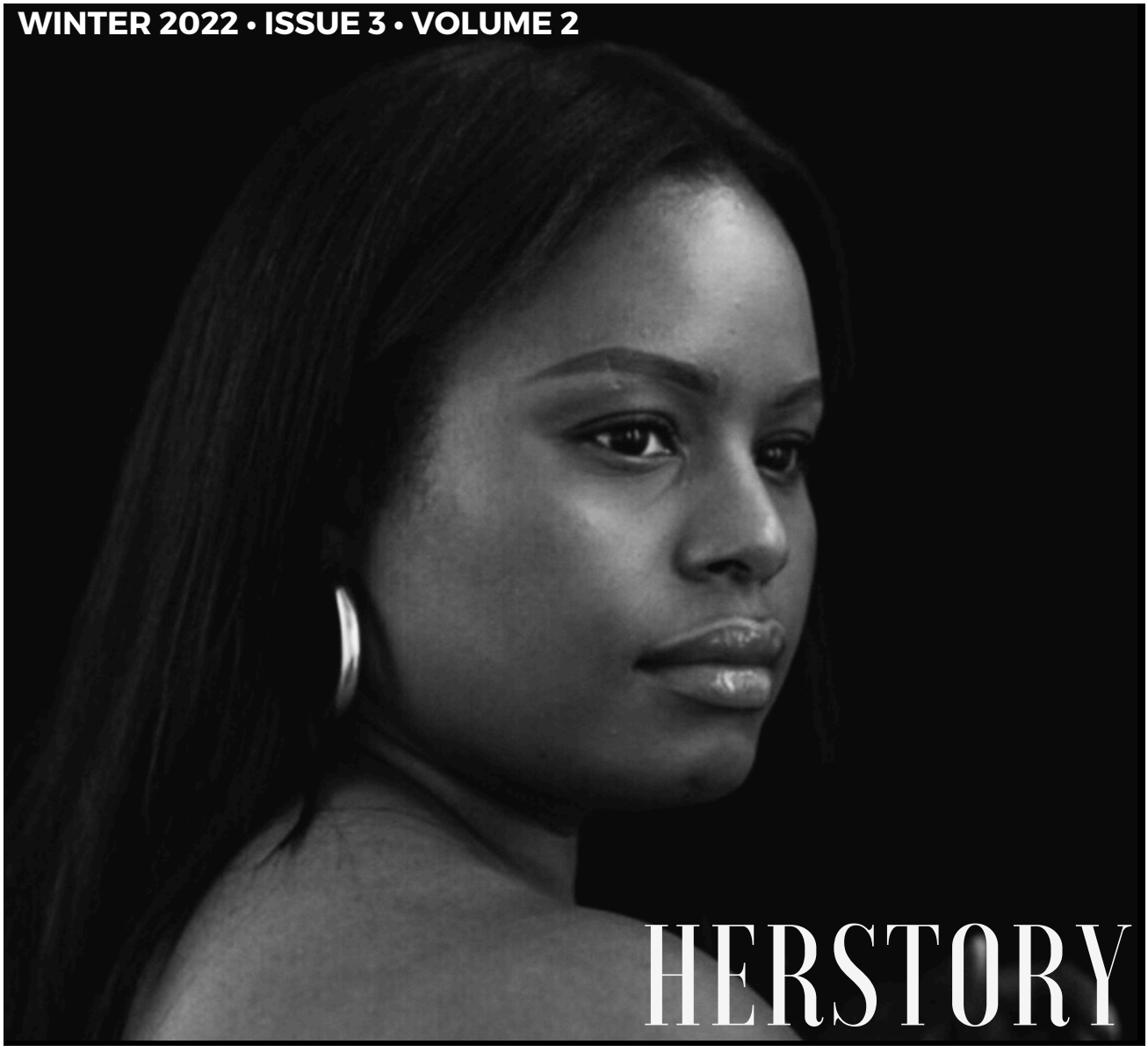
TORONTO'S SEASONAL ENTREPRENHER ONLINE MAGAZINE

HER COLLECTION

COLLECT.CONNECT.CREATE

HAPPY HER YEAR

WINTER 2022 • ISSUE 3 • VOLUME 2



MARLENE GORDON

THE FACE OF A MODERN DAY RENAISSANCE WOMAN

New Skin

It’s good to be split open
Entrails torn out
Raw & exposed
Bare & vulnerable

Look someone in the eye and tell them the truth

Drop the pretence
Drop your armour
Drop thru

Just be naked
Show it all
Till there is nothing
left to hide

Those who love you will still find their way to you
They will trudge through the mire with you
See you through the other side
But you must let them
Let them crack you open
Let them fill those crevices with light
Blinding light
It’s there you will be reborn

– Marlene Gordon



editor's note

2022! HAPPY HER YEAR

We are officially naming 2022 the Year of HER and HER and HER!

This new year represents so much for so many. Our new normal is taking complete form, allowing many new businesses to find their footing and audience in this ever-changing landscape. They indeed are the authors of their destiny and success as they chart their course.

We know this journey firsthand at HER COLLECTED. Our much-anticipated member site, aka HER Circle, will finally launch this spring. HER Circle features lifestyle tools and videos to help you stay centred. For our pros (EntreprenHERS), there are coaching and business development services that meet any budget, allowing you to keep your business on track.

This year we have brought new voices to HER COLLECTION to share their expertise, and as always, we include stories of talented and fearless women who have followed their dreams to create the work-lives that help them live with purpose.

Lastly, we are bringing you the HER Beau-Tea Project, a collaboration between your favourite Beauty Babe Maureen Greenstein and HER COLLECTED. We focus on creating beauty inside and out with clean beauty products and revitalizing and calming teas.

Thank you so much for your continued support, and we wish you a very HAPPY HER YEAR!

Janine

EDITOR IN CHIEF

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MARLENE GORDON



PHOTO BY: CONSTANT VAN RUYMBEKE (@CONSTANT_SCOTT)

A WRITER, VOICE ACTOR, MODEL AND ALL-AROUND MODERN RENAISSANCE WOMAN. THIS IS HERSTORY.

Tell us about your brand. How did you get started?

I just felt like it was time to pursue all those things on my list unabashedly and see where it takes me.

When did you find that creative spark? Do you remember an age? Do you remember a moment in time?

Well, I was always creative. When I was younger, I would paint and draw all the time. Then, in high school, grade 10 or 11, I had a young Black English teacher I was obsessed with. I would write stories that she would let me read in class. I skipped lots of classes back then, but I went to hers and always did my assignments. She was special to me; my friend invited her to launch my first book. That was an incredible moment.

I've always liked to paint, write poetry and elaborate stories. But, unfortunately, it fell to the wayside when I pursued my interest in makeup, and I let that part of my creativity go. Then, at sixteen, I met the famous makeup artist Kevin Aucoin at a book signing. That's when makeup became my obsession. After that, I would do all my friends' makeup in the cafeteria. So I transitioned into makeup, now I've come full circle back to writing.

I still love beauty and makeup, the art of it, but I think I wasn't as passionate about it for a while. Sometimes it takes a bit for you to realize. Life gives you all these little hints, and then it screams it's time for you to change.

Tell me a bit about your poetry. Do you have a muse right now? What's your process?

