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FEBRUARY 2017

THE INFINITE WISDOM OF
SHEFA ALI NADER

HEALTH

ACHIEVERS

LAYLA
AL-DORANI

“OH, IT MUST BE
HER TIME OF
THE MONTH”

مرحبا
**HELLO
WORLD!**
ISSUE NO:1

FASHION

SACHIN AHLUWALIA

ON WOMEN, FASHION AND BECOMING
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Haloul Rd. Abu Hamour, Zone 56
Doha – Qatar

AIRPORT BRANCH

Mobile : +974 – 50123189
Fax : +974 – 4436 5622
Email : sales6@strongqatar.com
Counter No.: 23 Arrival Area
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“BEHIND EVERY SUCCESSFUL WOMAN IS A TRIBE OF OTHER SUCCESSFUL WOMEN, WHO HAVE HER BACK.” *Unknown*



Moreover the surreal feeling of delivering after three months of heavy labor, I feel sharing, exclusively with you a taste of what we went on craving along the way. In the process of bidding the pages together of what, at this very moment sits in your lap, we started off with feeding on all female flaws. If girls like to shop, let them! If girls like to socialize, book them in, if girls feel like screaming, let's talk about it!

HOLD ON! WE MIGHT BE FLAWSOME, BUT WE ARE WOMEN WITH VISION TOO!

We imagined making a bold entrance into your life with a monthly load of inspiring features and dynamic layouts nurturing and showcasing the beautiful diversity of the female community present in our country, Qatar. The countless stories we heard began to multiply the pages, and we felt the importance of empowerment even stronger. Those successful Qatari women, leaders, wives, mothers and those courageous expats, who have joined Qatar for professional development, setting up businesses, and those selfless wives, who have given up their careers for the love of family, they all had a special story to share.

Alike all women, who feel life with the heart, we have created a publication out of affection to what we do, passing the Olympic torch further, with one clear message – **YOU ARE NOT ALONE!** Then we needed a caption to give the full credit to you, who take the lead, multi-task, bear the future and make history with their manicure perfectly intact. 'Wo-man', as you read, was no longer an option, whereas the hard core – “femina” just ticked all the boxes. And all this just about on time.

**THE MAG WAS GOOD TO MEET YOU!
HAPPY INTERNATIONAL WOMEN'S MONTH!**

A day before print, in a late afternoon, I sat back on my chair and all I could feel, no, it was not a guilt for starving my husband on a regular basis for the past month, it was the excitement for the moment, when you, the reader meets your new BFF. Someone, who knows it all about marriage bias, development, nappy-changing, dressing up and all the rest locked up in your diary, in your safe or in your kitchen drawer! Constantly on duty to remind you that your beautiful smile makes every lipstick, only a tacky accessory!

Upon this new friendship we took an ink oath of all times loyalty in being helpful, informative and fun to you for many more appearances, we make together. We keep our hopes high that you enjoy GULFemina's company, whose friendship doesn't cost a thing and it is always, only on a shelf-distance! We eagerly await finding out whether you have felt the same way!

Gabriella Bassi

GULFemina

Director-Marketing

James John

Editor

Gabriella Bassi

Copy Editors

Rajith R
Shemna Bijith
Steve Joseph

Advertising

Marketing Team

Design & Layout

Jiji Yohannan

Circulation Manager

Adel Hammam

Contributing Writers

Melissa Robinson
Rossitsa Dorovska
Elmira Kahrobaie
Donnabelle
Kiren Phul
Aisha Ahmad



@GULFemina

Editorial Enquiries

Tel: +974 30930053
gulfemina@gulf-times.com

Advertising Enquiries

Tel: +974 44466620
Fax: +974 44418811
Email: advr@gulf-times.com

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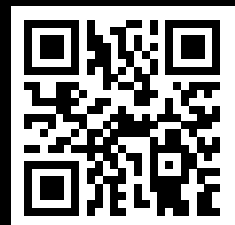
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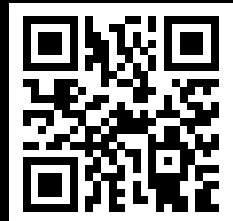
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LAYLA AL-DORANI

Layla Al-Dorani is a Founder and CEO at RAW ME Middle East. In 2012 Layla won the Best Qatar Entrepreneurship Business Plan award Bedaya & SilaTech Launch, and in the following year - top 50 start-up semi-finalist in MIT MENA Business Plan Competition.

1. How did the idea of RAW ME come about?

Volunteering in afterschool programs over 6 years ago made me realize that we lived in a society that did not encourage healthy eating habits. We live in a country that is stricken with high rate of obesity and diabetes. I wanted to contribute positively to our community by creating a company focusing on health. RAW ME was born out of the vision to create plant-based products that increase a person's consumption of fruits and vegetables.

2. RAW ME had introduced completely new concept on the food market in Qatar. What are the biggest challenges you have faced in setting and running up your business?

We are the first company in Qatar that introduced cold-pressed juices and nutritional juice cleanses to the market in 2012. It was hard in the beginning educating consumers on the benefits of cold pressing and drinking your vegetables. Even the word cold-press in Arabic language doesn't translate well. Not only did

we have to worry about educating consumers, but government officials as well when explaining a new product and technology. They assumed we would be a typical juice stall in a gas station, but our vision was much bigger. Just in the few short years since we first open our doors, support for SME's has made great strides. Abolishing the minimum capital to register a company, having an ecosystem that supports entrepreneurship, and now legalizing home businesses, Qatar is now offering a stronger infrastructure for smaller business to grow.

3. Would you say that people of Qatar are much more conscious of their eating habits today in comparison to what they were in 2012 when you first started this venture?

Qatari's are much more conscious of their eating habits today in comparison to what they were when we first started. I had the concept in mind since 2010 and we delivered to our first client end of 2011 and by 2012 we were fully operational. Now we see the trend is picking up and people's eating habits are changing. The country is promoting change and soon we will be a nation that

not only celebrates sports, but the overall healthy lifestyle.

4. What are the essentials in successfully managing business, motherhood and being a student simultaneously?

I wouldn't say I have it all figured out exactly. The essentials that I believe are the foundations in successfully managing business, motherhood and being a student simultaneously are: having a supportive family and ecosystem, staying healthy by eating right, exercising and sleeping early so you can feel good and have energy to conquer your day, and finding moments to yourself, to breath, relax and refocus your thoughts and energy.

6. What is the food diet Layla Al-Dorani follows?

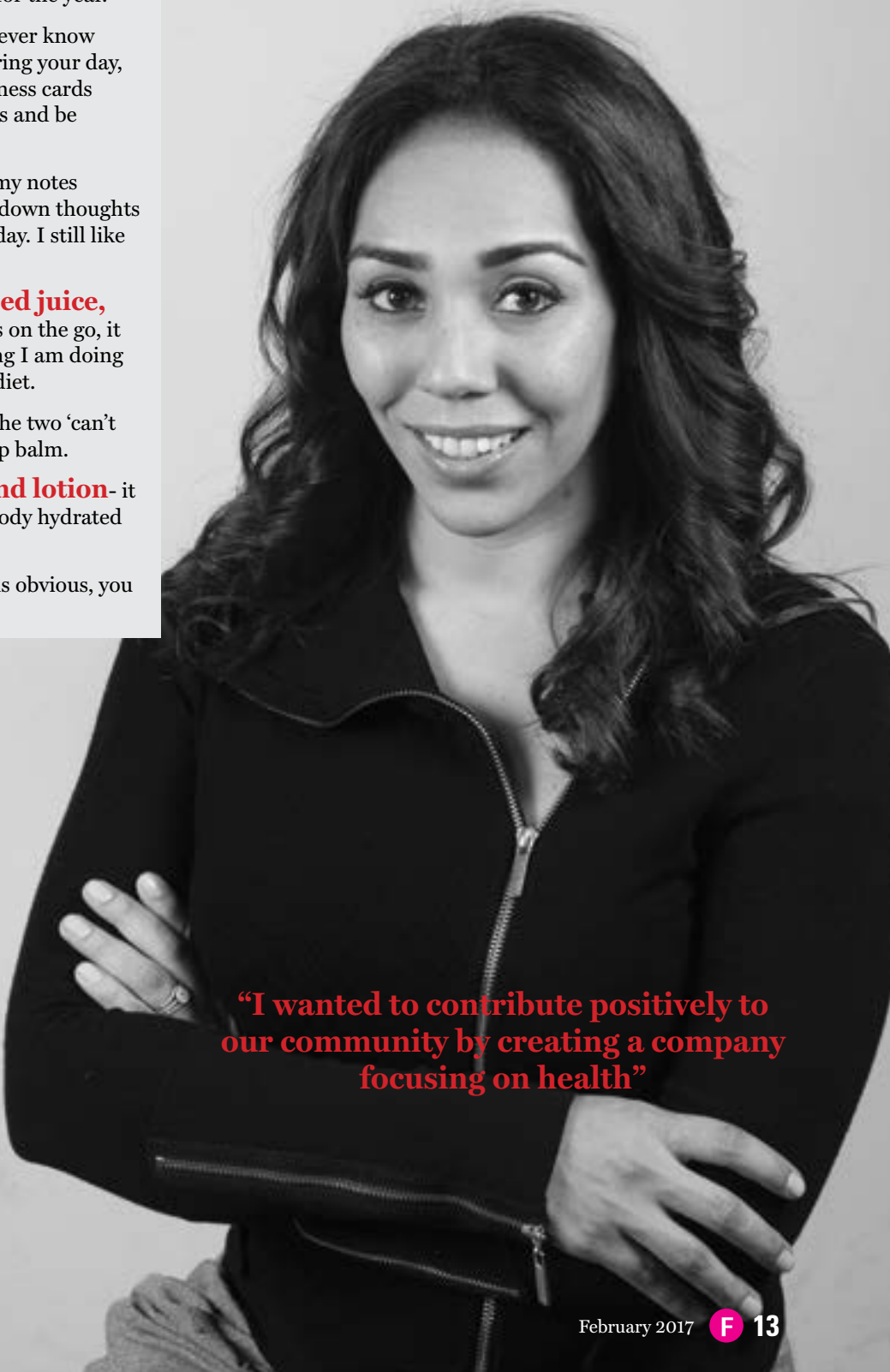
I follow a plant-based diet. I try to make a right choice at every meal, but sometimes that can be hard, especially if you are on the go, and don't have time to prepare, or you are socializing with your friends. But most days I know I am eating right, because I subscribe to, ready to eat, nourishing, rich plant-based foods delivered daily by RAW ME.

7. What does a successful business women carry in her handbag, beside the lettuce in your case?

- a **2017 Planner** - I love being able to see my year ahead and plan for upcoming events, travel and appointments. It also helps me achieve my goals for the year.
- b **Business cards** - you never know who might come across during your day, be prepared with your business cards to share your contact details and be professional.
- c **Notebook** - for writing my notes during my meetings, or jot down thoughts that inspire me during my day. I still like to use a paper and pen.
- d **RAW ME cold-pressed juice**, especially since I am always on the go, it makes me feel good knowing I am doing my part in staying healthy diet.
- e **Makeup pouch**- with the two 'can't live without' eyeliner and lip balm.
- f **Water bottle and hand lotion**- it is important to keep your body hydrated inside and out.
- g **Mobile Phone**- which is obvious, you can't work without it.

8. What is the biggest reward you have received so far?

Our biggest reward we have received so far is actually feedback from our clients who have used our products daily and have enjoyed the tremendous health benefits. From tasting great, to higher energy, feeling more energized, reduce blood pressure, and the thing most people love to do is lose a few extra kilos. This was the reason RAW ME was created for the sole purpose to provide healthy products that are easily accessible. Nothing is more rewarding than creating serious health changes in our clients lives.



“I wanted to contribute positively to our community by creating a company focusing on health”

REVIEW SEVEN TIMES SUBMIT ONCE

business plan like a winner

Time is Everything

The destination you aim at this time round last-minute packing isn't working. The mistake most people make is misunderstanding the words compress and condense in the write-up process of their business plan. This doesn't apply to multi-tasking individuals with high ability to load up a business plan with ideas, research and logistics in a short space of time, it does only to those conducting procrastination, who end up self-eating their chances for success. Being lame while hoping for the best is the number one killer to well-developed business plan and for that matter - the idea in its womb. Your target should drive you work hard, not tomorrow's meeting with potential investors. Develop a plan in advance and keep it up-to-date with regular reviews.

Be a Scrutinizer

Market research, business intelligence and SWOT analyses lay the base of your future business. The stronger the base is the higher your success will grow. Beware of the scale of your market, and the weaknesses of major players in the battlefield you intend to establish your brand. Know your target market and what consumers are looking for when they are dealing with you. Conduct an estimation on consumers' willingness to pay for your product or service. Don't undermine any of these questions even if this require taking extra time out to investigate your market and competitors through Internet, industry organizations or phone calls.

Attempt to Fit Equals Average

"Shoot for the moon. Even if you miss it you will land among the stars." Accordingly if you fail to highlight what makes your business unique, you automatically land up among your competitors, which though already an achievement, it is not going to ease your journey to success. Investors are less interested in investments into Me-Too organizations, which have nothing new to offer than an already well-established competitor. Additionally, the lack of differentiation leads to price competition and eroding margins, which could affect your revenue in long run. Differentiating your product or service should be supported with valid arguments and relevant reasoning that your customers, indeed care about.

Always One Foot on the Ground

A major part of your business plan is your sales forecast and other financial projections. Keep them as realistic as they can be, investors do their homework and attempt, an intentional or not, of misleading them will only end up bitterly for you. Pie-in-the-sky projection that lacks any footing in reality doesn't create trust in your investors, does it a conservative forecast backed up with a detailed plan in action. When you develop sales figures, translate them into the number of customers you need, and provide explanation on where those customers will come from. Or in other words include a well-structured Marketing Plan to support your sales forecast.

Crown Your Executer

Once all the essential parts of your business plan are written and you have presented your idea outstandingly, set aside sufficient time to write an executive summary. Placing yourself in the shoes of your investors it's always a crucial self-guidance. With limited time investors review dozens of business plans every day, and mostly they only read the executive summaries. Skillfully outlining your 'know how' within the executive summary will foremost for capture your investors' attention and help your business plan get shortlisted.

