



XHaae

AUGUST EDITION

Kiiki

THE MULTI-TALENTED MAVEN

■ Style & Fashion:

The Ultimate Guide to Dressing for Your Body Type

■ Tech & Innovation:

Make Your Cold Audience Buy Faster with Gradualism

■ Entertainment & Culture:

Bimbo Ademoye and Timini Egbuson Ignite the Screen Again.

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Editor's Message

Welcome to the exciting third edition of **XHALE MAGAZINE!** We are beyond thrilled to have you on this journey with us as we continue to bring you the very best in lifestyle, fashion, entertainment, business and so much more. This month, we've curated a blend of fascinating stories that cater to your passions and inspire you to live life to the fullest. Whether you're looking for the latest fashion trends, insights into thriving businesses, or thought-provoking entertainment news, we've got something for everyone.

This edition promises to captivate your attention from start to finish. We've taken extra care to highlight the diversity of voices, ideas, and trends that define modern culture today.

As you flip through the pages, we invite you to immerse yourself in stories that reflect your aspirations, ambitions, and lifestyle. We hope this edition leaves you feeling inspired, informed, and ready to take on whatever the world throws your way. Thank you for choosing Xhale Magazine as your go-to source for all engaging and enlightening contents.

Happy reading!

With love and light,

Ladi Allen
Editor-in-Chief

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KIEKIE:

THE MULTI-TALENTED MAVEN

In the ever-evolving landscape of Nigerian entertainment, few figures shine as brightly and diversely as Bukunmi Adeagallori, popularly known as Kiekie. An award-winning skit maker, actress, host, and content creator, Kiekie has proven herself to be a woman of many talents, seamlessly blending her vibrant personality, unmatched creativity, and sharp wit to carve out a niche that is entirely her own. She has made a significant impact in a short span, solidifying her position as one of Nigeria's leading skit makers.

In just a few years, she has emerged as one of Nigeria's most beloved and influential skit makers. Her comedic genius is on full display in her popular YouTube series, including *Housemaids*, *The Pharmacist*, and *Asoebi Diaries*, which have amassed a loyal following and solidified her status as a household name. Her skits are not just humorous but also a reflection of everyday life, making them relatable to audiences across various demographics.

Balancing her career with her family life as a wife and mother, Kiekie has managed to keep her star rising with an infectious energy and a unique sense of style that sets her apart from the crowd. Her ability to juggle these roles while continuing to innovate and captivate her audience speaks to her incredible work ethic and passion for her craft. This dedication has not gone unnoticed, as she has garnered numerous awards and accolades as a content creator and influencer, further cementing her influence in the industry.

In her quest to shine a light on emerging talents within the entertainment industry, Kiekie launched her own show, the *Kiekie Unscripted Experience (KUE)*. This show is designed to provide a platform for aspiring entertainers, regardless of age or gender, with a rare opportunity to showcase their talents, connect with industry leaders, and gain the recognition they deserve on both national and international stages.

While the KUE show has been a significant part of her career for years, this latest season promises to be a game-changer. Kiekie recently announced that participants stand a chance to win incredible prizes, including a brand new 2023 Mikano Changan car, up to 30 million naira in cash, and two all-expenses-paid trips to any destination of their choice. These tantalizing rewards have sparked immense excitement among her fans and the entertainment community at large, as everyone eagerly awaits the discovery of the next big star.

As fans eagerly anticipate the emergence of new stars in this upcoming season of Kiekie's unscripted show, Kiekie remains committed to inspiring countless individuals to chase their dreams and revolutionizing the entertainment industry. With her passion, creativity, and generosity, she is undoubtedly a shining light in the world of entertainment.

Get ready to witness the discovery of new talents and the rise of future stars on the *Kiekie Unscripted Experience*!





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HEALTH: MENTAL HEALTH AWARENESS

The Importance of Prioritizing Mental Health: A Crucial Step for Both Men and Women



In today's high-octane society, where productivity and busyness are often worn as badges of honor, it's easy to neglect our most vital asset: Our Mental Health. The importance of prioritizing mental well-being cannot be overstated, yet many people still find it challenging to prioritize their mental health whether due to societal expectations, stigma, or simply the demands of work and family. This article endeavors to shed light on why taking care of your mental health is not just a necessity, but a fundamental part of living a balanced, fulfilling life—regardless of gender.

Understanding Mental Health: Beyond the Surface

Mental health encompasses our emotional, psychological, and social well-being. It influences how we think, feel, and act, and plays a crucial role in how we handle stress, relate to others, and make decisions. Yet, mental health is often misunderstood or neglected, especially when compared to physical health. Unlike physical ailments, mental health issues might not always be visible, making them easier to ignore or downplay.

For both men and women, the pressures of conforming to societal roles can exacerbate mental health struggles. Women may feel the need to balance careers, family life, and societal expectations of appearance and behavior, while men might face the stigma of expressing vulnerability or emotions. These gender-specific pressures can lead to unaddressed mental health issues, further highlighting the importance of awareness and prioritization.

The Consequences of Neglecting Mental Health

Ignoring mental health can lead to a range of negative outcomes, from burnout and depression to strained relationships and even physical health problems. Chronic stress, anxiety, and depression can manifest in physical symptoms like headaches, fatigue, and weakened immune function. Over time, these mental health issues can diminish one's quality of life, leading to a sense of hopelessness or

disconnection.

