

KENZINA

magazine

MARCH 2021
ISSUE 1

**ZARINA WESTON -
"I WANT TO BUILD OUR OWN
COMMUNITY TO INSPIRE
EACH OTHER!"**

**THE SECRET IS
OUT! KENZINA'S
NEW PRODUCT
REVEALED**

**TOP 6 THE BEST
ANTI-AGING FOODS**

**SUSTAINABLE
FASHION**

*Autumn
hair trends*

**TOP 5
BUSINESS TIPS**



EDITOR'S NOTE

Welcome to the first edition of Kenzina Magazine! In coming issues we will talk about beauty, fashion, business, lifestyle, parenting and more. For each issue I will invite guests who are experts in what they do, and I will ask them to contribute articles.

@kenzina_skincare

KENZINA magazine



“I WANT TO BUILD OUR OWN COMMUNITY WITHIN A SAFE ENVIRONMENT WHERE WE CAN SHARE INSIGHTS AND INSPIRE EACH OTHER”

My name is Zarina and I am the founder of Kenzina, a Perth-based skincare product business.

I am a mum, wife, and a business owner. I have 12 years' experience in marketing and communications and have managed small and large marketing campaigns, and organised more than 1,000 events.

Beauty and skincare have always been a fascination for me and I love to read and learn about it. While I was on my second time maternity leave, I completed a beautician course, and many of you don't know, but I practiced as a beautician from home doing facials and lash lifts, and I loved it!

Welcome to my first edition of Kenzina Magazine ! in coming issues we will also talk about beauty, fashion, business, lifestyle, parenting and more. For each issue I will invite guests who are experts in what they do, and I will ask them to contribute articles.

Moreover, to each woman who reads this magazine right now - Happy International Women's Day. It's a very big and special day for me because in Russia (where I am originally from) we don't celebrate Mother's Day, we celebrate Women's Day on 8th March. Men and women give flowers, chocolate, and other gifts to their mothers, wives, grandmothers, sisters, and daughters. Cheers to all of you and our social, economic, cultural, and political achievements!

Most of you are familiar with my brand [Kenzina Skincare](#). In April 2020 I launched my own Kenzina under-eye masks; Kenzina Rejuvenating Eye Mask with Coconut and Peppermint extract for instant hydration, minimising dark circles, reducing puffy eyes, and diminishing wrinkles including 'crow's feet'.

DID YOU KNOW - A PART OF THE KENZINA PHILOSOPHY IS ALL ABOUT MINIMISING PACKAGING WASTE?. WE DO THIS BY OFFERING 30 PAIRS OF EYE MASKS IN A SINGLE RECYCLABLE CONTAINER, NOT IN WASTEFUL INDIVIDUAL PACKAGING.

I call myself an anti-individual packaging warrior as I have a lot of ideas on how we can minimise wastage and lead more sustainable life.

In this March edition we will talk about

- Kenzina's new product launching at the end of the Month;
- Top 6 best anti-aging foods;
- Sustainable fashion;
- Autumn hair trends, and
- Top 5 business tips you need to implement now!

Every issue we cover new topics from beauty to hair, fashion to sports, from business life to parenting! Stay tuned!

Love Zarina



- NEW PRODUCT ALERT -

KENZINA IS LAUNCHING OUR PLUMPING LIP MASK AT THE END OF MARCH!

KENZINA LIP MASKS ARE ENRICHED WITH COCONUT, AVOCADO AND WATERMELON EXTRACTS, HYALURONIC ACID AND OTHER ACTIVE INGREDIENTS. THIS MASK DELIVERS A BURST OF HYDRATION AND SMOOTH TEXTURE FOR YOUR MOST KISSABLE LIPS YET!

It was a long process developing our lip masks. Our first manufacturer and first product sample were far from perfect – the container leaked. I was really hoping to introduce the product in October, but I was not happy with it, so I had to find a new manufacturer who could produce what I was after, and moreover, come up with unique packaging, and after months of development they are ready! I do not want to share too much information as I want to keep a bit of mystery until the launch day. You will be the first to know, and you will also receive an incredibly special and exclusive offer before everyone else!

Here are some interesting facts about lips.

1. Your lips have all three skin layers (Epidermis, dermis, and hypodermis) as the rest of the body.
2. Hypodermis is far thinner than it is anywhere else on your body.
3. Lips also do not have any sebaceous glands - these glands keep your skin moisturised, but your lips are on their own.
4. Without lips we would not be able to make the sound of the letter "P"
5. We wouldn't be able to kiss the people we love.

