



IssueWire



CLIENT STORIES

LiveHuman AI
Redefines Outbound
with Human-Sounding
Voice AI Trusted by
Dell, Cisco, Google,
and More

CLIENT TALK

Latina Entrepreneur
Viviane Bernal Takes
over the Internet with
Luxury Arabic Perfume
Experience

FEATURE

From Paper to Pixel:
How Reading Has
Evolved

ARTICLE

Rise of Micro
Content: A Way to
Make the Biggest
Impact

RISE of Micro Content

A Way to Make the Biggest Impact



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EDITOR'S NOTE

IN TODAY'S ATTENTION-FRAGMENTED DIGITAL LANDSCAPE, CONTENT NO LONGER THRIVES ON LENGTH ALONE, BUT RATHER ON IMPACT PER SECOND. ATTENTION HAS BECOME THE NEW CURRENCY, AND ITS VALUE IS MEASURED NOT IN HOURS OR MINUTES BUT IN MOMENTS. HENCE, THE RISE OF MICRO CONTENT SIGNALS MORE THAN JUST A STYLE SHIFT. IT REFLECTS A CULTURAL TRANSFORMATION IN HOW HUMANS CONNECT, LEARN, AND REMEMBER. FOR BRANDS AND CREATORS, THE CHALLENGE ISN'T PRODUCING MORE CONTENT; IT'S PRODUCING SHARPER, SMARTER, AND SHORTER CONTENT THAT MAKES THE BIGGEST IMPACT. THE FUTURE OF STORYTELLING WILL DEPEND ON HOW EFFECTIVELY YOU CONVEY YOUR THOUGHTS IN SECONDS.

THIS MONTH'S COVER STORY IS ALL ABOUT THE RISE OF MICRO CONTENT: A WAY TO MAKE THE BIGGEST IMPACT. FROM A 10-SECOND REEL THAT GOES VIRAL OVERNIGHT TO A SINGLE TWEET THAT SHAPES PUBLIC DISCOURSE, THESE BITE-SIZED BURSTS OF CREATIVITY ARE REWRITING THE RULES OF ENGAGEMENT FOR BRANDS, CREATORS, AND AUDIENCES ALIKE. THE ARTICLE EXPLORES THE PSYCHOLOGY BEHIND THIS SHIFT, THE PLATFORMS FUELING IT, THE OPPORTUNITIES, AND THE RISKS IT PRESENTS. WE DIVE INTO WHY BREVITY NOW EQUALS POWER, HOW BUSINESSES ARE RE-IMAGINING STRATEGY THROUGH COMPACT STORYTELLING, AND WHAT THE FUTURE HOLDS FOR CONTENT THAT SAYS MORE BY SAYING LESS.

THE CLIENT STORIES FOR SEPTEMBER UNFOLD WITH A VIBRANT COLLECTION OF STORIES THAT CAPTURE THE PULSE OF INNOVATION, CREATIVITY, AND HUMAN CONNECTION ACROSS INDUSTRIES. TOGETHER, THESE STORIES PAINT A PICTURE OF A WORLD EVOLVING WITH IDEAS THAT INFORM AND INSPIRE. IT OFFERS A MOSAIC OF DISCOVERY AND DIALOGUE, CAPTURING HOW WE WORK, LEARN, CONNECT, AND CREATE IN A WORLD WHERE EVERY VOICE, IMAGE, AND IDEA MAKES AN IMPACT.

THE JOURNEY OF READING HAS SHIFTED FROM THE RUSTLE OF PAPER TO THE GLOW OF DIGITAL SCREENS, RESHAPING HOW STORIES ARE CONSUMED, SHARED, AND REMEMBERED. OUR FEATURE, FROM PAPER TO PIXEL: HOW READING HAS EVOLVED, EXPLORES THE EVOLUTION OF BOOKS IN THE AGE OF E-READERS, APPS, AND AUDIOBOOKS, SHOWING US HOW TECHNOLOGY HAS EXPANDED ACCESS, TRANSFORMED HABITS, AND SPARKED DEBATES ABOUT WHAT WE GAIN AND WHAT WE LEAVE BEHIND WHEN WORDS MOVE FROM BOOKS TO KINDLE.

THIS MONTH'S CLIENT TALK SECTION HIGHLIGHTS THE INSPIRING JOURNEYS OF THE ENTREPRENEURS AND BRANDS ACROSS DIVERSE FIELDS - SHARING STORIES OF PASSION, PURPOSE, AND PERSEVERANCE THAT SHAPE THEIR DREAMS AND SUCCESS.

ISSUEWIRE LOVES TO INSPIRE ITS READERS AND VALUE THEIR INPUT.

IF YOU HAVE ANY QUERIES, SUGGESTIONS, OR FEEDBACK, PLEASE ADDRESS THEM AT SNEHA@ISSUEWIRE.COM

WE HOPE YOU ENJOY READING THE SEPTEMBER 2025 EDITION.

THANKING YOU.

SNEHA DAS

EDITOR, ISSUEWIRE

LiveHuman AI Redefines Outbound with Human-Sounding Voice AI Trusted by Dell, Cisco, Google, and More

With over 700,000 appointments booked for global leaders, LiveHuman AI sets a new enterprise standard in voice, email, and text automation.

Live Human AI, the market leader in human-quality outbound voice AI, today announced its milestone of generating over 700,000 qualified appointments across enterprise, mid-market, and vertical-specific clients. Purpose-built for CEOs, CROs, and revenue leaders, Live Human's AI-first outbound system drives high-conversion conversations across voice, email, and SMS, positioning it as the most advanced outbound engine in the market.

Led by CEO Santos Gonzalez, a 25 year sales veteran who has generated over \$2 billion in pipeline for global enterprises, Live Human AI is transforming how large companies build outbound pipeline. The company's proprietary technology stack is engineered for scale, compliance, and trust, delivering real human like engagement with C-level buyers at massive volume.

"Outbound is broken. Founders and CROs know it. We built Live Human AI to deliver strategic sales conversations at the level enterprise buyers expect, without the cost, latency, or churn of traditional SDRs," said Gonzalez.

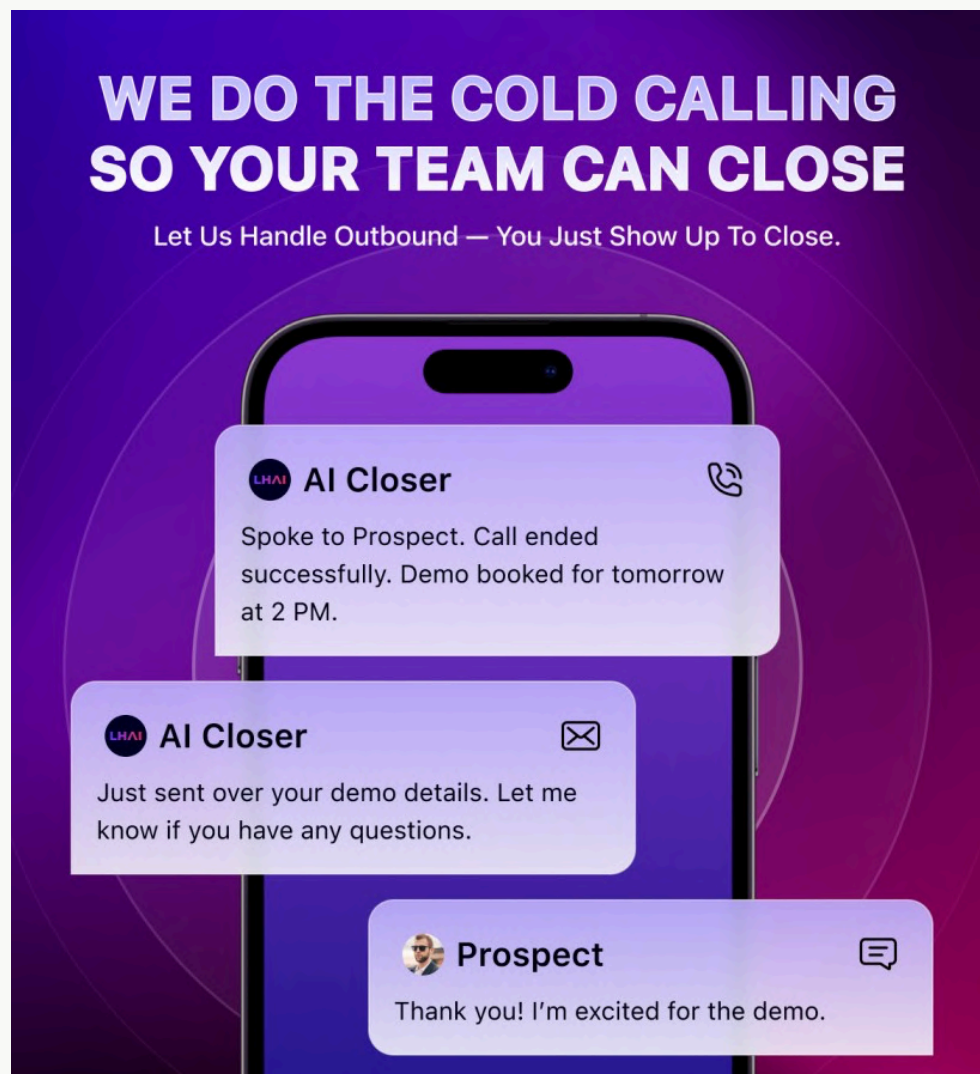
Trusted by the World's Most Recognized Brands

Live Human AI is currently powering outbound for leaders such as Dell, Verizon, Cisco, Google, HP, and HPE, as well as fast-growing innovators in legal tech, executive recruiting, and roofing and solar. Its clients range from Fortune 100 giants to aggressive venture backed scale ups.

Platform Highlights:

Human-Sounding Voice AI

Live Human's proprietary voice agents are designed to speak, pause, and respond like a live SDR. Built from



scratch over four years, the system is fully proprietary, no "off the shelf" components or rented voice models.

Omnichannel AI Outreach

Beyond voice, the platform also leads in AI-driven email and AI-driven text messaging, allowing for a coordinated multi-touch approach that mirrors high-performance enterprise sales strategy.

Strategic C-Level Conversations

Live Human doesn't just initiate dials. It books strategic meetings with qualified decision makers, often after a sequence of personalized voice, email, and text touches, ensuring every appointment is worth AE's time.

Enterprise-Grade Compliance

Built to align with TCPA, HIPAA, and GDPR requirements, the platform includes dynamic opt-out

logic, jurisdiction detection, and audit-ready recording infrastructure.

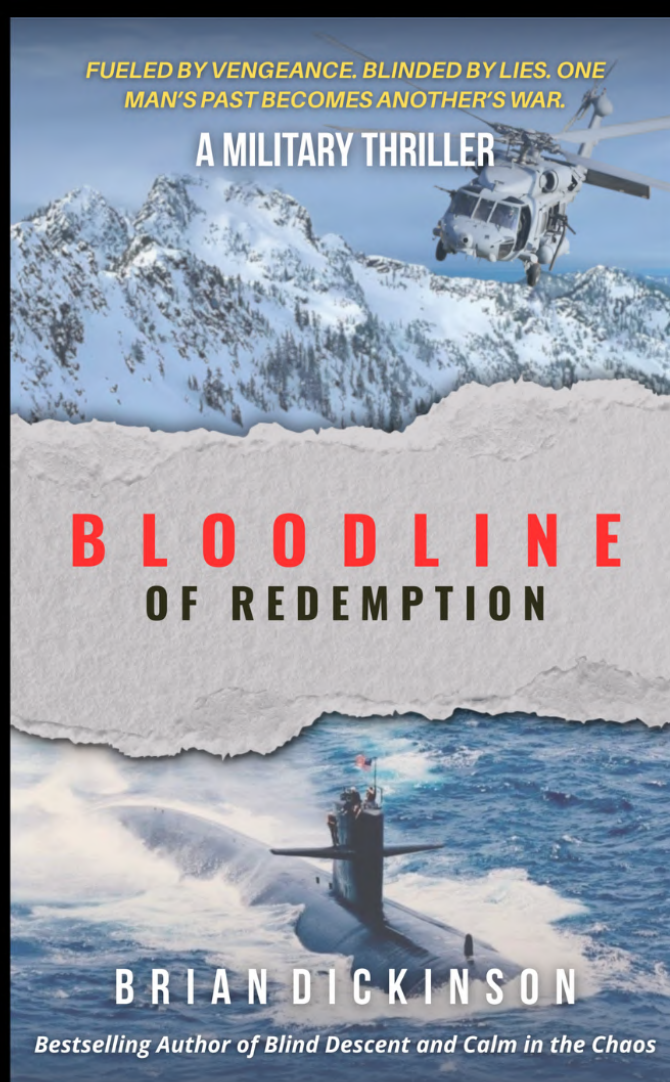
Case Study: Enterprise SaaS Platform Reduces CAC by 67%

A \$400M ARR cloud software company replaced its outbound SDR program with LiveHuman AI. Within 90 days, the company achieved a 2.4x lift in appointments and a 67% reduction in customer acquisition cost, without compromising quality or brand integrity.

Experience the AI Yourself

Executives can call 1-605-600-LIVE to interact with a live voice AI agent. No scripts. No filters. Just a real-time example of what your future outbound could sound like.

For access to vertical-specific demos or to discuss enterprise deployment, visit www.LiveHuman.ai.



Former Navy Rescue Swimmer Releases Gripping Military Thriller Set in the Pacific Northwest

Bloodline of Redemption blends real-world naval warfare, Cold War secrets, and a harrowing survival story — with scenes unfolding in Snoqualmie and the Cascades.

Bestselling author and Everest solo summiteer Brian Dickinson is back — this time with a high-stakes military thriller that merges his real-life survival experience with authentic naval warfare. His new novel, *Bloodline of Redemption*, is now available for preorder in paperback and ebook, with an official release date of September 17, 2025.

A rogue Russian submarine. A buried Cold War vendetta. A hunted American aircrew forced to fight for redemption across the U.S. and into the icy peaks of the Pacific Northwest's Cascade Mountains. *Bloodline of Redemption* drops readers into a world of covert operations, geopolitical tension, and raw survival — all inspired by

Dickinson's military background.

"I wanted this story to feel real — because a lot of it is," says Dickinson. "The terrain, the training, the pressure of command... even the scenes set in Snoqualmie are drawn from places I know firsthand."

During his six years of service as a U.S. Navy Aviation Rescue Swimmer, Dickinson deployed globally, conducting classified missions and real-world rescues that inform the technical accuracy of his fiction.

The novel's military realism, combined with survival themes and psychological depth, offers readers a fast-paced yet grounded experience in the vein of Tom Clancy and Jack Carr.

Dickinson's real-life accomplishments have earned national media attention, including features on CNN, Fox News, The Huffington Post, and more. His first book, *Blind Descent*, chronicled his miraculous solo descent from Mount Everest after losing his vision near the summit — a survival story

that captivated readers worldwide.

His follow-up, *Calm in the Chaos*, shared true rescue missions from his and other elite Navy operators — a theme he continues to explore on his podcast, *Calm in the Chaos*, which features untold stories from U.S. special operations and first responder communities.

With *Bloodline of Redemption*, Dickinson moves into fiction with the same unflinching intensity that made his nonfiction resonate. It's a story about legacy, sacrifice, and the invisible threads that connect generations of warriors — both past and present.