For men, societal norms often discourage open discussions about mental health, leading to a dangerous cycle of suppression and avoidance. This can result in higher rates of substance abuse, aggression, or even suicide. Women, on the other hand, may internalize stress, leading to issues like anxiety disorders, eating disorders, or chronic fatigue. In both cases, the failure to address mental health can have devastating consequences.

Prioritizing Mental Health: Steps to Take

Prioritizing mental health means recognizing it as a vital component of overall well-being. Here are some steps that both men and women can take to ensure their mental health remains a priority:

- Practice mindfulness and meditation
- Engage in regular exercise or physical activity
- Connect with nature and the outdoors
- Nurture meaningful relationship and friendship
- Set realistic goals and prioritize rest.

The Role of Society: A Collective Responsibility

Society plays a significant role in shaping attitudes toward mental health. By promoting open conversations, reducing stigma, and providing accessible mental health resources, we can create an environment where mental health is valued as much as physical health. This collective effort requires involvement from everyone—employers, educators, community leaders, and individuals alike.

In a world that often values productivity over people, it's time to shift our priorities. Let's recognize the importance of mental health, break down the stigma surrounding mental illness, and commit to nurturing our minds, bodies, and spirits. By so doing, we'll create a more compassionate, resilient, and thriving community for all.

Remember, your mental health matters – prioritize it.

FINANCE: THE SAVVY WOMAN'S GUIDE TO SAVING: *Mastering Your Financial Future*

Imagine a future where your financial goals are within reach, where unexpected expenses don't throw you off balance, and where your money works for you. For many women, the journey to financial independence can seem daunting, especially with the unique challenges they face. But what if the secret to financial security lies in simple, actionable strategies that you can start implementing today?

Learn the secrets to essential saving tips tailored specifically for women, empowering you to take control of your financial future and achieve your goals. From clever budgeting hacks to savvy investment strategies, find out how to make your money work for you - not the other way around.

1. Create a Budget and Stick to It

The cornerstone of any successful savings plan is a well-crafted budget. Start by tracking your income and expenses, identifying areas where you can cut back. Tools like budgeting apps or even a simple spreadsheet can help you stay on top of your finances. Aim to allocate at least 20% of your income to savings. For instance, if you earn N100,000 monthly, try to save N20,000 consistently.

2. Build an Emergency Fund

Life is unpredictable, and having a financial cushion can be a lifesaver. Aim to save at least three to six months' worth of living expenses in an emergency fund. This fund should not be easily accessible, like in a savings account, yet separate from your regular spending money. For example, if your monthly expenses are N50,000, your emergency fund goal would be between N150,000 and N300,000.

3. Take Advantage of Investment Opportunities

Saving alone might not be enough to grow your wealth. Explore low-risk investment options such as mutual funds or government bonds that can offer better returns than a regular savings account. Even small amounts, like N5,000 or N10,000 invested monthly, can compound over time and significantly boost your financial position.

4. Avoid Lifestyle Inflation

As your income increases, it's tempting to upgrade your lifestyle—new clothes, new wigs, dining out, or even a better apartment. However, maintaining the same lifestyle while saving the extra income can accelerate your savings. If you receive a raise from N100,000 to N120,000, consider saving the additional N20,000 instead of spending it.

5. Automate Your Savings

One of the best ways to ensure you save consistently is to automate the process. Set up automatic transfers from your salary account to your savings or investment account each month. This "out of sight, out of mind" approach can help you save without having to think about it.

6. Plan for Long-Term Goals

Whether it's buying a home, starting a business, or planning for retirement, having long-term financial goals is essential. Start by identifying your goals and then calculate how much you need to save monthly to achieve them. If your dream home costs N10 million, figure out a savings plan that will get you there within your desired time frame.

Saving money doesn't have to be overwhelming. By implementing these simple yet effective strategies, you can take charge of your finances and work towards a secure and prosperous future. Remember, the key is consistency and discipline—small, steady steps can lead to significant financial achievements over time. How will you start saving today?



MAKE YOUR COLD AUDIENCE BUY FASTER WITH GRADUALISM

Truly, there are tons of good strategies, blueprints, and rules that have been employed by great copywriters to persuade cold audiences.

Yet, gradualism, as coined by Eugene Schwartz, remains the most effective, and I'll show you how in a moment.

But before I proceed, I believe you already know that cold audiences are prospects who don't know about you or your product.

Not only that, they do not even know they have a problem or desire that your product can solve.

This is why they are classed as cold. They are usually the hardest to sell to.

However, in the same way, a significant portion of your sales can come from them if you know just what to do. This is where your sales/marketing strategy **MUST** be more psychologically driven.

And that's where gradualism comes to the rescue. Before I tell you, what gradualism is, quickly remember that your ability to interrupt your audience's attention, hook them, and gradually lead them to a buying decision is the most important goal of any copywriter or marketer.

That being said...

What exactly is gradualism?

According to Eugene, it's the development of a stream of acceptances from your reader to your statements, leading finally to an inevitable demand of that reader for your product.

In simple words, this means: Taking your reader/listeners/viewers from the known (what they are familiar with) to the unknown (their problem and your product or service as the solution).

Everyone has some set of common knowledge or general beliefs.

The best way to make them listen to you is by first agreeing with their beliefs.