Life would be quite boring without lips, so we are here to help you take care of them!

Sneak
peek

TIP

KENZINA DYI LIP SCRUB

I love to create my own scrubs; body wraps and other skincare products. If you ask my husband, he will confirm that I like to try crazy body wraps with some dry mustards, chili etc. I will not shock you with some of my crazy recipes. We will try with a gentle lip scrub – tired and tested by me, and very easy to do. You can also use this recipe as gentle face scrub.

Ingredients:

1. 1 tbsp coconut oil or olive oil, or any other oil you prefer. I love hemp oil too.
2. 2 tsp caster or regular sugar
3. 1 tsp honey. You can also add Cocoa Powder to add some yum factor

Instructions:

Combine ingredients in small jar, stir until mixed. I like caster sugar as it is gentle on lips. Apply a small amount to your finger, and gently rub into lips, and then rinse with warm water.



FOOD

TOP 6 THE BEST ANTI-AGING FOODS

Did you know I was working on a fruit and vegetable marketing campaign for 5 years? I learned so much about fruits and vegetables and their health benefits. Fresh fruits and vegetables are the best for you skin.

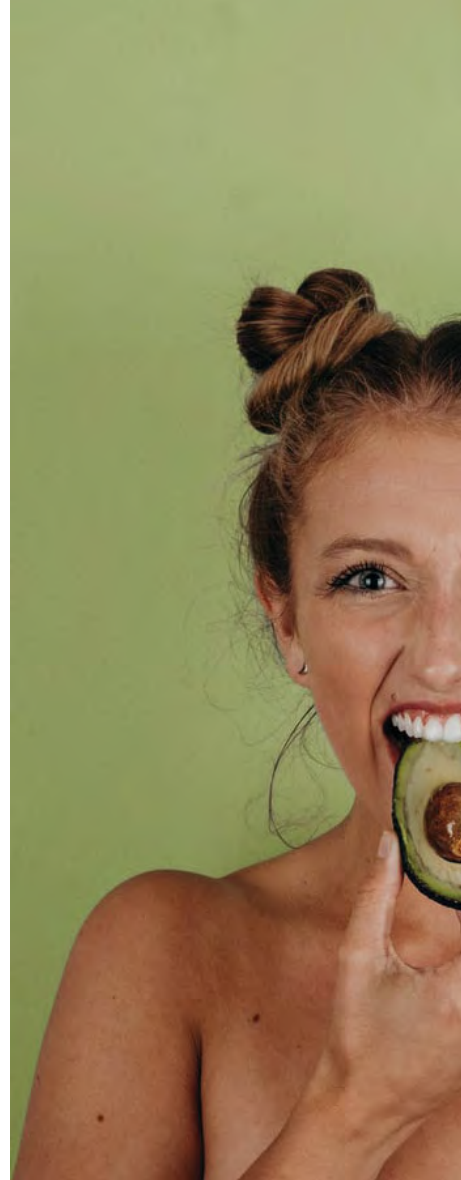
VITAMINS A, B & C ARE KEY ANTI-AGEING INGREDIENTS. THERE ARE SO MANY FRUITS AND VEGETABLES THAT HAVE THEM. ALSO, DON'T FORGET VITAMIN E AS IT KEEPS MOISTURE IN YOUR SKIN!

BLUEBERRIES

Blueberries are rich in vitamins A and C, as well as an age-defying antioxidant called anthocyanin. These powerful antioxidants may help protect skin from damage due to the sun, stress and more.

SWEET POTATOES

The orange colour of the sweet potato comes from an antioxidant called beta-carotene which is converted to vitamin A. Vitamin A may help restore skin elasticity, promote skin cell turnover, and ultimately contribute to soft, youthful-looking skin.





AVOCADO

Avocados are high in inflammation-fighting fatty acids that promote smooth, supple skin. Avocado is full of delicious vitamins - K, C, E, and A, B vitamin, potassium and more. The high content of vitamin A in avocados can help us shed dead skin cells, leaving us with gorgeous, glowing skin.

RED CAPSICUM

Red capsicum is loaded with antioxidants which reign supreme when it comes to anti-aging. In addition to their high content of vitamin C — which is good for collagen production. One red capsicum contains more than 100% of your daily vitamin C needs.