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Should medical scrubs be worn only inside Hospitals?



If you were to travel back in time, to a clinic in Europe in the 1700s, you would never consider wearing medical scrubs in public, wrong. Prior to the 20th century health care staff was hardly distinguished from the patients for performing their duties in regular everyday attire, which carried millions of germs and bacteria. So does today, wearing medical scrub from the hospital to the home and everywhere in between, right?

The name “scrubs” originates from “scrubbing” for an operating room surgery, and the original white scrubs, emphasizing cleanness, were replaced by various shades of green by the 1960. Back then, most surgeons preferred having blood stains on their aprons as a sign of their professionalism. Fortunately this is not the case today, even though bumping into health professionals in scrubs on the road is equally disturbing.

Wearing medical scrubs outside hospitals is commonly practiced by the health care professionals all around the world. Modern scrubs are designed to allow for comfortable wear and easy clean

so they are often kept on after the working shift ends, when the health care staff rushes back home or up to a snack in hunger. This practice raises two main concerns; precondition for disease spread and damage to the image of the hospitals that are closely watched by the public, already maintaining the opinion that everyone can walk in and be a staff.

Besides carrying own germs, every person can easily become a vehicle in the germ traffic. ‘You can pick up germs on your outer clothes, for example if you nurse someone with an illness or clean up vomit. Germs can also get onto outer clothing if you handle contaminated food or brush against a soiled object’, NHS says. For instance, germs causing stomach bug like: Salmonella and Campylobacter survive for short periods of around 1-4 hours on hard surfaces or fabrics, however Norovirus and C. Difficile, can survive for up to five months.

Health care professionals’ standpoint argues that, in this case, they should be also prevented from carrying cell phones, laptops and all kinds of other objects that can ferry pathogens, which is practically impossible. In fact,

there is no evidence that bacteria on scrubs spreads disease, whereas cellphones for instance, are said to carry 10 times more bacteria than most toilet seats, (Charles Gerba, a microbiologist at the University of Arizona). Not surprisingly, in 2012 a man contracted Ebola after stealing a cell phone at Kagadi Hospital, Uganda, it was reported by the Daily Mirror Newspaper. Electronics are often left out of the cleaning routine. In comparison, scrubs get multiple washings and bleaching, and are made from blend of polyester and cotton fabrics to resist different body fluids and bacteria.

The full medical uniform including: scrubs, gloves and face masks was introduced in 1918, during the outbreak of the Spanish Flu Pandemic, but it was mostly for the protection of the staff rather than the protection of the patients. Today almost everyone in the healthcare industry wears scrubs as mandatory uniform— dentist offices, medical clinics, hospitals, rehab & therapy facilities and more. Perhaps scrubs are not the most worrying conductor of bacteria but after all, it’s a hospital and people need to trust their health to entity, where sterilization and cleanness are at their highest.




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THE POWER WORD

OF THE WRITTEN



Contributor

Melissa Robinson
DJ / Business Owner /
Influencer

D *j* *Disko Diva known for the inflammable audio performances, has not so well known, positive aura, unbreakable spirit and inspiring mind over-loaded backstage identity. She also happens to express herself in multiple ways with life achievements extending far beyond matching and scratching over the tunes. Owner of a business in New Zealand, she is a true heart-follower striving to inspire as many as her busy schedule allow her. Melissa Robinson whispers in your ear about the power of the written word.*

What if I told you, that you had the power to write your own story before it played out on a world stage? Imagine that. And if I told you the voice in your head and the thoughts behind your words are strong enough to create what is to unfold? In fact, could I be bold enough to challenge you to look back through your archive of life, pinpointing times where you spoke, or thought about outcomes before they physically manifested? Don't believe me yet? This isn't about the idea of clairvoyance, it is about deliberate creation and I would gamble my entire life's worth on you finding links between your past thoughts

and the way your life has transpired. If someone had suggested to me a few years ago that I had the ability to design my future by my thoughts, intentions and written word I would have laughed myself off the planet! As my life evolved I realized the intimate connection between the power of the written word, thoughts and reality.

Engaging in a regular writing discipline is something I am still yet to master on a consistent basis. There are times when life's fluctuating demands creep in and take over. Looking back in my history of personal writing I can see a direct link between my written words and the path my life has taken. I value the power of the written word for three distinct, yet equally powerful, reasons:



In 2015 I spent an extended period of time “off the grid” in South East Asia. I bounced between living in the jungle and visiting silent and meditation retreats. I explored and developed my undernourished spiritual self. Not only did I begin writing my own book, in the form of personal memoirs, but I also began journaling regularly. I experienced an unfathomable link between numerous diary entries and how my life materialized. It caught me off guard and was something that I couldn't ignore. In April 2015 I hand-wrote to myself “I want to be paid to travel and write” - imagining in my mind's eye that I would be flown to exotic locations around the world and be remunerated to write about my experiences. Upon reflection it dawned on me, a short 4 months later, I had signed a DJ contract to relocate and work in Qatar, receiving exactly my request at face value. I was being paid to travel, and I could write in my free time. This experience, and so many more, showed me firsthand the impact that journaling and the written word can have in my life. Reminding myself of this I reinvested in a regular writing practice, exploring my thoughts and feelings and doing my damndest to visualize my future and what I wanted from it. Acknowledging the importance of being vulnerable in life I shared a small excerpt with a close friend about my desire to inspire other people to live greater lives, pushing their own personal boundaries and connecting with something deeper within themselves. Her reply to me started with “you are already doing that...” It immediately dawned on me what numerous quotes actually mean when they preach the limitation of dreaming too small or having goals too vague.

I sit here typing this new-thought piece shaking my head in disbelief as I acknowledge the uncanny synchronicities that are presenting themselves. The Gulfemina's editor

asked that my feature also include a segment I write myself, having a focus on ‘the power of the written word’. How could I decline when not even 5 weeks earlier I had journaled these exact words to myself:

“The key to the future is the written word, it manifests into real life in ways that we cannot see right now.”

Coincidence or something deeper? I smile to myself as I allow life to take shape in ways I would not have expected. Ironically my career as a DJ is predominantly auditory but the power of the written word is undeniable.

Research highlights at least 95% of the thoughts that flit through our minds daily, piecemeal or full sentence, are unknown to our conscious mind. Meaning that almost all of our decision-making comes from our subconscious mind and programming that we are unaware of. Crazy! Time and time again it has been proven that the thoughts we think and the words we speak determine our reality. With this in mind I encourage you to incorporate a journaling discipline into your routine to see what magic you can create. Now I ask; as a perfectly imperfect woman riding the roller coaster of life here in Qatar, where are you heading in the future?

1 To focus my thoughts and bring clarity to emotions, feelings and experiences; about a past event or the present moment;

2 To use this clarity, understanding and self-awareness to release whatever belief I am holding onto, this can happen straight away or in layers for ongoing or larger challenges;

3 To create my future.



Carole McGuinness

is the Head of Early Intervention Program at Child Development Center (CDC), which provides a network of internationally qualified and licensed professionals who offer child-centered and evidence-based early detection and intervention for children with developmental delays including those on the autism spectrum. With nearly 9 years of experience working with adults and children with special needs, Carole possesses a diverse skill-set including Applies Behavior Analysis (ABA) and Early Intervention. The recipient of two university scholarships for exceptional academic performance, she went on to specialize in Experimental Behavior Analysis in her honors Psychology degree. Carole has been instrumental in implementing a robust program at CDC and is also a vibrant and engaging presenter for professional development training on a variety of topics related to child development.

A Qualified Nanny Makes All the Difference



Q What are the first steps parents need to take once it's established with a doctor that their child has special needs of some sort?

a As many parents know, finding out your child has special needs is not such a simple process as taking a trip to the doctor! It can be a long process, as many official diagnoses require observation over 6 months across multiple settings (home, school and community). While in other countries a community nurse may identify irregularities or symptoms during routine check-ups, this is not always the case as an expat. The doctors available to you as an expat may also have different training or cultural expectations of what 'typical' development is.

Parents must take an active role in the diagnostic process. Please be aware if your child is hitting their developmental milestones, and be on the lookout for 'red flags' (see attached). This will help you to advocate for your child when you do seek help from a doctor or psychologist. It is important to find a professional that listens to your concerns. Once a diagnosis is made, these professionals can then signpost you to services your child will need, including but not limited to applied behavior analysis, occupational therapy or speech and language.

Q How important is what training and qualifications a nanny holds in working with children with special needs and what should they be?

a Applicants with degree-level training in nursing, special education, general education or psychology have the background knowledge needed to work with your child in a meaningful way. These individuals are also the most receptive to training from your therapy team, where needed.

It is also very important that your nanny has a good level of fluency in your native language. Your child will be learning from the language models that your nanny provides, so it is important that this is a good quality model. The nanny may also have to communicate with your therapy team, and should understand any updates or homework they are given.

Overall, as with any child, you will need to make sure you have a good fit between your nanny and your family as a whole. Always consider an applicant's education along with their personality.



Q Is it recommended to parents hiring a nanny experienced in different disability or disorder to what their child may have?

a Where possible, hiring a nanny with specific experience with your child's disability or disorder is a good option. They will bring relevant experience needed to start meaningful work immediately. They will also be familiar with the overall work conditions and demands of caring for the specific need, so turnover may be less likely.

However it is extremely difficult to find such individuals! A more realistic option may be to hire someone with a more general background, as described above, and follow up with specific training.

Q Does the personality of a nanny matter to children's development and in what ways?

a I feel patience is the single most important personal quality needed when working with children with special needs.

A feature of children with special needs is that it takes them longer to normal developmental milestones. This could mean delays in talking, understanding instructions, playing, or even in moving their body around their environment. Any person working with a child with special needs – and especially someone as close as a nanny – must be patient. They must understand that the child is not being naughty, difficult or bold, but that they are trying to manage the best way they know how.

Nannies working with children with special needs must also be patient because, unlike typically developing children, it can be a long time before they see big results or changes in the child. It is extremely rewarding when a child with special needs says their first words or take their first steps after 1 year of hard work, but you must be patient and appreciate the small successes along the road.

Q What are the alternatives available to parents seeking the right nanny in Qatar?

a Depending on the case, many parents enroll their child with special needs into a mainstream nursery or school with the support of a shadow teacher. Parents then work with their child themselves in the afternoon or evening. Some schools will help you to find a suitable shadow teacher, as an alternative to a live-in nanny.

For some children, mainstream education is not yet an option. The Child Development Center is one of many centers in Qatar that provide more specific or targeted therapy services for these early learners. Many parents enroll their children in our Early Intervention Program in the morning and then work with their children themselves in the afternoons.

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GET READY TO BE A FABULOUS MOM

For your biggest surprise, rule number one of the new-mom commando's community is:

PUT YOURSELF FIRST

If you're about to deliver, with newly gained kilos on and heavy thoughts concerning your meeting with the baby, or you're just terrified, watching struggling friends with naughty kids, full of suspicious for your own ability to follow them in the journey, remember that! Motherhood it's not the end of your social, personal, sane life. It's a new chapter with a new central personage of your story, but you're still the author. The old generations' conclusions about the women duty of sacrificing themselves for parenting are a bit archaic. Of course, you will give more than the best to your child, but nothing can replace one calm and ready to enjoy the parenting, mom. Some movies and books can help with giving you more self-confidence. Highly recommended: "What to expect when you're expecting" It's a fresh comedy with J. Lo that gives an angle on the funny part of life with kids. Yes, there is a fun part, but only until and unless you don't argue with your grandma. I truly admire all women of previous generations around me, successors of difficult pre-internet motherhood times. Respect! Deep respect for Dr. Spock as well, but when I said books I meant literature, not pediatrics. What can be a better than inspiring story, written by an influential mother herself? In my case, it was the bestseller "Black milk" by my favorite Elif Shafak, the dark perspective of the post birth life, but with a happy ending, I promise.

Motherhood is like an army camp for women. Nobody can really prepare you for it, but even the hardest moments with your baby will turn history one day. So the best way to start your mommy life is to calm yourself down and think of your future, fragile bundle of joy, as a little commandant whose orders are love, attention and patience. It doesn't matter if your due day is in weeks or if you're not even pregnant yet. These five pillars of motherhood traineeship could be very useful before your admittance in the mommy camp.



Contributor

Rossitsa Dorovska

A resident of Qatar, born and raised in Bulgaria. She is a journalist with background in television and event management. Full time - happily married mother of a son, Rossitsa is a reading addict, writing enthusiast and cooking amateur. Social media active explorer, passionate Francophone and a never-giving up Scorpio, who cannot be seen without mascara and earrings on.

I can't promise that the beginning will be easy and smooth but I do have some more advices for better start.

TIME MANAGEMENT

Mothers are multitasking masters. But it takes time to reach perfection. I was a well-known time waster, used to sleep, eat and chat lavishly. Now everything is placed in a schedule, but without training was a bit stressful to shift the gear. Try to prioritize even the less attractive daily life activities. I mean, you may not be able to tide up the house and to pamper yourself with cosmetic procedures within the same day. At the beginning, it might be a challenge to do both - cleaning and enjoying a proper shower. End of the endless showers is not so bad, actually. Even the nature would be grateful for your decreasing water waste. Strongly advise you to try ironing and dressing up simultaneously. Plus, you can make an use of your phone chronometer at last!

Of course new mom's look is more casual, though not negligee, you shouldn't skip your personal hygiene, no excuses. For sure, once you become a mother, you can be excused for skipping a meeting with anybody anytime, which won't necessarily mean ignoring people.

Some **RESEARCH** can be useful and that's my third tip.

You can make yourself a big favor by listing some nearby kids' friendly places with nursing and baby changing rooms. I was absolutely uninformed and unprepared about that during my pregnancy. New parents' welcoming spots, without loud music and crowds around, are a good solution for nice spend dates. It may sounds exaggerated, but trust me by the time your baby turns toddler you'll have full specter

of information about cafeterias and restaurants in town, including baby chairs availability, potential dangers like: stairs, reachable electricity devices, terraces, etc. You'll develop some superpowers like scanning the environment around and back vision skills. What is sure is that coffee time will be shorter. Speaking of coffee, my complimentary advice for you is to try take it cold. Babies become very sensitive right when you are taking a short rest while sipping hot coffee or tea with a good book in hand, or if you have just decided to finally eat. Naturally, babies start seeking attention when you dare only to dream about your cold, yesterday's meal. Coincidence maybe.