Then you can gradually usher them to your intended destination. With every word solidly backing the next, you use facts, proofs, documentation, testimonials, etc., to cement their trust in you.

This is why the story lead works every time for a cold audience.

Next time you want to sell to a cold audience, exploit gradualism for your own good.

There you go, implement and turn up your sales meter.

My name is Joseph Imajini aka The Sales psychologist. I specialize in crafting throat-grabbing marketing campaigns that help businesses, business owners, CEOs, and coaches make an alarming volume of sales and conversions for their offers.

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IS TECH FOR EVERYONE?

By Goodness Uwojeyah A.K.A Axia Mark



Choosing a career path is tough. Trust me, I've been there; sometimes, I wonder if I'm on the best path. When I was seven, everyone around me wanted to be doctors, lawyers, or engineers, but I wanted to be a model. That dream changed when I started excelling in computer science in primary school. I decided I'd be a pilot or aeronautic engineer, but I quickly gave up because math wasn't my strongest subject back then.

As I grew older, things got more complicated. Family issues, traumas, and life in general reshaped my path. By junior secondary school, I had become a dedicated student, acing all my subjects and being the best overall. But when it came time to choose a career path, I felt completely lost. Everyone had advice for me—some said I should pursue art because I was creative, and others thought the commercial class would suit me because I had gotten better at math. Yet, I wasn't sure what I wanted.

I cried a lot during that time because I felt so confused. I remember reading the book *Gifted Hands* and deciding maybe I should be a doctor. Even if I didn't know my passion, saving lives seemed like a good option. I ended up choosing the science path, telling myself I was doing it for my mom because I didn't have a dream.

But when I reached SS3, it hit me hard again—I was still choosing based on what I could do, not what I was passionate about. Everyone had more advice, but my sister's words stuck with me: "First

choice, Computer Science. Second choice, the same." It reminded me of when I used to be the best in computer science, and that's how I finally settled on tech.

It wasn't a straight path, and sometimes it still isn't. But I've learned that tech is a space where you can find your path, even if it's not what you initially expected. In today's world, technology seems to be everywhere. It's in your pocket when you scroll through TikTok, it powers the video games you love, and it even makes schoolwork a bit more bearable with cool apps like Notion and Google Classroom. But one big question pops up for many teens: Is tech really for everyone?

When most people hear "tech," they probably think of coding or complicated computer stuff, right? But here's the thing—tech is so much more than that. It's design, it's storytelling, it's creativity. If you've ever edited a video on your phone or come up with a killer caption for a post, guess what? You've already dipped your toes into the world of tech without even realizing it.

So, the real question isn't "Is tech for everyone?" but "What part of tech is for you?" Coding is awesome, but it's not the only thing tech offers. I remember starting my tech career in 2022 immediately after I finished my NECO Exams, I'm so grateful I had someone to navigate my path, I wasn't spoon-fed, I was taught to learn things on my own and in the same way, I teach my students to do the same. He introduced me to HTML, CSS and Javascript which is the backbone of the web

and also introduced me to something else tech offers called UI/UX. If you're into creativity, you might love UI/UX design—which is all about making apps and websites look cool and work smoothly. Maybe you're a content creator at heart—guess what? Content creation is a massive part of the tech world too. Social media platforms, podcasts, YouTube—these are all driven by tech, and the people behind them need to know how to tell a story using today's digital tools.

Tech is also for gamers, curious learners, and entrepreneurs. Got an idea for a new product? Platforms like Shopify and WordPress let you start a business without knowing how to code. You see? There's a space for everyone.

One of the coolest things about tech is how accessible it has become. You don't need to be a math genius or have a super-expensive computer to get started, I teach my eleven-year-old to code on her Dad's phone, how wonderful. Free platforms like Scratch, Khan Academy, Codecademy, Sololearn, Scrimba, Caddytech and more make it possible to learn at your own pace.

And trust me, you're not alone on this journey! There are tons of online communities filled with people just like you—starting out, curious, and eager to learn. In fact, I recently started my own community, and it's open to anyone interested in the tech world. You can join us by visiting the link in Axia_Pixels' bio on Instagram, or simply message 08072742846 on WhatsApp to be added directly to the group chat. There are also Discord groups, virtual meetups, coding challenges, and hackathons for you to dive right into!

It all feels like a bed of roses at first, but trust me, it gets tough along the way. There were times when I felt frustrated, overwhelmed, or even questioned if I was on the right path. I can boldly say that I struggled with being consistent in

learning and improving my skills, often taking breaks when life got in the way or when I hit a roadblock. But no matter how difficult it got, I never gave up. I always came back to it, even if it took me weeks or months. The important thing was that I kept pushing forward, knowing that progress, no matter how slow, was still progress.

Whether its tech or mastering any skill, certain habits are crucial for growth. It's not just about talent or passion—it's about consistency, discipline, and a willingness to keep going even when things get tough. You need to cultivate habits like setting aside time for practice, staying curious, and constantly challenging yourself to learn more. The key is to build momentum and stick with it. Once you establish these habits, even on days when you feel unmotivated, you'll find yourself making steady progress.

So now, is tech for everyone? It is. Whether you're into fashion, gaming, storytelling, or just love problem-solving, tech has something for you. You don't have to fit into the traditional mould of what a "tech person" looks like. You just need passion and curiosity. You never know what you might create or where it could take you. In the next chapter, we'll dive into how to succeed in tech. Remember, starting is just the beginning—what truly sets you apart is being unique and different.