Preorder now on Amazon: <https://a.co/d/ea62QmD>

For interviews, media inquiries, podcast appearances, or speaking engagements, visit: <https://briandickinson.net>



INTRODUCING GROWVERSE, THE FIRST MONETIZABLE AND SUSTAINABLE SOCIAL METAVERSE

The social platforms have undergone a series of revolutionary changes based on different aspects of technicality, interactivity, and convenience. And now, Growverse has emerged in this constantly evolving digital age to offer users a monetizable social 4.0 platform that is sustainable, profitable, and transparent. This metaverse platform is offering real and sustainable earning opportunities for both users and businesses, along with a fair and accessible economic model. It does not consist of any intrusive advertising or the exploitation of user data like the traditional platforms. This transparent system for users is completely decentralized and allows them to monetize their time and skills.

Growverse is introducing users to a democratic digital economy where users can engage through a highly interactive Hemp Metaverse. The platform can be used for the sales of physical products as well as digital services, and the platform will charge a nominal commission as a platform fee, which is both fair and reasonable. Growverse's stablecoin does not exceed its fixed value to make sure all kinds of users can secure coins and make purchases through decentralized wallets certified by Circle, a partner of Coinbase. It offers maximum security in transactions and offers a gamified world where users can interact with others and make different purchases.

The platform is the first Hemp Metaverse where users can buy, sell, or learn about hemp products through a secure platform that comes with a fine blend of diversity and inclusivity. Starting from supporting arts and creativity to focusing on more ideas and cultural expressions, the platform allows taking a deep dive into the rich tapestry of human experiences. This ever-expanding personal "universe" can help the journey of growth and development for every individual. As the platform is highly immersive and optimized, it can offer a real-life-like experience where individuals can learn new skills, adapt, face challenges, and overcome them with innovation.

Growverse can be utilized for low-cost advertising using 3D NFTs, which can be easily placed in the world of the metaverse. Business owners, brands, and individuals can easily purchase an NFT of a bench

and place it in the world of the metaverse, along with links to its website or e-commerce. Such interactive advertising methods are permanent and come with no time limits. As a result, the business and brand owners can proceed with their meta sales for a prolonged period while reaching out to potential and interested users. It is like putting up a virtual shop where clickable Advertising Avatars are present to address the users. The avatars can also wear brand logos as skins, which improves visibility and sales. Clicking on the avatars will take users directly to the original website from where they can make a purchase.

This revolutionary metaverse is also equipped with an option of Virtual Expo, where brands and businesses can secure their free booths. They can customize their business booths based on colors, content, and logos. These virtual booths are accessible worldwide and help to embrace brand awareness. The virtual fairs are also free of cost, and the brand owners are not required to pay any hidden fees for the booths. There is also a virtual art gallery offered by the platform where artists can permanently exhibit digital artwork and can also sell NFT art directly to users. There is also an Interactive Concert Hall, which allows hosting virtual live shows in 3D, VR, and streaming. These concerts do not have any audience limit and offer a medium for direct artist-audience interaction.

Growverse has virtually established a Cannabis University, which is a virtual educational center dedicated to the teachings of cannabis. Users of the university will find more information on sustainable cultivation and innovation, along with medical and medical applications of cannabis, creating a safe space for business and marketing for hemp and cannabis products. It is currently partnering with many leading companies in the field, like Soft Secrets, Kusher Gang, Social Kann, etc., to offer a profitable ecosystem for all. It has signed the distribution contract with Epic Games, so it will be distributed on all platforms from the Epic Store, Play Store, Oculus to PlayStation, Xbox, Nintendo, and Pixel Streaming, giving the whole world the possibility to access it from the browser without the need for expensive hardware.

This platform utilizes Unreal Engine 5.4 with Pixel Streaming to offer a realistic and immersive experience for users and to keep them engaged with authentic communication. According to Founder and CEO Roberto Romagnino, "Growverse is the future of the social and digital economy. Visit the official website at <https://growverse.net/> for more.

Alonaw Business School announces the launch of its fifth annual investment education course, featuring artificial intelligence-powered trading modules designed for Filipino retail investors seeking to navigate complex global financial markets.

The Denver-headquartered institution has successfully trained over 50,000 students across four previous iterations, with graduates developing complete trading systems that combine traditional investment principles with modern analytical techniques. The new AI component addresses demand for technology-enhanced financial education as digital transformation reshapes investment landscapes worldwide.

"We're preparing investors for an AI-driven future in financial markets," stated the school's academic director. "Data-driven decision making is becoming essential for successful trading, and our curriculum evolution reflects this technological reality. Students must understand how artificial intelligence enhances market analysis while maintaining disciplined risk management approaches."

The comprehensive educational program comes at a critical time as Philippine retail investor participation increased 40% since 2020, according to regulatory data from local securities authorities. This surge reflects democratization of financial markets across Southeast Asia, where mobile trading platforms and market access have attracted millions of new participants.

Alonaw Business School Introduces AI Trading Education Module



The institution's curriculum covers financial planning fundamentals through advanced risk management psychology, providing structured learning pathways that accommodate investors at all experience levels. The new AI modules specifically address algorithmic trading strategies, automated market analysis, and the integration of machine learning tools with traditional technical analysis methods.

"Technology is not replacing human judgment in trading—it's enhancing our decision-making capabilities," explained a senior curriculum developer. "Students learn to leverage AI tools while understanding their limitations and maintaining proper risk controls."

Recent market volatility of 15% over six months demonstrates the importance of systematic trading approaches, a core focus of Alonaw's educational methodology. The school's emphasis on disciplined strategies has proven particularly valuable during periods of heightened market uncertainty, when emotional decision-making often leads to significant losses.

The program addresses specific challenges facing Asian retail investors, including currency volatility, regulatory changes, and the integration of global market trends with local investment opportunities. Students develop skills in portfolio diversification, market timing, and the psychological aspects of trading that often determine long-term success.

Advanced modules cover risk assessment frameworks, position sizing strategies, and the development of personalized trading systems tailored to individual risk tolerance and investment objectives. The curriculum also emphasizes the importance of continuous learning and adaptation as market conditions evolve.

Course registration opens in September 2025 with fully online delivery to accommodate participants nationwide

and internationally. The digital format enables real-time market analysis during live trading sessions, providing practical experience alongside theoretical knowledge.

The school's track record includes graduates who have successfully transitioned from novice investors to sophisticated market participants. Many alumni have launched their own investment advisory services or joined institutional trading firms across the region.

"Our goal extends beyond teaching trading techniques," noted the academic director. "We're building a community of informed investors who understand both opportunities and risks in modern financial markets."

The fifth-year program represents the institution's commitment to educational excellence and technological innovation in financial education. Previous course iterations have consistently received positive feedback from students and industry professionals, establishing Alonaw as a recognized leader in retail investor education across multiple jurisdictions.

International students particularly value the program's comprehensive focus on Asian markets while incorporating proven global investment principles and strategies. The curriculum's highly practical approach ensures graduates can immediately apply learned concepts and techniques in real trading environments, maximizing their educational investment and career development potential.



Nutrition Hub Highlights Popular Herbalife Wellness Products Now Available Online

Nutrition Hub, a trusted independent Herbalife distributor, is spotlighting five high-demand Herbalife wellness products now available online. Designed to support everything from energy and hydration to skincare and protein intake, these products represent the growing interest in balanced living through high-quality wellness supplements.

Each item selected for the feature lineup has been curated to meet the evolving needs of today's wellness-conscious individuals, whether they're navigating busy schedules, maintaining fitness goals, or simply aiming for better daily nourishment.

1. Formula 1 Healthy Meal Nutritional Shake Mix

A cornerstone of Herbalife's product lineup, Formula 1 is a nutritionally balanced shake mix that combines high-quality protein, essential vitamins, and dietary fiber. Available in a variety of flavors, it's used by individuals for a convenient and wholesome meal replacement option.

From breakfast to post-workout, this shake helps support metabolism, muscle maintenance, and satiety, making it ideal for both weight management and active lifestyles.

2. Liftoff® – Energy Support Supplement

Liftoff is a lightly carbonated energy booster featuring caffeine, B vitamins, and antioxidants. It's ideal for moments when a quick pick-me-up is needed, whether during long work hours or intense focus sessions.

Unlike many energy products on the market, Liftoff offers a sugar-free formula and a refreshing flavor experience, supporting both mental alertness and vitality throughout

the day.

3. Herbalife SKIN® Collagen Beauty Booster

Collagen Beauty Booster is a popular product for individuals focusing on skin health from within. It contains Verisol® hydrolyzed collagen, along with Biotin and Vitamin C — all of which contribute to collagen production, elasticity, and skin hydration.

With a mild taste and easy mixability, this product has gained attention as a daily skincare companion that works from the inside out.

4. Herbalife24® CR7 Drive

Developed in collaboration with global sports icon Cristiano Ronaldo, CR7 Drive is a carbohydrate-electrolyte beverage tailored for sports performance. It helps replenish fluids, support energy levels, and maintain endurance during physical exertion.

Ideal for athletes, runners, and regular gym-goers, it provides hydration support without artificial flavors or sweeteners — making it a clean choice for performance-focused individuals.

5. Protein Drink Mix

Protein Drink Mix is designed to increase daily protein intake quickly and enjoyably. It can be used on its own or mixed with the Formula 1 shake for enhanced nutrition. With a creamy texture and a blend of vitamins and minerals, it supports lean muscle development and sustained energy.

For individuals looking to balance protein with calorie control, this mix serves as a versatile addition to any wellness routine.

A Step Toward Wellness Made Simple

Nutrition Hub continues to support its community by streamlining the way Herbalife products are accessed and understood. With clear product information, guidance, and secure ordering via the official Herbalife system, the distributor ensures authenticity and transparency for each purchase.

These featured Herbalife products align with Nutrition Hub's vision of encouraging a proactive approach to health — one that's rooted in simplicity, consistency, and trusted formulations. For full product descriptions and to explore the entire Herbalife lineup, visit the official product portal:

<https://asla.herbalife.com/en-us/u/category/all-products>

Disclaimer:

Nutrition Hub is an independent Herbalife distributor. These products are not intended to diagnose, treat, cure, or prevent any disease. Individual results may vary. Always consult a healthcare professional before starting any new supplement.

From Shadows to Spotlight: Rod McFain Revives a Forgotten Star in Unflinching Historical Novel

She's Got It

Author Rod McFain brings to life one of Hollywood's most tragic and electrifying figures in his latest release, *She's Got It*. With his hallmark blend of emotional grit and cinematic storytelling, McFain plunges readers into the raw, harrowing world of Clara Bow—the original “It Girl”—in a novel that's both a searing portrait of early stardom and a stirring tribute to survival against all odds.

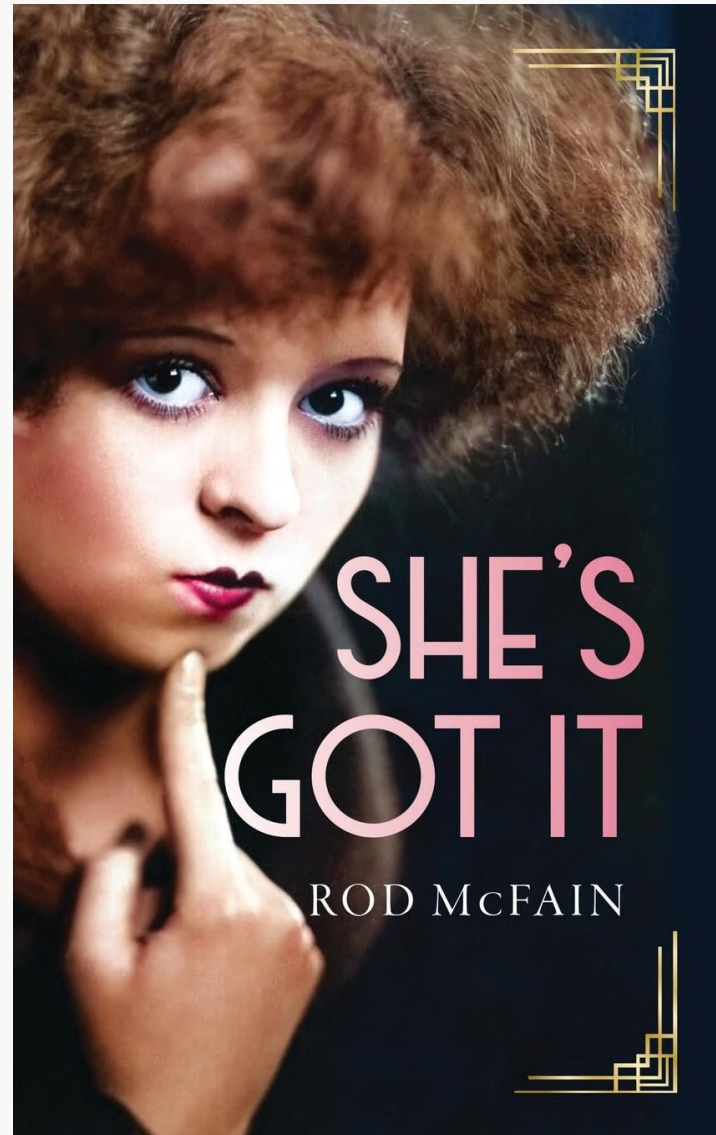
A Forgotten Icon, A Novel That Won't Let Her Be Overlooked

She's Got It opens in the blistering summer of 1905, New York, where Clara Bow is born into chaos: a family fractured by mental illness, addiction, and violence. Through prose as unflinching as it is lyrical, McFain traces Clara's rise from a Brooklyn tenement to the silver screens of Hollywood, refusing to flinch from the brutal truths behind the glamour.

McFain's Clara is no myth—she's flesh, fury, fire. The novel captures every jagged edge of her childhood abuse, her brushes with madness and death, and her defiant drive to be seen, not just as a face on a movie poster, but as a person who mattered. From her harsh beginnings to the frenzy of fanfare that would both crown and consume her, McFain builds Clara's world brick by aching brick.

For the Dreamers, the Damaged, and the Determined

While *She's Got It* chronicles the early days of cinema, it pulses with urgency and modern relevance. McFain writes with a compassion that refuses pity and a toughness that refuses nostalgia. Clara's voice—plucky, bruised, undefeated—echoes off every page. Whether she's scrapping on a Brooklyn street corner or standing under the studio lights in borrowed chiffon, Clara



represents every young woman told to sit down, quiet down, and be grateful for crumbs.

“She wasn’t born for Hollywood,” McFain says. “Hollywood was born for her—and then it tried to eat her alive.”

*In *She's Got It*, readers find more than historical fiction. They find a firebrand heroine, a century-old reckoning with trauma, and a love letter to every underdog who ever dared to want more.*

About the Author

Rod McFain was born in southern Illinois and raised in the St. Louis area. After graduating from Southern Illinois University, Edwardsville, he worked in broadcast journalism before co-founding a behavioral research firm

with his wife, Linda. His rich career journey later led them to run a guest ranch in Allenspark, Colorado.

Now living in the mountains of Garden Valley, Idaho, McFain has authored five novels—*Hard Goodbyes*, *Crossing the Crazy Woman*, *Pursuit*, *The Magnificent Maggie*, and *She's Got It*. Known for deeply researched historical fiction and characters who leap off the page, Rod writes from a place of empathy, curiosity, and storytelling precision. He lives with Linda, three horses, a lively Jack Russell terrier, and often a few wandering elk.