It is true that your baby nursing comes first and it's the most important milestone for you both. That doesn't mean you should forget about your own food intake. You can't photosynthesize, a lot of us, veteran moms can prove it. The best way is to adapt your eating habits before you get even pregnant.

HEALTHY LIFESTYLE

is not everyone's obsession. But pregnancy requires serious nutrition attention. It's rather a myth that a pregnant woman could eat everything. In reality, there's a plethora of things to avoid. Some of them are risky for the mother and the baby, for which you will be informed by your doctor. From my personal experience the best is to start balanced, healthy lifestyle, before you decide to have a baby. Later can be very stressful to give up your favorite junks. The same applies to cigarettes if you happen to be a smoker. And pregnancy is just the beginning. The real struggle for your cravings is the breastfeeding period. Caffeine addiction must be put on hold. Sport activities are good preparation for healthy parenting as it will prevent you of falling sick and take time out for yourself. Get your

husband involved for best results and go healthy! Remember that your partner's help can be priceless and his ability to handle new situations, shouldn't be underestimate.

My last advice seeks to protect you from the most notorious parenting stereotypes.

LESS GOSSIPING, MORE LEARNING

Judging other moms for their choices is wrong. Especially if you're not parent yet. But we're all doing it anyway. Topics are unlimited - absence of breastfeeding or too long breastfeeding, pacifiers usage, walkers, potty training, behavioral approaches, grandparents interference, etc. Motherhood is knowledge that comes with time and develops while your child is growing and changing. You will never be the same person anymore from the moment of giving birth. You can't even imagine what to expect and nobody can tell you really. I'm not over social type of mother, but in any case, it's better to count on your mom, mother in law, sister, friends, even neighbors than on internet help, when needed. Even the most frustrated and depressed moms from your acquaintance can be a better inspiration than all of the virtual projections of hyperactive moms on Instagram. Listen your inner voice and the voices of firsthand experience, proven through the ages.

These six tips are just a summary but I hope you find them useful. Just keep calm and embrace the idea of maternity. It's the most exiting job you'll ever encounter. Mothers are the CEO's of the family. If you can organize and lead your small world at home, you'll be able to build an empire!



1 REMEMBER THE MILK

First things first! This app acts like a multitasking personal assistant with its newly updated features. It is what every working mom needs, a time-organization. This online to-do list is easy to use and really helps you getting daily work done.

2 STOP, BREATHE & THINK

Feed- change nappy-work, repeat! This app pauses your fast-paced life gifting you 5 min of stress-free. Meditation benefits you while misplacing depression, anxiety and piles of post-pregnancy and early motherhood syndromes. The app engages with your emotions to help you maintain your mental balance.

3 MOBILLS BUDGET & MONEY MANAGER

Kids are our most valuable investment but things can easily get out of control. Here is your solution. This app is a great way of keeping an eye on your budget by simply placing every expenditure on it. Avoid end of month surprises!

4 FEED BABY - BREAST FEEDING

This app is the right hand for new moms. It really takes care of your routine without dismissing a thing. Patterns take usually months, with this app they are monitored for days which allows you to plan better and be better prepared for what's next.

5 NIKE + TRAINING CLUB

We can't go without a workout app. Exercising is important stress releaser and health carer. To be able to take care of someone else you need to be perfectly healthy and energized. Don't forget to always engage your kids in what you do, good fitness habits starts from early age.



ACCESSIBLE QATAR

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“Oh, it must be her time of the month!”

By Natural Health Supplements



You know, where the slightest request from your husband can cause you to go off. Or perhaps the open toilet lid makes you lose it. Mood swing is an apparently unaccountable change of mood, which is very common among women. We all experience them at some stage of our lives but we not always are aware that there are preconditions other than hormonal disorder causing them. Mood swings can be the sign of a hormonal imbalance or they can simply be the result of mental disorder and stress. Doctors usually prescribe anti-depressants, but their side effects might be worse than the mood swings themselves, so many women turn to home remedies for mood swings. Whether your mood swings are result of anxiety and stress, depression, bipolar disorder, lack of sleep, premenstrual syndrome or menopause, crucial to controlling them are exercise and a healthy diet.



Ginkgo Biloba has a large number of therapeutic properties and contains high levels of flavonoids and terpenoids, which are natural antioxidants. It is also an excellent toner for and the memory for the



What does your diet include? Did you know that the high consumption of caffeine, sugary foods and alcohol can be a strong instigator of frequent change in your moods? Reduce or strictly avoid them. Start intake foods rich in vitamins, minerals and complex carbohydrates, increase the fruits and vegetables in your food diet. If you suspect that your diet is not rich enough in nutrients, you can always take supplements. Those supply your body with the exact nutrients it needs for the proper functioning of the nervous system. Vitamins A, B and C are very important and so are omega-3 fatty acids and folic acid.

There are certain herbs which are excellent home remedies for mood swings and that can be consumed with your tea as often as you wish. Cardamom, available in every kitchen, is one of these. A solution made of cardamom boiled in water is wonderful for calming the nerves and it can be consumed daily. Herbs like rosemary, chamomile and passion flower have mild sedative effects and also appear curing the nervous system helping you in balancing your moods. Dong Quai also known as Chinese Angelica, used for thousands of years in traditional Chinese, Korean, and Japanese medicine, is miraculous for irritation and depression.

nervous system. Extract of this herb can improve mood swings and reduce their frequency.

Aromatherapy, essential oils, and teas use lavender to enhance relaxation and possibly help relieve anxiety and depression. Aromatherapy helps relax and it soothes the nerves, so mood swings have less reasons to occur. Certain herbal oils used in aromatherapy are wonderful home remedies for mood swings. Jasmine oil, rose oil, grapefruit oil and lime oil are very relaxing. Essential oils can also be used for massage and they can relax you in a very effective manner.

However, even though creating the right food diet can be highly effective, improvement of your condition is only possible with lifestyle changes including exercise in your daily routine. Get at least 30 minutes of cardiovascular exercise a day on most days out of each week, outdoors if possible. Exercise increases the endorphins in our body – these are the “happy chemicals” that circle our brains to bring us joy. Yoga class or any other physical activities can be a good way of also getting a new hobby which could release your stress.

Mood swings, which can trigger the sudden onset of crying, play a significant role in the menopause game and are often one of the first things women notices that causes her to suspect perimenopause. Characteristics of menopausal mood changes include extreme irritability, concentrated anxiety, depression, indifference (neutral feeling to both

MOOD SWINGS CAN BE THE FIRST SIGNS OF MENOPAUSE



good and bad situations), and nervousness.

Menopause and mood swings work together because changes in hormonal levels (most notably, progesterone and estrogen levels) take place. For one, hormone levels may affect the level of serotonin (the "emotional chemical") in the brain, causing depressive symptoms. Women often times feel insecure and irrelevant about themselves and their current roles, contributing more to feelings of worthlessness.

Other factors that trigger mood swings in menopause sufferers are the symptoms they face. Tinnitus (whooshing and ringing sensations in the ear due to nerve damage as a result of aging & hearing loss), incontinence (abnormal bladder behavior), and hot flashes also add on to the overall crankiness a menopausal woman can face. And of course, low levels of serotonin, and lack of progesterone production that relieve stress levels, can lead to the sudden onset of crying – a definite disadvantage to any woman under this condition.

Mood swings can be drastically reduced by following a course of action such as a weekly exercise regimen. Exercise, specifically meditation and yoga, has been proven to relieve mood swings. Besides, it is the ultimate anti-aging activity – women who exercise well into their sixties report looking and feeling younger. Another objective is to have a steady social support group to turn to. Menopause sufferers will find soothing words by their family and friends a positive contributor to their overall well-being.

The third course of action is to follow the right diet. Caffeine loaded drinks like coffee and soda will not work for you: it will only excite you leading to restless sleep making you cranky throughout the night. Drink certain teas that increase serotonin levels in the brain, like passionflower and chamomile, will also relax and provide for blissful sleep.

Grab the milk bottle in the refrigerator and warm it up – tryptophan, a component found in warm milk, is known to increase serotonin in the brain as well. A multivitamin and mineral supplement may also help load your body with the right nutrients, balancing things out. So, avoid menopause mayhem and eliminate mood swings and the sudden onset of crying by following the above advice – feel refreshed mentally and emotionally for a better day.



Boost the Greens in your Diet..

Loaded with antioxidants and vitamins, green smoothies are an excellent way to enjoy a delicious drink that satisfies hunger and offers maximum nutrition. They are a great source of non-dairy calcium, magnesium and Vitamin C and so easy to digest. They are perfect for you and children of all ages, including babies of six or more months old. Of course you have to be careful and slowly increase the amount of smoothies to avoid food allergies. While fresh is always best, green smoothies will keep in cool temperatures for up to 3 days, which can be handy at work and while traveling.



Ingredients:

1. 1 cup rice milk, or as needed
2. 1 cup fresh spinach
3. 1 ripe banana
4. 1/2 cup oats
5. 2 tablespoons almonds, or to taste
6. 2 tablespoons plain yogurt
7. 1 tablespoon peanut butter
8. 1/8 teaspoon ground cinnamon, or more to taste




Blend it!

The infinite wisdom of Shefa Ali Nader

By Gabriella Bassi

Shefa Ali Nader is one person who cannot rest, as if her calm expression with a smile full on is not a force enough to bring peace to the world. She strikes up conversation with the waitress on how the day has been, as if she can take the world under her wing. And she does! People remember her for the nice way she always treats them, practicing so effortlessly what she preaches - we are all the same, perhaps having a bad day. With her natural sense of compassion and thorough understanding of the fundamental pillars of universal wellness, Shefa leads a noble life conducted through simple norms: every little helps and connection with others. She has a lifestyle, she doesn't need a break from as she rests while she reads, does charity while she travels. Shefa has paid many visits to South Asia volunteering, and climbed to the top of Mount Kilimanjaro raising funds for the Kilimanjaro orphanage center, while 'Gratitude for Gas Station' project was entirely her personal initiative that extensively involved the whole state of Qatar. Besides reading and traveling, Shefa seeks religion for guidance and while religion teaches everyone to do charity but not everyone does it, she continues her mission. The philosophy of Yoga puts her thoughts into place and she is set to spread a mere magic. Shefa worked as Head of Healthcare Marketing, Sidra Medical and Research Center which, she says, was a platform to help many but the need to come forward and start changing people's life by personally coaching them, she felt stronger than her day to day duties. Shefa calls for SOS awareness in each day, emphasizing on that everyone can do good at anytime, anywhere. From the small screen-window her message flies away opening new horizons for life full of purpose. In response her social media gets compact with greetings from strangers, who have become family on the touch with Shefa's message- that we are all one. Her most precious achievement is a conscious living, enabling her to fulfill all talents and blessings God has gifted her, every day. She is a living example of how the best aspect of womanhood - the caring and lovable nature with ability of finding strange joy in sacrificing - can indeed make the world a better place.



**“I BELIEVE IN
POTENTIAL, IT’S ALMOST
LIKE A CRIME TO WASTE
POTENTIAL. GOD GAVE
US ALL THE YOUTH,
GAVE US BRAIN, YOU
ALWAYS GET ONE TIME
TO GET IT, I WANT TO
MAKE THE MOST OF IT”**

Photography : Adan A. Abbas

1. What motivates and inspires you to do charity, to place others before yourself?

I don't like the word charity because it implies like you have the upper hand and then you would do something for people less than you. I don't believe in that. It's very simple thought, I don't see myself separated from anyone else. I see us as a whole. Not you, not me. Not us, not them. Just as a whole, standing together in our humanity. Anybody, who gets this will act in the same way as me, and will put others before themselves. Also this is essentially what Islam is, "You cannot be a Muslim until you want for others what you want for yourself". We need to understand that we all affect each other, she is no different to me. If the waitress is having a bad day it may affect you, your coffee might be bad. If my boss comes to work in the morning and he doesn't say good morning to me, my day is going to be bad. We are all the same and each other's wellbeing is what matters in the bigger picture, so that's my simple concept. There is a famous quote by Mother Teresa, where she says that the problem with the world today is that, we draw the circle of our family so small. We are all one family, no matter what country you come from and what religion you are. A woman is a woman, whether she comes from Africa or London, she still experiences the same things that make you sad, the same things that you need, and that you want. It's just one simple thought that if people gather, they not just say, they really feel it and live like that, I think there will be a lot less problems in the world today. It's the only problem today, corruption and poverty only happen when you see yourself separated. You wouldn't cheat your family member!? Make

people feel like human beings, not like they don't exist or are invisible to you.

2. Do you believe that people are naturally good or it takes certain experience to make one start doing charity?

I believe that everyone is born pure and they always want to aspire to do good. Its people's conditions and situations that take them away from that. They say you are product of your environment. So if you came from this very good family environment, where there is a lot of love in your home and you were raised without any stress or problems, and your parents encouraged you to do good, you might be that upper, but what about if you had hard times and money was not enough at home? You would do anything to get money even if it means doing bad to people. I also believe that people's priorities take them away from the path but whenever I have done any kind of humanitarian project, and I have told people about it or they have heard about it, they wanted to get involved.

“NOBODY, IN MY EXPERIENCE SAID NO TO GET INVOLVED, NEVER, EVER”

Sometimes they don't think of the initiative themselves but if an opportunity is presented to them, of course they do it. For example, in 2014 I was invited to a wedding in Karachi, Pakistan. I thought this is a developing country so while I am going to the wedding, why don't I do some good! I did

some research online and I found some orphanages, so I planned on collection from here to take the staff with me and do some volunteering work out there as I was going to be there anyway. So I collected a lot of stuff from here and went there. There are always many family and friends at the weddings, a lot of people are hanging together and they heard that I am going to the orphanage, so they were like "Oh Shefa, we will go with you". This shows that people just want that opportunity and they will just jump in it. Human beings naturally want to be good, it's just that their situation is sometimes difficult. One time, I was in India and at the hotel I stayed in, the chef asked me about my plans that day, I told him I was going to an orphanage and he said: "Oh my God, you came to our country to visit the orphanage!?" so then he just prepared bags, and bags, and bags of goodies to take to the kids. People hear about things and they want to get involved. In the 'Gratitude for Gas Station' project, the whole state of Qatar got involved.

