such a blessing as all our projects are executed without seeking loans from banks or any institution.

And what about challenges specific to the properties you work on?

Securing dispute free properties or properties that are void of land grabbers a.k.a "omo onile" issues. In the real estate sector what one is majorly selling is trust and integrity; people who do not know you but entrust their hard earned money to you in order to safeguard their future via investment in your properties with assurance that in 20 years' time they can still claim that property as theirs without any hassle; this really is a big responsibility.

Economic factors are also a major challenge we face in the industry; as an example someone may subscribe to a house in 2019 for 10 million Naira, and by 2021, with the continual increase in price of building materials, that amount wouldn't even be enough to complete the building so you end up running at a loss because there really isn't any profit and you must deliver to clients as promised.

What drew you to Real Estate in the first place?

It was actually my husband, the Group Managing Director of RevolutionPlus Property, Mr. Bamidele Onalaja, who started the business. He started the business with the singular decision to seek something more fulfilling after working in the banking sector for about 13 years.

When he started the company, I was still working as a Facility Manager and it was the proceeds from this that we used to sustain the business [when it] hadn't picked up. After a few years, my husband sold me his vision and assured me that with my skills and expertise, I would be bringing in the best in management to the table and we can grow the business together. My husband has always been spiritual and he told me it was a revelation from God to actually start the company, so without thinking twice, I joined the train and the rest they say is history.

So far you have over 35 estates successfully delivered without any loan facilities, how were you able to achieve that feat?

I always tell my staff that with proper planning you can achieve anything. So we started small but grew bigger because we had big dreams. Also, we started by marketing our properties to friends and families and our first client was my uncle who decided to invest in us when he saw our passion for the business. It was money from these and sacrifices we had as a family with strategic planning that we have so far used in running all our estates.

Can you identify any pivotal turning points you have experienced as a business owner in an often tricky market like Nigeria?

It is only by God's grace and grit that businesses survive in Nigeria due to different government policies. In our sector, our pivotal point is and was getting title on some of our estates that are free but not titled yet.

What's the one advice you would give women in Real Estate?

The number one advice is that they need to keep their dignity before anything else. There are times that clients will demand ridiculous and [questionable] things just because they know the woman needs to close the deal. In my experience, this doesn't always work; a client who will buy from you will do so regardless of what you want to give in kind.

Secondly, women in real estate should be inspired to transition from a marketer, agent or realtor to something bigger. They need to take it a notch higher; they can actually successfully start their own real estate company. All they need to do is believe and then execute.

In your years in Real Estate, what's one mistake you think first-time home buyers commonly make?

Lack of adequate knowledge about the properties they are subscribing to, some first-time buyers simply hear that a

house is in Lekki and they don't know the title of the property and other charges involved, until after they are deep in the transaction; at the end of the day they buy at losses and end up paying higher for the property so adequate knowledge of what you are subscribing to as well as the title of the property are important before making any purchase.

Many people are becoming more financially literate or at least are keen to learn more about financial markets, investment and money matters. For people especially women who are interested in

beginning their property investment journey, what advice would you offer?

Start now, even if you have to start with an installment. If you can afford to pay outrightly, please do so. If you have started investing in real estate, buy more; the opportunities in real estate are enormous and they come with huge returns. At RevolutionPlus Property, we have an investment plan for investors whereby you can make a minimum deposit of #1 million and get Return on Investment (ROI) between 5% to 20% with tenures from 6 months to 5 years.

Anyone can leverage on this opportunity and watch their money yield returns or they can simply purchase a property from us, the value on landed properties is guaranteed to rise btw 40 to 60% within 24 months

You work alongside your husband, how has that partnership been in the seven years of RevolutionPlus

It is one of the best decisions I have ever made; working together has brought us closer professionally, emotionally, financially and intellectually. Our working relationship has helped both of us balance the job. While my husband is the ideas man; I am the executor, and so we have enough freedom to be the best we can be, which in turn carries a positive impact on the company.

RevolutionPlus offers flexible payment plans and incentives to make acquiring your property easier, but would you say that many are still nervous about making that big step to purchasing their first homes because of the uncertainty of this economy? How can more people be put at ease about taking that big first-step to home ownership,



It is one of the best decisions I have ever made; working together has brought us closer professionally, emotionally, financially and intellectually. Our working relationship has helped both of us balance the job. While my husband is the ideas man; I am the executor.



as opposed to longterm renting?

investing By in credible companies like RevolutionPlus, vou certainly have nothing to fear. The number one cause of doubt is lack of trust as the foundation of the relationship between a real estate firm and a client should be trust, without trust you cannot embark on the contract. For RevolutionPlus Property our core values are integrity, trust and timely delivery therefore we owe a duty to our clients not to breach this trust as their investment is safe and secure.