Availability & Contact: *She's Got It* is now available in paperback and digital editions through major online retailers. For readers drawn to fierce women, forgotten legends, and the kind of fiction that pulls no punches, this novel is a revelation.

Earthdance Announces New 2025 Location in Uvita de Osa, Costa Rica



Earthdance, the world's largest synchronized music and peace event, is excited to announce the addition of a new location for its **28th anniversary** celebrations on the weekend of **September 20, 2025**. This year, Earthdance will return to **Uvita de Osa, Costa Rica**, expanding its global reach to 13 locations worldwide, all united in simultaneous celebration and synchronized by the collective **Prayer for Peace**.

Hosted at Beehive, Earthdance Costa Rica will join the international movement with an annual Peace Party, bringing together community, music, and intention, held in harmony with the **United Nations International Day of Peace**. Beehive is a thriving community hub known for its loyal patrons and vibrant social gatherings, including summer pool parties, weekly live music, and charitable events.

Earthdance Costa Rica's Event
Page: <https://www.facebook.com/events/1767356290634782/>

Earthdance Costa Rica has a meaningful history in the region, having hosted events in **2013, 2014, 2019, 2020, and now in 2025**. Each gathering carries the global Earthdance tradition of combining music, dance, and culture with social impact through charitable giving.

This year's Costa Rica event will benefit the Costa Bellena Lifeguards, supporting their vital work in keeping local beaches and communities safe. The admission fee will be 20 US dollars or 10,000 colones for non-citizens and half of that for local citizens. The entire admission fee will go towards the charity.

Lineup Highlights

On the smaller stage in the covered dining area:

Greg Rewis – 11:00 AM
The Markley's – 12:00 PM
Out of the Blue – 2:00 PM
Los Coyote – 4:00 PM

On the large pool stage, DJ Heartclick will keep the energy flowing all day, performing between each live set.

A Moment of Unified Intention

Earthdance's tradition, the **synchronized Prayer for Peace**, will unite all locations in real time, including Uvita de Osa, in a collective moment of intention for global peace and healing.

Audiences worldwide are invited to tune in to the Prayer for Peace. You can watch the livestream of the prayer on **September 20 at 4pm PST** on RadioCave's YouTube channel, with all proceeds benefiting OtterSpace Wildlife.

Earthdance Marketplace:

This year also brings fresh energy to the **Earthdance Marketplace**, where new drops will feature collaborations with conscious brands and artisans from around the world– a place to find one-of-a-kind items that carry the same spirit of creativity and connection as the festival itself.

www.earthdancemarket.com/
Use Code: **FESTISZN** for 20% OFF your first purchase!

We'd love to connect with conscious creators! If you or someone you know designs unique, eco-friendly clothing or jewelry that would be a great fit for our marketplace, reach out to us at info@earthdance.org.

For more information, visit www.earthdance.org/
Contact us at info@earthdance.org
Costa Rica's event contact: manager@liquid-blue.com

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ETHIOPIA'S BEST GREEN LEGACY LED BY GASHAW A.TAHIR

GreenLand Development Foundation (GDF) and Ethiopia's Green Legacy Initiative: Partners in a Green Sustainable Future

The GreenLand Development Foundation (GDF), founded by Ethiopian-American environmental pioneer Gashaw “Million Tree Man” Tahir, has announced new initiatives that align with and strengthen Ethiopia's Green Legacy Initiative — one of the world's most ambitious reforestation programs.

Launched in 2019 by Prime Minister Abiy Ahmed, the Green Legacy Initiative has planted over 32 billion trees in just four years, with a goal of 50 billion by 2030. On July 31, 2025, Ethiopia made global headlines by planting 700 million trees in a single day, mobilizing more than 14 million citizens to combat climate change, restore ecosystems, and secure food and water for future generations.

GDF's legacy of environmental restoration began in 2006, when Gashaw A. Tahir self-funded the planting of over one million trees near the source of the Nile River, uniting youth from diverse backgrounds for peace and ecological renewal. Mr. Tahir was honored as a National Green Hero by the President of Ethiopia in 2009.

For nearly two decades, Greenland Development Foundation (GDF) has championed landmark reforestation, sustainable farming, and community empowerment projects recognized by the Ethiopian government, the United Nations, and the White House.

On September 30, 2017, GDF partnered with the United Nations Association (UNA) in Sacramento, CA, USA. GDF carried out a tree-planting at Addis Ababa Bole International Airport on September 9, 2021.

Looking ahead, GDF plans to expand the “We Plant Trees for Peace” (#WePlantPeace) movement and employ thousands in environmental restoration work as well as establish an eco-friendly bio-village in Ethiopia. These efforts integrate climate-smart agriculture, youth empowerment, and international educational partnerships, including with New Day Academy Schools of Technology, Environment, and

Peace planned for Gambella, Ethiopia, in 2026 and Los Angeles, CA, in 2027.

“By working together, we will not only feed, but also educate our people,” said Gashaw Tahir. “Ethiopia's Green Legacy Initiative and the historic work of GDF prove that grassroots action, governmental leadership, and global partnership can cause environmental restoration, economic prosperity, and lasting peace. We can and will heal our land, our humanity, and our planet!”

Ethiopia will host the Second Africa Climate Summit (ACS2) in Addis Ababa on September 8–10, 2025, with a theme of “Accelerating Global Climate Solutions: Financing for Africa's Resilient and Green Development,” uniting leaders to showcase innovation and drive climate action.

About GreenLand Development Foundation (GDF):

GreenLand Development Foundation (GDF) is a non-profit, non-governmental organization that has been at the forefront of climate action for nearly 20 years. Committed to combating climate change, reversing deforestation, and ending food insecurity, GDF works to inspire and unite people across religious, ethnic, and national lines. Our mission is to build trust, work together, and mobilize communities to restore natural environments while advancing food and water security for all.

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GDF Instagram:
<https://instagram.com/greenlandfoundation>

GDF X / Twitter:

https://twitter.com/Greenland_GDF

One Million Trees for Ethiopia:

<https://youtu.be/qa69MvyGNkA>

One Million Trees for Peace:

<https://vimeo.com/147238666>

#GreenLegacy #WePlantPeace #GDF
 #NewDaySchools #DrKingTeaches

As home comfort becomes ever more critical in coastal Orange County's unique climate, **Brightwater Heating & Air** featured on OC Home Transformation for trusted HVAC excellence

underscores a growing demand for honest, expert service rooted in the local community. On August 21, 2025, OC Home Transformation spotlights **Brightwater Heating & Air** for setting a gold standard in integrity, technical expertise, and customer-first solutions tailored to the needs of Huntington Beach and its neighboring communities.

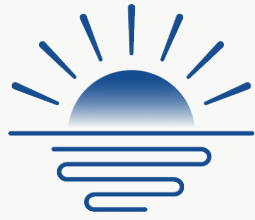
Local Impact: Building Trust, One Home at a Time

Brightwater Heating & Air's profile arrives at a time when Orange County homeowners are increasingly seeking contractors they can trust with comfort, budgets, and safety. Unlike broader national HVAC chains, Brightwater's team brings hands-on, owner-led service and regional know-how to every project. Local property managers and residents alike recount stories of saving thousands thanks to Brightwater's honest diagnostics, often recommending only essential repairs instead of costly replacements.

Mission in Action: Integrity, Expertise, and True Community Focus

From its inception, Brightwater Heating & Air has been guided by a simple philosophy: prioritize integrity and transparency in every interaction, while delivering technical excellence shaped by deep

Brightwater Heating & Air Is The Trusted HVAC Expert In Huntington Beach



**BRIGHTWATER
HEATING & AIR**
HVAC SERVICE & CUSTOM INSTALLATION

local roots. Every client receives education about their system and honest recommendations—values that have made Brightwater the go-to HVAC partner for coastal Orange County. Owner Sean's hands-on involvement ensures each installation, repair, or upgrade is supervised by someone personally invested in the client's comfort and satisfaction.

Complete HVAC Care: Services Designed for Coastal Living

- **Custom HVAC Installation:** Precision design for each home, including central air, furnaces, heat pumps, and mini-split systems
- **Routine Maintenance:** Annual and seasonal tune-ups to maximize energy efficiency and extend system life
- **24/7 Emergency Repairs:** Rapid-response service—day or night—when comfort or safety is at stake
- **System Upgrades:** Data-driven upgrades that lower energy bills and improve long-term comfort
- **Educational Consultations:** Clear explanations and honest advice, empowering homeowners to make informed decisions

Brightwater's approach addresses coastal factors like salt air and fluctuating humidity—delivering reliable performance and real savings to clients from Newport to Dana Point.

Setting Orange County's Benchmark for Trusted HVAC Excellence

The industry's one-size-fits-all approach often leaves coastal homeowners underserved and overcharged. By contrast, Brightwater Heating & Air featured on OC Home Transformation for trusted HVAC excellence is recognition of how local insight, owner-involved leadership, and long-term relationships can transform expectations—and results. As energy costs rise and homeowners demand transparency, Brightwater is proving that lasting comfort solutions require more than generic fixes; they demand honest partnership.

Voices from the Community

Customers repeatedly praise Brightwater's team for their

straightforward communication and reliability. One local property manager said, "After years of cycling through HVAC companies, we finally found a partner who treats our properties—and our budgets—with true care and honesty. Brightwater's team made thoughtful repairs when others recommended total replacements, saving us money and stress."

"We see ourselves as more than just technicians—we're neighbors, advisors, and long-term partners in home comfort. Every client deserves clear, honest guidance and work that stands the test of time in our unique coastal climate." - **Sean, Owner**

Experience the difference of true local expertise!

Contact Brightwater Heating & Air today for a free, no-obligation HVAC system assessment and receive a special discount on your first service as a new customer. Breathe easier, save on energy bills, and gain peace of mind—call 714-316-3755 or visit www.brightwaterhvac.com/ now to schedule.

About Brightwater Heating & Air

Brightwater Heating & Air is a Huntington Beach-based HVAC specialist offering expert heating, ventilation, and air conditioning solutions refined for the unique needs of coastal Orange County. Guided by integrity, skill, and unwavering community commitment, Brightwater delivers transparent service, honest recommendations, and unmatched quality to homeowners and property managers across the region.



From Personal Crisis to Wellness Mission: Texas-based wellness company is redefining what it means to build a business

mywellness.health is a Texas-based wellness company.

A new Texas-based wellness company is redefining what it means to build a business from authentic experience. **mywellness.health**, launching today, represents a unique approach to entrepreneurship where personal transformation drives business innovation rather than market opportunity alone.

The company's founding story centers on resilience and renewal. After experiencing the profound loss of a spouse of over 33 years, the founder discovered how caregivers often sacrifice their own well-being while caring for loved ones. This life-changing experience sparked a complete lifestyle transformation that ultimately inspired a new business venture focused on holistic wellness solutions.

"mywellness.health wasn't born from a business plan – it emerged from a real journey of rebuilding," explains the founder. "Every decision we make, every partnership we form, comes from understanding what people truly need during their most challenging

and transformative moments."

Business Model Innovation: The company operates on a curator-and-community model, focusing on:

- **Carefully vetted wellness product partnerships**
- **Educational content based on real-world experience**
- **Community building for adults prioritizing health transformation**
- **Premium lifestyle and fitness solutions**

The business specifically serves adults seeking authentic wellness guidance, with a primary focus on women who represent 70% of the target demographic – a group often underserved in the wellness industry.

What distinguishes mywellness.health in the competitive wellness market is its foundation in lived experience rather than theoretical wellness concepts.

The company's approach combines personal transformation insights with curated product offerings and educational content, creating a holistic platform for health-focused individuals.

The founder's complete transformation journey is documented through a series of

blog posts available on the company website at <https://www.mywellness.health>, offering transparency rarely seen in the wellness industry.

For more information about this emerging Texas wellness company, visit <https://www.mywellness.health> or follow @mwhealth27 on Instagram.

About mywellness.health

mywellness.health is a Texas-based wellness company founded on the principle that authentic transformation creates the most powerful business foundation. Born from personal experience with loss and renewal, the company curates wellness solutions and creates educational content designed to support complete lifestyle transformation.

With a mission grounded in real-world experience, mywellness.health serves as both a business and a community for individuals committed to reclaiming their health and purpose through evidence-based, holistic approaches.

Skylord Travel Launches Tech-Powered Cruise & Holiday Brand



With cutting-edge tech, premium airline partnerships, and bold expansion plans, Skylord Cruise and Holidays aims to reshape how travel is packaged and sold.

Skylord Travel PLC, a trusted aviation brand for over 42 years, is making waves in the cruise and holiday sector with the launch of Skylord Cruise and Holidays. The new division will be led by Andrew Todd an experienced travel industry leader, alongside industry veteran Manish Suchde, and cruise veteran Martin Tanner, marking a bold expansion into bespoke, tech-powered travel experiences.

“Cruise and holidays deserve their own spotlight,” says Skylord’s leadership. “By launching Skylord Cruise and Holidays alongside Skylord Travel, we can market more precisely, create sharper customer journeys, and give each audience the clarity they need.”

Tech at the Core

Skylord’s proprietary technology dynamically builds and prices complex

cruise and holiday packages in real time, enabling scalable, accurate, and customer-centric offerings across both B2C and B2B channels.

“AI is at the heart of what we’re building,” the team explains. “From automatically creating and pricing packages to optimising digital marketing, it allows us to scale faster, stay price-accurate, and deliver products that agents and customers really want.”

Leadership with Vision

Andrew Todd brings nearly two decades of cruise industry experience to Skylord, having worked closely with Tanner for 17 years. His appointment signals a strategic shift toward cruise-first growth.

“In Skylord, I saw an exciting opportunity to bring a much-loved, trusted brand into the cruise market,” Todd says. “Skylord is perfectly positioned to offer cruise

and holiday products that are not only unique, but also highly profitable for our partners to sell and promote nationwide.”

Skylord’s direct airline relationships allow it to seamlessly package premium flights with cruises, a capability few competitors can match.

“Our direct airline connections are a real differentiator,” Skylord notes. “We can package premium flights with cruises seamlessly, creating value-rich products that others, simply can’t match.”

B2C & B2B Strategy

On the consumer side, Skylord is investing in owned channels, SEO, PPC, social, email, local shops, events, and even its own Skylord Cruises magazine, to build long-term brand equity.

“We’re building our brand for the long term with owned channels,” says Skylord. “It’s about control, not dependency on third parties.”

For trade partners, Skylord is activating its existing network of 500+ agents with cruise product delivered via tech feeds, white-label websites, extensive offline support, and detailed training. Skylord Cruise and Holidays has also recently become a contracted supplier for Protected Trust Services (PTS), with ongoing conversations happening with other travel consortia brands too.

“We’re giving agents cruise product they can sell instantly,” the team explains. “It’s about making agents into cruise sellers overnight.”

Global Expansion

Skylord’s international roadmap begins with Ireland, combining B2C and B2B strategies, with the USA, the world’s largest cruise market, firmly in its sights.

Couple Travels the World Photographing Dogs to Build a Sanctuary in Peru

From London and Paris to Vienna and Barcelona, Michel and Dillon’s Paws Around the World project uses free, street-side pet portraits to power a rescue mission in Cusco.