About doing charity, I am good with time-management and if I can, everyone can. There is opportunities on our way, it's just do we see it? If the lady at the counter looks sad, it's about asking her 'hey, how you doing, are you okay?' You see the cleaner on the street, you might just give them something or just have a chat with them. Opportunities to do good come your path every day, so it doesn't necessarily have to be this big thing, this project or travel to this country. No! Just pay attention.

Every single day, I guarantee you, there are at least five opportunities come your way. There is a famous say by a Buddhist monk, who asked his son every time before bed "did you do something good today?", when the son replied back with "no", the monk said that there is still time. You should do something good every

day. In Islam, one of the hadiths says that even a smile is considered charity. It's that powerful.

3. **What is the most important lesson that can make a person selfless?**

Life makes you become selfless. You travel, you meet people and you develop an understanding, so it's only when you have understanding and compassion, you can really put yourself in someone's shoes. I put myself in that man's shoes who work in a labor camp, can you imagine them all squashed in that room living together without seeing their families!? If you don't have this understanding, how can you ever be kind to them!? This is developed when you go through hard times, when you go through problems, only then you are able to take selfless approach to things. If you have this perfect life with no problems like not seeing other people's struggle, how can you reach that approach!? That's why they say it's a good thing to meet with people who went through problems in life. Because they will be more compassionate. If you had everything and you never had to go through struggle, losing a loved one or having a medical condition you won't be able to be selfless.

4. **You used to believe that "you can change the world", if you really had the chance to do it, what are the things you would change and why so?**

I still believe in that! And it goes back to that simple thought again. We are one family. If I could make every single person understand that simple thought, we would be living in a different world today.

"IT'S JUST EDUCATING PEOPLE THAT WE ARE ALL ONE FAMILY AND THAT'S HOW WE CAN CHANGE THE WORLD"



Photography : Adan A. Abbas

I went to India to learn Yoga and understood that Yoga is the science of happiness. Yogini operate from a place of compassion, from inside more than from outside. All those materialistic things are not so important, they believe in giving people the same opportunities that they also had. So I would also make

Yoga compulsory in schools for the children, and then over time we would be changing the vibrations of the world. It also release people's stress. When people are stressed, that's when they take it out on other people. These Yogi have gone and worked in the prisons and communities, where people have

committed crimes and they said that if they have had some tool to manage their stress and anxiety or fierce, may be they haven't had committed these crimes. Where do you get in school to manage your feelings ever? You don't, do you? You get to study science and math. Do you ever get taught by your parents how to manage your feelings? If you don't teach people how to do this, they will never know how to.

5. Do you think that with the advancement of the world today people are becoming more self-centered with less time for others who need help?

We live in the age of "selfie" today. We have never lived in such a narcissistic times that we are now. Everyone is self-obsessed.

"I AM NOT SAYING THAT IS WRONG TO LIKE YOURSELF OR TO TAKE PICTURE OF YOURSELF BUT DON'T FORGET TO LOOK AT THE WORLD AS WELL"

One thing religion teaches us is not to be arrogant and self-centered. Okay, I can look good and take selfies but we need to know the limits. I regularly put myself in check with this.

6. What would be your message to people who have never done charity?

Give it a go, for sure without a doubt! If we use the word 'charity', it means again they have to do this big thing but no, they don't have to. If you haven't tried charity before, yes I encourage you to do it. Because it's a very rewarding thing. You can donate money, it's great but giving time to somebody, full attention and listen to them - is the biggest gift you can give someone. A famous Lebanese author and writer, Kahlil Gibran says that you give little when you give money but when you give of yourself you actually give. To me humanitarian projects, it's all about human connections, it's not just about you buying someone something or you give them money. It's about giving them experience, it's about making them feel loved, making them feel they are important, making them feel they matter in the world. So if you could do this wouldn't that be amazing?

"When I go to India I try to spend time with the children and that is what they will remember. However, you can do this here with anybody, you don't need to travel abroad"

7. What is it that makes you proud to be part of this community and what more, in your opinion, could be done in Qatar in regard to the vulnerable part of the society?

I have been living in Qatar for fifteen years now and I have seen that Qatar always steps up. If there is something everyone steps up to the occasion and everyone gets together to do something about it. For instance Qatar recently raised more than 240 million for Syria. Even when I did the 'Gratitude for Gas Station' project, my phone could not stop ringing, people put it in the newspaper, people got involved from Woqod Petrol Station, they heard about it and they sponsored us. And

now they are doing it every year as initiative. So people step up, when there is something to be done here with this sense of community, it's about hearing about it.

8. What does success mean to you? When would you call yourself successful?

For me never. I think every single second, every single day is opportunity to do more. Success is not about money, house or car. Definition of success to me is being able to put my head on the pillow at night, to be pleased with the way I conducted my day, and be convinced that I did the best I could in all situations I was placed. I did my best at work, I did my best with my family and with my friends. I was kind to the people and having peace of mind. I review my day every night and going to bed. When it comes to other successes it will never be enough. You can do that forever but is that can make you happy? Is that going to give you a peace, no it won't!

9. How do you relax?

I don't know how to relax. I am people's person. I am the happiest when I am learning and teaching, I am practicing yoga and I am happy. Relaxing doesn't mean doing nothing. I am relaxed when I am watching a documentary or reading. You can still be active and still be relaxed. I teach Yoga few times a week, and it makes me happy to see the progress and how Yoga is changing my student's lives. I am also embarking on my plans to be a life coach so I am enjoying learning many new technics on how to improve people's lives.

"I believe in potential, it's almost like a crime to waste potential. God gave us all the youth, gave us brain, you always get one time to get it, I want to make the most of it"

ELMIRA'S PICK



Elmira Kahrobae is one of Doha's fast-growing followership fashionistas and a digital influencer. Her platform @elmirasworld offers inspiration through daily posts and updates reflecting her passion for fashion, fine taste and an eye-to-detail. "I believe some great ideas always come from a great inspiration" – Elmira says.

AIGNER ROMA SHOPPER BAG



Hi Ladies,

Welcome to my little corner where I will be sharing with you all about fashion, trends and style, a place where you can see all the tendency in fashion world. I love fashion, dressing up is so part of my lifestyle, everyday cup of coffee calming us down alike. Fashion is a dose of happiness to me. I'm a super adept person in the minimalist style. I love wearing a good pair of jeans, a white shirt, flat or a tennis shoes (since the day I became a mommy and began to slowly goodbye the heels) and of course a lovely leather designer bag to accessorize my look. Trust me, it feels like a boosting up your style so when it comes to handbags I always prefer something practical. The minimalist purse is key to every fashionable woman's closet and those will never go out of fashion, so a purchase of such could be a timeless investment, so think twice before buying those handbags you fall in love with. Coming up are some of the handbags I have recently spotted around so I hope you like them as much as I do and add them to your wish list, Woman's Day is just around the corner!



DOLCE & GABBANA



MULBERRY CROSS BODY

TREND ALERT:

Stirrup pants

Stirrup pants that were already fashionable years ago now are back, beside chokers and velvet trends we are having lots of back to fashion just as stirrup trouser are now in the wish list of the fashionistas.

In the past when some designers made the piece, they received the label of tacky, but today with the influence of the sport present in fashion, the pants back in elegant looks and actually very cute Balenciaga, Marni and Versace all had their stirrup trouser in the collection of Fall/Winter and especially the ones that are removable and can turn in to a simple crop pants.

Haven't your eye ready for this? I know sometimes fashion take time for the eye to accept, but I totally love the sport version and big sweater to rocking the pants



VERSACE



BALENCIAGA



MARNI

TOP NEWS: Sarah Jessica Parker and Net-a-Porter

If you are fans of actress Sarah Jessica Parker, like myself get ready for a super news: the muse of *Sex and the City* has launched a collection of shoes with Net-a-porter. Cool, right?

The collection was called SJP and consists of 16 models of party shoes. From stilettos to flats, metallic, embroidery and others. One of the models in the line, super reminiscent of that heels that the actress uses in *Sex and the City*, when her character, Carrie marries Mr. Big, remember? That metallic blue of drool!!

The line is full of vivid, dynamic colors and options for women who love shoes and those who have difficulty of what to wear!!!

The shoes prices start from: 1300 QR



COLLABORATIONS

THE NEW CRAVINGS

If you have not seen the latest Louis Vuitton Fashion show of SS17, you've probably heard of the newest item that has become a craving for everyone: the Petite Malle-inspired iPhone 7 cover!

You know that LV clutch that turned into a fever? Petite Malle, a vintage and fun trunk, was one of the first creations of creative director Nicolas Ghesquière when he took over the house in 2013. For SS17, he reinvented the bag with new prints, colors and details, and she made a mini Petite Malle for the iPhone 7 and 7 Plus. Canvas, crocodile, plain leather, you'll be able to find in January in the brand stores.



It was announced via the Instagram of design the next collaboration, which according to them will launch in April 2017. We are already looking forward!

The collection will feature 200 items for women, among clothing and accessories. It will include younger women's pieces, children and babies. It was revealed that the line will be inspired by Victoria's collection.

VICTORIA BECKHAM AND TARGET

Another collaboration to die for: Victoria Beckham will draw a capsule collection for Target.

We simply love these collaboration of luxury brands with great fast fashions like H&M, Target, and others. I think you can capture the essence of the stylist even with a fabric, pattern, and modeling with a smaller value, and that's incredible!



SHOP QATAR FASHION SHOW 2017 HIGHLIGHTS



PALAIS DES ARGANO



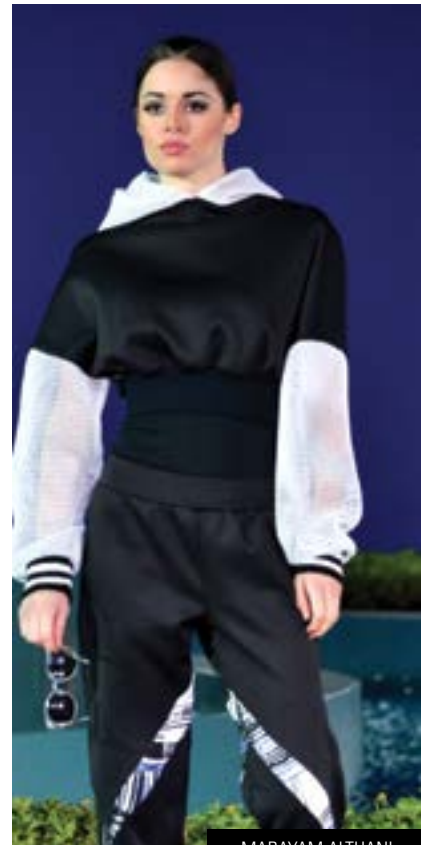
SAMANT CHAUHAN



MARAYAM ALTHANI



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PALAIS DES ARGANO



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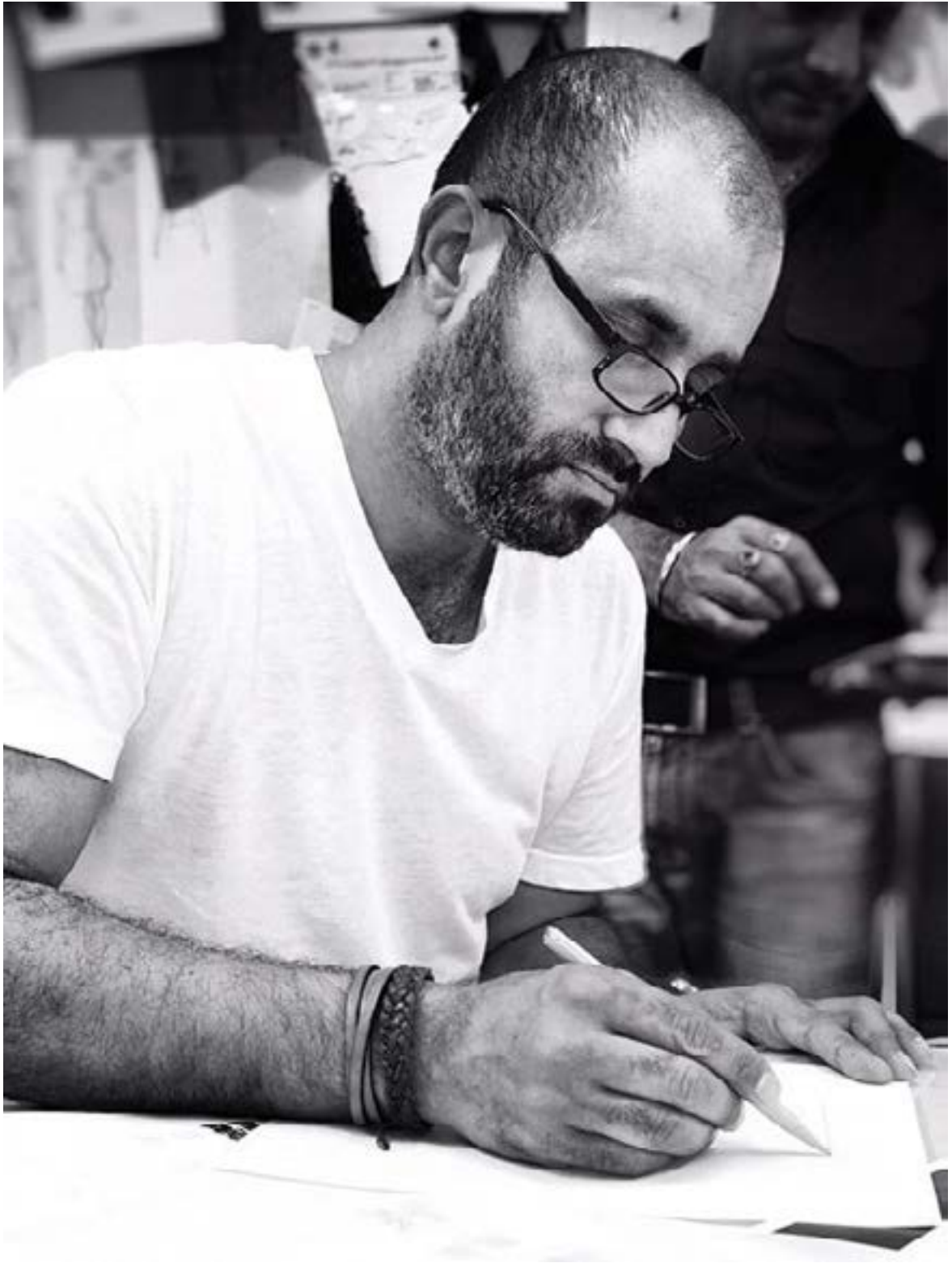


I have been very fortunate to have my entire life since childhood till now been surrounded by very, very strong women.