So, why not give it a shot? Download a free app, join a tech community, or watch a YouTube tutorial today. The future is tech, and it's waiting for you.

MORNING ROUTINES OF SUCCESSFUL PEOPLE

Unlocking the Secrets to a Productive Day

Have you ever wondered how the world's most successful people start their day? Do they hit the snooze button repeatedly, or do they rise with the sun and tackle their morning with purpose? As it turns out, the morning routines of the elite are often surprisingly simple, yet remarkably effective. From billionaires to thought leaders, and entrepreneurs to celebrities, the most successful individuals on the planet have one thing in common: a consistent morning routine that sets them up for success.

Let's delve into the fascinating morning habits of the world's most achieved individuals, exploring the science and strategy behind their routines. Whether you're looking to boost your productivity, enhance your well-being, or simply gain insight into the daily lives of those who excel, this guide will reveal the practices that can transform your mornings—and perhaps your life.

The Power of Morning Routines: Why They Matter

The first few hours of the day can significantly impact your productivity and mindset. By establishing a morning routine, successful people eliminate decision fatigue, create momentum, and set a positive tone for the rest of the day. This isn't just about waking up early; it's about creating a structured environment where success becomes a natural outcome.

Morning Routines of Notable Figures:

- **Tim Cook (CEO of Apple):** Tim Cook is known for his early starts, waking up at 3:45 a.m. every morning. His routine begins with checking emails and catching up on global news, followed by a workout. By the time most people are just waking up, Cook has already set his priorities for the day.
- **Oprah Winfrey:** Oprah's mornings start with mindfulness. She dedicates time to meditation, gratitude journaling, and exercise before diving into her work. This routine helps her maintain a balanced, positive mindset throughout the day.

- **Barack Obama:** Even during his presidency, Obama made time for a morning workout. He preferred to exercise early in the morning, which he credited for keeping him physically and mentally sharp. His mornings also included reading and catching up on news to stay informed and prepared.

Building Your Own Morning Routine:

While these routines might seem intense, the essence lies in finding what works for you. Start by identifying your goals—whether it's increasing productivity, improving health, or achieving mental clarity. Here are some elements you can consider incorporating into your routine:

- **Mindfulness Practice:** Meditation, deep breathing exercises, or journaling can help center your thoughts and reduce stress.
- **Physical Activity:** Whether it's a full workout, a morning run, or even stretching, physical activity helps jumpstart your metabolism and energy levels.
- **Healthy Breakfast:** Fuel your body with nutritious foods that provide energy and focus.
- **Learning or Reading:** Spend a few minutes each morning learning something new or catching up on the latest news.
- **Planning:** Take a few minutes to outline your top priorities for the day, helping you stay focused and organized.

The morning routines of successful people are more than just habits—they are deliberate strategies designed to enhance their day. By understanding and adapting some of these practices, you can craft a morning routine that aligns with your goals, setting the stage for a day filled with purpose and achievement. Remember, the key is consistency—small, intentional changes can lead to significant transformations over time. So, how will you start your morning tomorrow?



NOLLYWOOD'S DYNAMIC DUO:

Bimbo Ademoye and Timini Egbuson Ignite the Screen Again

In the world of Nollywood, Bimbo Ademoye and Timini Egbuson have captivated audiences with their on-screen chemistry, delivering love stories that deeply resonate. This dynamic duo has graced our screens in various romantic roles, starring in popular films like *Breaded Life*, *Unexpected Places*, and *Big Love*. Their latest project, *Last Straw*, has left fans buzzing, especially after a steamy photoshoot that had everyone questioning if their chemistry is purely professional or if there's something more off-screen.

Last Straw - Love Story of Defiance

"Last Straw" weaves an intricate love story, centering around Morenike, the daughter of a philanthropist, who marries Laolu, a gifted horticulturist from a modest background. Despite facing relentless opposition from Morenike's mother, who disapproves of the match, Morenike remains steadfast in her commitment to her family. As the mother-in-law's criticism escalates, Laolu's patience begins to fray, putting their relationship to the test.

A Must-Watch Love Twist

Will Morenike and Laolu find a way to reconcile their love and overcome the obstacles in their path? Watch *Last Straw* on YouTube to find out. With its sizzling on-screen chemistry, poignant drama, and thought-provoking themes, this movie is sure to leave you on the edge of your seat.

We are eager to hear from you! Send your reviews and thoughts on "Last Straw" and what you think of this Nollywood's on-screen couple to info@xhaleng.com.

Stay tuned for more exciting movie updates in the world of Nollywood.





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NATURAL SKINCARE RECIPES FOR RADIANT SKIN

As women, we're constantly seeking ways to achieve healthy, glowing skin. While commercial products promise miracles, natural ingredients offer a gentler, more effective approach. Here are some simple skincare recipes using natural ingredients to nourish and pamper your skin.

RECIPE 1: *Honey and Oatmeal Exfoliating Mask*

- 2 tbsp honey
- 1 tbsp oatmeal
- 1 tbsp yogurt



Mix these ingredients to create a soothing mask that gently exfoliates and moisturizes. Apply for 15-20 minutes and rinse with warm water.