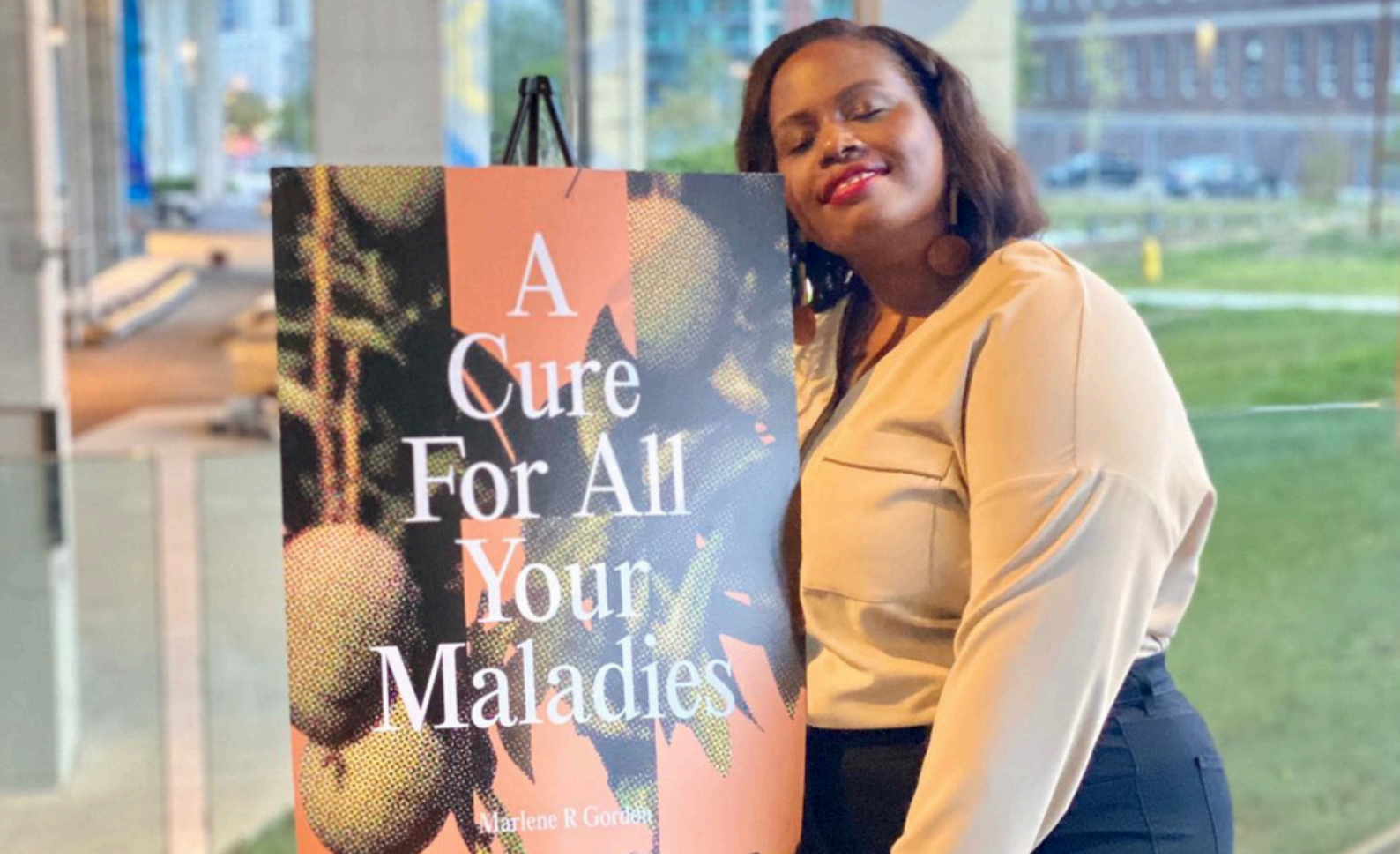
I don't read other poets when writing. Instead, I draw inspiration from one of my favourite writers. You could say she's my muse; she could write about fixtures, and I would find it fascinating.

I can't write at home; I need to go somewhere, so I carve out the time. Before I start writing anything, I read all these things by writers, saying, passages etc. I got into the practice of just sitting there, and I accept I'm going to be here for hours. I say to myself, "This is your time," and tune everything else out and sit there and write. A lot of it is trash, but there are nuggets in there, and you just gotta keep writing until you find them.



"I JUST FELT LIKE IT WAS TIME TO PURSUE ALL THOSE THINGS ON MY LIST UNABASHEDLY AND SEE WHERE IT TAKES ME."

Photo by: Constant Van Ruymbeke (@constant_scott)



Are you critical of yourself?

Yes, I do believe so. I think it's sort of like you have the artist ego where it's weird—you think your stuff is amazing, but you also think it's horrible, and nobody's ever going to want to see it.

So it's kind of that back and forth in your head. I like to bounce things off a couple of trusted friends, the right friends whom I can ask, "What do you think of this?" and they give me honest opinions. Sometimes I need someone to say, oh, that's amazing, or to tell me when it's not.

Do you ever have self-doubt?

Before I wrote my first book of poetry, I went into Indigo, and I looked at the bestselling books in my category. I would send clips to my friends saying, "I can't believe this is a bestseller," and one of my friends taught me a valuable lesson. She said:

"Wait for a second, you may not be their target audience. You may not like it, but the bottom line is that their book is in Indigo and it's on a bestseller list. There's an audience for it, so that means there's an audience for your writing. Stop paying attention to what other people are doing. Focus on your work."

That was a well-needed slap in the face. There's a niche, I get it, I don't get space by thinking those in there are for everyone. Every artist has their own space. Not everybody's going to love your work, but as long as you're being true to yourself and you feel good about it, then put it out there and see what happens. I love that in writing, everyone has a voice.

As for self-doubt, you will have that little voice asking, am I good enough for this? But you just have to keep focused.

What do you think makes you unique as a writer?

What I was doing was a mix between really serious, poignant and a bit of reverence, funny and cheeky. Although nobody was combing those things at the time, I also added little hints of my Caribbean culture.

I'll change my style up a bit. I took a break from trying to write anything; I found it very difficult in the pandemic. But I've started to write again.

I like the balance of serious and comedic. Someone who read one of my books joked that they went from a poem about sadness or depression and the following story was about someone's perineum. They appreciated going from that sort of darkness to some levity, just like life. That's a perfect reflection of life.

You are also a voice actor. Tell us how that all started.

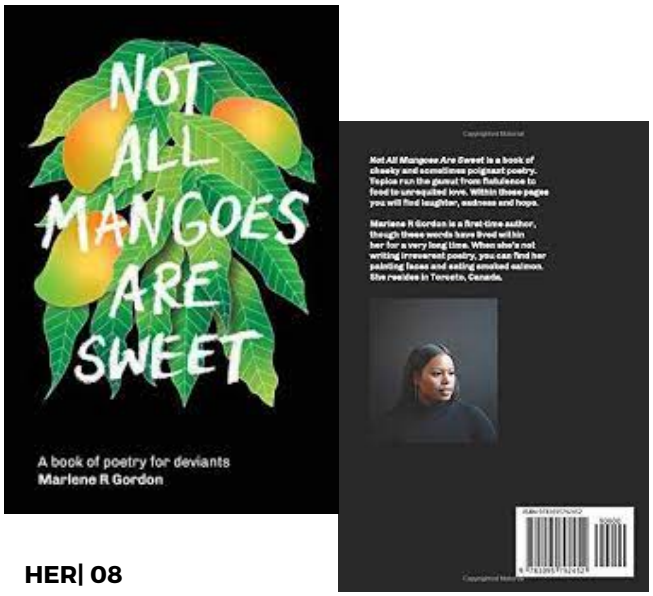
With voice acting, people always told me I have a nice voice at poetry readings and such, even though I hated it. So I took lessons for maybe six months. I just dived in and grinded away at it. Within a couple of months of sending out my demos to agents, I booked my first commercial. That was back in January 2021.