Designer Sachin Ahluwalia on

WOMEN, FASHION AND BECOMING AN IN-HOUSE BRAND



The Fashion Institute of Technology, New York City led Sachin and Babi cross paths and they never looked back. With united efforts and shared love for fashion, driving them upwards season after season, they have founded three companies and have created- what they consider their finest creation – their two daughters.

The womenswear collection Sachin & Babi, an eponym for high quality widely accessible made recently an entrance to the Middle Eastern market. A large selection of their evening and bridal gowns in Doha can be found at the Perlei Couture. On their arrival GULFemina speaks to the designer Sachin Ahluwalia to find out more on the duo's extraordinary success, the inspiration he finds and his take on the local market.

Meet the man, whose creative mind was born, nurtured and inspired by women. A womenswear designer whose understanding of women streams from the amount of respect he speaks with of his beloved females. How much he credits women comes in the statement: "it is not about trend, it is about the woman"



Sachin & Babi 2017 ready-to-wear Collection, inspired by the art of Ballet

Q. Firstly, congratulations on the launch of your Spring 2017 Ready-to-Wear Collection. You have once said: "What woman wears evolves with her lifestyle and the realities of the world in which they live". On what level do you think the Middle Eastern women connects to your designs?

A. I think at every level, I have been absolutely amazed by what I have seen in the past few days. I was in Dubai and Abu Dhabi in the beginning of the year and I met with some wonderful women I think the Middle Eastern woman is exceptionally savvy in terms of herself, of who she is, very confident, she is definitely very passion savvy, she knows exactly what she wants. People used to look at Middle East as a secondary market compare to Paris and Milan and New York and I don't think that's very relevant today,

she is exactly where a women from New York is, she is just as confident, just as aware of what's happening in the market place and I think that's what makes it easier for us to transmission in this market.

Q. We witness your truly inspirational journey that has begun with collaborations with Oscar de la Renta, Carolina Herrera, Ralph Lauren, Jean-

Paul Gaultier and Manolo Blahnik, to the foundation of your luxury home brand ANKASA, to the launch of your eponymous collection Sachin & Babi. What has it been the force driving you upwards to the reach of such highs?

A. One of my earlier influences in my life was my mother, women have had a very strong influences of my life starting from my mother, who was a business women who was a designer in India, very strong business ethics so a lot of my business ethics come from her, she was epinine in what she did. Then I met my wife who became my business partner before she became my wife. To the two girls I have, my two daughters.



I HAVE BEEN VERY FORTUNATE TO HAVE MY ENTIRE LIFE SINCE CHILDHOOD TILL NOW BEEN SURROUNDED BY VERY, VERY STRONG WOMEN.

And being a women's wear designer really having these women inspire me to be designer for them and create what reflex their personality. And these women sort of shown me who yesterday's women was, who's today woman is and who tomorrow's women is between my mother, my wife and my children. I have the perfect source of inspiration.

Q. Sachin and Babi Ahluwalia are the living proof for that life-partners can effectively run a business together after all. Would you say that your Fashion business grew out of your life-companionship or vice versa? Is there a formula for managing both equally successful?

A. First of all about the formula, I think like your five fingers nothing is alike and nothing that works in one stance works the second time around. Fortunately for me I met her when I was very young, we both met each other when we were very young and we both had similar ambitions. We both loved each other and at the same time we had a sense of purpose or what we wanted to do. We were two expats living in a foreign country, in a beautiful country that we wanted to make our home so I accredit a lot to who I am today to that city New York. We went there and that was the most incredible city in the world. We come from two beautiful cities Mumbai and Delhi but New York really became my home and it became our adopted home so I think along the years I would be lying if I say It was always easy working with your wife with the partner but you know over the years you turn to find a balance and it's all about the balance. We were far too young to know any different so we fought, we made up but we were always determined that this



was what we wanted to do and do it well and enjoy it. We were in the business 15 years before we started this collection together and it made perfect sense calling it Sachin & Babi because everything that we started from the beginning was together so we said why change it now.

Q. How much of your Indian heritage shows up in your designs?

A. It may sound like cliché but, you can take the man of the village but you can't take the village out of the man. A lot of my heritage is always in my sub-conscious, I don't think this is ever deliberate but I don't think that is something I can ever escape consciously. I think color is a big factor, color definitely plays into things, and texture on its place into takes when we are designing, but it is never conscious that way and I think that's what makes it so good. I only realize once the collection is complete, so I wouldn't say it is ever a deliberate attempt to have my culture showing it but it is something I can never escape. It is in everything we do. So you will always



see hints of our culture and of India in the collection, it's never going to be ethnic but you always supple hints in it which I think makes it so international. And I think that is always the appeal of a lot of such lovely clients is that they can see so many different nationalities sort of designating through and that's what bring us success even in the Middle East for that matter. It's because they kind of see themselves in it and today that is really the modern day women, she is well travelled, I always say she is no single she is very plural. Look at all the women that are in this shop right now, you know I met people from Lebanon, from London from all parts of the world, from New York so this is the kind of society we live in and we designers need to be cognates about it, and whenever we design clothes to be designed for the modern women who is internationally travelled.

Q. Sachin & Babi have made a name in the fashion industry, your designs are equally loved across the globe,

seeing Bollywood and Hollywood celebrities appear in Sachin & Babi. Do you often get a 'pinch moment' when you remember your childhood in India and you are 'Aha, we made it'?

A. We were just in Bombay attending an event. So it was a bit of a home-coming that was special. Work is always important and it is very gratifying seeing someone actually wearing your clothes but there so much more to life than that I think the most gratifying things, both Babi and myself, we always say if we have ever created anything it has to be our children. There is so much more to it. This is obviously something we are very passionate about and I think if we have ever talked we have made it we will stop. As designers we never feel we have got there, I don't think if we even talk to Karl Lagerfeld and he will tell you he thinks he has made it. Because as somebody who is creative you never actually get there that's what keeps you moving forward.

Q. Qatar has a great emerging talent in the fashion industry. What would your advice be to them?



A. I think today, it's so important to be relevant to have a reason behind doing something. You can walk into some store and you can see there is so much product on the market. Woman today has so many choices but still there is space for new ideas, new concepts. But it really needs to be different than anything else, I think that's the most important thing for anybody young who's getting into this industry, who has tremendous talent to ask himself is there a reason. And I, as a designer ask myself everyday whenever I create something, is there a reason for this to be in the market, does it all really exist. And if it doesn't why you doing it. You always have to question yourself. When we started Sachin & Babi there was a very good reason for us doing it we wanted to retake, we really felt there was a void in the market for that price point at that point of time and being in that contemporary evening space we really allowed us to capture a void that I felt that type of a product was not there on the market and that was really a driving force for us to do this. We all are creative, there is tremendous amount of talent out there but I think



THE SECRET TO HAVING A SUCCESSFUL BUSINESS, IT NEEDS TO BE A BUSINESS IF YOU ARE IN IT AND IT NEEDS TO REALLY FIND THAT SPACE THAT IT HAS NEVER BEEN OCCUPIED

You need to have a reason why doing it because it doesn't exist before and giving a reason for that woman to get excited to come and shop and I think that's the best advice I can give right now.

Q. What's next for Sachin & Babi?

A. Definitely a focus in this market, I really regret that I didn't have come here earlier, I really believe in

the market here, I hope to be several more times to be here in the next twelve months, we as a brand are going to focus on this a lot more in the Middle East, we feel there is a tremendous potential to be here and we feel it is definitely an emerging colony for fashion right now if it is not already, if we are not too late. I just hope we are not too late to get here but I think there is this definitely a space that we would love to occupy.

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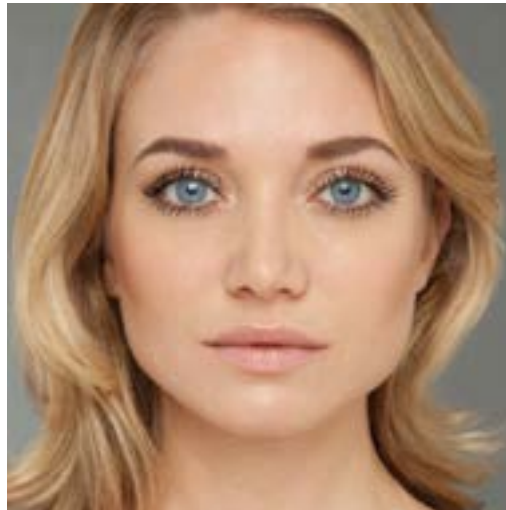


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GO Ever Trendy - GO Natural

Show off your innate beauty to always be in and fashionable, get topped up with the essentials



SKIN CARE VS FOUNDATION

Moisturize your skin on regular basis for natural glow. Quality oils sink into your skin leaving no trace of grease. Your skin looks rejuvenated and naturally beautiful.



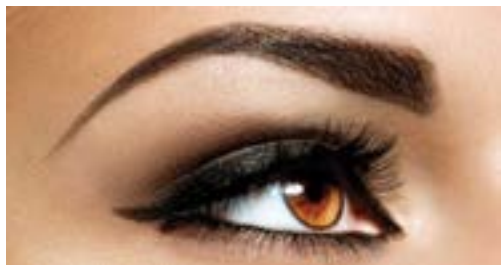
READY TO GO

Gloss and mascara are essential cosmetics to the leading natural look. A glossy touch up and a slick of mascara are the ultimate finish to a makeup-free look.



LET THEM BE

Easy with the brow gel! Regular usage of brow gel or pencil can lead you tucker them every time. Healthy looking eyebrows are everything!



BOOST UP

Beware! Black eyeliner can lift-up your eyelid but it only works solo for this look. Lip-pencil is your best day-time mate. Matching eyeshadows can highlight your natural eye color.



REGENARATE

Remove your makeup thoroughly every time. This procedure is as essential to your beautifully natural look as any daily makeup application.



PROFESSIONAL INTERNATIONAL BEAUTY AND HAIR TRAINING IN QATAR

In a region where women are very discerning about what is beautiful and elegant, self-care is an essential part of femininity. Tastes and trends are changing quickly, as are the must-have products. To cater for such a sophisticated beauty client-base, providers of beauty services need to hire and continuously train savvy and customer-oriented therapists.

Qatar International Beauty Academy (QIBA) Tajmeel was founded by Nama (previously known as Social Development Center (SDC)) in 2009 to provide professional beauty training courses for women in Qatar. Based in Doha, it is the country's first and only licensed beauty academy. The Academy offers a range of courses in beauty therapy, body treatments, hair styling, makeup artistry and nail-care. Course offerings are designed to meet the needs of all: the beauty enthusiast, the aspiring beauty professional, and the seasoned beauty professional.

A variety of personal grooming and non-vocational short courses are offered along day and evening schedules. In these courses, students learn basic hairstyling, skincare, or makeup application skills. They learn about tools and products that suit them best, too. The duration of personal grooming short courses and workshops ranges from one day to twelve weeks.

Tajmeel in-house and internationally accredited programs equip students with the skills and knowledge to become fully licensed professionals in their beauty fields of interest. Advanced continued education courses are also available for professionals who want to stay ahead in their career. Tajmeel offers courses accredited by international professional beauty associations such as: CIBTAC, CIDESCO, City & Guilds and ITEC. The length of professional courses offered ranges from several months to a full academic year or even 2 years for CIDESCO Diploma.



Tajmeel students enjoy exposure to an array of different hair and makeup styles. The unique cultural mix amongst students and instructors enriches the learning experience and covers Eastern and Western aesthetics. In 2015, Tajmeel's Arabic Advanced Make up Course has been endorsed by CIBTAC one of UK's leading accreditation bodies renowned globally for their beauty industry education support. This course teaches different techniques of Arabic makeup such as: Lebanese, Khaleeji (makeup of the Arabian Gulf), henna, creative, and bridal.

Hands-on learning is ensured in fully equipped treatment rooms. Class sessions include elaborate demonstrations and allow ample time for student practice and instructor feedback. During the weekly Salon Days, Tajmeel students perform a wide range of beauty services for paying clients at the Academy premises and at Qatar Foundation's Recreation Centre. Work experience is also provided through the Academy's strong alliances within the local community theatre, film industry, and fashion scene. By the time our students graduate, they would have an impressive portfolio!

Within its seven years of service, Tajmeel established itself as an authority in promoting industry best

practices in Qatar. A Memorandum of Understanding was signed between the Social Development Centre (SDC) and the Ministry of Labor (MOL) in Qatar on January 24, 2013 regarding the qualification and training of those who wish to work in the beauty and hair industry. Consequently, the MOL entrusts Tajmeel with approving beauty industry professional qualification programs for licensing within the State. Moreover, salon and spa staff are required to pass an International Health and Safety Course provided by the Academy. To further support the local beauty industry, Tajmeel launched the Qatar Hair and Beauty Network in 2014. As a professional group for providers of hair and beauty services, the network aims at promoting professionalism and safe practices. The network currently includes 35 members. Salons and spas seek Tajmeel as a primary talent pool.

For more information about Qatar International Beauty Academy (QIBA) Tajmeel and its programs, please visit www.qiba.com.qa


TAJMEEL
 QATAR INTERNATIONAL BEAUTY ACADEMY
 أكاديمية قطر العالمية للتجميل

STEMS VS. NEEDLES



NATURAL FLOWER BOUQUET



BROOCH BOUQUET

Wedding bridal bouquet had its special significance throughout the history almost reflecting on the evolution of human mindset and culture. Once practiced the superstition of carrying real flowers to ward evil spirits, today gets replaced by various upgraded options bringing beauty, elegance and a bit of the old custom to the wedding. Modern day bouquets are often created by strategic use of size and color, made from silk or even brooches to fit the demands of the contemporary bride whose focus is much more on the look and how to keep the moment forever. Brooch bouquets make tough competition to the traditional ones, not only for the visual excitement they create but for capturing the moment in its timeless metal texture, which moreover makes them a smart investment. Nonetheless real flowers are not going out of fashion any time soon for being sensationally aromatic and naturally beautiful.