Pet photographer Michel Rohner and his husband, Dillon Beckmann, co-founders of [Arf & Wag](#), have announced the official launch of [Paws Around the World](#)—a global photography project with a heartfelt mission: to build a permanent canine sanctuary in Cusco, Peru.

Swiss-Peruvian photographer Michel and American creative partner Dillon first established Arf & Wag Studio in Des Moines, Iowa, before relocating to Valencia, Spain, in 2024.

While Michel captures the portraits, Dillon plays a critical role behind the scenes—assisting on shoots, managing logistics, and ensuring every project runs seamlessly.

These photo sessions are entirely spontaneous and free, often the result of Michel and Dillon approaching pet owners they encounter on the streets. *Instead of charging for the portraits, the pair relies on the power of digital storytelling—funding the project through social media monetization and community support.*

From the streets of London and Paris to the colorful neighborhoods of Barcelona and Vienna, each photograph celebrates the universal bond between people and their pets.

All proceeds from merchandise sales, donations, and platform earnings are dedicated entirely to funding the sanctuary.

The idea was born from the couple’s work with Cusco Canine Rescue, a nonprofit they founded to help street dogs in Peru. After witnessing the overwhelming need for safe, permanent housing for abandoned animals, Michel and Dillon committed to creating a sanctuary that will offer



shelter, veterinary care, and adoption opportunities—all sustained through ongoing creative projects like Paws Around the World.

“Every dog has a story worth telling,” says Michel. “By sharing these moments, we’re preserving memories for their owners and building a sanctuary that will help save countless lives.”

Over the coming months, Paws Around the World will visit cities across Europe, including London, Paris, Geneva, Vienna, and Barcelona, with more destinations to follow.

Michel and Dillon encourage anyone who believes in their mission to follow their journey online—every click, view, and share helps bring us closer to opening the Cusco Canine Rescue sanctuary.

The sanctuary in Cusco is envisioned as a safe haven for dogs of all sizes, with ample space to run,

dedicated medical facilities, and areas for training and socialization. By blending their passion for creativity with their commitment to animal welfare, Michel and Dillon aim to prove that storytelling can be a force for lasting change.

ABOUT ARF & WAG STUDIO

Arf & Wag Studio is a pet photography brand founded by Swiss-Peruvian photographer Michel Rohner and American creative partner Dillon Beckmann in Des Moines, Iowa. Now based in Valencia, Spain, the studio specializes in personality-packed portraits that capture the unique bond between pets and their people. It is also home to *Paws Around the World*—a charitable initiative dedicated to funding the creation of a canine sanctuary in Cusco, Peru.

Media Contact

Arf & Wag
hello@arfwag.com
<http://www.arfwag.com>

Ottawa's Largest Halloween Social Mixer Promises One Night of Costumes, Cocktails, and Endless New Friends

From guided icebreakers to open mingling, Ottawa's biggest Halloween social is more than just a night out.

This Halloween, Ottawa's nightlife is getting a major upgrade. On Friday, October 31, 2025, the National Social Networking Group is hosting one of the city's largest Halloween Social Mixers at The Office Resto Pub (202 Sparks St). From 8:00 PM to 10:30 PM, guests in their 20s and 30s will gather for an evening filled with costumes, cocktails, and meaningful connections.

Unlike traditional Halloween parties where people stick to their circles, this mixer is designed to bring strangers together.

Guests will be welcomed by friendly hosts, guided through lighthearted icebreakers, and introduced to 30+ locals in a relaxed, social setting.

Whether coming solo or with a friend, attendees can expect a night where meeting new people feels effortless.

Highlights of the Night:

- **Festive Atmosphere** – Dress up, sip cocktails, and enjoy the Halloween vibe
- **Interactive Icebreakers** – Fun games designed to spark real conversations.



- **Meet 30+ Fun Locals** – Build friendships and expand your circle in a safe, welcoming environment
- **Social Networking With a Twist** – Rated ★★★★★ 4.4/5 by over 1,000 past attendees.

“Meeting new people in Ottawa can be tough, especially beyond work and school. Our mixers change that by creating a space where connections happen naturally,” said Tom Mehra, Founder of the National Social Networking Group. “This Halloween, we’re bringing people together for more than just costumes—it’s about building community.”

 Tickets For Ottawa's Halloween Social are limited and selling fast. Once capacity is reached, registration will close automatically <https://tickets.nationalsocialnetworking.com/events/tommehra/1813378>

Event Details:

The Office Resto Pub, 202 Sparks St, Ottawa

Friday, October 31, 2025

 8:00 PM – 10:30 PM

About National Social Networking Group

The National Social Networking Group has hosted over 100+ social events across Canada, and the U.S. bringing together young professionals, newcomers, and locals through fun mixers, cultural nights, and themed socials. With an average rating of 4.4/5, the group is recognized as one of the top ways for people in their 20s and 30s to meet, mingle, and make lasting connections.

Press Contact:

Tom Mehra

Founder & Organizer – National Social Networking Group

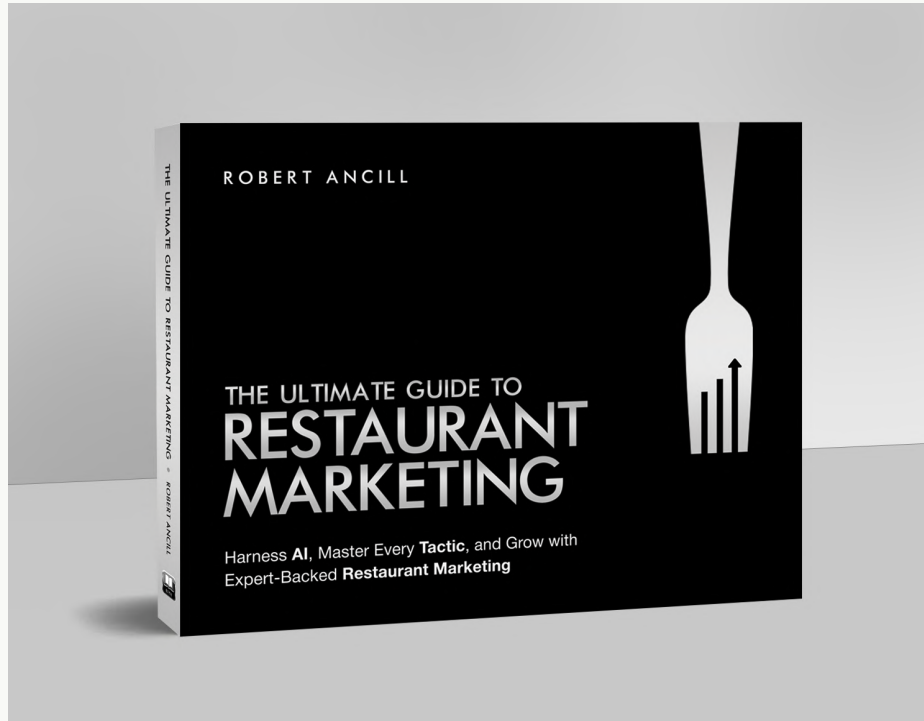
admin@nationalsocialnetworking.com

<https://nationalsocialnetworking.com/>

Global restaurant consultant and designer Robert Ancill is kicking off his bold new hospitality trilogy with **Restaurant Marketing: The Ultimate Guide to Modern Restaurant Marketing**; an in-depth 250+ page powerhouse playbook that blends cutting-edge brand strategy with the latest AI tools, data insights, and digital platforms. Designed to help restaurant operators market smarter, grow faster, and thrive in today's tech-driven world, the book launches the first in a three-part series on marketing, design, and consulting, set for release Fall/Winter 2025 in partnership with Ultimate Publishing House. (Robert Ancill)

Ancill speaks from the front lines, not the sidelines, having led over 800 restaurant openings or renovations in 24 countries and launched 89 brands. His new guide distills decades of global experience into practical, proven strategies restaurateurs can put into play immediately. **Restaurant Marketing: The Ultimate Guide** goes beyond theory, showing operators exactly how to create demand from the ground up, covering everything from interior flow and brand storytelling to SEO, social media, loyalty programs, and AI-driven personalization. "The restaurants winning in 2025 aren't just the noisiest—they're the ones who speak clearly to the right guest, at the right time, on the right channel," says Robert Ancill. "Great food is expected. This book shows you how to engineer desire, end-to-end." (Restaurant Marketing Book)

Restaurant Marketing, Rewritten: Robert Ancill's Restaurant Marketing, The Ultimate Guide to Modern Restaurant Marketing



What's Inside (and Why It Matters to Every Restaurant Operator)

From Dining Room to Digital Domination, Learn how your four walls can become a full-funnel sales engine, blending interior design psychology, dwell time, and local store marketing with cutting-edge SEO, social media, and review strategies that grow revenue month after month.

The Modern Restaurant Growth Stack, Field-tested playbooks for converting website traffic, building email/SMS lists that sell, architecting irresistible offers, launching loyalty programs that customers love, and running delivery without watering down your brand.

AI That Actually Works (Not Just Sounds Cool), Real-world case studies showing how to use AI for guest segmentation, predictive promotions, ad targeting, and automation that saves time and drives sales, no hype, just results.

The Consultant's Playbook – Over 250 pages of proven, revenue-generating ideas, vendor and SaaS directories, and tactical marketing moves gathered from 500+ openings across 24 countries. Written by Robert Ancill, one of the world's most experienced restaurant consultants, every method inside has been tested, refined, and delivered real results.

A launch that sets the table for more

Restaurant Marketing, The Ultimate Guide to Modern

Restaurant Marketing is the first course in Ancill's three-book menu, followed by volumes on **Restaurant Design** and **The Travelling Restaurant Consultant**, each engineered to be as actionable as a pre-shift checklist. Readers who bundle the series receive a **Restaurant Brand Audit Tool**, **priority access to a live Q&A masterclass**, and a **bonus chapter: "What Makes a Restaurant Iconic?"**

"This isn't a textbook; it's a toolkit," Ancill added. "If your team can run a service, they can run these plays."

Availability & early access

- **Book page & updates:** RestaurantMarketingBook.com (previews directory) (Restaurant Marketing Book)
- **Launch window:** beginning Summer–Fall 2025; early supporters were invited via Ancill's industry blog post announcing the new "marketing bible."

About Robert Ancill

Robert Ancill is a Los Angeles-based global consultant and CEO/Chairman across **The Next Idea Group** and **Heritage Restaurant Consultants**. He has advised openings and transformations across 24+ countries, leading brand creation, design, franchising, and growth strategy for hospitality groups worldwide. His work and commentary have appeared across industry media and podcasts. (TNI, Restaurant Marketing Book).

<https://www.robertancill.com>



Zaire Helmet Launches with Walkie-Talkie, Bluetooth Audio, Blindspot Alerts, and Ride Recording

Crystal Ice, a consumer tech company based near Boston, MA, is launching the Zaire Helmet on August 8, 2025. This smart helmet combines safety and connectivity with built-in walkie-talkie, Bluetooth audio, blindspot monitoring, and more.

Crystal Ice is officially launching the **Zaire Helmet**, a groundbreaking smart helmet designed for cyclists who value safety, communication, and convenience. The launch is now live on both crowdfunding platforms: Kickstarter and Indiegogo.

Developed to function as a **smart co-pilot on every trail**, the Zaire Helmet integrates advanced safety technology and modern communication features in a sleek, lightweight design. Ideal for urban commuters, trail riders, and touring cyclists, the helmet addresses common riding challenges from awareness and connectivity to hands-free operation and incident recording.

Engineered for both urban commuters and adventure cyclists, the Zaire Helmet integrates:

- **Walkie-talkie communication** for real-time group coordination

- **Bluetooth audio** with bone conduction speakers for music and calls
- **Blindspot monitoring** using ultrasonic sensors
- **Integrated HD video recording** for ride documentation
- **GPS ride logging** for route tracking and analytics
- **Handlebar-mounted remote** for hands-free control

Built to meet U.S. CPSC and EU EN1078 safety standards, the Zaire Helmet pairs durability with intelligence.

A custom 64GB internal storage system eliminates the need for SD cards, while a browser-based interface allows access to videos and ride data without downloading a dedicated app, saving your phone storage. The helmet's onboard system includes a USB-C port for direct file transfer, as well as a built-in Wi-Fi access point for real-time settings and previews.

As part of Crystal Ice's mission to redefine smart riding gear, the Zaire Helmet has been developed with cyclist feedback and tech-forward design principles. From blindspot alerts to group voice chat, every detail has been crafted to enhance safety, convenience, and performance on the road.

The campaign is currently accepting backers on Kickstarter and IndieGogo with limited early bird pricing. Early supporters are encouraged to back the campaign now to access exclusive launch pricing and limited-edition models. With production ready to begin, the Zaire Helmet marks the next chapter in connected cycling gear.

More details, campaign updates, and pre-order information are available: Kickstarter Campaign – Zaire Helmet: <https://www.kickstarter.com/projects/1619635126/zaire-helmets-a-smart-co-pilot-on-every-trail>

Indiegogo Preview – Zaire Helmet: <https://www.indiegogo.com/projects/zaire-helmets-a-smart-co-pilot-on-every-trail>

Stay connected, ride smarter.

About Crystal Ice:

Crystal Ice is a U.S.-based technology company focused on developing innovative consumer electronics and wearable tech for everyday use. The company's first product line, Zaire, aims to bring smart functionality to helmets and goggles used in cycling, skiing, and other outdoor activities.

A New Era of Luxury Beauty: KOA Luxury Cosmetics Launches in India

Top-Grade Ingredients. Pure Luxury. Real Results.

The luxury beauty segment in India has a bold new arrival. KOA Luxury Cosmetics has officially launched, bringing its D2C collection of high-performance skincare and haircare designed for those who demand indulgence and proven results in equal measure.

About KOA: Founded by passionate connoisseurs of rare botanicals and potent actives, KOA draws its name from the Hawaiian word “KOA,” symbolising strength and exotic beauty. The brand was born from a singular belief: the finest ingredients from around the world deserve a place in everyday beauty rituals and deliver exceptional scientifically proven results for consumers.

The Launch Collection

KOA's debut range introduces three signature skincare essentials—Morning Brilliance Day Cream, Night Restore Night Cream, and Sunsmart Tinted Moisturizer—and one Hair care product, Hair Elixir. Each product is crafted diligently to address the consumer concerns by blending sensorial indulgence with performance, turning daily application into a moment of luxury.

Top-Grade Ingredients, Globally Sourced

Each KOA formula is powered by top-grade botanicals and potent actives handpicked from across the globe. From hydrating Hyaluronic acid to nourishing ingredients like Gotu Kola, Ginseng, Licorice root, Saffron extract, Bearberry, Witch hazel, Chamomile flower and many others, they are chosen for their purity, potency, and proven efficacy, not for passing trends. KOA combines nature's most powerful naturals like Root Biotin, Plant Keratin, Avocado, Argan, Rosemary,



Batana, Black Seed oil and many others, with cutting-edge scientific formulation to deliver visible transformations.

Proven Through Consumer Trials

In a category often dominated by lofty promises, KOA backs its claims with proof. Every product has been In-Vitro tested and has undergone extensive Consumer Acceptance tests to validate its performance across various skin and hair concerns, confirming KOA's position as a results-driven luxury brand.

Luxury with Zero Nasties

KOA is committed to clean, conscious beauty. All formulations are free from toxins, parabens, sulfates, and synthetic fragrances and are 100% cruelty-free. This

“Zero Nasties” approach ensures that every drop is as safe as it is effective in our eco-friendly packaging, offering customers a guilt-free indulgence they can trust.