RECIPE 2: *Cucumber and Aloe Vera Toner*

- 1/2 cucumber, peeled and chopped
- 1/4 cup aloe vera gel
- 1/4 cup witch hazel

Blend these ingredients and strain into a spray bottle. Use as a toner to balance your skin's pH and reduce puffiness.



RECIPE 3: *Coconut Oil and Sugar Body Scrub*

- 1/2 cup coconut oil
- 1/4 cup sugar
- 1 tsp vanilla extract

Mix these ingredients to create a nourishing body scrub. Massage onto skin and rinse with warm water for soft, smooth skin.

Nature offers a wealth of skincare solutions. By incorporating these simple recipes into your routine, you'll be on your way to radiant, healthy-looking skin. Remember to be patient, consistent, and gentle with your skin – it will thank you!



BODY ENHANCEMENT A PANDEMIC AMONG LAGOS GIRLS

Lagos, Nigeria's bustling metropolis, is known for its vibrant culture, fashion, and fast-paced lifestyle. However, in recent years, another trend has taken root, one that is rapidly becoming a pandemic among women is body enhancement. From Brazilian Butt Lifts (BBLs) to liposuction, lip blush, and other cosmetic procedures, more and more Lagos girls are embracing these enhancements as they seek to achieve their desired beauty standards.

The desire to look a certain way has always been a part of human nature. However, with the influence of social media, celebrities, and global beauty trends, the pressure to conform to certain ideals has intensified. In Lagos, where appearance often plays a significant role in social and professional circles, many young women are turning to body enhancement procedures as a way to boost their confidence and stand out.

One of the most popular procedures is the Brazilian Butt Lift (BBL). This surgery involves transferring fat from other parts of the body to the buttocks, creating a fuller, more rounded shape. The BBL has gained widespread popularity due to its ability to dramatically alter a woman's figure, making it a sought-after procedure among Lagos girls striving for the "hourglass" silhouette that is often glorified in the media.

Liposuction is another common procedure in Lagos. This surgery involves removing excess fat from specific areas of the body, such as the abdomen, thighs, or arms, to achieve a slimmer, more toned appearance. For many, liposuction offers a quicker route to their ideal body shape compared to traditional methods like diet and exercise.

Lip blush, a semi-permanent cosmetic tattooing procedure that enhances the natural color and shape of the lips, has also become increasingly popular. With the influence of beauty influencers and celebrities who showcase perfect pouts on social media, many Lagos girls are opting for lip blush to achieve fuller, more defined lips without the need for daily makeup application.

Social media platforms like Instagram, TikTok, and Snapchat have played a significant role in the growing trend of body enhancement. Images of flawless bodies and faces, often achieved through cosmetic procedures, are constantly shared and praised online. Celebrities and influencers, both local and international, have also contributed to this trend by openly discussing and flaunting their enhanced bodies, making these procedures seem not only acceptable but desirable.

In Lagos, where following trends is almost a way of life, young women are increasingly influenced by these images and the lifestyles they represent. The desire to be seen as attractive, successful, and confident drives many to seek out these procedures, sometimes without fully considering the potential risks and long-term effects.

While these procedures may provide temporary physical gratification, they come with significant risks. Complications can include infection, scarring, and even life-threatening conditions can arise, especially when procedures are performed by unqualified practitioners. Furthermore, the mental health implications of body enhancement should not be overlooked. The pressure to conform to unrealistic beauty standards can lead to body dysmorphia, low self-esteem, anxiety and a never-ending cycle of dissatisfaction with one's appearance.

In a world where beauty standards are constantly evolving, it is important to remember that true confidence and self-worth come from within, not from conforming to society's ever-changing ideals.

Ultimately, the body enhancement pandemic among Lagos girls is a pressing concern that requires immediate attention. By understanding the root causes and addressing the physical and mental health implications, we can work towards a more inclusive and accepting true definition of beauty.

YBNL RECORD LABEL

In Nigeria's dynamic music scene, one record label has consistently stood out for its innovative approach, unique sound, and exceptional talent pool - YBNL (Yahoo Boy No Laptop). Founded in 2012 by Nigerian music icon Olamide Adedeji, better known as Olamide Baddo. Over the years, it has become synonymous with producing chart-topping hits, discovering fresh talent, and contributing to the evolution of Afrobeats, hip-hop, and street-hop. From its inception to its current status as a leader in the Nigerian music industry, YBNL continues to leave a profound impact on the local and global music scene.

Olamide, already a celebrated artist at the time, founded YBNL with the vision of creating a platform that would not only support his music but also serve as a launchpad for upcoming artists. The label's name, Yahoo Boy No Laptop, was an audacious statement reflecting street culture, resilience, and Olamide's belief in succeeding through hard work rather than shortcuts. YBNL became the home for raw talent and, in no time, the label began attracting budding stars who were ready to shape the future of Nigerian music.

YBNL has been instrumental in launching the careers of some of Nigeria's most talented artists, including Lil Kesh, Adekunle Gold, Chinko Ekun, Viktoh, Asake, and Fireboy DML, among others. These artists have not only achieved individual success but have also contributed to the label's reputation as a breeding ground for musical genius.

What sets YBNL apart from other record labels is its distinct sound and willingness to experiment. The label is known for blending various genres, including Afrobeats, hip-hop, and street-hop, creating a unique fusion that resonates with both Nigerian and global audiences. YBNL's sound reflects the streets, the hustle, and the realities of everyday life in Nigeria, but it also transcends borders, as seen in its international collaborations.