Sensuality

Back in 15th century, bride carried natural bouquet as a 'necessity' of covering her odor. She was trying to smell pretty on that special day that normally took place a month after she would have taken her annual bath in the month of May. Since today bride is able to take as many showers as she wishes, she can go down the aisle carrying bunch of brooches, if that's what it takes her appearance to be original, stylish and memorable. The flower as a decorative entity part of the wedding day carries a strong significance. Flowers in the past were often selected based on their aphrodisiac substance that had important purpose to serve. On the other hand brooch bouquets have no relevancy in regard to this tradition. They would also stand odd out the floral accessories of the wedding venue, usually decorated in real flowers.

Life

Traditional bouquets may benefit from wide floral range that allows freedom in working with shape and size of the bouquet but either way they have a very short life. Whereas brooch bouquets last forever or until the corrosion gets them. Because real flowers pays off their beauty with quick wilting, the bouquet they make must be put together at the very last minute. Brooch bouquets can be created many months in advance, rather than one having to run by the florist at the last moment before the wedding to ensure that flowers will not wilt during the service or reception.

Cost

Until 18th century people paid attention to the purpose of the bouquet rather than its appearance, so flowers and herbs were used on seasonal basis with free access. Whether one chooses to go for real flowers or brooch bouquet, wedding accessories today. are costly Brooch bouquet is not a cost-effective option especially with incorporation of precious or semi-precious stones in the design or further customization. In fact its cost may exceed few times the price paid for real flowers though brooch bouquets are a long-term investment because brooches can come back into use as clothing accessories any time after the wedding. Further, bridesmaids' matching bouquets can add up to the cost in the brooch theme.

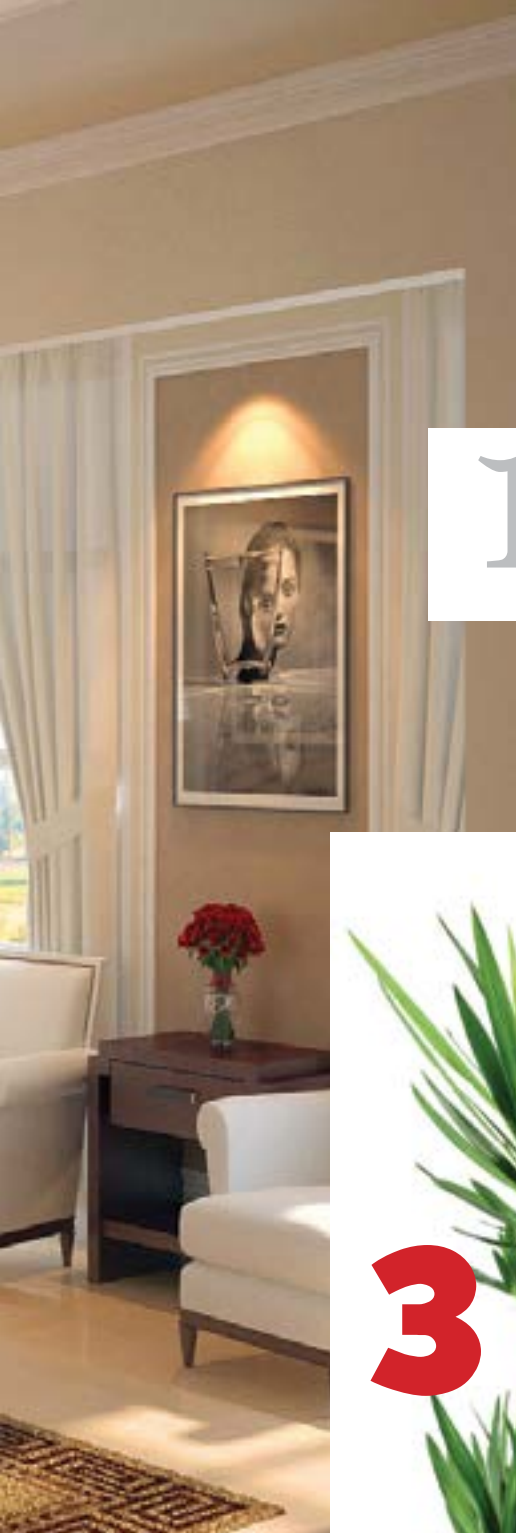


Feng Shui Bedroom— an energy bar

Feng Shui isn't a magic wand with a 'cure all' aura. Its inscrutable power that originates back to 6000 years in ancient Chinese art and science. It is vigilance, combination of math, science, geology, and intuition, striking a perfect balance of energies or the qi for a peace

and accord. Hong Kongers for instance, are so reliant on Feng Shui that every important decision in their life, be it a new house, new furniture, marriage or even placing a doormat is taken after guidance from their Feng Shui connoisseurs. Feng shui is legit. If you Google it you'll come back with over 10

million hits. It's popular with celebrities like Paula Abdul, Pierce Brosnan, and Madonna, their Feng Shui connoisseurs make around 250,000\$ a year. You don't have to be able to pay that much to enjoy harmony and balance in your home. All you need to do is to assess the location of your furniture, and



1



4



2



5



3

6



6

pay more attention to the complex of the the 5 elements of feng shui (wood, fire, earth, metal, water). If they are well-balanced your comfortable sleep will be restored, and feeling rested with increased tonus, will become your new ampoa.

1. Clear your clutter
2. Your bed
3. Bedroom Decor
4. Gadgets & Electronics
5. Keep all doors closed
6. Clean your windows

floral accessories



Clear your clutter

Have you always had trouble throwing things away? Magazines, empty perfume bottles, out-of-use clothes? What if you need them one day, right? You don't want to risk throwing something out that might be valuable and the large piles of stuff in your bedroom keep growing by year. Keeping clutter is messy and despite that some say mess in the house is a sign of creativity the only talent many of us have is collecting useless items. Keep in mind that a messy bedroom will never give you the right flow of energy. That means it is important for you to put everything in their proper places, even if those include the trash. Remove everything you do not need without thinking 'what if one day.' that day may never come if you keep on piling stuff up around your bed. Having a storage at home is a great place to start off with.

Your bed

The bed is one of the most important furniture in your home, surely yourself know that. Good mattress is as necessary as high-quality sheets from natural fibers. What you may have not known is that a headboard is also very important in creating harmonious feng shui energy. Moreover, it also brings good fortune, when you place your bed in the right location. In feng shui, your bed should be in the "commanding position" meaning, it should be facing the door, but never in line with the door, while lying in bed. Keep your bed away from windows, where you can be on the way of energy traffic. Ensure that you bed is high enough and the space underneath is not blocked by drawers of boxes preventing the energy of flowing through.

Decor

A good feng shui bedroom decor is a balanced decor that promotes the best flow of energy for restorative sleep and the so-called "skin colors" are ideal for the purpose. We know the colors of human skin vary from pale white to rich chocolate brown. Choose colors within this range that will work best for your bedroom décor. The bedroom art also counts in how well you feel when wake up in the morning. Choose images that you want to see happening in your life; images with nourishing, happy and beautiful energy, unless you enjoy depression. Place them creating symmetry for perfect balance. Mirrors are known for containing a bad energy,

therefore avoid having them facing your bed. Too many books or photos of relatives disturbing your intimacy can be overwhelming for you. Have several levels of lighting in your bedroom, or use a dimmer switch to adjust the energy accordingly. Plants are also a good factor in attracting positive energy. But note, plants in the bedroom are not good feng shui, unless your bedroom is fairly large and the plants are located far from the bed.

Gadgets & electronics

Did you also know that television and any other gadgets can ruin a good sleep? Stricly remove them, your bedroom is a place for rest and relaxation. The good feng shui energy is destroyed when items like: TV, computer or exercise equipment are present in your bedroom. Create your working space in a office or living room away from where you take rest.

Keep all doors closed

Keep your bedroom door closed at night. Understand the interaction between the doors and windows in your bedroom and be sure the energy is not escaping your bedroom, but rather nourishes and strengthens it. The bathroom is also a good source of a positive energy since it involves water. And in feng shui philosophy, water symbolizes wealth. Experts suggest that homeowners should close the bathroom door and toilet cover seats every after use, for as not to flush the money away. This will allow for the best and most nourishing flow of energy to strengthen your health, as well as the health of your relationship.

Windows

Your window acts as the eyes to the world. It is a gateway where you can see and experience everything that the world has to offer to you. Clean them up and experience the difference yourself. An old newspaper and vinegar mixed with water is an easy and quick way to do this on a regular basis. Open the windows every morning or use a good quality air-purifier to keep the air in your bedroom fresh and full of oxygen.

If your bedroom is far from being a good feng shui bedroom, do not despair. Start small, and know that with consistent steps and a clear plan, you will soon create a beautiful bedroom to nourish and support you with loving, awesome feng shui energy.

2 Breakfasts to enjoy 8th

on International Women's Day March

Next month International Women's Day is all about #BeBoldForChange. Why not get your ladies over for breakfast and discuss this empowering subject...

Blueberry Muffins

Ingredients (makes 12)

- ☐ 250g all purpose flour
- ☐ 150g caster sugar
- ☐ 2 large handfuls blueberries
- ☐ 250g unsalted butter
- ☐ 3 medium eggs
- ☐ 50ml milk
- ☐ 1 teaspoon vanilla extract
- ☐ 3 teaspoons baking powder
- ☐ pinch salt

Method

- 1) Preheat the oven at 150°C. Prepare a cupcake tin with 12 cases.
- 2) In a bowl cream together butter and sugar until mixture is light and fluffy.
- 3) In a separate bowl mix eggs, milk and vanilla extract.
- 4) Slowly add the egg mixture to the creamed butter and sugar.
- 5) Sift the flour into a bowl, add the baking powder and salt.
- 6) In 3 parts, fold the flour into the mixture.
- 7) Take 1 handful of blueberries and smash with your hands. Add to the mixture along with the remaining blueberries.
- 8) Fill each cupcake case 2/3 with mixture.
- 9) Bake for 15 minutes.
- 10) Enjoy.
- 11) 300ml almond milk
- 12) 150ml coconut water

Pecan and Pistachio Maple 'Flupcakes'

Ingredients (makes 12)

- ☐ 250g porridge oats
- ☐ 75g fine sugar
- ☐ 125g butter
- ☐ 2 tablespoons Golden syrup
- ☐ (maple flavour)
- ☐ 1 large handful pecans
- ☐ 1 large handful pistachios

Method

- 1) Preheat the oven at 150°C. Prepare a cupcake tin with 12 cases.
- 2) Melt the butter and allow to cool.
- 3) Add porridge oats and sugar to a bowl.
- 4) Mix in the butter making sure all ingredients are evenly blended.
- 5) Break the pecans into small pieces.
- 6) Mix nuts into the flapjack mixture along with the Golden syrup.
- 7) Bake in the oven for around 20 minutes.
- 8) Enjoy.



All recipes have been created by passionate foodie and blogger Yummy Mummy on Duty. You can follow her on Instagram (@yummymummyonduty) or Facebook (Yummy Mummy on Duty) to discover more of her fabulous creations.



Abdulla A. Hassim (second left), founder and CEO at CHOPIN along with ambassadors and VIP guests at the opening of the CHOPIN City Centre Branch

CHOPIN-JEWELS WITH A DIVINE TASTE

If there is anything that captures the spirit of the Gulf Kingdom of Qatar, it must be the date, as no occasion is celebrated without its unmistakable honey like taste. In a country, where life is lived by treating every guest like a royal with welcoming Arabic coffee and a date, CHOPIN Brand makes no exception, showing continues care for the community's most precious moments and personally welcoming all visitors to Qatar upon arrival. The symbol of Qatar, the date, first spotted at Duty Free, Hamad International Airport is part of CHOPIN Luxury Brand, which is proudly delegating Qatar's traditions for over a decade now.



Founded in 2000 with the introduction of a line of exclusive Swiss chocolates for the most selective tastes, today Qatar's favorite chocolate factory has expanded to several showrooms including: Chopin Al- Saad, Chopin Al Muthana Complex, Chopin Al Gharafa and Chopin City Center. With over seventeen years of experience in finest chocolate-making and unique customized service, CHOPIN recently reopened its store located in the City Center Shopping Mall, to present its wide range of date collections, offering a traditional quality in a brand new, trendy wraps and variety of flavors.



Whether it's a chocolate or dates, CHOPIN is the only brand that creates beauty with a delicious taste; CHOPIN showroom looks like a jewelry shop with a smell of the finest chocolate and dates pleasing all the senses, as one walks in. No customer, ever leaves disappointed for being spoiled by CHOPIN's efforts in taking an extra mile to make every customer's experience special with various flavors and most attractive touche to every box, as little as it might be. Corporate clients and families enjoy the treats CHOPIN has to offer, from printed logos and photos, to themed designs and handmade ribbon and floral decorations.

Chopin factory is one of the local, utmost luxurious brands for chocolate and dates. And we now know that Qatar's date can never be dated for having CHOPIN Brand around keeping up with the trends in being committed to delivering quality that pleases the modern taste of its local and international customers and satisfies their most pretensions tastes.

MANAGE YOUR MONEY SMART, NEWBIES

Relocating to the richest country in the world can be as challenging as crazy it may sound. I believe that every move you make costs money in Doha. However if you start the right way, you will definitely exceed your own expectations. Tax-free is irresistible enough pretext that gets you here but then there are the beaches, the brunches, the boutiques and the banknotes you have come to earn often get spent away before reaching your local account, let alone your saving one back home. Your prime purpose of leaving your home is to have a greener pastures, therefore you should know how to save. Live according to you own resources. Manage your 'b's well on time before one day a one way ticket gets booked under your name.