NUTS

Many nuts (especially almonds) are a great source of vitamin E, which may help repair skin tissue, retain skin moisture and protect skin from damaging UV rays.

POMEGRANATE

Pomegranates have been used for centuries as a healing medicinal fruit. Being rich in antioxidants, pomegranates neutralise the effect of free radicals in our body. The anti-ageing plant compounds in the fruit also help in stimulating keratinocyte cells (skin cells) and help in cellular regeneration thereby keeping wrinkles and sagging skin at bay.



FASHION

SUSTAINABLE FASHION

I had never heard of slow fashion and fast fashion until I met Elena. Elena makes the most beautiful swimwear, and most importantly, they are sustainable. Her swimwear is made in Australia from recycled materials. I love how Elena's business [Gyre Swimwear](#) aligns with Kenzina's own sustainability philosophy.

Elena says:

"BEING A SLOW FASHION BRAND IS INCREDIBLY IMPORTANT TO US. OUR COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY AND MAKING ETHICAL CHOICES GUIDE OUR APPROACH TO ALL OUR BRAND DECISIONS"

We have spent a significant amount of time setting up our processes to ensure that we maintain these core values in every aspect of our business"

@gyreswimwear

KENZINA magazine



@gyreswimwear

Our products are made to order and produced in small quantities to ensure that we only make what is needed. We do not produce excess stock which can go to waste and poison our beautiful planet.'

WHAT IS FAST FASHION?

Based on the principle of selling lots at low prices. It relies on trends and a consumer's desire to want to wear the latest fashion. Stores have a high turnover of stock with low pricing to encourage you to buy more. This leads us to throw away clothing, with many pieces ending up in donation bins or the rubbish.

FAST FASHION DOES NOT CARE ABOUT THE ENVIRONMENT, OR THE PEOPLE MAKING THE CLOTHES.

WHAT IS SLOW FASHION?

Brands design high-quality pieces that lend themselves well to our ever-evolving style. You buy fewer items, but they add value to your wardrobe.

SLOW FASHION VALUES QUALITY OVER QUANTITY, CARING FOR THE ENVIRONMENT, PROTECTING HUMAN RIGHTS, AND ENCOURAGING CONSCIOUS BUYING.



It is not about buying new clothes, but rather making more informed decisions, resulting in thoughtful purchases.

OUR CREATIONS ARE SUSTAINABLE, INVESTMENT PIECES THAT WILL LAST YOU A LIFETIME. They are designed to work around your changing style.

I will also share a little secret, Elena is working on a beautiful, limited edition clothing line and I can't wait to see it.

2021 Autumn hair Trends

IT'S HARD TO BELIEVE THAT IT'S ALREADY AUTUMN! WHILE SOME OF US LEARNED AND EXPERIMENTED WITH THEIR HAIR AT HOME IN 2020 THANKS TO COVID-19. IT'S TIME TO SHAKE THINGS UP IN 2021 AND FINALLY EXPERIMENT WITH YOUR HAIRCUT, COLOUR, OR STYLE - WITH THE HELP OF YOUR SALON EXPERTS.

Meet Rosie, the owner of [ARA - Atelier Rose Artistry](#) in Leederville. My good friend and my hair stylist – she cut my hair short, then I decided I wanted to have chocolate brown hair, then back to blonde, and in the middle of it I also once tried to go rose gold! Rosie knows everything about hair and has more than 27 years' experience! Rosie tells us about 2021 autumn hair trends.

“AS THE WEATHER GETS COLDER, WE HAVE A DESIRE TO CHANGE OUR LOOK AND WRAP OURSELVES IN EVERYTHING COSY. HERE ARE 5 OF THE HOT AUTUMN COLOURS AND HAIRSTYLES THAT WILL BE ON TREND FOR 2021”



@ara_atelierroseartistry

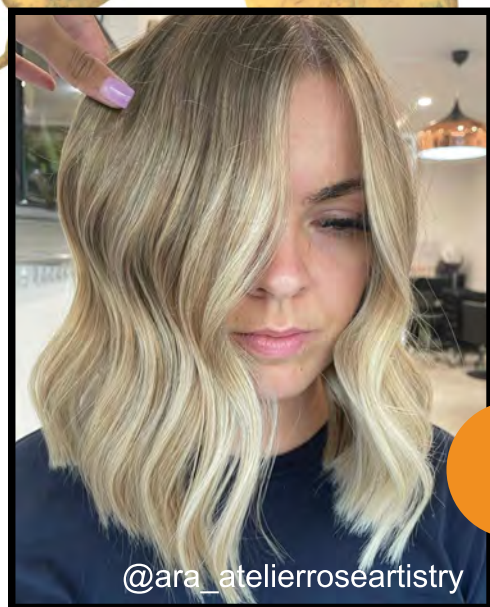
1. Chocolate and cinnamon hair colour - 2021 is a great time to try out a new look, and if you're not ready to go too bold, try this one! The dark brownie colour accented with lighter chestnut tones makes these curls stand out for sure!