The label has successfully collaborated with local and global artists, pushing Afrobeats beyond Nigeria's borders. Olamide's collaboration with artists like Wale and Skepta has highlighted YBNL's global ambitions, while Fireboy's song "Peru" featuring British singer Ed Sheeran became a major hit worldwide.

The label has won awards, including Record Label of the Year, while its artists have received individual accolades, cementing YBNL's status as a force to be reckoned with.

In an industry where trends come and go, YBNL has managed to stay relevant by continually evolving. While many labels struggle to adapt, YBNL has kept up with the ever-changing sounds of Afrobeats, blending contemporary styles with traditional Nigerian influences. The label's ability to push the envelope while staying true to its roots has allowed it to maintain its significance over the years. The label's approach to artist development is one that other record labels now try to emulate. By giving artists creative freedom and supporting their growth, YBNL has set a standard for what a modern Nigerian record label should be.

The label's recent successes with Olamide's "Ikigai EP," Asake's "Lungu Boy," and Fireboy's "Adedamola" topping streaming platforms, demonstrates that YBNL is poised to continue leading the charge, not just in Nigeria, but on the global stage.

YBNL's significance in the Nigerian music industry cannot be overstated. The label has played a crucial role in shaping the sound of contemporary Nigerian music, launching the careers of talented artists, and producing quality genres that have resonated with fans worldwide.

As YBNL continues to grow and transform, its legacy as a dominant force in the music industry remains unwavering.





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THE ULTIMATE GUIDE TO DRESSING FOR YOUR BODY TYPE

Understanding your body shape and learning how to dress for it can make a significant difference in how confident and stylish you feel. In this comprehensive guide, we'll explore the different body types, provide tips on how to determine yours, and offer expert advice on dressing to flatter your figure.

Body Types:

1. Hourglass: Curvy bust and hips, narrow waist
2. Pear-Shaped: Larger hips and thighs, narrower top half
3. Rectangle: Straight up and down, similar measurements throughout
4. Inverted Triangle: Broad shoulders, narrower hips and thighs
5. Apple-Shaped: Carries weight around midsection

DRESSING FOR YOUR BODY TYPE

Hourglass:

- Accentuate your waist with belted dresses and tops
- Emphasize your curves with fitted dresses and skirts
- Balance bust with A-line dresses and jackets

Pear-Shaped:

- Draw attention to your upper body with bold tops and jackets
- A-line dresses and skirts skim over hips and thighs
- Create balance with heels and statement accessories

Rectangle:

- Add curves with flared pants and skirts
- Emphasize bust with push-up bras and ruffles
- Create definition with belted dresses and tops

Inverted Triangle:

- Soften broad shoulders with soft fabrics and rounded necklines
- Add volume to hips and thighs with flared pants and skirts
- Balance with A-line dresses and jackets

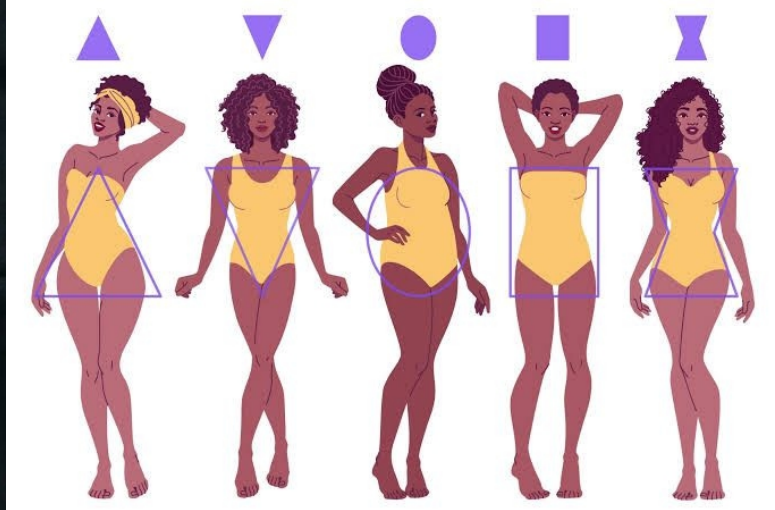
Apple-Shaped:

- Draw attention away from midsection with V-necks and A-line dresses
- Emphasize legs with heels and fitted pants
- Create definition with belted dresses and tops

Common Mistakes to Avoid:

- Wearing clothes too tight or too loose
- Ignoring your body's proportions
- Not dressing for your lifestyle

By understanding your body type and applying these expert tips, you'll unlock your personal style and learn to dress with confidence. Remember, fashion is about expressing yourself and feeling great in what you wear!



WHY YOUR HEART HURTS SO MUCH AFTER A BREAKUP, AND HOW TO EASE THE PAIN

Breakups can feel like the end of the world. I mean, you've invested time, energy, and emotions into a relationship, and now it's over.

The pain is real, and it's okay to feel lost. But here's the thing, breakups, while tough, are also a chance to grow stronger. So, how do you walk through this storm in an easier way?

1. Acknowledge Your Feelings

It's easy to want to push the pain away, but the first step in healing is to acknowledge what you're feeling.

Sadness, anger, confusion, etc, are all normal.

Don't bottle them up. Allow yourself to feel, because pretending you're okay when you're not only prolongs the hurt.