Contributor

Donna Belle

Due to her expertise Donna Belle is the Dona Belle has been venturing in the Middle East for over two decades now so her stories never take a single cup of coffee. She has experienced good times and hardship, made the wrong decisions and found the right solutions, invested and wasted time over new friendships, new lifestyle and many dishes. Her expertise makes her the ultimate city-coach who always knows where and what, new and now for being proactive and inspiring, social media influencer, an event organizer and a food reviewer.

Founder of the social platform 'Food Lovers and Events Doha'

1. Saving Account

Opening a Saving Account is not a bad idea, at all. If you haven't opened one yet, there are local and international banks present in Doha that can assist you in doing so, whether you wish to stay local or transfer funds abroad.

2. Housing

Doha has to offer something for everyone's pocket. There are several well-located and affordable neighborhoods where decent



properties can be found. Community and security matter, of course, but when it comes to budgeting your priority is the distance between your house and your workplace, especially if you don't own a car yet. This way, you are not only able to save time in travel but also to keep your travel expenses at minimal cost whether you use Uber, limousine services or your own vehicle. Don't forget to locate in advance everything that is part of your lifestyle, the nearest shopping malls, grocery shops and elsewhere you would commute to on a daily basis. In any case always go by your budget, rather than by what others go for, at the end of the day you are the manager of your accounts.



3. Outing Avoid eating regularly at expensive restaurants. Don't get me wrong, there's no harm in treating yourself occasionally, but there are always some offers going on to look out for. There are Ladies' Nights 7 days a week, for instance, all you need to do is keep yourself in the loop by joining their social medias, for instance. In case you enjoy food as much as I do, you can consider becoming a food critic and make something out of your passion for food that is also a rewarding give-back to the community. If eating out is a necessity due to busy schedule, there are great many authentic small restaurants offering quality food, great for take away. Remember, at big chain restaurants you pay for the experience not just for what's on your plate.

4. Shopping Be minimalist. Shopping malls and boutiques become truly irresistible when you see yourself with some cash. It's really difficult to say 'no', especially when all those red SALE banners tend to pop up around, every so often. But trust me, even that designer bag you might have just got to own won't make you feel better, when you find yourself broken: no savings at all. If you belong to the expat community, it means that one day you will go back home. Sad but true! Shop by your needs and try to focus more on the cultural and learning experiences Doha has to offer. If you have expensive wardrobe to impress others there is no need for that because we all know, it's how you wear it, not what you wear. Let's avoid buying things motivated by intention to impress and try to be yourself more often, you still have chance saving for your future!



"Doha is a place with potential, where you can grow to be whoever you want! Doha City is a vibrant center for fashion and top hospitality that welcomes you to make your residency in Qatar thrilling and memorable experience. Explore to enjoy the boutiques, fine dining and many unique attractions available. Have fun!"

Hani El Baba, Digital Influencer and Founder of LIVE.LOVE.DOHA

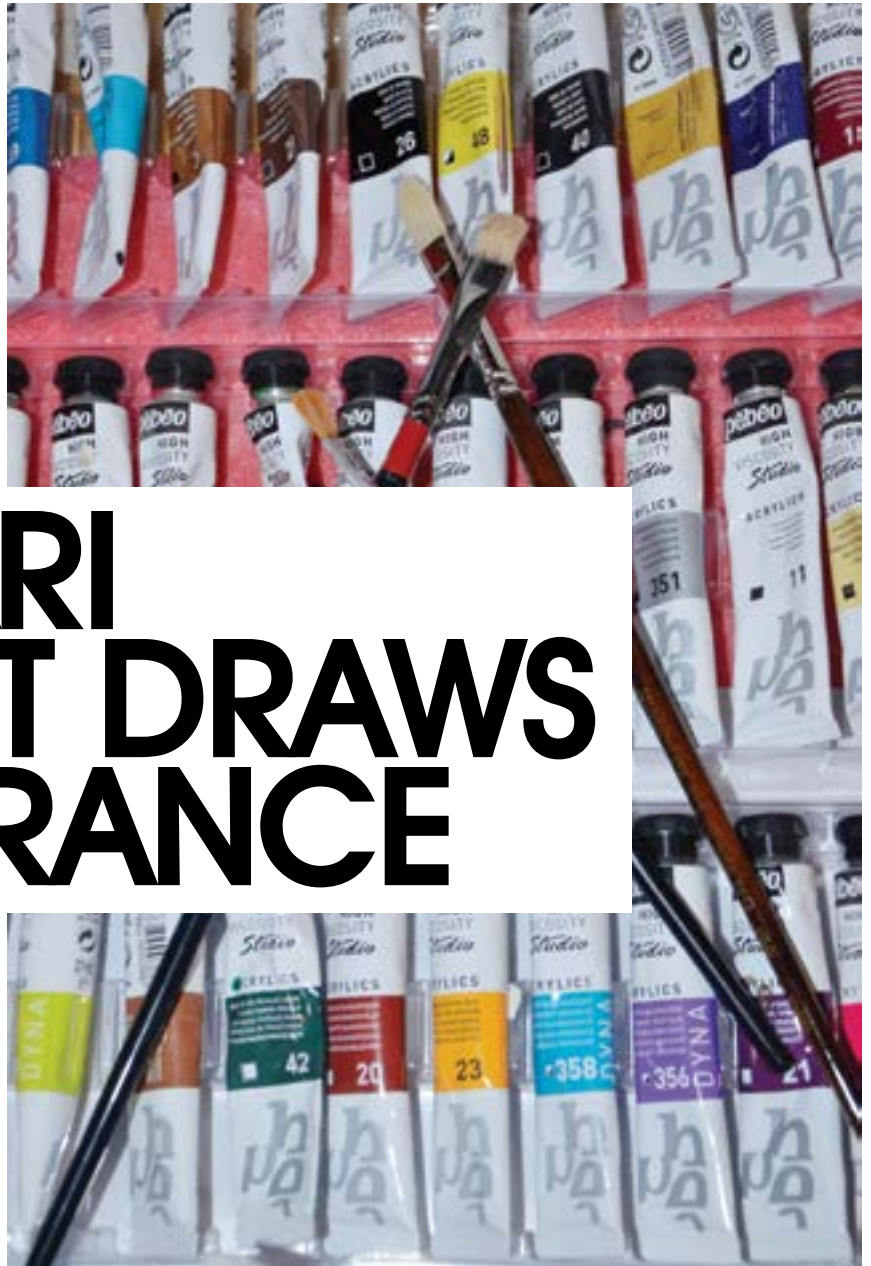


LIVE.LOVE.DOHA is a vivid, social media platform featuring fashion, food and lifestyle. It is available on Instagram, Facebook and Snapchat as [livedohad](#), showcasing the city's best attractions, new hits and top places to stay and dine. A social media platform where followers can be part of it all, by sharing their own photos. Recently LIVE.LOVE.DOHA went on featuring new destinations and showcasing the best of Beirut, Dubai, Amsterdam, Turkey, Italy, Malaysia, France with many more lined up on the short-term list.

Instagram stats:

954 posts & 32.2k followers





QATARI ARTIST DRAWS TOLERANCE

By Gabriella Bassi

When you witness a Qatari lady in abaya spends days drawing portraits of females captured dancing in sleeveless tops, you are reminded that art is universally spoken language discharged from religion, color or ethnoses. Portrait and sculpture are controversial in Islamic art, but Mariam Ahmed Sultan, 32 is guided from a very true place inside her, and she dislikes to be told when and how. Art is in her DNA for being a daughter of an art-collector, though the art she creates challenges far too many stereotypes.

The Schooling

“At school I was asked to paint the walls of the canteen, I was always told what to draw, I didn’t like it”. Mariam’s talent and mind-set have never got cultivated by any Higher Art School. As soon as she finds out that portrait technics are not part of the course, she decides to walk alone the path of art-mastering free from prejudices, rules and expectations.

Maryam not only executes her full freedom of expression for following her heart, but educates people tolerance and acceptance through the timeless power of the traditional acrylic art, she likes to create.

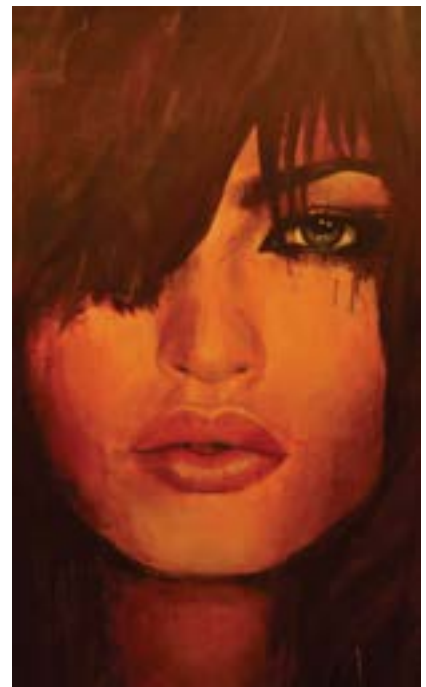
Qatari-Expat Relationship

Qatar consists a multi-cultural community and while people tend to use finger-swipe communications in reaching out to each other, Mariam gets her fingers messy in the oil paints crashing from one world into another. She is an artist who connects people through her traditional approach to communications, art. Equally praised by locals and expatriates, she attracts volunteers from different backgrounds to pose for her. People arrive at her art studio, feeling the excitement of playing their part in the two-way process of shattering cultural stereotypes. To the inevitable curiosity of some, Maryam explains that she is almost in trance in the process of making a portrait, in a place where there is no room for judgements. The intimacy between her greasy fingers and the canvas takes over the moment, and the rest is a history to be admired and as often questioned.



come”, she believes. Her work has been recognised by Qatar’s Royal Family, and she had participated in a number of exhibitions around the country, which evidently showcases her talent and how strong she stood up for her value, only possible with the encouragement and the appreciation of Qatar.

In her contribution to building a cohesive society, Mariam’s art takes pride in its very own existent appearance and teh creation of



“Don’t mix art with religion and culture. I draw what I want, which is for people to read the way they want.”



This courageous woman is inspired to make history in Qatar Art, and she has the full support from her family. But her style is yet a novelty since drawing portraits and making sculptures is rather debated among Islamic scholars. There is a single Hadith in her religion, Islam, she can count on: “When Muslims opened up the lands of the Persians and Romans, they did not interfere with the pictures and statues found there”. “We need to remember the past so we know how far we have

an outside world, preserving the dignity and beauty of each one of them. The emotions and feelings she puts in beautiful layers of human imperfection, create unspoken acceptance and respect for people’s differences, yet to live up its golden age in era of globalization.

#INSTAGRAMISM

WHETHER YOU

LIKE IT OR NOT



Contributor

Aisha Ahmad

Aisha Ahmad is a final year student in Journalism and Media at Birkbeck College, University of London. She was born in Pakistan, brought up in Turkey, lived in Kuwait for four years and moved to London in 2010. Passionate about fashion, arts, culture and media, Aisha seeks every opportunity to voice her views on the world and to grow as individual and journalist.



When Instagram was first launched in October 2010 we were in fact quite clueless in the sense that it would become a social media phenomenon, today Instagram is part of every girls' life. We go on it either when we wake up or before we go to bed, however in most cases we tend to do both. As such, in our day to day lives we are making ourselves susceptible to these 'flawless' images on social media, therefore we are convinced that we should look a certain way, i.e. perfect, beautiful and skinny.

Let's not forget that we live in a 'visual society', as such we give a lot of importance in the way we present ourselves to the outside world and for that reason we spend majority of our time trying to perfect our image. Whether we do it consciously or unconsciously, we present an image of ourselves just so we 'fit' in and Instagram is vital to us in playing the part.

Instagram has become the source of inspiration for women of all ages. But what's interesting is the transformation from male gaze to female gaze, meaning women

nowadays are not only trying to get the attention of male viewers but as well as female viewers. I wouldn't say they are necessarily critical of each other but instead women look at other women as a source of inspiration - someone that they inspire look like - especially in terms of being 'fit and skinny'.

It is a source of inspiration for fashionistas, food lovers and travellers, and so on. However, fashion is one of the key elements on Instagram, because so many women go on it to get inspired and to get new ideas, whether it is make-up tips, how to mix and match or to simply explore new up and coming new brands from all over the world, with the link in their bio so we can access it instantly.

It inspires young girls and women of every age and in fact, a lot of fashion bloggers have made fortunes out of it or even became popular because of the number of followers that they have.

There is of course a downside to Instagram, especially with young women. There is the pressure to look perfect, beautiful and skinny even with girls as young as 14. Instagram has created a world of filters where there is no room for imperfection and always a room for improvement. As an active user on Instagram, I sometimes find myself in positions where I am making comparison of myself with another girl and it is at those times that I find myself the most vulnerable.

Having access to social media from anywhere and whenever we want, we constantly gaze at flawless images of fit (emphasize on fit) women, almost every day of our lives, which is mentally, physically, and emotionally unhealthy. There is this constant

pressure, especially on women, to look a certain way. As such, it is very common for girls, as young as 14 to 16 years old, to start to develop eating disorders and depression, because they are unsatisfied with their own bodies.

We know that those 'flawless' images are not real, but we are made to believe them. When we look at those images, we don't think of all time and effort spent on it to make it look photo-ready and pleasing to the eye. At that time, all we see is an image of a fit looking girl who looks better than us in whatever she is wearing and it is then that we compare ourselves to an unrealistic photo that we think is real.

Nonetheless, no matter how Instagram shapes our lives and our interaction with others, it is the IT social media platform to be on. Food addicts share their recipes, travellers snap their favourite destinations and their crazy adventures with long detailed captions, whereas fashionistas want to inspire other fashion addicts, so for them Instagram is the place to be seen and liked.