Looking Ahead

With its India debut, KOA aims to redefine the way luxury beauty is experienced—not as a privilege for a few, but as a performance-backed indulgence for everyone who values both elegance and efficacy.

KOA Luxury Cosmetics is now available online at www.koaluxury.com and on www.amazon.in, inviting beauty enthusiasts to discover Pure Luxury. Real Results.

Follow us on Instagram: @koa_luxury | Facebook: @koaluxuryfb | LinkedIn: @koa-luxury



DALLAS TOW & GO LAUNCHES 24/7 ELECTRIC VEHICLE TOWING SERVICE ACROSS DALLAS METROPLEX

As electric vehicles become increasingly common, Dallas Tow & Go expands its certified towing services to include flatbed and no-contact EV transport throughout the Dallas-Fort Worth area.

Dallas Tow & Go, a trusted name in local towing and roadside assistance, has officially launched its enhanced **Electric Vehicle Towing Service** to meet the growing demand for EV roadside care. With certified training, advanced flatbed tow trucks, and expertise in modern vehicle systems, Dallas Tow & Go strengthens its reputation as a trusted name in **Dallas towing**, offering expert handling for EVs of all makes and models. Ensures that EV drivers have safe, fast, and damage-free assistance available 24 hours a day.

As EV ownership continues to rise across North Texas, traditional towing methods fall short. Most electric vehicles require flatbed or dolly towing to prevent damage to sensitive electric drive components. Chain-and-hook methods are not only outdated—they can be hazardous for EVs.

“Unlike combustion vehicles, electric vehicles need special handling,” said a Dallas Tow & Go spokesperson. “We’ve invested in proper tools and training to make sure every EV is towed safely and professionally.”

No-Entry, No-Contact Towing for EV Software Failures

In cases where a car’s systems are unresponsive or locked due to software issues, Dallas Tow & Go provides no-entry towing solutions using wheel lift tow trucks and dollies. This service is particularly useful for remote handovers or vehicles that cannot be placed in neutral.

The company’s electric vehicle towing services are designed to protect

both the vehicle and driver, offering a convenient, stress-free alternative when traditional roadside fixes aren’t an option.

Comprehensive Service Area

Dallas Tow & Go serves drivers across the entire DFW metroplex, including

- Dallas, Plano, Garland, Murphy, Richardson
- Allen, Addison, Wylie, Carrollton, Farmers Branch
- Rowlett, Mesquite, University Park, Parker, Lucas, and more

With strategically located dispatch points and 24/7 availability, Dallas Tow & Go ensures quick arrival times and timely support no matter where the vehicle breaks down.

A Full Suite of Roadside Services

In addition to electric vehicle towing, the company continues to offer:

- Flatbed and long-distance towing
- Accident recovery
- Motorcycle and light-duty towing
- Jump starts
- Flat tire changes
- Lockout services
- Winching and fuel delivery

Dallas Tow & Go’s commitment to fast, courteous, and transparent service has made it a top-rated company on Google, boasting over 450 five-star reviews.

What Customers Are Saying

“Dallas Tow & Go was amazing. They picked up my car during the Texas heat and delivered it without a single issue,” wrote one satisfied customer.

“They’re professional and know how to handle EVs. I didn’t even need to unlock my car—they used dollies and took care of everything,” shared another reviewer.

About Dallas Tow & Go

Dallas Tow & Go is a locally owned and operated towing company serving the greater Dallas-Fort Worth area. Known for its commitment to safety, innovation, and customer satisfaction, the company offers emergency roadside assistance, light-duty towing, and now, certified electric vehicle towing services. Available 24/7, Dallas Tow & Go continues to be the go-to towing partner for drivers across North Texas.

Built to Win Business Summit Coming to Killeen — Real-Time Strategy, Real Results

Hosted by Kredit Kleanse and Evolving Eve Media, the September 7th event promises tactical business execution in real time.

The upcoming Built to Win Business Summit, hosted by Kyra Dodd of Kredit Kleanse and Racquel Maye-David of Evolving Eve Media, is set to empower entrepreneurs with not just motivation, but also live strategy and real-time execution. The one-day event, held at the Killeen Civic & Conference Center, focuses on delivering tangible business growth solutions.

Unlike traditional conferences, Built to Win emphasizes implementation. Attendees will walk away having taken real steps in their business — including credit audits, funding strategies, and media visibility planning — during the event itself.

“We’re not just talking about mindset. We’re shifting it — and showing you how to fund it, build it, and amplify it,” said Racquel Maye-David, executive producer of Breaking Barriers and founder of Evolving Eve Media.

Highlights Include:

- Live funding strategy sessions
- Workshops on personal branding, mindset, and press visibility
- Speakers with proven success in business and media
- On-site execution zones for immediate action

“This event is about helping business



owners finally connect the dots between their ideas and their income,” said Kyra Dodd, founder of Kredit Kleanse. “We’re delivering the tools and guidance needed to move forward with confidence.”

Event Details:

- **Date:** Sunday, September 7, 2025
- **Location:** Killeen Civic & Conference Center
- **General Admission:** \$47
- **VIP Admission:** \$127 (includes private coaching & bonus resources)
- **Registration Link:** <https://bit.ly/BuiltToWinNow>

Who Should Attend:

- Entrepreneurs looking to scale
- Women in business who are ready to elevate visibility and funding

- Business owners who are tired of theory and seeking real-world results

About Built to Win

Built to Win is a business empowerment experience focused on real-world implementation. Designed to close the gap between inspiration and action, the summit brings together credit experts, media strategists, and entrepreneurs for a day of live execution, education, and elevation.

About the Hosts:

Kyra Dodd is the founder of Kredit Kleanse and a credit strategist who helps individuals and businesses leverage personal credit for long-term growth.

Racquel Maye-David is the founder of Evolving Eve Media and host of Breaking Barriers, a streaming TV show dedicated to helping business owners share their stories and expand their reach through press and media.



Podcast

The Media Futurists Podcast

New Media Film Festival

The Media Futurists Podcast Reimagines the Future of Storytelling and Tech

Los Angeles Producer Susan Johnston Curates Candid Conversations with Creators, Innovators, and Visionaries.

The Media Futurists Podcast, a podcast created by Los Angeles-based producer Susan Johnston, is making waves with its bold approach to exploring the future of entertainment, technology, and creative expression. With episodes that spotlight filmmakers, musicians, tech entrepreneurs, and digital storytellers, the show offers a front-row seat to the ideas and innovations reshaping media today.

“I wanted to create a space where people could hear directly from the minds driving change,” says Johnston. “Not just polished soundbites, but real conversations about what’s working, what’s evolving, and what’s still unknown.”

Each episode of The Media Futurists Podcast is designed to be concise—typically under 30 minutes—making it ideal for busy professionals and curious creatives. The interviews are intimate, unscripted, and often surprising, with guests sharing personal insights, creative breakthroughs, and lessons learned from navigating a rapidly shifting media landscape.

Featured Series and Guests

The podcast is organized into themed series that reflect the diversity of

voices in media:

- **Writers Series**— Featuring screenwriters and authors like Judah Ray, Heather Hale, and Lele Park, who discuss storytelling in the age of streaming and AI.
- **Musicians Series**— Artists like Samarah Conley and Giorgio Ranciaro explore music production, digital platforms, and creative resilience.
- **Creators Series**— Visionaries such as Mikkel Keldorf, Brit Phelan, and Pennan Brae share how they’re blending art, tech, and entrepreneurship.
- **Tech & Innovation**— Guests like Kyle Schember (NFT Talk), Eric Hanson (VR), and Stan Adard (Breathing Through) dive into emerging technologies and their impact on media.
- **Special Features**— Episodes like Surviving 9:11, Strawberry Milk, and Where Hope Lives offer deeply personal stories that reflect the human side of innovation.

“The goal isn’t just to predict the future—it’s to understand how people are actively building it,” Johnston explains. “These interviews are about process, purpose, and the power of creative thinking.”

About The Media Futurists Podcast

The Media Futurists Podcast is a podcast for those who want to understand where media is headed—and how to stay ahead of

the curve. Topics include virtual production, AI in storytelling, decentralized content platforms, and the ethics of emerging tech. The show is available on iheart, Spotify, Apple Podcasts, and all major streaming platforms.

About Susan Johnston

Veteran media producer and creative visionary Susan Johnston has officially launched The Media Futurists Podcast, a podcast that dives deep into the evolving intersection of entertainment, technology, and storytelling.

“I’ve always believed that the future of media isn’t something we wait for—it’s something we shape,” says Johnston. “That belief is what led me to create The Media Futurists Podcast.”

Drawing from her extensive industry experience, Johnston created the podcast to help creatives navigate seismic shifts in media—from streaming platforms and virtual production to AI-generated content and decentralized distribution.

“One of the biggest lessons I’ve learned is that consistency beats perfection,” Johnston explains. “The most impactful episodes have been the ones where I showed up authentically and let the conversation flow.”

New Release by Stephanie Palomarez Inspires Creativity and Confidence in Budding Artists

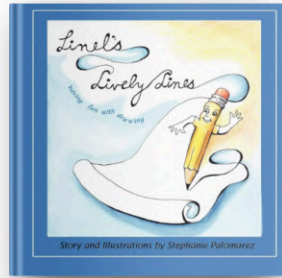
In a time when screens dominate attention and perfectionism often stifles creativity, author and illustrator **Stephanie Palomarez** releases a refreshing and imaginative new book, *Linel's Lively Lines: Having Fun with Drawing*—a joyful celebration of creativity, exploration, and the expressive power of simple lines.

More than just a how-to guide, this book introduces readers to **Linel**, a lively and lovable character who leaps off the page to encourage children to play with art, not pressure themselves with it. Through Linel's eyes—and energetic lines—Palomarez transforms every blank page into a playground of possibility.

From a literary standpoint, *Linel's Lively Lines* operates on multiple levels. On the surface, it's an accessible drawing book designed for children. But beneath the lighthearted tone lies a deeper message: **art is for everyone**. Palomarez's narrative voice is warm and inclusive, fostering a sense of agency in young artists. Rather than impose rigid instructions, the book offers open-ended prompts that encourage interpretation, personalization, and imagination.

The book's structure mimics the arc of creative discovery. Beginning with simple line exercises, it builds gradually toward more abstract and expressive creations. This

LINEL'S LIVELY LINES: A WHIMSICAL INVITATION TO DRAW, DREAM, AND DISCOVER



pedagogical scaffolding mirrors principles in child development and art education, reinforcing the book's value as both an artistic and educational resource.

Palomarez's illustrations are not merely decorative—they function as narrative cues that animate the process of learning. Whimsical and expressive, they model creativity without setting unrealistic standards. The recurring character of Linel becomes a literary device—a personification of inspiration itself—guiding children through a journey that is as much about emotional growth as it is about technique.

Palomarez brings her background in visual arts and education into sharp focus, seamlessly blending creative expression with early childhood development goals such as fine motor skill refinement, visual-spatial reasoning, and emotional confidence. The book is not about drawing “right”—it's about drawing freely.

It also doubles as a mindfulness tool, inviting young readers to slow down, observe, and engage with their inner world. In doing so, it aligns with contemporary educational movements that emphasize social-emotional learning and creative thinking as essential 21st-century skills.

Perhaps the most poignant achievement of *Linel's Lively Lines* is that it gently reminds adults of a forgotten truth: creativity is not a luxury—it's a birthright. The book becomes an intergenerational experience, encouraging parents, teachers, and caregivers to draw alongside their

children and reconnect with the joy of unstructured creativity.

Linel's Lively Lines: Having Fun with Drawing is now available in print and digital formats through major retailers including Amazon, Barnes & Noble, and independent bookstores nationwide.

Stephanie Palomarez is an educator, visual artist, and advocate for childhood creativity. Her work combines her passion for art with her commitment to empowering young minds. *Linel's Lively Lines* is her debut children's art book, inspired by years of teaching and drawing with children around the world.

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www.equinoxlitsolutions.com

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https://www.amazon.com/Linel-s-Lively-Lines-having-drawing/dp/1456885979/ref=sr_1_1?crid=21LGUKQWJG55I&dib=eyJ2IjojMSJ9.z1q-JLY3Vi8Suw4GFSmx1A.m-QNAb-uBDzKx5jJUCdNBPgzSTfcx1oW9OQFTKC3hdE&dib_tag=se&keywords=linel+s+lively+lines&qid=1751037662&sprefix=linel+s+lively+lin%2Caps%2C442&sr=8-1

Media Contact

The Literary Firm

<http://www.theliteraryfirm.com>

The modern digital era can be considered an age of rapid-fire information where a constant stream of content is seeking attention from the audience. However, exposure to a vast amount of data also creates a sense of overabundance and makes it overwhelming for the users. A convenient way to convey a brand message amidst digital noise would be Micro Content, a new form of content that can easily penetrate through the mass and resonate with them. With its huge impact in dynamic industries, micro-content is currently one of the most effective and trendy ways of branding that provides effective results.

Understanding Micro Content

In simple words, Micro Content is referred to as saying a lot through fewer and accurate words. It is mainly bite-sized content with small nuggets of information that can be easily fed to the online users without taking too much of their precious time. In today's world, micro content has taken various forms that include social media posts, tweets, memes, infographics, and many others. The trend that started from TikTok has now spread over Instagram reels, YouTube Shorts, Facebook stories, and many other social platforms with short-form video content, which is not longer than 1 minute.

What Psychology Works behind Micro Content's Effectiveness?

Psychology is a crucial part of marketing as it helps to find the trigger points that can influence the online users or the customers. It is vital to understand how it works based on psychological aspects in order to unlock its full potential.

- **Emotional Trigger** – The brief size of micro content does not hinder its ability to evoke emotions, and it effectively focuses on quick emotional responses without putting in much initial interaction. It helps to create a powerful connection with the users by spending a lot of time.
- **Cognitive Theory** – The cognitive theory is that human brains tend to save energy whenever they can, and reading long content can drain time and energy.

RISE Micro Content

A WAY TO MAKE THE



Micro Content:

BIGGEST IMPACT



Micro content is the best way to provide information in digestible portions for the brain, which is easy to read and remember.

- Fear of Missing Out (FOMO) – No one wants to miss out, and this fear can help to leverage urgency through content that drives more action. When there is a limited space and fewer words, it can engage users quickly with a sense of immediacy.

3 Factors Influencing the Global Market Size for Micro- Content

● Digital Content Creation

This is the broader category for micro content creation, which is expected to reach USD 69.80 billion by 2030 while showcasing a CAGR of 13.9% within five years from 2025 to 2030. Short-form videos are the most dominant format in this case.

● Micro-influencer Marketing

After a hefty success of influencer marketing, it is time for micro-influencers who are experiencing a rapid growth with micro content despite a lower follower count. The global market size for micro- influencers is projected to be a value of USD 105.11 billion by 2034, with a CAGR of 27.9% during the forecast period.

● Market for Micro-learning

Micro-learning can be considered a proper application of micro content, which is heavily used in multiple sectors of training and learning for education. The global market size for micro-learning is projected to be a value of USD 8.22 billion in 2032, along with a CAGR of 13.4% during the forecast. In today's digital landscape, micro content seems to be the only effective format of content that can engage online users effectively and can be utilized for marketing. So, if you are looking forward to making a macro impact, it is time for you to focus on micro-content!