2. Cut the Cord (At Least for Now)

This might be the hardest part, but it's crucial: limit contact with your ex. It's tempting to keep checking in, but every text, call, or social media post drags you back into the past.

Give yourself the space you need to heal. Remember, it's not about forgetting; it's about finding peace.

3. Surround Yourself with Support

You don't have to go through this alone. Friends, family, even a trusted counselor can offer the support you need.

Lean on them. Share what you're going through. Sometimes, just knowing someone is there to listen can make all the difference.

4. Rediscover You

Remember the things you loved to do before the relationship?

Now is the perfect time to reconnect with those hobbies or discover new ones. Whether it's painting, hiking, or just binge-watching your favorite shows, these activities will help you rebuild your sense of self.

5. Be Patient with Yourself

Healing takes time, and that's okay. There's no set timeline for when you should "be over it." Some days will be better than others, and that's perfectly normal.

The key is to keep moving forward, even if it's one small step at a time.

6. Embrace the Future

Here's where the curiosity kicks in: what's next for you? Yes, this chapter has closed, but the book of your life is far from over.

What new adventures, relationships, and experiences are waiting just around the corner? The only way to find out is to keep turning the page. Truly, breakups are hard, but they're not the end.

They're a chance for a new beginning—one where you emerge stronger, wiser, and ready for whatever comes next.

So, take a deep breath, trust the process, and remember, this too shall pass.

Your next chapter is already being written, and it might just be your best one yet.



AUGUST TREND RECAP

August the eight months of the year, has left us with an indelible mark in our hearts. It showered us with joyful encounters, love and timeless experience. Here's a recap of all we had in August.

Nigerian Youths Embark on Nationwide Peaceful Protest

In a bold push for transformative change, Nigerian youths organized a nationwide peaceful protest from August 1st to 5th, 2024, demanding a more equitable society with effective leadership, affordable food, zero hunger, and a reduced cost of living. The protest, which took place in several states including Lagos, Abuja, Kano, Ogun, Oyo, and Nasarawa, initially remained peaceful.

However, the protest took a violent turn when some individuals from the Northern region began vandalizing government and private properties. They were seen displaying the Russian flag and carrying placards with messages such as "Tinubu must go" and "Putin, we need your help", marking a

significant escalation of the protest.

In response to the escalating situation, President Bola Ahmed Tinubu addressed the nation, urging the youths to halt the protest and return to their daily activities. He assured the nation that his administration is working tirelessly to address the current economic challenges and improve the standard of living for all citizens.



Bobrisky is Back

Idris Okuneye aka Bobrisky, a popular cross-dresser, was released from Kirikiri Correctional Center on August 5th, 2024, after serving a six-month sentence for violating currency regulations by publicly spraying Naira notes at parties.

Following Bobrisky's release, social media users have been abuzz with comments and reactions, particularly noting his apparent glow and weight gain despite being incarcerated. This has sparked curiosity and skepticism among many, with some questioning the authenticity of Bobrisky's detention, wondering if the influencer was indeed held in prison for the entire duration.

Very demure, very mindful

In recent weeks, thousands of videos on social media have emerged, focusing on how to revive etiquette, all sparked by the "very demure, very mindful" trend. This seemingly innocent phrase was coined by content creator Jools Lebron, who shared a video earlier this month showcasing her demure work outfit and mindful makeup.

Since then, content creators and celebrities have embraced the trend, often using this phrase in their captions or videos.



Bolt for Bolt challenge Nigeria Vs South Africa

Nigeria and South Africa engaged in an online rivalry after Chidimma Adetshina was disqualified from an African pageant in South Africa. South Africans started a "Bolt for Bolt"

challenge, ordering and cancelling rides in Nigeria to waste drivers' time and fuel. Nigerians retaliated by mobilizing on social media, booking multiple Ubers and Bolts in South Africa, and placing orders from restaurants and malls only to cancel on delivery.

This caused some drivers and businesses in South Africa to halt operations. Ultimately, Nigeria's response was seen as the winning move in this online challenge.



Alax Evalsam rise to stardom

The Nigerian social media scene recently discovered Alax Evalsam, also known as Nawa O, after videos of him advertising his "Fish pie" with a distinctive voice and intonation went viral. Following his rise to fame, many have celebrated Alex's hard work and dedication. He was invited to perform at the prestigious Eko Hotel, content creator Nons Miraj gifted him ₦200,000 in cash, and he was relocated from the slum to a newly furnished apartment.



Romantic in God's way

Nigerian gospel singer Moses Bliss and his wife, Marie, caused a stir online with their interaction during a "Get Ready with Me" (GRWM) video. While Moses admired his appearance as he tried on an outfit for an event in London, he affectionately said, "Baby, see your baby." Marie, who was behind the camera, responded with a respectful "Yes, sir" instead of a more romantic word.

This response sparked humorous reactions from fans, with some TikTok users recreating the clip, imagining what Marie's actions might have been behind the camera.

Closing the book on August and opening a new chapter in September. We're confident that great things are ahead in September. Have a fulfilled September!





TRIUMPHS, CHALLENGES AND UNITY IN PARIS: A GLORIOUS FAREWELL TO THE 2024 OLYMPICS

The Paris Games culminated in a lavish closing ceremony, providing a fitting end to more than two weeks of spectacular competition.