Before Instagram, if we wanted to keep up with fashion, we would turn to fashion magazines for inspiration, but now that has been replaced by an instant access to endless numbers of fashion pages on Instagram. But now, all the fashion magazines have their pages on Instagram, so their followers are up-to-date with all the latest news on fashion, lifestyle, beauty, and travel.

bookfair



'ALL GROWN UP' by Jami Attenberg | OUT: March 7, 2017

It's 2017 and as a society we're only just beginning to understand that not every love story needs to end with a wedding. Jami Attenberg's latest novel is as funny, sexy, cynical, and yet hopeful as its heroine: a single woman approaching her 40th birthday whose journey will be relatable for anyone whose idea of happily ever after breaks the traditional mold - *Vulture*

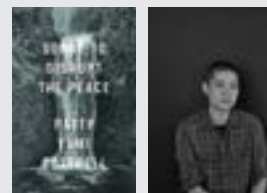
Jami Attenberg graduated from Johns Hopkins University with a degree in Writing. In 2006, a selection of short stories was published under the title Instant Love, two novels were to follow: The Kept Man (2007) and The Melting Season (2010). The author experienced a literary breakthrough in 2012, when her third novel The Middlesteins became a New York Times Bestseller.



'EXIT WEST' by Mohsin Hamid | OUT: March 7, 2017

One of the most anticipated books of 2017 by Time Magazine, the New York Times, Washington Post and The Huffington Post. The author of *The Reluctant Fundamentalist* re-enters the global zeitgeist, using his own native Lahore, Pakistan, as the basis for an unnamed country whose descent into internecine violence sets off a couple's refugee flight. The twist, which raises the stakes of an otherwise realistic story, is that the door to a safer country is a literal portal, a kind of wormhole into an uncertain future. - *Vulture*

Mohsin Hamid is the internationally bestselling author of Moth Smoke, The Reluctant Fundamentalist, How to Get Filthy Rich in Rising Asia, Discontent and its Civilizations.



'SORRY TO DISTURB THE PEACE' by Patty Yumi Cottrell | Out: March 14

"In Cottrell's stellar debut novel, 32-year-old Helen is in her Manhattan apartment when she receives a call that her adoptive brother has killed himself... The real attraction here is Helen: her perspective ranges from sharp (New York is 'a city so rich it funds poetry') to askew ('People who call themselves photographers are fake... the real charlatans of our time. Behind a photo is a perfectly fake person, scrubbed of all flaws, dead inside') to unhinged (her adoptive parents' grieving takes the physical form of a middle-aged European man who walks around the house and helps himself to pizza). Cottrell gives Helen the impossible task of understanding what would drive another person to suicide, and the result is complex and mysterious, yet, in the end, deeply human and empathetic." - *Publishers Weekly*

Patty Yumi Cottrell lives in Los Angeles, she is Korean by origin. Her work appears or is forthcoming in BOMB, Gulf Coast, and LIT, among other places

THINKING OF *SOLO TRAVELLING?* STOP, AND NOTE DOWN FIRST!

Solo travelling bestows a sense of freedom and independence to the womankind. For us, travelling alone fetches its own sets of delights and challenges. Whether we are on business tours or on pleasure seeking holidays, as much as I regret saying this women travelling alone are more likely to encounter problems in certain situations than men. So ladies, play smart and note few tips down before you take off.

1

Be an Early Bird

Early planning not only helps us in grabbing cheap airlines tickets, but it also eliminates last-minute surprises, so despite how much we enjoy acting impulsive, a plan can really do no harm to us. Advance accommodation booking is a must for solo women travelers. Last thing you need is to be left with no other alternative, but taking any available room and paying with your safety and hygiene standards. For your safe and comfortable stay, a family friendly accommodations always do great job.

2

Dress to Avoid Stress

Do not let your attire spoil your solo-adventure, just look up on google what other women share about their experiences or checkup the embassy travel guide, and get prepared. This may involve some customized shopping, but who says no to shopping! Staying on a safe side can still mean looking fabulous in what you wear. Poncho or saree, bring them on, enjoy what the local culture has to offer!

3

Night Travel and them Side Roads

Attempt to explore places around crowds of people at day-time, and assure you are sheltered by sunset. Depending on your travel destination some beautiful cities have a very different lifestyle at night, and what you don't want is to be accidently caught up "in the wrong place at the wrong time" situation. Avoid midnight ventures, especially in cities with poor street lighting and low security.



4

It's a Code Confidence

Confidence is a number one travel insurance. It's our time-off, and we want to catch up on being ourselves, express worry, curiosity and joy freely, but keeping our office-confidence up at all times means a protective shield of self-esteem around us.

5

Interact but Don't Trust

There is nothing more enriching than interacting with the locals, but when it comes to help think twice whom you get it from. Do not trust anyone wholeheartedly. People may genuinely look friendly and helpful, but you are very unlikely to know whom you can trust. Getting lost really isn't hard for girls, it's totally fine, just ask a police officer or an official for assistance. Count only on advice from a trusted source, and of course your woman intuition.

6

Not a Time to Show Off

You may have already started the excitement of styling your looks for the journey, but you should really reconsider taking that MK bag or your gold chain, or Armani watch on your trip, just for safety purposes. Keep your valuables at the hotel safe and don't show off those expensive gadgets, remember thieves and pickpockets are watching.

7

Stay Connected to the Outside World

This advice is last, but never the least. None of the above can always be perfectly planned, and in case of an emergency your internet connection or local sim may appear your only life-boat. Staying in contact with a relative or a friend is a great idea, and scheduling calls at regular interval of time should ensure your safety and wellbeing abroad.

Have a marvelous solo-adventure!



There is no easy way out but doing it with love helps..

“At the school play Aladdin I was given the part of Jasmine’s father because I was overweight”

By Hayam Medhat Aboleilah

Undeniable happiness goes hand in hand with feeling confident in our bodies. The mind is in peace when the body in the mirror is in peace, and vice versa. The balance between body and mind results the better functioning of both and I say this from my very own experience. I had been misplaced in the corner of my own life for many years as I suffered low confidence and physical pain out of body-mind union neglect. Restoring this balance took determination and some serious work, but it was worth my life. At the age of nearly 30 I have gained back my lifetime lost happiness in agony of obesity and bulimia because I have found motivation to transform myself from within. Inspiring other women to take action and make themselves proud too is a bonus reward, I have received.

I am an accountant by profession. I have always been very artistic but with studies, jobs and family pressure my focus shifted along the way and I was left with no spare time to practice dance or drawing. We all face challenges but the sad truth about my life is that for a very long time I allowed my weight take total control over my mental state. I suffered all the consequences from being overweight. Besides having to deal with health problems, I had done so with friendships and socializing.

I grew up in a traditional Muslim household, almost celebrating every meal. We had never been made conscious or prevented of eating unhealthy food, and junk was a regular daily snack. In my community people rarely consider limiting food consumption or selecting food diet before it is too late. If you look around yourself, you will find the evidence everywhere. Having said that, the first person to recognize that a normal life for me meant losing weight, when I turned twenty-two, was my mother.

Throughout my whole life, ever since I was a little girl, I have been conscious about what people would say or how they would look at me. I still remember myself been given to play the part of Jasmine's father at one of the school assemblies 'Aladdin'. I was thought of suitable to play the part of an old, fat male character. By the show day that opportunity too was taken away from me because I was clearly lacking the confidence to pull it off. As a compensation I then sang the Aladdin's soundtrack, yet that couldn't help me feeling greatly disappointed of everything I was. There are normally two alternatives to people who suffer from obesity: surgery or starvation and physical exercising. Doubtless, I took up the more challenging one. In a few

months I had built a pattern and adapted lifestyle to suit my goal. I had hired dietitian to help me limit food intake and ensure I was taking the right supplements for the amount of nutrients needed in my body. Once the balance of carbohydrates, proteins, fats, vitamins, minerals, fiber and water in my body was reached, I began to work my pants off. I would get up early and do jogging or exercise for hours every day.

The efforts showed results, but it didn't last for too long. On my college graduation I took up a full-time job and maintaining my new lifestyle became more difficult, day by day. The pressure of adulthood hit me with all the commitments it means. I belong to a culture where youngsters are expected to always get involved in all that the family does, life got busy and my stress level reached its peak, soon I was getting the kilograms back on me.

It was devastating as by then I had tested what it's like making a change to your life, and was enjoying few new friendships. Determined to make the most of life I joined the gym to work even harder than earlier. This time round losing weight seemed to be taking longer. I found myself helplessly heading back down to where I was, and that was enough reason for depression.

All the bad habits shortly followed up. I started to binge eat and over exercising at the gym. The bigger I was becoming, the more stressed I was. My eating disorder became life-threatening, the symptoms of bulimia nervosa didn't delay, and I was soon diagnosed bulimic. This kind of nervosa is a self-induced vomiting which compensates for the effects of binge eating. In the worst days of bulimia I couldn't control myself in reaching the bathroom. This period felt like a nightmare-

cycle with me caught up in the middle with no way out.

When I was a child I had a dream of becoming a ballerina. There were several dance schools in Alessandria, Egypt and one day my grandmother decided to take me for a trial. In one quick look at my body, the ballet teacher rejected me for being overweight. That didn't go down very well, in fact I was emotionally broken. Told I wasn't good enough for dance, I turned the page almost forgetting about it all, till a year ago.

While I was trying to fix my own problematic body over the past decade, I must have developed affection for the gym. I had to initially force myself getting out the house and exercising took a great effort, little did I know was that spending hours working out would become a part of the day I would look forward to with an excitement. When I finally got into sufficient shape in about year ago, I decided on qualifying for personal trainer. The more I enjoyed myself the easier getting rid of the pounds, it began to be. I went back onto my dance dream and began practicing dance professionally for the very first time. Currently I am leading part-time belly dance classes, which has given me the chance to meet and inspire many more ladies who are walking down the same road. The decision I made of pursuing what I have always wanted has been the most efficient supplement to my food diet, I could ever think of. It brought me balance and harmony, which it really reflects on the way I look today. If I say I am totally recovered from bulimia it would be an exaggeration but engaging myself in what I really like is certainly helping my recovery and nothing is going to stop me of being the woman I would love to be.

Every story is important, and it can change someone's life , share yours to: gulfemina@gulf-times.com

Horoscope

February 2017



ARIES ■■■■

You are a star shining bright at work. People around you will offer assistance. Feel encouraged to accept it and to appreciate the gesture by returning the favor. In February, Aries will review and assess their priorities. Development in their personal life awaits. Try to stay positive and improve your friends' mood when they feel down. Any present problems will quickly pass away. The stars are in your favor. Do not despair. Focus on something that you enjoy. Think less.



TAURUS ■■■■

Conducting the same attitude will be good for your relationships. Keep some distance. Emotions can cloud your sober thinking. February will be beneficial on a personal level. It seems that tranquility, Taurus was kept in last year, begins to disappear. Patience usually pays off, so it is advisable not to rush into a new ventures if you're not one hundred percent sure. Walk outdoors is highly recommended. You need to take a break from the city. Relax more, read a book or watch a movie.



GEMINI ■■■■

February is good for future planning. The stars favor Gemini's work so now it's the time to follow your dreams. Treat yourself to something you have long yearned for and go on a vacation. Make the most of the period. The rest of the year will be busy and you will not have time for leisure. If your colleagues are annoying you repay them the same way. Do not let yourself be mistreated. Spend more time at home. Spend time with your family. You will see that it can be fun.



CANCER ■■■■

You will receive a praise for solving a conflict. You will get chance to take advantage of the skills that you have acquired over the years. You will be able to satisfy the desires of both parties with a compromising proposal. On the other hand, Cancer will do very well with relationships during this February. The period is challenging but you will prove that you are a good employee and your boss will assess it adequately. Change your diet. You need to eat more vegetables and less salt, you will feel better.



LEO ■■■■

February is problematic for Leo. Especially in your personal relationships. You will find out that you are not as close as you were with your spouse. The feelings you both share are no longer so great. Apologizes will not help. This problem should be solved as soon as possible. You need to talk. Do not let yourself down if you hear rumors about yourself. Your bad mood may be a sign of exhaustion. Relax more.



VIRGO ■■■■

February is difficult period for your job. The stars are not located in the best position. You will not get chance to shine but you will not fall behind either. You will come to understand that there is no need to force things and accept the fact that you are not always responsible for everything. Let others deal with your work and release some tension. Go out with your family and make up for ignoring them for a while. Talk to your beloved ones. If you have a long-term problems at work, now it's the time to address them. The stars favor you. Assess your priorities stressing over minor problems is never good for your health.

LIBRA ■■■■

February is complicated at work. This may include shortage of staff in the company, urgent deadlines or even changing job for you. You will need to go an extra mile to keep your current position. You will be expected to invest some of your free time to get the work done. This is the only way for Libra to overcome the problems. Your team is very productive. Stop. If you do nothing for a while, everything will be still fine. Remember this. You need to calm down. This applies in full force in February. Be careful not to catch a cold.

SCORPIO ■■■■

As a result of negligence, your career will suffer some turbulence in February. Watch out for people who want to help you. They may not have the most generous intentions. On the other hand Scorpio can find a safe place, kind words and understanding in the family circle. Interesting idea is on the way to your mind, but February is not the right time to trust people. Delay acting upon it. You seems distracted at work. Family matters can wait, focus on your work to avoid the consequences. You feel great commitment but do not get carried away. Balance it, otherwise it can end badly.

SAGITTARIUS ■■■■

With friendly nature can find approach to colleagues and even to your boss. Everyone feels comfortable in your company and they may trust you a secret. You should not disclose this information in February. During business meetings, Sagittarius must keep distance despite the sympathy. Do not let people use you for their own interest. Health is your priority in this period so do not ignore even the common cold.

CAPRICORN ■■■■

You are better off not making any decisions in February. It is not your lucky month. Carefully assess every situation and if you have a doubt ask a family member. They will give you a tip and moreover - understanding. It's always tempting to leave work early, but you must refrain. You never know what can go wrong. Do not forget your friends. Pay attention to them. Do not underestimate even a small health conditions.

AQUARIUS ■■■■

February is your month. You are on the right path to exceed your career but nothing is free. Aquarius will have to demonstrate more effort. Do not hesitate to work hard even overtime. Just try to avoid stress. You will be benefitted by meeting envious people. You must be strong, do not let these people let you down. Plan a gathering. February is a great time to catch up with friends over coffee or movie.

PISCES ■■■■

If you maintain your level you have a great chance to advance in your career in February. Your managers surely will appreciate the diligence of their employee. Pisces can expect a bonus but more importantly an enriching experience. Turn off your phone and enjoy some quality time with your spouse. You need it. You should try strengthen your immune system. It is vulnerable. But do not rely on antibiotics, change your food diet.



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