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How Can You Become an Effective Business Leader?



Becoming a good business leader is a continuous journey. You can be an executive or an aspiring owner of a business; the thought of improving yourself to become an effective business leader should always be there. This is because the position automatically makes you a boss, but does not necessarily prove your abilities.

Influential leaders around the world share some common characteristics. So, let's move ahead and see what makes an effective business leader in today's world.

Proper Communication - Strong communication is what makes a successful leader. An influential leader must deliver messages clearly so others can understand. Great leaders also adjust their language to match their audience's knowledge. This helps the message land the right way. However, good communication is not just about talking or delivering the message; you also have to listen. This is how you build trust and make others more open to the message you are sharing.

Sharp Decision Making - It is a must-have trait for any successful leader. They face choices every day, and not all deserve the same amount of attention. So you need to know which decisions matter

most, as it helps manage time and energy. With practice, your confidence will grow. So, stick to a method that works for you, and you can make decisions with clarity and consistency, bringing out the best results.

Lead with Integrity - Trust is the foundation of any real leadership. When people believe you act with honesty and fairness, they are more likely to follow you. Great leaders stay true to their word and treat their teams with respect. Shady behavior leads only to doubt and distance, while integrity builds loyalty.

Perseverance - Challenges show up daily in business. Deals may fall apart or key team members may leave. Strong leaders keep going and look for solutions. Most problems have answers if you stay focused. A big part of staying steady is self-awareness. It sharpens decisions and helps you adjust when needed. It also helps build honest connections with everyone around you, both at work and at home. The real question is, how do we grow this skill and use it in all areas of life?

Here are five ways you can

increase self-awareness -

1. Start by noticing how you feel in the moment.
2. Try naming the emotions you experience.
3. Pay attention to shifts in your mood, like feeling upset or excited.
4. Ask yourself what caused the change.
5. Think about how your emotions influence your thoughts and actions. This kind of awareness can help you better understand and manage your reactions.

Importance of Feedback -

Reflecting on experiences and staying open to feedback are powerful ways to build self-awareness. Mistakes often offer valuable lessons. In business, this growth can be supported through leadership programs and executive coaching. Self-assessment and 360-degree feedback from peers, managers, and even clients or suppliers play a key role in shaping more self-aware and effective leaders.

- What we and others both know about us.
- What we know about ourselves that others do not.
- What we do not know about ourselves, others do not know either.
- What others know about us that we are not aware of.

Chasing Growth -

Influential leaders always aim higher, so they invest time in learning and reading about their field and leadership to stay sharp. They step outside their comfort zones to push their limits and grow. This constant effort shows others that settling is not an option. Their drive not only raises standards but also inspires those around them. Each effort builds you into someone others want to follow.



How Reviews Can Help to Shape a Business Effortlessly?

A massive change has taken place in every industry in the past few years. Suddenly, everything has shifted to online platforms. Right now, there isn't anything that you cannot find on online shopping sites. During this whole transition, every brand has faced various struggles. Now every brand has shifted online, which was a little difficult before. Even now, it can be said that brands are still learning to bloom more on online sites. When it comes to growing a business venture, there is nothing better than reviews. If you are an entrepreneur and selling products, then you will get to learn everyone's reaction only through the reviews. There are many ways in which you can get to know the true reviews of your customers and make a positive impact on your business. Here are a few effective ways you can use reviews to grow your venture -

1. Check Out Google Reviews:

Google is the largest search engine available right now. On this particular search engine, brand owners will get the chance to set up Google Reviews and attain more feedback from customers. If you are a brand owner, then you should definitely do that. If you create a portal of Google Reviews,

you will get to understand the reactions of the customers more easily. Right now, every customer also likes to share their experience after using a particular product. As a business owner, it can be a brilliant source of information for you. It can lead you to receive feedback that can help you make necessary changes in your company and achieve more growth.

2. Dropship Platforms:

When you are willing to get an honest review of your company and service, then you can try to take the help of different shipping platforms. Various sites will help you learn about the quality of the product and delivery efficiency. And on the other hand, you can find platforms that only focus on customer experiences along with customer care service. This way, you will get to learn feedback from two different spectrums, which play a significant role in your company. Therefore, if you take advantage of reviews in multiple ways, then you will get the chance to expand your venture in a much better way.

3. Reach Out to Review Sites:

Most people only know about the company's site as the source of feedback. However, there are third-party review sites also. As an entrepreneur, if you find reviews of your company on review websites, then

you will get to find out more insights. It is seen that customers can rate the company, its products, and service quite efficiently on such review websites. If you do not use these websites at the time of growing your venture, then you will never be able to find out the true information. Thus, as an entrepreneur, you must know the use of review sites. This way, you will get to accumulate more feedback in a much hassle-free way.

4. Social Media Sites:

Right now, social media sites have grown on a large scale. It is not only a site where everyone will get to share their picture and chat with others. Social media platforms have given a voice to every individual. On these sites, everyone shares their reviews regarding any product and service. As a brand, if you become more active on social media sites, then you will get to find out more reviews. In addition to that, on such sites, you will get to reach out to your customers effortlessly, which can be immensely helpful for all.

Using various sites for reviews can be helpful for different brands. Reviews can be a reliable source of trust.

8 Business Ideas for Subscription-Based Startups

The 'subscription model' in startup companies is an adaptive strategy where the annual revenue is generated via recurring payments, which are provided by the subscribers.

While this idea was only integrated in the entertainment industry and OTT platforms like Netflix, Prime Video, Hulu, and others, the subscription-based business model is currently utilized in dynamic industries.

To create a successful startup plan with a subscription, you need to focus on your customers 'needs' or their 'wants' for which they are willing to pay monthly.

If you are looking for something similar, here are some effective business ideas to help you out.

Fresh Ideas for Subscription Business

Healthy Snacking Option

Almost every other person is health-conscious these days, and they are trying to avoid oily snacks and junk food. With such a situation, people are more biased towards healthy snacking that comes in natural forms with added calories in the form of oil, sugar, and other ingredients.

Creating a monthly subscription plan for snacks like almonds, dates, and other natural options can be profitable in this market.

Fun for Fashion

Creating a subscription box for fashion might just be the right way to solve the wardrobe issues where consumers do not find the right outfit just before they leave their houses.

Make sure to create diversified fashion subscription boxes to meet the needs

of customers for every occasion.

Something Spicy

When life gets too mundane, perhaps it is the right time to spice it up. Not everyone is good at cooking or has a good knowledge of spices, so they do not want to taste the same bland chicken every day. Creating subscription boxes for different spice mixes can be a great idea to generate handsome revenue.

Equipment Rental

Not all businesses have a huge budget at their initial phase to buy all the equipment they need, and that is where equipment rental can shine. Starting from forklifts, to delivery trucks, construction equipment, or anything else, you can embark on an equipment rental startup with a subscription to allow them to use the equipment on a daily or monthly charge.

Childcare and Educational Boxes

Childcare is one of the most important industries, and creating a subscription model can be a game-changer for working parents.

An app can be launched in this case, where parents can pay and gain credits to hire a babysitter or any reputable child expert. It can also be

focused on educational boxes that are usually designed based on STEAM (Science, Technology, Engineering, Arts, and Mathematics).

Healthy Meal Kit

Having healthy meals is not only important but mandatory for all, and you can create a startup based on subscribed meal kits.

People like when a meal is put together and they are not required to worry about what to eat and what not to. Put some spin on the meal kit to stand out among competitors.

Wine Lovers' Needs

Everyone wants to enjoy a good wine but finds it difficult to always look for it among thousands of other options. If you are a wine lover, you can create a subscription-based startup place based on wine where you deliver curated picks of wine on a monthly basis.

Toys & Organic Food for Pets

Pets are the children of their owners, and they are supposed to be treated like that. Just like your kid needs toys and healthy food to grow happily, you can also launch a startup for pet toys and organic pet food, where you deliver the goods based on a subscription model, and owners can easily order without any worries.





Why Gen Z Chooses Recognition over Paycheck?

The workplace is changing fast, and pay alone no longer keeps people engaged. Gen Z is leading this shift. They want recognition, respect, growth, and purpose. Now making up over a quarter of the workforce, their values are shaping the future of work. Companies that ignore this are losing top talent, while those that adapt are seeing big gains in retention and productivity. This is not just an HR issue, but a business need. Adapting to Gen Z's mindset is now key to staying competitive and building a stronger workforce.

So, let's move forward and discuss why Gen Z workers are valuing recognition more than money.

Gen Z Work Culture is Purpose-driven -

Gen Z defines career success differently. For them, work must connect to purpose, not just pay. They want roles that align with their values and offer real impact. According to Deloitte, 89% of Gen Z say purpose is key to job satisfaction and well-being. This looks different for each person. Some want societal change, others value skill-building or financial freedom to support causes outside work.

Companies that tap into this mindset can win big. They should link recognition with meaningful opportunities like career growth, mentorship, flexibility, and targeted development. 80% of Gen Z would choose these over a higher paycheck. When companies align their mission with Gen Z values, employees become stronger advocates. Purpose drives engagement, and that leads to better retention and real business growth.

Why Recognition Matters More to Gen Z?

Salary or paycheck still matters for Gen Z, but it is no longer the main reason they stay. Recognition has taken center

stage. This generation of workers wants more than just a paycheck. They want to feel seen, respected for their opinions, valued, and connected. Their idea of success goes beyond financial rewards. It includes purpose and emotional support, as well as real-time feedback. Quarterly reviews are also not enough. Gen Z employees expect quick and honest responses that show their work is making an impact. They need constant proof that their efforts are valued now, not later.

Recognition can come in many forms, including praise from leadership that builds alignment and trust among Gen Z employees. On the other hand, personal feedback creates strong one-on-one communication.

Additionally, shoutouts from peers build team spirit. Even growth opportunities, such as training and promotions, count as recognition. These gestures matter more than just the paycheck to Gen Z workers. These strengthen workplace culture and increase organizational loyalty. When the employees feel noticed, they stay for longer, contribute more, increase productivity, and speak highly of the company.

How Can Leaders Adapt to this?

Here is how organizational leaders can adapt to recognition strategies -

1. Continuous Protocols about Recognition

Gen Z prefers steady acknowledgment over delayed evaluations. Regular check-ins and instant feedback boost their engagement and sense of value. You can give recognition quickly after achievements using meetings or messages. This real-time approach keeps them connected to goals and inspires them to contribute more. It also builds trust and makes them feel like their work truly matters.

2. Transparent Communication

Transparency builds trust and relationships. Gen Z wants clear goals and open conversations. So, give honest feedback and include everyone. You can use pulse surveys to track engagement and show your Gen Z workers that their voices matter.

3. Connect Recognition with Career Development

Gen Z links recognition with career growth opportunities. So, your programs should include mentorships and learning opportunities as well as public praise and clear promotions. This shows that recognition supports progress and helps grow future leaders within the company.

Gen Z's approach to work is changing how companies attract and keep talent. Recognition, value, purpose, and growth matter more than pay alone. Only companies that lead with these values will gain long-term loyalty and stronger teams.

How to Protect Your Brand and Intellectual Property from Major Mistakes?



Starting a company means handling countless priorities such as building a product and finding customers. Many founders delay protecting their brand and intellectual property, but this can cause costly problems later. In the 1970s, Burger King expanded to Australia only to find the name already trademarked, forcing a full rebrand to Hungry Jack's. Such challenges are not rare and can affect businesses of any size, not just global corporations. So, let's understand how you can protect your brand.

Why Do Founders Delay This, and Why is it a Risk?

A common mistake for new entrepreneurs is neglecting to protect their brand and intellectual property early on. In the rush to grow, securing trademarks, copyrights, domain names, logos, and even packaging design often gets overlooked. The risk comes later, when success attracts attention and someone else claims those rights. By then, it may lead to lawsuits, costly rebranding, or even losing the business. Safeguarding these assets from the start can prevent major legal and financial setbacks in the future.

Many entrepreneurs view IP protection as

just another legal chore, but it is really about safeguarding the identity built through hard work. It acts like insurance, which is rarely needed but invaluable when trouble comes. So if you secure trademarks and copyrights early, you can save the endless stress later.

What is IP?

IP or Intellectual Property covers more than just tech patents. It includes trademarks like names, logos, and even packaging. Copyrights for original content, designs, code, etc., are also included in IP. There are also patents for inventions and processes, as well as trade secrets such as formulas. Digital assets like domains and social handles also count in IP. Reserving these early is cheap, but losing them to someone else can be costly and difficult to fix.

How can you Avoid Making Mistakes?

Before launching a company, you need to conduct a thorough trademark search for the name, logo,

and brand. Check the USPTO database, the World Intellectual Property Organization's records, and perform deep online research to ensure no conflicts exist. If possible, use a professional trademark research firm.

It is not enough to secure a domain or social media handle. Once that is clear, file for trademarks immediately, as disputes often arise when success begins. Register copyrights for websites, designs, code, and content to strengthen legal protection. Additionally, keep detailed records of when branding elements were created or first used. This evidence can be crucial in resolving legal disputes.

Plan for Global Reach before you Expand

Include an international trademark search if there is any chance of expanding globally, even far in the future. A company overseas may already be using the same name, or it may not translate well in another language. Some countries follow a first-to-file system, which allows others to claim the name before it is registered. In certain markets, trademark squatters look for new foreign brands to register and later sell back at a high cost. The Madrid Protocol can simplify filing trademarks across multiple countries. So, thinking ahead and securing rights early helps prevent being locked out of important markets or facing costly disputes later.

Many founders delay trademark filing, thinking it's costly or time-consuming. But starting early is affordable and easier. There are online platforms that can help. You can also hire an IP attorney as a smart investment for complex or international cases as waiting, risks lawsuits and forced rebranding, as well as lost trust. It also drains money and time. So, protect your brand, as it is better than fixing problems later.

Smart Ways to Make Your Money Work Harder Instead of You

Make sure to monitor and adjust your financial plan regularly to gain success

It is already 2025, and the global economic condition says that managing your money is the most important thing right now. It does not matter if you trade, work in an office, or have a small business; making effective investments and saving money is crucial right now.

As the unpredictable market is showing rising costs of living and constantly shifting interest rates, simply earning is not enough to keep up. In order to gain more financial security in the market, you need to look for innovative ways that help to generate some passive income.

Below are some effective ways to navigate and improve your financial situation.

Dividend Stocks

If you are looking for predictable returns, then exploring dividend stocks is recommended, as these stocks pay shareholders monthly, which is a more frequent payout system.

You can also find quarterly dividends. These stocks are great for both stability and cash flow, especially in times of urgency. It can help to create a consistent financial foundation, along with options to roll over the earnings automatically into the existing stocks.

High-Interest Savings and CDs

It is an age of investment plans, but the old-fashioned ways of saving still work fine when you religiously follow them in a consistent manner.

Certificates of deposit (CDs) and high-interest savings tend to offer highly secure ways to grow money, which is not affected by the swings of the



market. The key lies in finding the accounts with no hidden fees and competitive interest rates. CDs are also great for short-term and midterm goals where the money grows safely and gradually.

Automating Saving and Investment

According to the experts, consistency is one of the most important aspects of financial success, which could be problematic manually on a daily basis. That is where automation comes in clutch, offering a chance to set up automatic transfers that are linked with your savings and investment accounts. You do not have to think about doing it every month, which means the contributions have a lower chance of getting missed.