PARIS — *It's time to say au revoir to the Games of the XXXIII Olympiad.*

The 2024 Summer Olympics in Paris have officially drawn to a close, capping off 19 days of eye-popping spectacle, jaw-dropping athletic triumphs and ear-splitting cheers from spectators across the French capital and around the world.

The Paris Games culminated in a spectacular closing ceremony. More than 10,000 athletes paraded through the Stade de France north of Paris. Olympic gold medalists Katie Ledecky and Nick Mead proudly represented Team USA as flag bearers.

The indie group Phoenix and the R&B singer H.E.R. rocked out for the crowds. Tom Cruise, symbolizing the handover to the 2028 Summer Games in Los Angeles, rappelled down into the stadium, accepted the Olympic flag and sped away on a motorcycle.

The lavish ceremony provided a fitting end to more than two weeks of competition boasting extraordinary feats of strength and resilience — particularly for Team USA, which collected a staggering 125 medals, including 40 golds.

Simone Biles, Suni Lee and the rest of the U.S. women's gymnastics squad dazzled on their "redemption tour," expertly executing gravity-defying routines. Ledecky lapped up four medals, becoming the most decorated American woman in Olympic history.

The stars of track and field dashed to greatness. Sha'Carri

Richardson led the U.S. women to Olympic relay gold. Noah Lyles took on a new title after winning the men's 100 meters: fastest man in the world. Gabby Thomas conquered the women's 200 meters. Cole Hocker, a 21-to-1 long shot, pulled a shocker in the men's 1,500.

Team USA scored first-ever gold medals in women's fencing and women's cycling pursuit events. American men's and women's basketball titans — including NBA superstar Steph Curry — cemented their towering legacies, as did the women's soccer players.

France's own Léon Marchand dominated in swimming events, earning four gold medals and drawing comparisons to Olympic icon Michael Phelps. Armand "Mondo" Duplantis, who competed for Sweden, shattered pole-vaulting records with a jump of 6.25 meters.

The commanding performances and stunning victories helped turn this year's Games into a worldwide cultural phenomenon, satisfying a hunger for escapism and collective enthusiasm after the grim pandemic years.

The viewership numbers were robust, and the internet was flooded with memes. X and other social media platforms lit up with images of "Pommel Horse Guy" Stephen Nedoroscik of the U.S. men's gymnastics team and too-cool-for-school Turkish pistol shooter Yusuf Dikeç.

Snoop Dogg, enlisted by NBC to serve as a special correspondent, proved to be a fixture of the Games, whether joining the torch relay during the opening

ceremony or taking a swimming lesson with Phelps. (“Mike, you make this look too easy,” Snoop joked.)

Buzzworthy moments caught fire online: Céline Dion’s stirring performance of a classic Édith Piaf ballad during the opening ceremony, viral marriage proposals, athletes testing out the cardboard beds inside the Olympic Village, Biles’ post-competition subtweet of former President Donald Trump: “I love my black job.”

But the cultural joy also carried symbolic weight for a weary and war-scarred world.

In many respects, Paris 2024 represented an exuberant rebound from the scaled-back “Covid bubble” Games in Tokyo in 2021 and Beijing in 2022. TV viewers and in-person spectators were reminded of the value of standing side by side.

“It has been one of the biggest global events we’ve had since Covid, so it’s definitely a celebration on that front,” Olympic visitor Ariel Su, 32, a Taiwanese native who lives in London, told NBC News last week.

The Games likewise offered a respite from roiling political tensions in France and across the West, including a roller coaster presidential election in the U.S. and racist street violence in Britain. Parisians managed to unite, even if briefly.

“I am Parisian, and because of all the criticism beforehand I had no idea it was going to be so cool,” said Fanny Bonjean, 35, a journalist soaking up the atmosphere at the La Concorde venue. “The reason it’s so cool is because, as French people, we can be very critical of each other, but right now everyone is so happy and we are so proud of ourselves.”

Of course, security fears and sociopolitical tensions shadowed the Games.

Terrorist attack worries loomed over the City of Light. The rail system was thrown into chaos after an arson attack on the day of the opening ceremony; IT systems were upended by a cyberattack in recent days. French police and other law enforcement agencies stood on high alert.

The Games also fed into culture war flash points in the U.S. and abroad, including a conservative Christian backlash to a drag performance during the opening ceremony and a furor over the gender identity and competition eligibility of two female boxers.

Meanwhile, the fluctuating levels of contamination in the Seine River caused headaches for Olympic organizers and French officials. The tourists, business travelers and journalists who flooded into Paris sometimes found the city difficult to traverse.

When the jubilation settles, France will be forced to confront political turmoil, including a divided Parliament and the continued ascent of the anti-immigrant far-right movement ahead of the next presidential election in 2027.

Hector Gore, 34, an engineer from Paris, said that “most people would like this part of the Games to continue, but I’m not so sure it will. Next week we go back to the way things were. It’s going to be quite ... tense.”

Yet despite the backdrop of geopolitical tumult and social friction, the Games revived a spirit of optimism and pride for many viewers. Olympic organizers will work hard to make sure the positivity extends through the Paralympic Games, which start Aug. 28.

Then it will be time to look even further ahead — four years, to be exact, when Los Angeles kicks off the 2028 Summer Olympics. It will be the first time the U.S. has hosted the Games in more than a quarter-century, since the Salt Lake City Winter Olympics in 2002.



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