The amount of work has been pretty awesome. It started from nothing—I built a little studio in a former linen closet. I took the risk and it's been really beneficial.

The book **Not All Mangoes Are Sweet** started the whole trajectory. I was so nervous about doing it. I remember having dinner with a friend and her boyfriend, who is very matter-of-fact. I was like, *"I don't know if I want to put this out,"* and going on one of those rants. He said quite bluntly, *"You're acting like the New York Times is going to review your book."*

I needed to hear that, from that point on I started to be less fearful of taking certain chances.

Then the plus-size modelling fell into my lap. I submitted for a KNIX swimsuit competition that was supposed to shoot in Mexico, but then COVID happened. I didn't get that job, but they emailed me to ask if I would like to shoot with them. This was at the height of the pandemic—I never thought I would be modelling on the Internet in my underwear!





"JUST DO IT."

What is one quirky thing people don't know about you?

Long before I read Game of Thrones I said to myself, "I'm just gonna take up archery." I took a few classes, then decided to try a fencing class in Toronto.

What is your best takeaway and advice?

Just do it.

To stay updated follow
Marlene IG: @mar_gordon
Marlene's books are available on Amazon

HER CHOICE

AERYON WELLNESS

MEET HER CHOICE, AERYON ASHLIE. SHE IS THE FOUNDER OF AERYON WELLNESS SUPPLEMENTS, AN RHNC, A WEIGHT LOSS EXPERT, A PUBLIC SPEAKER, A #1 BESTSELLING AUTHOR AND AN ON-AIR RADIO PERSONALITY.

HERE IS HERSTORY.

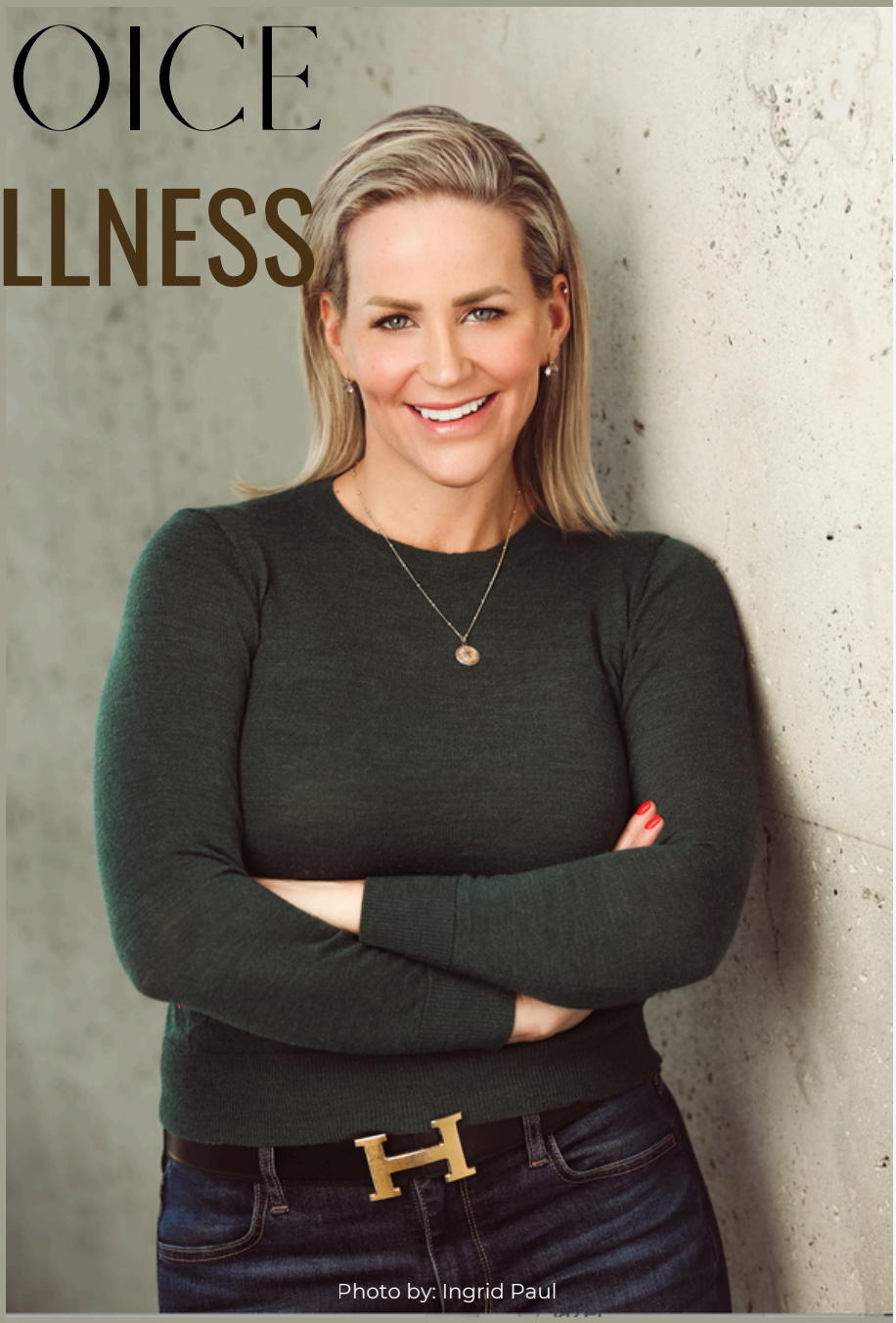


Photo by: Ingrid Paul

My name is Aeryon Ashlie, and I've been in the Health and Wellness Space for over twenty years.

I have always had the entrepreneur bug. As a young girl (eight years old), I would set up a make-believe cash register (a calculator) in the kitchen, then get my mom's money and make my brothers push around shopping carts (just boxes) to pick up their "grocery lists." I would then take their money, bag their items, get them to put it all back and start again.

In my early twenties, I owned Pro Shops inside fitness centres then opened a Holistic Pet Supply Store with my brothers in Toronto, where we provided daycare, boarding, walking, and grooming.

I founded Aeryon Wellness Support Supplements from my base in beautiful British Columbia about three years ago. Currently, we distribute to over 350 health food retailers across Canada plus direct to consumers.

Prior to venturing out on my own, I was a top salesperson at a supplement company called Body Plus. Although we were employees, we were encouraged to run our territories like our own business, this appealed to the entrepreneur in me. In my twelve-year career there, I exceeded 25+ million in sales. However, when the company was acquired, I was packaged out.