2. BANGS - jump on the bang trend with the 70s inspired curtain bang - From wispy, low-maintenance side swept styles to blunt-cuts with bobs, there are so many hairstyles for bangs that will flatter any face shape and hair texture.

3. Balayage dimensional colour - add highlights and lowlights to create a colour pop. Our clients love this look!

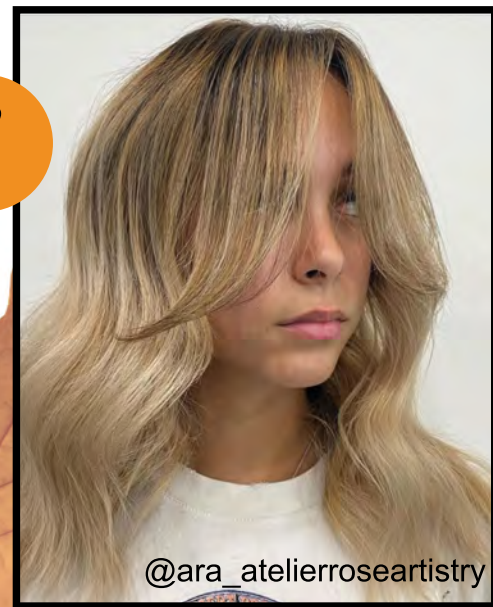


4



5

2



3



4. Red hair - spicy, burnt copper or rose gold - the trend for metallic hues makes a big comeback, with copper hair proving the most covetable shade to take a shine to.

5. Face framing highlights - it's a great way to add more brightness around the face while accentuating both the hair colour and facial features, to create a beautiful look for 2021!

BUSINESS

“No one proposes on the first date, so you can’t expect a customer to trust you within minutes of seeing your business for the first time - we need to build **TRUST**”

says Nikki
@nikkimilne_



TOP 5 BUSINESS TIPS YOU NEED TO DO NOW! FROM NIKKI

Running a business is hard! You need to be your own designer, writer, packaging department and everything else! However, you don't have to do it alone, you can learn from the best. Even though I have a marketing experience and I grew up with parents who also had their own businesses, I always look to learn more, and am always on the lookout for what other business experts offer and suggest.

I have asked [Nikki Milne](#) to give us 5 business tips we need to do now to make our business grow and get more customers! Who doesn't want more customers?!

Nikki says:

'In 2021 I want to help businesses to gain more customers, why? Because after 15+ years of being my own boss I have tried so many marketing strategies, that I now feel confident running highly targeted campaigns to acquire more customers when I need them!

So what's the secret?

You need to get to know people first, give more than you take - open your doors (phones, DM's, emails) to questions, conversations, and enquiries! No one proposes on the first date, so

you can't expect a customer to trust you within minutes of seeing your business for the first time - we need to build TRUST.

Here are my top 5 ways to build trust with potential customers:

- 1.** Collect testimonials and reviews from current clients - then repurpose them onto your website, social media and in your brand booklet.
- 2.** Use multiple marketing avenues and strategies to reach clients - not just Instagram!
- 3.** Give out free advice anywhere you can, this can include in Facebook Groups, on social media, in emails and in person. The more you can generously give, the more customers will trust you, which in turn builds authority.
- 4.** Offer 15 minute discover calls or zoom meetings - let them chat to you to see if you both feel you are a good fit for each other.
- 5.** Be You - share YOUR story, YOUR experience, YOUR knowledge - no one can be you, no one has your experience so share it loud and wide. It makes you relatable and opens the door to being approachable.

No matter what 2021 brings, only you can make your own business grow! Let us do some growing together.



STAY IN TOUCH!

Share a photo of yourself reading our magazine on Instagram

[@kenzina_skincare](https://www.instagram.com/kenzina_skincare) for a chance of getting an invitation to our private VIP launch of our Lip Masks at the end of March!



KENZINA

magazine