Automating brokerage account deposits, Roth IRA, and 401(k) can help keep your plan on track. These small actions can help to make big moments.

Cutting Non-Valuable Costs

By cutting costs through the things that don't add any value, you can actually save a lot of money.

It is quite normal to lose track of the monthly expenditure or recurring expenses. That is why it is important to review your monthly expenses and find out things that no longer add value to your life or financial situation at all. You can redirect that extra money to savings and other investment options. The quickest way to do it is to be mindful of your expenses.

Utilize Tax-Advantage to Grow Faster

If you are not careful, taxes can consume your valuable returns. It is important to take full advantage of tax-advantaged accounts options such as Health Savings Accounts (HSAs), 401(k)s, Roth IRAs, etc, where you can get tax benefits for each option.

Using Options beyond Just Stocks

Putting all your eggs in a single basket is never a good idea, and so, you should diversify your investments. It helps to mitigate the risk for a potential loss and helps to stabilize, even if one market dips.

Make sure to add real estate investment trusts (REITs) and exchange-traded funds (ETFs) to improve your portfolio.



What Steps Can Assist in Boosting Sales Effortlessly?

A business will have the opportunity to achieve success only through its sales. It is evident that sales drive a company and help it attain greater success. When it comes to growing a business venture, sales can play a significant role.

Marketing is an important element in a company that boosts sales.

Therefore, as an entrepreneur, your motive should be to implement more impactful marketing strategies. Only then will you get the chance to obtain better sales in your company. If you are trying to increase sales of your company, then trying out a few strategies can be extremely helpful. The right methods can help to attain better results in a hassle-free way.

Here are a few impactful strategies that you should look out for -

1. Understand Your Sales Process:

When you are willing to come up with successful sales in your company, then you need to understand the whole sales procedure. The revenue of your company depends more on the different processes of sales. If you use methods like analyzing data, maintaining a follow-up routine, and generating leads, then you need to go

for using AI strategies as well. When you are keeping a keen eye on the sales procedure, only then will you get to improve the sales of your company. At this time, using AI strategies for marketing can be truly useful in many ways. This can refine the sales process and lead to achieving even better results.

2. Know Your Customers:

As a brand, you will get to attain huge exposure only when you are able to understand your customers. This way, you will get to find your target audiences in a much hassle-free way. That is why you must implement a few strategies like online reviews, post-purchase surveys, social media surveys, and purchase history.

If you utilize the data from these, then you will get to understand your customers in a much easier manner. For example, send a feedback form to learn the customer's experience of availing your service, or go for a Q&A on social media to understand their preferences. By using such methods, you will be able to know your customers in a better way and figure out the right marketing strategies for your brand. It is an exceptional method that can be helpful.

3. Obtain More Sales Channels:

If you are trying for more satisfying results,

then you must go for sales channels.

According to the report, it is coming to know that the more strategies you implement, the greater growth you will achieve. Right now, the competition has increased on a large scale. That is why, if you can implement methods like direct sales, distributors, social media platforms, partnerships, retail stores, and much more, only then will you get the chance to reach out to more customers and enhance awareness among them. It is a great way to easily help you achieve exposure.

4. Use Data:

Currently, data is the most important thing in every industry. If you can analyze and utilize the data of your customers and the industry, then you will get to figure out the sales requirements for your company.

Analyzing data can be one of the most important methods that will help you get a clear idea of the business industry. This can lead to gaining exposure and growing a company in an easier way. Thus, it is a method that you should follow at the time of growing in this competitive time.

AI Can Blur the Differences between Small and Medium Enterprises

The business landscape for America is rapidly changing, and small-scale businesses will have to navigate through these uncertain waters. While there will be new tax benefits and opportunities based on the OBBBA, there will also be integration of Artificial Intelligence (AI) in almost every sector.

Starting from the obstacles of navigating past to the crippling tariff system and a potential recession, the landscape has turned into chaos. This is a macroeconomic uncertainty where the small businesses are forced to become leaner by investing more money in technology while diversifying their products and services based on the modern world.

Most American small businesses are showing great concern for the tariffs since they will have to pay more now.

According to the recent estimate, every American is required to pay \$3000 a year as an additional fee for the same products that are already available in the market. Price hikes that are related to American tariffs are the main reason for this hike.

However, it is quite problematic for most small and medium enterprises or SMEs as they cannot raise the value or absorb the additional expenses. The retaliatory tariffs can also greatly affect the supply chain or close the market for sales partners. When the interest rates are quite high, businesses have to become lean.

However, there is also an important initiative taken by the OBBBA



legislation, which occurred during the first Trump Administration, called Opportunity Zones.

Financial experts are saying that the aspect of Opportunity Zone Incentive can help to make private investments in low-income areas, as well as in high-poverty areas. It will be extremely beneficial for the small-scale businesses as this new version of the program is designed to empower the investors and SMEs that grow in urban districts that are blighted and in rural areas, too. Numerous small businesses across America are already investing a hefty amount in artificial intelligence. According to a recent report, the rate of AI adoption is accelerating across diverse industries, and most small businesses have claimed that more than 60% of their budget is spent on AI, as it is the biggest part of their fruitful business strategy.

Similarly, the large companies are also investing in AI-based procurement systems, which can also help to empower small businesses.

The companies that have adopted mainstream AI tools like ChatGPT have showcased improved performance in many areas of marketing and proposal writing. Electric can be considered one of the

leading companies that helped many SMEs with their security and IT operations. The company was founded in 2017, and since its inception, it has provided support in every sector of information technology. Starting from procuring new hardware, automating the onboard IT system, to cybersecurity, compliance, and application permissions, the company can handle everything. Electric is playing a vital role in enterprise technology, and there are many other companies doing the same for other industries.

The days of using multiple SaaS solutions and software are gone now, with AI arriving in the market that allows creating more complex and comprehensive solutions across all kinds of verticals. Regulatory and compliance requirements are constantly changing in the modern world, and AI can be helpful in adapting to these quick changes. Companies like Electric are collaborating with other companies like Justworks, where they are creating powerful APIs to handle complex IT-related tasks such as tracking, online purchase, and returns etc. Therefore, it has become evident that small businesses can act like medium-sized enterprises when they can successfully harness the power of AI.

Your Startup Might Not Be Stuck, but in The Transition of Loops

Instead of feeling stuck, keep trying till you can!

The rise of startup companies in the modern world can be noticed in every country. However, it does not happen overnight, as it takes multiple layers of development to fully establish a startup company.

During this gradual phase, a lot of business owners might think their startup is stuck in growth, but in reality, it could be just transitioning through the loops. These loops are also addressed as startup loops based on different cycles of product, growth, and monetization that help establish progress. If you are also a startup owner, it is time for you to explore the loops.

What is a Startup Loop?

A startup loop can be considered a repeated cycle that comes with compound returns. There are different kinds of loops, such as product loops, growth loops, and monetization loops, which allow turning user value into revenue and funds into better products. These loops are fluid and natural, and also help to establish seamless progress in the market.

The Illusion of Being Stuck

The early stage of a startup is mainly comprised of multiple phases of “between loops”. It might appear as a failure to many, but it is actually a transitional period.

You can have great products, but the growth module might not be okay, or you might have gained much growth and still have issues with proper monetization. These situations can appear as they are full-on, not pivot, but that is what helps to create a buzz in the later years. Stripe is a fine example in this case that did not make money in the initial years but gained a



lot of popularity when monetization kicked in.

The First Loop: Product

The real challenge of a startup is whether customers will come back again or not. Building the first loop of a startup begins here, as product loops can be formed with improved user interaction.

The loop of product experience includes content, data, and network value. This initial is highly important as the success of the product loop leads to growth and offers early validation. This phase can also reflect whether the startup idea is a hit or a flop, as you will get customer feedback and find the potential areas of improvement.

The Growth Loop

The growth loop might come later, but it is crucial to turn engaged users into loyal customers who can also bring new users. For example, Dropbox did an amazing job with their growth loop, where they increased their storage based on people inviting new users to the platform.

The main difference between the campaign and loops is sustainability, as loops do not rely on continuous investment. They are more likely to feed themselves and grow on their own. However, it takes a lot of deliberate approaches, such as easy sharing, reduction of onboard friction, tracking, and user invites, which improved reach and visibility.

The Final Loop: Monetization

Even after going through the product and growth loop, a lot of startups struggle with the monetization loop, where the revenue kicks in and paves the way for better products. Better products lead to more users and generate more revenue, and the loop stays ongoing.

A lot of startup owners confuse “slow growth” with the idea of “broken model,” but you need to confirm whether your business model is truly broken or not. Remember, loops are deliberately created and they are not discovered. You need to focus on smart experiments, feedback cycles, and value creation to make sure your startup can find success in the competitive market.

5 Effective Ways to Bring Out Your Best Self at the Highest Level



The duality of human nature is evident to many, and some people are still figuring it out. There is a higher self in everyone that walks with pride and confidence, while the lower self of yours can be restless and in angst.

While the higher self tries to put you in the best state that is powerful, calm, and always in control, the impatient lower self is always after a dopamine rush and never satisfied with the current self.

Most people do not realize the fact that they have a choice, and they accept whichever self shows up for the day, and they act along with it.

5 Ways to Shift to Your Higher Self and Bring Out the Best in You

Recognizing Physical Triggers

You might realize that your body always sends signals when it switches to its lower self, and it is time to recognize them.

It could be the tightness in your chest, a change in breathing, buzzing in the head, tension in your shoulders, and many others. The physical symptoms come

earlier than the mental shift, and it is better if you catch them early. Make sure to make a list of your physical triggers every time you notice them, and with practice, you will get quicker with the awareness.

Creating Intervention List

You should have a list of specific actions whenever you feel tilted or slipping from your higher self. It is not a punishment but a reminder that you can be better, and these actions need to be simple enough so that they can be accessed anywhere.

Whether it is eating healthy food, taking a 5-minute stroll, taking deep breaths, meditating for 2 minutes, or just drinking water, these actions need to be followed to reset. These can be considered as small pattern interrupts that work quite effectively.

Understanding the Scale of Emotional Guidance

Humans have a scale for emotional guidance, and you cannot just jump

to joy straight from frustration since the gap is huge. However, it is easy to move from frustration to annoyance.

From there, you move to acceptance and then contentment, and lastly, to optimism. It is important to know which emotional state you are in and what the next one is.

Aim for the next higher level instead of the top level of satisfaction, and this will help to regulate your emotions better.

Questioning the Pattern without Fixating

Humans have a tendency to develop emotional default settings through repetitive actions, and that is why you need to question your pattern of actions as well as feelings. The human brain tends to create shortcuts, and it tries to connect with similar feelings that occurred before for similar actions.

Try to notice when you are in your low self, and with that awareness, you will be able to find the switch. You need to challenge your default behaviors by changing your perspective, and that can change everything.

Embrace the Power to Choose

The best thing about humans is that we always have a choice. You can choose to be your higher self or your lower self without giving in to the situation. You can consider it as a game, and whenever you are aware of the switch, tell yourself, "not today".

You need to constantly and consciously choose your higher self and try to do things that make you happy and feel authentic about yourself.

Your higher self stays within you, and you need to claim it by recognizing yourself better, both physically and mentally. Act on it before it is too late!

Does Relaxing increase Productivity?

How to Reduce Stress and Enhance Productivity More Efficiently?

Stress has become an inseparable thing for most individuals. It is being observed that most people experience a lot of work-related stress. It is not unknown to anyone how different kinds of jobs can be nerve-wracking.

According to data, it is coming to known that one in three employees experiences major job strain. This might seem small to most people, but stress can lead to many things.

Most people cannot function properly when they are stressed. Burnout can make a deep impact on our mental health, physical health, and productivity. This particular thing can affect everything in our lives, which makes it a reason for concern. It will not lead you to something good. So, it is important to relax your mind. Here are a few useful steps that can help to relax your mind and boost productivity -

1. Pay More Attention to Your Sleep:

Right now, it is coming to see that most people don't get to have a good sleep. An individual need to take a lot of responsibility. And that is why one cannot fulfill their sleep requirement.

Try to sleep 6-8 hours every night and not less than that. If your body doesn't get enough sleep, then it will not get the energy to function properly. In addition to that, along with the sleep time, it is important to look more into the sleep schedule also. If you want to reduce your stress, then you must do something that calms your brain before sleep. For example, try to read a book or have a cup of tea. This can help you relax your mind.

2. Do Regular Exercises:

Exercises not only help to keep our body fit but also our mind fresh as well. It has been observed that breathing exercise has the potential to clear our minds. If you do deep breathing, then you will get the opportunity to control your blood pressure level and reduce stress in a hassle-free way. Along with this, you can also try doing a few stretches. If you do this regularly, then you will get to improve blood circulation in your body. When your body is calm, your mind will get calm automatically. Such exercises can help you reduce stress and prevent any physical illness. So, it is a great strategy that can be helpful in many ways.

3. Use the Strategy of 'Do Not Disturb':

Every individual should learn to create a

boundary between professional life and personal life. As an employee, you will not be able to achieve your personal life goals if you do not learn this. That is why you must implement the strategy of 'Do Not Disturb'. Your employer and colleagues should understand that you have finished your work and are not available for any other work. If you cannot create this boundary, then you will not be able to achieve success in your life. At this time, you can choose different apps for work and leisure. If you do so, then you do not have to always stay online for everyone. It is an important strategy that can help you reduce stress and attain a much hassle-free life.

If you can use the right strategies in your life, then you will be able to reduce your stress on a large scale.

At this time, you need to pay a little more attention to whether you are blurring two different parts of your life or not. If you can prioritize both of them in the right way, then you will be able to have a much relaxed time and boost your productivity quite seamlessly.

From Paper to Pixel: How Reading Has Evolved



“Whenever you read a good book, somewhere in the world a door opens to allow in more light.” - Vera Nazarian.

The landscape of reading has vastly changed, especially in this digital age. While the smell of ink and the texture of pages were synonymous with books before, now they can be carried on a small screen and can be read anywhere you want to. This transition from physical books to e-books has definitely and fundamentally changed how we read. Let's talk about why e-books are taking over!

Convenience:

Mobile devices give their users the most convenience and freedom to move around. A single, light e-reader can hold thousands of books. This is unlike regular books, which can be heavy and take up space. This feature is great for you if you like reading while you are on the go. E-readers also offer a more personalized reading experience than regular books. For example, you can change the font size, screen brightness, and even bookmark pages.

You can buy and download e-books right away, as it offers massive convenience because you do not have to go to a store or wait for them to be delivered. A lot of busy people

these days like to read digitally because it is easier.

Accessibility:

The world is changing because of e-books and other digital reading materials. People with disabilities will love e-libraries as they have great features that can make reading easier for people with vision problems. This includes displays with high contrast and the ability to read text out loud, as well as the ability to change the size of the font.



There are also a lot of different types of books, like audiobooks and texts that work with braille, which helps everyone to read books, even if they have physical limitations.

E-readers can also translate text right away and support multiple languages, making it easier for people who do not speak English to read.

Impact on the Environment:

People are always talking about how e-readers and regular books affect the environment. One way that e-readers help cut down on carbon emissions and deforestation is by getting rid of the need for paper and ink and making physical books.



On the other hand, digital books are better for the environment because they do not need to be shipped, packaged, or even stored anywhere. However, making e-books requires a lot of energy and rare minerals.