At that time, I struggled with health issues and was looking for a solution. I knew there was a need for a female-focused product line that not only worked but provided education and support. Using the highest-quality ingredients, Chinese herbal medicine and science-based research, Aeryon Wellness was born. I admit I was terrified, but if I didn't try, I would always wonder, "What if?"

My wellness journey began in my early teen years. At the time, I fell into the trap of obsessive dieting and exercise, which led to my 25-year battle with bulimia. I believed if I could be smaller and fit, like the girls in the magazines, I would finally find contentment.

My involvement in fitness competitions for over thirteen years was a further psychological impact. That, plus twenty years of using an IUD, resulted in a hormonal imbalance and cycles of severe weight gain and loss. My body stopped responding. I was gaining weight, suffering from exhaustion, insomnia, a non-existent sex drive, cravings, and mild depression. My whole body felt like it had turned on me. I then started working on a more holistic approach, nutrition, daily movement, stress management, CBT, and supplementation (Aeryon Wellness.) Over time, I was able to find balance finally.

My journey to sustainable health and wellness is behind our mission to **"Empower Women With Holistic Health.**" Aeryon Wellness Supplements is the first company to openly say there is no magic pill. Instead, we must look at the whole picture 1: The Thoughts You Think, 2: The Friends You Keep 3: Daily Movement 4: Nutrition 5: Supplementation. We believe we need to have all five Pillars to create lasting health and wellness.

Our mission at Aeryon Wellness is to "Empower Women With Holistic Health." Our 5 pillars are:

1: The thoughts you think
2: The friends you keep
3: Nutrition
4: Movement
5: Supplementation

One way we relay this to our customers is through QR codes. On each label of Aeryon Wellness, you will find a QR code. These are designed to educate and support women with meal plans, workouts, affirmations, and strategies that I wish would have been available to me all those years ago.

Our goal is to be a global leader in women's health, and we are just getting started.

We are Women Owned. We are Canadian. We are Aeryon Wellness.


Photo by: Ingrid Paul

FOLLOW AERYON IG:AERYONWELLNESS I WWW.AERYONWELLNESS.COM



AERYON WELLNESS

EMPOWERING WOMEN WITH HOLISTIC HEALTH



WOMEN OWNED

Proudly Canadian

VEGAN

NON GMO

SOMMELIER
BEVERLY CRANDON



Photo by: Adrian Lyons

My name is Beverly, I am a Toronto-based Sommelier. My work centres around events and private consulting. I have been studying wine since 2012, but my focus is ethnic food and wine. It has been my mantra for the past 16 months. Being at home during the pandemic afforded me a lot of time to experiment with molecules—aka food & wine Pairings!

Given my credentials, it was hard to find an existing structure to work from, so I created my own brand ***Spice Food & Wine***, which allows me to work the way I want.

Spice Food & Wine has reached people across Ontario virtually and we have even had some drive three hours to attend our niche food-and-wine pairing events. That was really encouraging for me and gave me the indication that what I was doing was much needed. I honestly appreciate everyone's presence. Each person adds to the cause and vibe.

I love wine and want people to recognize that wine is not pretentious... It's time we build new narratives around wine that are inclusive


Photo by: Trendedee Watson



I began this journey because there wasn't an existing, formalized space that focused on pairing ethnic foods with wine. This is dear to my heart for many reasons. First, being Guyanese and growing up eating Guyanese cuisine, I am aware of the history of published texts that advise not to pair wine with ethnic food. The pretense and air that wine brings with it —and, most importantly, how wine was introduced to parts of the world along with the slave trade—are all part of this history.

The relationship between wine, food and history is such a complex one. On a scientific level, a molecule is a molecule; once you understand that and their impact on each other, you realize you can pair wine with any food. But on a human level, I love wine and want people to recognize that wine is not pretentious; it's the people who, in the past, who have told the stories around wine (marketing, imagery, text, etc) that make it seem so. It's time we build new narratives around wine that are inclusive and, in subtle ways, address historical and systemic fallacies.


Photo by: Trendedee Watson



Photo by: Trendedee Watson

Spice Food & Wine produces two thematic event series: **Spring Into Spice** and **Fall Into Spice.** What we do at these events is pair ethnic foods with wine. For example, our last event series consisted of four food and wine pairing dinners of different cuisines; Trinidadian, Ethiopian & Eritrean, Mexican and Caribbean Cajun style foods. At each of these, we had five to six courses, and all were paired with wine. We also lead online events that focus on food and wine pairing, and, of course, we make it a point to include all cuisines to ensure diversity.

Many wine merchants neglect to see the value in specific demographics, and that's a shame. Though we have seen some changes in the industry over the past eighteen months or so, it's still slow-moving. Therefore, I make it my core objective to make wine inclusive by communicating with all demographics, especially those that others have ignored in the past.

The biggest obstacle we experience is getting those who did not grow up with spice to understand that it is not synonymous with heat, that spice is used for flavouring foods. To get everyone, especially those that did not grow up in the culture, to experiment and pair alongside me.



Photo by: Trendedee Watson

> Wine is meant to bring people together and foster jovial moments, which I focus on... I love getting to know people and their palates, the flavours, along with foods they love.

When I started this, I was not employed by the industry. For this reason, it allowed me to take the risk and publicly do something new. Other people of colour in the wine industry think the same and share the same passion. The only difference is that I had more of a runway to execute my mantra.

I try to remove the pretense around wine that many think it has. For years the ones telling the story about wine perpetuated the pretense, and I think that's ridiculous. Wine is meant to bring people together and foster jovial moments, which I focus on.

I love getting to know people and their palates, the flavours, along with foods they love. From there, it's like solving a puzzle and finding the right wines for them and creating 'wow' moments when they pair a wine with one of their favourite dishes.

I CANNOT go to a restaurant and order just one wine for a meal. I will generally order at least three. I am testing food and wine pairings wherever I go. It annoys some, but most friends are excited to try it. Last week I had a friend come over for curry beef, and I made her try five wines with the meal. I wanted to get her opinion on 'wow pairings.'

I would like to think that I am getting some mainstays in the industry to think twice about how they position their products and how and who they are communicating with.

Furthermore, I would like to believe that my actions make others look at their approach to cognitive diversity and diversity in its simplest forms and move to foster change.



PHOTO BY: ADRIAN LYONS

Stay up to-date with all **Spice Food & Wine** events by following IG:@beverlycrandon

The Time Abundant Mind Set

How many times have you caught yourself using the catchphrase of the century: **"I just don't have TIME!"**? It's become the all-too-familiar and far too overused "go-to" for all of us when we are feeling overwhelmed and too stressed to add "another" thing to our overflowing plate of life responsibilities and duties. But are we really limited in time? What about now, during these unprecedented times of the global pandemic?

Many have said that if the pandemic has taught them anything, it was that one thing they have never had was . . . TIME. Being under lockdown and forced to modify the routines of our day-to-day lives made many realize how busy our pre-pandemic lives really were. In that time of pause we cut out a lot of "stuff" from our daily routines that may have been wasting the ever-precious TIME that we thought we didn't have. Could it be that this pandemic has given us the opportunity to reevaluate our lives and start to reflect on the things that should be priorities in our lives?

The truth is that TIME is a construct of the mind. You can either believe that time is limited and scarce, and therefore live your life as though there truly isn't enough of it. Or you can believe that there is an abundance of time for everything that you want to accomplish. It's all a question of mindset.