Being a Director at a company like this adding endeavor, how

must be a constantly demanding endeavor, how do you unwind and care for yourself?

I relax at home by swimming, I also love to dance, I see movies once in a while when I have the time too and I love to read.

How would you describe your "Work Self" in three words? GET IT DONE!





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BREAKING FORTH: LOOKBOOK EDITION

1.1.1

A High-End Africa-Based Women's Wear Brand

LAGOS AND ABUJA, NIGERIA

Yutee Rone launches new collection- The Yutee Off Season-21

Phenomenal fashion designer, recently launched a new collection named "Yutee Off Season 21". In line with the "Yutee" style and flair, the collection features an array of dresses, jumpsuits and two-pieces designed and tailored to make the modern day woman stand out and feel beautiful.

"Fashion means a lot to me, it is the way I express myself, it is the way I communicate." says designer and CEO Yutee Rone. "When creating the pieces for the Yutee Off Season 21, I wanted to communicate bravery, elegance and subtle magic that each woman both young and advanced carry, I wanted to create something for the career woman, the mom, the fashionista, the celebrant and all other women out there killing it simply by being here, and seeing the final result, I'm positive I did just that", she concludes.

Ever audacious, Yutee pairs warm, fresh and neutral colours with frills, pleats, ruffles and accessories in a harmonious and balanced way such that the outfits standout in a subtle and classy manner.

Yutee Rone is a high-end African based women's wear designer. Since launching her eponymous label in 2007, she has designed unique structural pieces made from the finest quality fabrics and with exceptional attention to detail.

Known for her use of experimental fabrics and textiles, unique, vibrant prints, and her detailed craftsmanship, the world of Yutee Rone is one mixed with bold and unique designs designed to captivate and empower the woman wearing them. The Yutee Rone woman embraces sophistication, femininity and elegance with ease.

Yutee Rone Flagship stores are located in Abuja & Lagos Nigeria.











The Extraordinary People

TECNO's Phantom Xtraordinaire Talk Show Goes Down Memory Lane with Celebrities on their Journeys to Stardom



f you are as human as the rest of us, then you most likely have a fixation on celebrities too. Don't fret. That's pretty normal, and its age long too. In fact, people looked to monarchs for social and even fashion cues. Part of our curiosity is a way of learning what makes the great "great". This is apparently one of the things that inspired TECNO's latest project - The Phantom Xtraordinaire Show. The other thing would be the bold and extraordinary step the brand took with the release of its recent sub-brand, The Phantom X.

With the new Phantom X, TECNO left the familiar territory it's operated in since its birth and stepped into an extraordinary beginning that encompasses the brand's vision, encapsulating and reframed for a new audience of more demanding consumers in the high-end premium market. The Phantom X speaks of an audience that continuously works to achieve more and represents a bold and unique group that goes all out to attain success. And this brand persona was captured in The Phantom Xtraordinaire Show.



Rita Dominic spilled lots of tea. But the part of her XTRAORDINAIRE interview that will live rent free in the heads of viewers for a long time is where she had to perform a rap song. Yes. Rita Dominic rapped.



The Phantom Xtraordinaire Talk Show was

hosted by the youthful, fun-loving Tobi Bakre whose friendly and relatable aura eased up the celebrities into sharing their stories openly and genuinely.

The six-episode show had Nollywood actress Rita Dominic, Business consultant and inspirational speaker Fela Durotoye, pioneer beauty entrepreneur Tara Durotoye, WNBA draft Evelyn Akhator, and Founder of SLOT Nnamdi Ezeigbo. All of these people shared very freely the challenges they have had to slay to stay on the path they chose for themselves.

The show wasn't all serious-toned. Each episode had a game segment called Choose Your Dare where the celebrities had to pick between 2 Phantom X phones that contained dares.



Another favourite was Fela Durotoye's episode. Of course, there were lots of noteworthy wisdom bits, but the part where he had a power bike race with Tobi Bakre was definitely the highlight. No one could have watched that part without a slightly raised heartbeat. Then, Tara Durotoye boldly took on her dare and wiped off her lovely makeup on her episode! On the 4th episode, Evelyn Akhator made Tobi Bakre pretty by wrapping his head in a traditional head gear popularly known as Gele. Nnamdi Ezeigbo got us all emotional as he called his wife on the show and expressed his love to her poetically. Who knew Nigerian men could be that romantic?

On the last episode, Tara and Fela Durotoye played a game of charade. If we didn't know how pertinent communication is to a relationship, now we do! Without a doubt, the experience from this show is one that viewers will carry with them for a really long time. Everyone can be bold and extraordinary if they put

their mind and backs to it.







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