Electronic waste is becoming a bigger problem as old devices are thrown away. However, many people say that e-readers are better for the environment in the long run. This becomes evident especially as technology improves and recycling programs become more popular.

Cost-Efficiency:

If you are someone who reads a lot, then e-reading is an affordable option for you. Printed books are more expensive than e-books. Even if buying an e-reading device can be pricier at first, e-reading is still more affordable for bookworms.



Many classic and public domain books are freely or very cheaply available in digital format. In addition to that, users can access a substantial book library through subscription services like Scribd and Kindle Unlimited for a monthly fee. This way, it is easier for the bibliophiles to experiment with different genres without going over budget. Furthermore, these savings are leading digital reading to be a more cost-effective choice over time, especially if you're an avid reader.

The Decline of Traditional Bookstores:

The popularity of e-readers and digital books has significantly made it harder for physical bookstores to compete with e-book sellers' convenience and lower prices.



Due to their inability to adapt to the rapidly evolving reading habits of the public, many traditional stores have had to close. However, some independent bookshops are figuring out how to change. They now serve readers in all formats by providing both printed books and e-books.



In order to interact with book lovers and foster a sense of community, these stores are holding reading sessions and community events in addition to sales. Although the loss of physical bookstores is alarming, it also shows how the book business is changing in the digital era.

What is the Future?

The future of reading is probably going to get progressively more entwined with digital platforms as technology develops. Technologies like virtual reality (VR) and augmented reality (AR) are already being investigated to produce immersive reading experiences that combine the real and virtual worlds.



In addition to this, AI-driven recommendation systems are enhancing the reading experience in finding new books. They are doing this by simplifying the process of locating content that suits personal tastes.

Therefore, it might be impossible for print books will completely disappear despite these developments. Rather, reading in the future is expected to feature the harmonious coexistence of both conventional and digital media.

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Aqilla Makes the First Activewear Runway Show at New York Fashion Week

Luxury activewear brand Aqilla is breaking barriers

Luxury Activewear brand, Aqilla is known for their innovative and high-quality activewear. Now the brand is making history by hosting the first-ever Activewear Runway Show at New York Fashion Week (NYFW). This special event is scheduled to take place on September 12th at TMPL Gym, located on Madison Avenue.

Let's find out more about this revolutionary luxury brand that blends fitness with fashion. We thank Founder and CEO Priscilla Aqilla for sharing a few words with us.

1. Congratulations on hosting the first-ever Activewear runway event at NYFW. How does it feel to bring a change and make history?

A: Thank you! It honestly feels surreal. This has been a dream I've held close for so long to create something bigger than just clothes. I didn't want to wait for permission or funding. I just knew if I moved with purpose, the right people would feel it. Now we're bringing fitness, fashion, and art together for the first time at New York Fashion Week. That's wild.

2. What will be your goals for this upcoming event?

A: To tell a story that hasn't been told. To create a space where activewear isn't an afterthought it's the main event. To show that women can be strong, feminine, luxurious, and unapologetically powerful all at once. With Amanza Smith doing a live art piece, Opus One Foundation involved, and some amazing women walking the runway it's going to be an energy you won't forget.

3. How does Aqilla stand out from the potential competitors?

A: We're different from day one. Our fabric is patented and does something



for your body from muscle recovery to skin-smoothing benefits. But even beyond the tech, we're designing with intention. We understand the female body, the curves, the real-life movement. Everything is created to feel elevated, wearable, and beautiful.

4. What are your views on Activewear being fashionable?

A: The activewear and athleisure market is massive but honestly, a lot of brands don't put much effort into making pieces that feel fashion-forward. With Aqilla, we don't just design for the gym we create for the whole lifestyle. Whether you're headed to a Pilates class or styling a set with heels and a trench coat, our pieces are made to turn heads and transition effortlessly. It's all about versatility and impact.

5. What kind of obstacles have you faced in the industry?

A: There have been so many. From production delays to people

doubting the vision because it didn't look like what they're used to seeing. But the beauty in building something from scratch is that it teaches you grit.

Every challenge has made the mission stronger and the story deeper.

6. Do you believe Aqilla Activewear can also be a part of women's empowerment?

A: Absolutely. This brand was built on the idea of showing up for yourself — in the gym, in your business, in your life. If I can help women feel more confident, more seen, more powerful through a garment, I've done my job.

7. As a successful Founder of Aqilla, what advice would you give to other women-led brands?

A: Don't wait for perfect. Move with heart, stay consistent, and protect your vision. It's okay to take up space. You were made for this. The vision that God has placed in your heart, he put it there for a reason. Act on it and watch your whole world change.



Latina Entrepreneur Viviane Bernal Takes over the Internet with Luxury Arabic Perfume Experience

Arab is best known for its globally famous fragrances, and now, Latina Entrepreneur Viviane Bernal is bringing a fusion essence to it by launching her own luxury perfume brand, ViviFragrances. Being the founder of this business and also a successful influencer, Viviane has already created a buzz among more than 600,000 TikTok followers. Let's know more about this talented and successful persona.

1. When did you first conceive the idea for a business specializing in luxury perfumes?

A: The idea of ViviFragrances was born from my deep passion for fragrances and culture. Growing up, I was surrounded by the richness of Latin traditions, where scents were always tied to memories, emotions, and identity. When I discovered the timeless elegance of Arabic perfumery, I felt an instant connection. I realized there was an opportunity to create something unique by blending these two worlds—the authenticity and depth of Arabic notes with the warmth, vibrancy, and storytelling spirit of the Latin essence. I first started experimenting at home, and little by little, it grew into a vision for a global brand. The inspiration was never just about creating perfumes, but about creating experiences and giving people a luxury that feels personal, emotional, and empowering.

2. What kinds of issues have you faced in the perfume industry?

A: The perfume industry today is highly competitive and saturated, with countless brands fighting for attention. One of the greatest challenges has been educating customers about the difference between mass-produced designer perfumes and niche, artisanal creations like mine. Many people are used to commercialized scents, and it takes time and effort to show them the artistry and craftsmanship behind luxury blends. Another challenge is transparency—consumers

now care more about authenticity and originality, so staying true to our values and ensuring quality in every step has been key. Additionally, as a Latina entrepreneur in a field historically dominated by European houses, I had to break through barriers of credibility and prove that passion, expertise, and cultural fusion can create world-class luxury.

3. How does ViviFragrances stand out among other potential competitors?

A: ViviFragrances stands out by being more than just a brand—it is a movement. Every fragrance tells a story, inspired by heritage, dreams, and emotions. While many companies focus only on trends, we focus on authenticity and emotional connection. By engaging over 600,000 TikTok followers, I turned ViviFragrances into a community where people don't just buy a product, but become part of a journey. That transparency, closeness, and cultural authenticity make us different.

4. How did you blend the olfactory heritage of the Arab with the authentic Latin essence?

A: It was a beautiful process. Arabic perfumes are renowned for their depth, characterized by rich notes of oud, amber, and musk that embody elegance and strength. Latin culture, on the other hand, is full of vibrancy, warmth, and passion. I combined both worlds by carefully layering bold Arabic bases with uplifting, joyful touches inspired by Latin roots—fruity, floral, and gourmand accords. The result is a collection of scents that convey intensity and luxury, as well as movement, joy, and emotional storytelling. It's a bridge between two powerful cultures.

5. What is your personal favorite from ViviFragrances?

A: Each fragrance feels like a child to me, but if I had to choose, I'd say L'Haya. It represents the soul of the brand—powerful, luxurious, and unforgettable. It captures everything I wanted: a statement of identity, culture, and elegance.

6. What do you like to say to your TikTok followers?

A: To my community of over 600,000 followers, I say: thank you for believing in me, for sharing your stories, and for making ViviFragrances part of your lives. You are not just followers—you are family. Every video, every comment, every shared memory has built this dream with me. My success is our success, and together, we are proving that passion and authenticity can inspire the world.

Brandon Alvis Releases “Inherit the Ashes”, a Haunting, Soul-Bearing EP That Confronts the Ghosts We Live With

New instrumental EP *Inherit the Ashes* offers a raw, cinematic soundscape rooted in war, family, and memory.

Brandon Alvis has always gravitated toward the spaces most people avoid. With his new EP *Inherit the Ashes*, he shifts that instinct inward, delivering a raw and cinematic body of work that unearths what we carry from war, family, and forgotten history. Now streaming on [Spotify](#), [Apple Music](#), and [YouTube](#), *Inherit the Ashes* invites listeners into a personal reckoning that feels both intimate and unsettling: a spiritual excavation set to sound.

Alvis is no stranger to haunted territory. But this time, the hauntings are personal. Known to many as the co-host of *Haunted Discoveries: Family Spirits*, the breakout series now streaming across the U.S., Alvis brings his signature depth and spiritual curiosity into a new medium: sound. Where the show investigates the dead, *Inherit the Ashes* gives voice to the living. These are the stories of those still carrying the weight of memory, war, family, and faith.

“This EP isn’t about ghosts in houses,” Alvis says. “It’s about the ones inside us. The things we inherit and pretend we don’t.”

With tracks like *A Ghost Story*, *Baptized in Blood*, and others steeped in tension and tenderness, Alvis blends folk, cinematic Americana, and stripped-down alt-rock into something deeply human. The result is not just a collection of songs. It is an invocation. Each sound feels like a journal entry from someone who has seen too much and is finally ready to speak.

Built on minimalist instrumentation and emotionally textured production, the record leaves room for what is not said. It is music that lingers, not



because it is loud, but because it is true.

Why This Moment Matters:

The release of *Inherit the Ashes* comes at a high-visibility point for Alvis, as *Family Spirits* introduces his work to a broader audience. But this is not a spin-off or side project. It is a body of work shaped by years of internal reckoning. This EP is not part of the brand. It is the origin of the voice behind it.

[See here his interview with BLOODY DISGUSTING](#) For listeners navigating their own reckoning with family, faith, history, or inherited pain, this record offers both confrontation and comfort. *Inherit the Ashes* does not ask for

attention. It earns it.

Spotify: [Click to Listen](#)

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About [Brandon Alvis](#)

Brandon Alvis is a musician, filmmaker, and investigator whose work spans television, music, and metaphysical exploration. As co-host of *Haunted Discoveries: Family Spirits*, he explores the histories behind haunted spaces.

With *Inherit the Ashes*, he turns that lens inward, capturing the quiet hauntings that follow us through life. His music blends emotional honesty with cinematic restraint, offering a rare bridge between memory and melody.



Hovercar Innovator Names Anthony J. Parkinson Executive Chairman

Nexus Nova Innovations (NNI), a developer of advanced hovercar technology based in Des Moines, Iowa, has announced the appointment of Anthony J. Parkinson as Executive Chairman.

Parkinson is an international entrepreneur and senior executive with a distinguished career spanning finance, sports, consumer products, and technology. Parkinson is one of the co-founders of Kronos, Inc. (now UKG), served as a General Partner of the Stanley Cup champion New York Islanders, and held senior leadership roles at Hasbro, including Senior Vice President – Europe. Parkinson began his career on Wall Street, specializing in leveraged buyout transactions.

“Anthony’s global experience and entrepreneurial leadership will be critical as NNI enters its next phase of growth,” said Eleazar Amoussou, Co-Founder and CEO of Nexus Nova Innovations. “His vision and passion for mobility align perfectly with our mission to pioneer sustainable, next-generation transportation.”

In addition to his new role with NNI, Parkinson is actively engaged in other ventures advancing human well-being and sustainability, including:

OXbyEL Technologies: One of the leading innovators in the “Forever Chemical” PFAS detection, collection, and

destruction field. Their current pilot deployment has come about through Parkinson’s initiative and connections.

SorbiForce: Supporting the development of the world’s first sustainable battery, created by Ukrainian engineers and currently scaling in Phoenix.

Climate Hive: Elevating sustainability initiatives through webinars, podcasts, business development, and the “What Do You Solve?” entrepreneurial interview series.

Nexus Nova is finalizing the development of its flagship hydrogen-powered autonomous-capable model. Morgan Stanley projects that the addressable market for urban flight will exceed \$1.0 trillion by 2040. Urban air mobility represents opportunities within infrastructure, fleet management, and technical innovation. Using electrical ducted fans and downwash reduction tech, the first generation of these vehicles hover six to 12 inches above the ground when driving. Only NHTSA certification is required, significantly lowering the costs of regulation.

The second generation being developed concurrently will seamlessly scale to full aerial mobility, reaching an altitude of 200 feet. The AI-driven multi-sensor navigation system integrates LIDAR, radar, GPS, and real-time imaging for controlled urban flight scenarios. NNI is seriously engaged with FAA, DOT, and NHTSA regarding aerial safety and regulatory requirements.

New Nonprofit Launches to Help Florida's First-Time Homebuyers — One Donation at a Time

With home prices soaring and down payments putting ownership out of reach, one Florida nonprofit is offering a bold new solution.

First Key Funding has launched a revolving loan fund that provides no down payment, low-interest home loans to first-time buyers — and it's powered entirely by charitable donations.

The nonprofit's mission is to give working families — especially **teachers, military, law enforcement, firefighter, first responders, healthcare workers**, and others priced out of today's housing market — a path to stable homeownership.

“Our donors aren't just giving money — they're creating legacies,” said Kendall Bond, founder of First Key Funding. “A \$100 donation today can help a family buy their first home — and when that loan is repaid, the same funds are used again to help the next buyer. It's impact that multiplies for generations.”

A Donation That Keeps Giving

Unlike traditional assistance programs, First Key Funding's approach is built on sustainability. Every dollar donated is pooled into a revolving loan fund used to make affordable loans to qualified buyers. As these loans are paid back, the funds become available again — creating an ongoing cycle of support.



Why Now?

According to recent data, over 70% of renters in Florida say they want to buy a home but are unable to save for a down payment. At the same time, corporate investors are buying up affordable properties — further shrinking opportunities for local families.

First Key Funding is working to change that by competing with cash buyers, purchasing properties, and reselling them to first-time homeowners at cost, with low interest and no money down.

QUICK FACTS: First Key Funding vs. Traditional Mortgage

Scenario: Traditional Mortgage -
Home Price \$155,000 - **Down Payment** \$31,000 (20%) - **Interest Rate** 7.5% - **Estimated Monthly Payment** ~\$870 - **Total Loan Cost (30 Years)** ~\$265,000

Scenario: First Key Funding -
Home Price \$155,000 - **Down Payment** \$0 - **Interest Rate** 1% - **Estimated Monthly Payment** ~\$500 - **Total Loan Cost (30 Years)** ~\$180,000

With First Key Funding, buyers save

over \$85,000 in interest and avoid the burden of a 20% down payment.

** Estimates are based on 30-year fixed-rate loans. Does not include property taxes, insurance, or HOA fees.

How to Get Involved

- Make a tax-deductible donation today:
<https://www.firstkeyfunding.com/donation-options>
- Nominate a deserving family for future funding
- Partner with First Key Funding for sponsorship or corporate giving

“Whether you give \$25 or \$25,000, your donation will change lives — again and again,” Bond said. “We're inviting the community to help us protect the American dream of homeownership.”

About First Key Funding

First Key Funding is a Florida-based 501(c)(3) nonprofit committed to helping first-time homebuyers achieve homeownership through a donor-supported revolving loan fund. By removing down payment barriers and offering low-interest loans, the organization empowers working families to build wealth and community stability.

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