When we look at time from a perspective of scarcity, it becomes the perfect cover-up for the truth. What's really happening is we are using it to make excuses for what we are truly feeling. Take exercising for example. If we say there's no time to exercise, what's really going on here is that we are simply refusing to find the time because we really don't want to do it. That's the simple, hard truth.

"Finding time" boils down to one simple thing: if you want to do it. If you do, then it's just a matter of making it a priority in your life.

The truth is, if you really want to make time for something, you have to first deem it to be a priority. You need to take a closer look at the things you are currently filling your days with: add the things that you feel are a priority and remove the things that aren't. It's a simple swap. It's about making a choice and giving priority to certain activities over others.

We all have time. In fact, not one of us has any more time than the next person. Like the saying goes,

"We have the same hours in the day as Beyoncé."

So how do we shift our mindset? How do we embrace the idea that there is time for all of the priorities in our life? We need to make a choice between a mindset that deems time to be scarce and one that deems time to be abundant.

Let's dive a little deeper here . . .



"Time is scarce" . . . What does this look like? There is never enough time; the ability to notice the abundance of time is not realized; it lowers your vibration, therefore causing you to manifest more of what you don't want—in this case, more reasons to think that there simply isn't enough time, which consequently confirms the belief that you'll never accomplish anything.

Let's dive a little deeper here . . .

"Time is scarce" . . . What does this look like? There is never enough time; the ability to notice the abundance of time is not realized; it lowers your vibration, therefore causing you to manifest more of what you don't want—in this case, more reasons to think that there simply isn't enough time, which consequently confirms the belief that you'll never accomplish anything.

Time is abundant . . . What does this look like? There is time for everything you want to accomplish; there is no place for feeling discouraged or distracted from your goals in this space; you are organized and therefore able to execute all goals and objectives; the job gets done because you know it is possible.

During the challenging times that we are currently facing, adopting an abundant mindset is not only ideal—it's essential. The Covid-19 pandemic is causing a worldwide mental health crisis, as people are trying to cope with the uncertainties that this virus continues to cause. Our "norms" have shifted: how we socialize, interact, work, and do daily life has changed, and continues to change constantly. We are in a constant state of PIVOT, PIVOT, PIVOT . . . changing the way we do things, and how we manage life, way too frequently.

We constantly need to reorganize our lives and figure out new ways of doing things and how to manage all our "things to do" in these fluid circumstances. But how do we do it? How do we find the TIME?

We need to identify, organize, prioritize, and execute.

We need to identify the things that matter most to us first. Why? So we can work from the list of things that matter most to us to get the important stuff done! Then we have to organize our schedule by putting our prioritized activities at the top of our to-do list so that we can effectively execute our plan of getting it all done and meeting our goals. This will help us to reduce spending time frivolously doing things that don't light our fire and make us feel motivated, which in turn will help us to manage stress, reduce anxiety, take control of our lives and, ultimately, make us happier.



Sounds like a sweet deal? Here are a few tips to make it happen.

- **1. Identify your priorities.** What do you WANT to accomplish every week? Make a list, and block out the time on your schedule for these things. Be sure to allocate the time required for each activity.
- **2. Make your schedule be your appointment calendar.** Whatever is on your schedule is a booked appointment, and, like any booked appointment, you can not change it. Period. If it's on your calendar, it's happening.
- **3. Organize what you need for each day**. This can be done at night before you go to bed or first thing in the morning. Take fifteen minutes to think about what you will need and get your things together. Don't waste time scrambling all day long as you set out to do things. If everything you need is set aside beforehand, you can be way more productive throughout the day!
- **4. Get up early every morning**. Early risers get more done. Brew yourself a coffee or tea and do the things that can become time-consuming throughout the day. Check emails, prepare social media, surf the web... these are the little things that fill our days and end up wasting way too much of our productive daytime hours!
- **5. Be mindful of when and where you spend your "downtime."** These are things better saved for your early morning hour.
- **6. Chunk your chores.** Saving one whole day every week to clean your home and do chores may not be the most productive scenario for most people. Try to chunk your chores by doing one or two chores every day so you aren't overwhelmed by household duties!
- **7. BOUNDARIES**. It's ok to say NO sometimes. Far too often we feel guilted into accepting to do things that take up too much of our time. We are afraid to say no because we don't want to anger or disappoint those around us. This can create some pretty destructive scenarios, and a whole host of resentful feelings too. Sometimes we need to say NO to others to say YES to ourselves. "Yes" to preserving our sanity, and "yes" to keeping the priorities in our own lives intact.
- **8. Foresee obstacles**. Be creative. If you can foresee that there will be circumstances beyond your control that will alter your weekly plan . . . plan for success: re-route, re-organize, but do NOT renege! HONOUR the promises you've made to yourself. Plan around these obstacles so you can still achieve your priorities for the week! Remember: there is always time for everything if they are things you truly want to do!
- **9. Always, always, always love yourself first**. This is not "selfish". Forget that nonsense! It's like oxygen masks on airplanes. You have to save yourself first so you can save someone else, right? Well, you have to love yourself first so you can love someone else. It's the same thing. The most important relationship you will ever have is the one you have with yourself. Spend time on loving yourself, so you will be best able to love the special people in your life.
- **10. Express gratitude.** Daily. Be thankful for the time that you have, the life you've been given, and the abundant blessings surrounding you, and in return, the Universe will gift you with more. It's as simple as that. The more you are grateful for what you already have, the more the Universe will give you to be grateful for.

The time-abundant mindset is a choice. The time-scarcity mindset is a choice.
The choice is yours.



© Laura Marchione-Giurdanella,
Mindset Coach
Certified Consulting Hypnotist & Regression Therapist * Certified Health & Life Coach
Reiki Practitioner * NLP Practitioner * Registered Yoga Teacher
Meditation Facilitator * E.F.T. Tapping Practitioner
Mindfulness Teacher * Women's Wellness Circle, Founder
IG @revival_healthandlifecoaching I www.revivalcoaching.ca



Lifestyle *DIY*

It's that time of the year when our lips need some extra TLC. If you are like me, you have several lip conditioners that are on the go. So here is our DIY recipe for soft, supple lips for you and a friend.

ingredients

- 1 tsp beeswax (heaping)
- 2 tsp shea butter
- 1 tsp cocoa butter
- 1 tsp almond oil
- 1 tsp jojoba oil
- 5 drops vitamin E
- 12-18 drops essential oil

directions

- Measure beeswax, shea butter and cocoa butter and put in the top of a double boiler
- Melt the butters and waxes over low heat in your double boiler until completely combined
- Add the almond oil and jojoba oil and stir
- Remove from heat and add Vitamin E and essential oils
- Pour into lip balm tubes or tins
- Allow to cool completely (at least 30 minutes)

Welcome to HER Beau-Tea Project

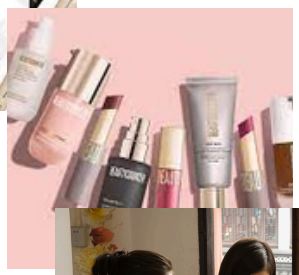
Maus Makeup x HER Collected

Sipology® by Steeped Tea

















BEAUTYCOUNTER®

who we are

A unique collab between a local beauty icon and the queens of purposeful living - Maureen Greenstein x HER Collected = TRANQUILITY!

our mission

At HER Collected, we take a holistic approach to business. We believe women are not just one thing and for that reason, we coach the whole person right down to how she is caring for herself inside and out.

our vision

To create a community of women who work together and uplift each other both personally and professionally.

Take a peek inside HER Beau-Tea and treat yourself with products that are good to you and for you.

Enjoy,

Mau, Love & Jay!
xoxo
Follow IG: @her.beautea.project
www.hercollected.com/beauteaproject
Collect.Connect.Create

30 Day Health Challenge with HER

Ring in the new year with HER BeauTea Project! 2022 is all about creating healthy habits! Sipology created the 30 Healthy Habits beginning January 2022, so join us.

The challenge runs between January 1 - 31, 2022 on Sipology's Facebook and Instagram accounts, where giveaways will be awarded weekly.

Here's what you do!

Step 1: Get your 30 Healthy Habits with Sipology calendar! Available to download at https://www.sipology.com/moteavation

Step 2: Follow IG: @her.beautea.project & @sipology

Step 3: Use #moTEAvation to show off your healthy habit for the day. Every #moTEAvation is a single entry into the weekly draw for prizes (this does not include Stories). Commenting on a Sipology check-in post is a single entry into the weekly draw for prizes. Submitting a photo of completing one of the healthy habits by using #moTEAvation and tagging Sipology & HER.BEAUTEA.PROJECT or directly messaging Sipology will be a single entry into the Quick Start Prize and Grand Prize draws.

Good luck!







HEART & HOME *Relationships*



I recently celebrated my 42nd birthday, and for the first time, I decided that my year would start with me.

Now that I'm celebrating a new me, I also decided to let go of the past two horrible years we all had to face. I will only focus on remembering the good moments as I continue to explore who I am. I encourage you to do the same. The more I grind at what I love as a social worker, the more my joy comes from the life work that my clients apply to overcome their fears.

Discovering HER is Honoring the work and the Efforts to Release the unsolved trauma that suppresses growth. The importance of healing brings light to our development, and we become clear at making decisions that predict our life journeys. I encourage you, as you explore who you are through your God-given gifts, to work towards healing from your unresolved trauma of past relationships, unforgiveness, betrayal, and sorrow.



Be Accountable!

As you stride along your journey towards greatness, it's important to hold yourself accountable when it comes to your self-care.

Avoiding your issues will one day show up unexpectedly, forcing you to pause for the sake of your mental health.

Forgive, now!

Nothing can stop you from attaining your goals, but you can be your biggest obstacle. I encourage you to practice forgiveness. The work doesn't happen overnight, but the more you learn to love who you are, the closer you get to the beauty of who you indeed are to yourself.

Intention is Key!

Be intentional while you discover HER—do the necessary work needed to unblock the burden distracting your visibility to keep focus. I encourage you to walk in your power and own the space you were given to evolve into the greatness you were made to be?

Let the year 2022 be the start of discovering your true self with the courage to face all that life has to offer.

Tanasha Smith RSW
Social Worker, Mastery of Self
info@masteryofselfinc.ca
IG: @mastery_ofself I www.masteryofselfinc.ca

IT'S MONEY, HONEY

seasonal tips on how to manage your mind around money

By Loveleen Rai

Is Your Relationship with Money Hold You Back From Your Dreams?

Having worked in the finance industry for almost twenty years, I have heard the saying "I'm having money issues because . . ." more times than I can count. The reasons will always vary, but the fact remains that money issues are more often a symptom and not the actual problem.

Mel H. Abraham, the host of The Affluent Entrepreneur Show, has said: "The fact is your current financial situation is a result of your past decisions." He encourages his clients to take a moment to honestly examine their decisions and habits surrounding money. He often sees some of the seeds of where they are today—how much they did or didn't save, what they typically spend their money on and whether their relationship with money is toxic.

We have been conditioned to have limiting beliefs about money from a very young age. Money is not something we talk about or are taught about in school. And unless you intentionally seek to learn about money, your primary source of learning is from your surroundings. But who are we learning from? Most of our money education comes from our parents, friends and neighbours, and from what the media has told us.

My personal relationship with money was based on observations from my parents. These observations unconsciously created beliefs about money that I held up to adulthood until I started to break the cycle of my Money Story. Known as "Money Identity," Abraham was able to connect the dots from a parent making a simple comment as "We can't afford that," to a child growing up thinking money is scarce and that you need to be afraid to spend it. You could have grown up hearing that "people who have money are greedy," which might make you not want to work as diligently, or that "money is not important," which can lead to brushing off the financial side of your life.

These statements may seem innocent, but as you get older they can become extremely toxic in regards to your relationship with money. They can lead to everything from preventing you from asking for the raise you deserve to overspending, putting off saving for retirement or staying in debt.

Have you ever had any one of these thoughts?

- "My friends seem to be doing well with money; something must be wrong with me."
- "As long as I can pay my bills every month, I can spend the rest on having fun."
- "Life is too short; I'll worry about retirement when I get older."
- "Money is the cause of all the world's problems; therefore, I never want to be wealthy."

When it comes to conversations about debt, income, and other money topics, it seems that we are still very reluctant to discuss our finances. Getting in tune with your financial beliefs is one of the very best ways to start repairing your relationship with money.

IT'S MONEY, HONEY

Here are some expert-backed ways to begin repairing your relationship with money:

View money as a tool

When you think of money as a resource or a tool, that implies it is to be used, so in a way, you give yourself permission to use it. Think of it as a hammer. You can either build with it or use it to destroy things.

Let go of the belief that money is complicated or confusing

You need to increase your understanding of money; otherwise, you will not feel better about your relationship with money. All money skills are learnable. Most likely you were not formally taught how to handle it

Challenge your upbringing

Take a look at your childhood perceptions of money, and question any limiting beliefs resulting from that. Ask yourself, "When it came to how my parents handled money, what did I learn from them?"

Create some positive money affirmations

Come up with empowering affirmations—something you can say to yourself every morning—that can help change your thoughts around money.

- "I am capable of overcoming any money obstacles that stand in my way."
- "I'm not poor; I'm just low in wealth right now. That is changing."
- "I can conquer my money goals."

Don't compare yourself to others

Nobody is perfect, and comparing yourself to others will only make your relationship with money worse. It can be difficult to avoid making comparisons financially, especially in an era of social media, but just because a friend is posting about their exotic vacations or a neighbour seems to be doing luxury home renovation does not mean they are successful and you are not.

When it comes to priorities, money can help you get there but shouldn't be your primary focus. It is important to take time to evaluate what your goals are, not just with money but also with your life as a whole. A lot of our life goals have nothing really to do with money at all. But how we use money to attain those life goals is the secret.

This is HER year to get what you want, so let's get our money mindset right!



Loveleen Rai
Money Mindset Coach
Co-Founder of HER COLLECTED
Follow IG: @hercollected
send your money matters to hercollected@gmail.com

GOOD EATS

LITTLE SISTERS

BY JANINE BOWEN

Little Sister Indonesian Food Bar
2031 Yonge St, Toronto, ON M4S 2A2









I love food! This is truly an understatement, but nonetheless, I must preface this review with a declaration of love. Food full of flavour, texture, and variety makes my heart flutter; Little Sisters delivers all of this and more.

My first experience was at their Portland location. I dined on the quaint patio last summer. On this inaugural visit, I started with one of their fabulous cocktails and shrimp chips with their signature peanut sauce, which is hands down THE best I have ever had. This starter has become a staple in my ongoing love affair.

My main dish was their braised beef with a simple bowl of steamed rice, and I shared the Brussel sprouts with my guest. These sauces and marinades are addictive, and I'm here for it. Since the Yonge St location is close to home, it has become my new favourite take-out spot. My go-to is the duck leg.

If you are interested in trying something new in an intimate environment with knowledgeable, friendly and attentive staff, Little Sisters is your pot. I highly recommend it as a great first, second or third date place.

Now that we are back in the business of socializing, I feel grateful to have discovered this Lil gem of a place. You will thank me too.



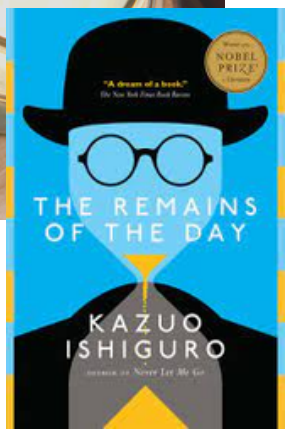
At HER COLLECTED, we are fans of good food, great atmospheres and exceptional service. To put it short, we have discerning taste.

For this reason, we eat for ourselves, checking out great new places and Toronto staples. All to let you know where to take friends or business meetings.

THE READING ROOM

by Loveleen Rai





by Kazuo Ishiguro

I took a risk with this novel, and the chance was worth it. It is an oldie but most definitely a goodie. I will be pushing this book on anyone willing to listen. It won the 1989 Booker prize, after all—but sometimes you find a piece of writing so well executed, so moving, and so perceptive about the lives many of us lead that you can't help praising it.

To understand this novel, I need you to place yourself as a character in the very famous show "Downton Abbey." Picture yourself here as one of the staff taking care of a grand home. (If you haven't watched "Downton Abbey," I suggest you take a look before reading this novel so you can place the scenery and the subtleties of the class system in England.)

This is a tale of a man so burdened by class that he lets the love of his life slip through his fingers. Mr. Stevens is chief of staff at a highbrow English home; as the novel opens, in the summer of 1956, he is set to undertake a trip to visit Miss Kenton, a housekeeper who left twenty years earlier to get married. The butler says he wants to ask her if she'd consider returning to work: "Miss Kenton, with her great affection for this house, with her exemplary professionalism, was just the factor needed to enable me to complete a fully satisfactory staff plan for Darlington Hall." But Stevens isn't fooling anyone, especially when he lets slip that a letter contains hints her marriage is falling apart.

The novel is written as Mr. Stevens' Journal entries. Enticingly, we get a glimpse into someone's deepest, most private thoughts.

We get a picture of a man trying desperately to keep a lid on his emotions—and what a complex picture it is. The Remains of the Day does what only a beautiful piece of literature can do: it makes you feel you hold human life in your hands. When you reach the end, it does seem as if you've lost a friend—a laughably pompous, party-hat-refusing, stick-in-the-mud friend, but a good friend nonetheless. You want to hug him, except he'd be outraged.

The novel touches on the class system quite a bit, but most of all, it's a book about love. Mr. Stevens is forced to let go of his illusions about Lord Darlington, his filial pride, his cherished "dignity" until all that remains is Miss Kenton and what might have been.

Coaching Corner

BY JANINE BOWEN

HER POWERFUL TIPS TO ACHIEVE YOUR GOALS THIS YEAR!

We declared 2022 HER Year, so it's important that we set you up for success.

For those of you who may find it difficult to overcome obstacles to reach your life goals, here are helpful tips that can give you the power to overcome the roadblocks that keep you from reaching for the stars.

1. **Identify your intention.** To back up your goal with motivation, you must take to heart its significance to you. Identify the purpose of your goal. Point out its benefits and its would-be results in your life.
2. **Plan your goals**. One of the main reasons why goals fail is that there is no detailed plan to accomplish them. Set a plan for each step that you will take in accomplishing your goal. As you progress through each step, modify your plan by adding or deleting details (if necessary). Make sure your goals are S.M.A.R.T.

Sustainable: Get clear and concise about what you want to achieve. (Now is not the time to be vague.) The more detailed you are, the better. Add the resources you have or will need to make your goal a reality.

Measurable: Define the evidence to prove you are making progress. This is the outcome that will let you know you did it (think data, numbers etc.) Achievable/Attainable: Is your goal one that you can achieve? This is the question you need to ask. It needs to be challenging but not impossible.

Realistic/Relevant: This goes hand-in-hand with the "A" of your SMART goal. Does this goal make sense, and is it realistic to who you are and what you want from your life? Is this a priority?

Time-Based: How long will it take you to reach this goal. Everything needs a timestamp, or you could be "working" on it forever. Having a target will keep you focused and give you an opportunity to check in with yourself for progress reports. Make sure the time frame is realistic as well.



3. **Maintain your focus**. Stick to your plan to the letter. Be consistent in the path that you take. Keep your energy flowing in that direction.
4. **Avoid losing momentum.** Whatever happens, do not stop working on your plan. As much as possible, do not be content with what you currently have. Start with what you have at hand and work from there. Know that you will stumble, but keep going.
5. **Monitor yourself**. Always ask yourself if there is something else you can do. Find out if there are still alternatives you can think of. Ask yourself if there is something else you need to know. Look at your plan from different angles. Know when to ask for help and seek out the right resources.
6. **Keep in mind that no idea is insignificant**. Good ideas suddenly pop up, then just burst like bubbles. Jot them down as soon as they come to you. Have a notebook handy to write down the details when they come to you. This is a good way to prevent these details from being lost.
7. **Always think positive**. Be conscious about what you say and think. These words and thoughts have power, so be mindful. Lay aside your doubts. Despite the obstacles you encounter, know that your goal is attainable. Affirm yourself at all times, with words of positivity and hope. A positive mindset is very important in the attainment of your goals.
8. **Fuel your goals with gratitude.** To keep your spirits high, be thankful for all things and people you have in your life. Be grateful for the opportunity to pursue your goals. Goals give direction and guidelines by which you live your life. Not only that, goals nourish one's being. Being appreciative of them strengthens your foresight and keeps you humble and open-minded. It empowers your motivation and willpower and makes even the smallest task meaningful. In all your undertakings, learn to practice gratitude.

Let these empowerment tips push you on your way to achieving your goals. Take them to heart, and jumpstart your journey to truly making this HER best year ever!

Janine Bowen
Success Coach
Specializing in Leadership Development, Business Support & Strategic Planning
Co-Founder of HER COLLECTED
Follow IG:@first.step.coaching
@hercollected
send your questions/requests to hercollected@gmail.com


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Collected

ISSUE 03 I VOLUME 2

HER COLLECTION

COLLECT .CONNECT .CREATE

Janine Bowen

Loveleen Rai

Regular Writers:

Tanasha Smith (@mastery_ofself)

Laura Marchione-Giurdanella (@revival_healthandlifecoaching)

Guest Writers:

Aeryon Ashlie (@aeryonwellness)

Beverly Crandon (@beverlycrandon)

Photography

Cover - Constant Van Ruymbeke (@constant_scott)

Marlene Gordon Story -Ted Belton (@tedbelton) & Stefan Williamson

Aeryon Ashlie - Ingrid Paul (ingridpaul_3)

Beverly Crandon- Adrian Lyons/ Event Trendedee Watson

CONTACT

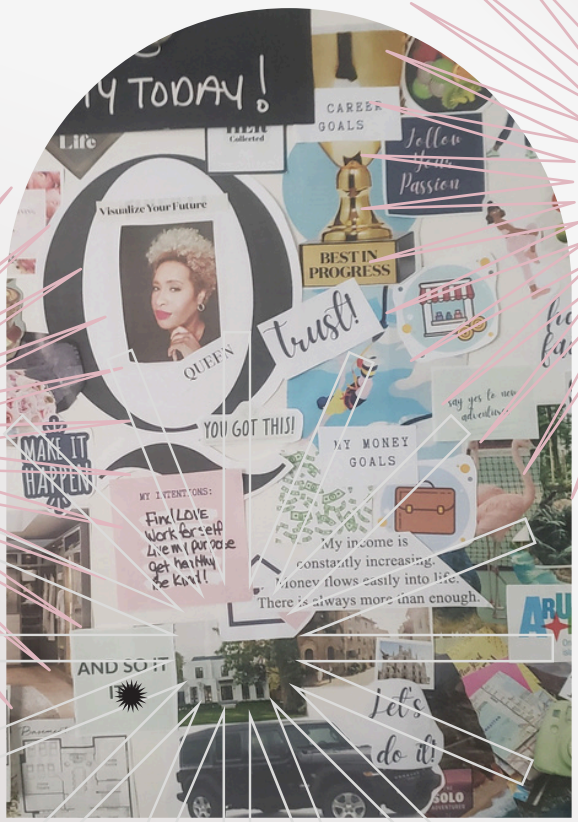
hercollected@gmail.com

www.hercollected.com

IG:@hercollected

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HER VISION



Vision Board Printables

CREATE YOUR NOW

Q

Place 3x4
selfie here!

QUEEN


2022
Is Incredible

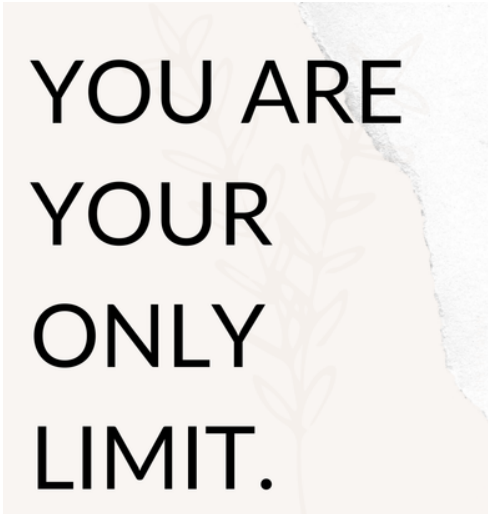

Every moment is a fresh beginning.
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Believe in Your Dream
@HERCOLLECTED


MAKE HAPPINESS A PRIORITY AND BE GENTLE WITH YOURSELF IN THE PROCESS
BRONNIE WAREE

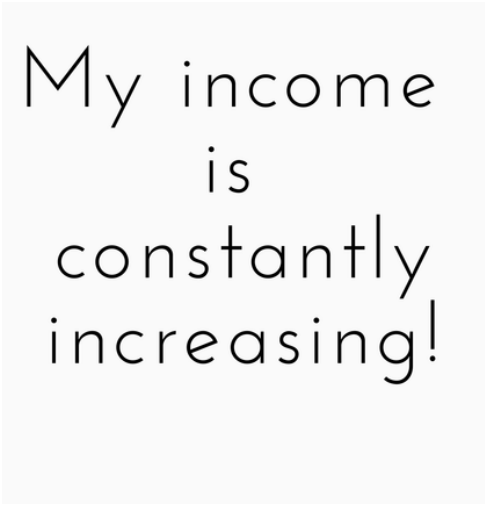

If it doesn't challenge you,
it won't change you.
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success is a series of small wins.
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YOU ARE YOUR ONLY LIMIT.


I AM DESERVING OF love


YOU'LL ALWAYS ATTRACT WHAT YOU BELIEVE YOU'RE WORTH.
#HERCOLLECTED


My income
is
constantly
increasing!


say yes to
new
adventures
@HERCOLLECTED


@HERCOLLECTED
BE KIND
TO
YOURSELF.


Let's
do it!


I GOT
THIS!


AND SO IT
IS!


MY LIFE IS
ABUNDANT


Follow
Your
Passion


trust!


Living My Best
LIFE

I am
enough!


have
faith!

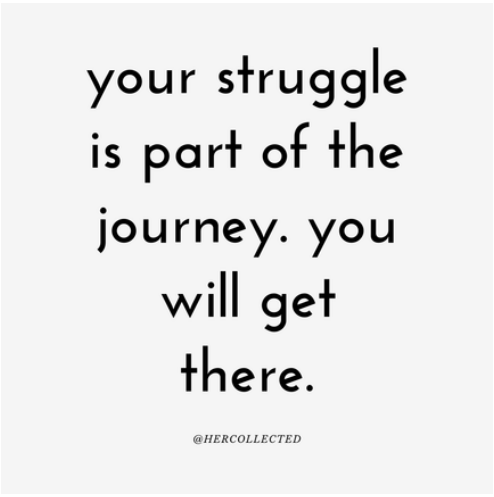

Work like you don't
need the money.
Love like you've never
been hurt.
Dance like nobody's
watching.
SATCHEL PAIGE


allow


STRUGGLE
LEADS TO
SUCCESS


thrive


Don't wait for
opportunity.
Create it.
@HERCOLLETED


your struggle
is part of the
journey. you
will get
there.
@HERCOLLECTED

HEALTH







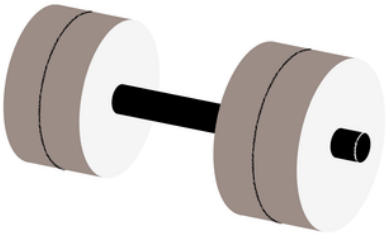




MAKE IT HAPPEN

EXERCISE







"I am enough!"

@HERCOLLECTED

MY MONEY GOALS

MY CAREER GOALS

MY INTENTIONS:

MY HEALTH GOALS

SPIRIT

MY RELATIONSHIP GOALS

YOU GOT THIS!



HOME

MONEY



CAREER

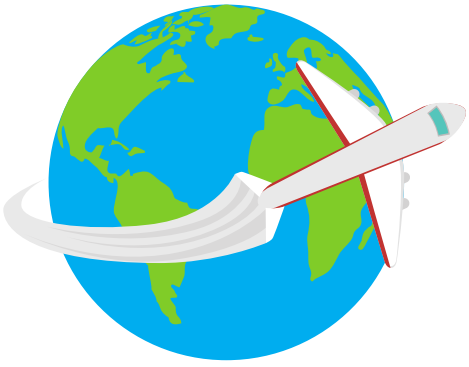
TRAVEL



FAMILY



SOCIAL




Love

