



ISSUE 3 | JULY 2022

THE BEAUTY ISSUE

**SUMMER
TOP TEN
BEACH
ESSENTIALS**

**TRAVEL AND MORE
STAYCATION AND
GOING LOCAL**

AN INSTAGRAM BUSINESS SENSATION

**LEADING MAKE-UP ARTIST & BEAUTY DIGITAL CREATOR
IZAMBELLA CHRISTODOULOU SHARES**



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If your sunscreen isn't your best friend, you better reconsider your friendships. Spread it, spray it or rub it; you can thank us later.

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SETTING SAIL

Online shopping used to be a flat, colorless experience that no actual supermarket trip could lose to. There is a certain joy in physical shopping, the same way someone sends you a picture of a dog or have a dog cuddle on your lap. The same way texts can't beat eye contact. E-commerce has tried hard to bridge the gap between the two and create an online shopping experience that does not compromise on emotional connections; that is exciting to visit; that offers an abundance of choices across product categories; that comes with surprise perks and benefits, offering a bit of a music beat to it too; and a connected social media experience that allows you to go back and forth, from app to Instagram and back again, to check on that product twice, see how others have used it, be inspired by ways to connect to it once you purchase. **And then, the delivery. The box. The joy of a seemingly colorless cardboard square shape, that unveils all your personal choices, things you love, thoughts of a better life, your deepest wants. Enter WE.**

This month is an exciting period for our Group. We have launched **WE Media at wenewsmedia.com**, our super-sleek news portal informing on anything that sparks a light: business, travel, tech, ecom, lifestyle and culture and news from Cyprus and abroad. We are also ready to roll out two great new initiatives in an industry that we haven't tapped for; they say if it doesn't scare you, it's not worth it and we are all a bit overwhelmed with productive impatience to reveal what we've been up to.

This is why we are trying hard to find ways to connect experiences and user interaction across our products and services. And do it in a way that you will understand and value; through a pure heart and good intentions of placing the business as the vehicle to create solutions and not as a money-making machine.

I am sure you got this too because we can feel the reciprocation, skin-deep. Bring it on, then, we are ready to sail, metaphorically and literally. Hint.

Nicos Andronicou
CEO, WE Group

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Summer

top ten: beach essentials

Summer is here and it's as hot as it gets. During the season, we tend to concentrate on things like swimsuits and beach accessories but truth is, the things you need for the ultimate beach experience are much simpler. Read on.

A SUPER EASY-TO-DRY BEACH TOWEL

You can't get wrong with a stylish, super easy-to-dry beach towel. A good beach towel will add an extra layer of comfort to any uncomfortable sunbed, will look great on your Instagram feed and, most importantly, will help you dry fast and effortlessly; there is nothing worse than waiting forever on a wet towel, regardless of how bright the sun is shining.

LIP CARE

You know that feeling when you go to the beach and look all ready for the next Vogue photoshoot and the moment you hit the water, you feel drained, dry and completely undone? A good lip care balm will freshen you up, moisturise your lips and give you a natural lip glow; opt for one with SPF to protect your lips from those sunrays too.

FACE SPRAY MIST

A face spray mist is everything. It hydrates, keeps you on spot and moisturised and cools you down when the heat is too heavy to handle. Perfect not just for the beach but for city strolls too; you gotta beat summer on its own game.

BOOKS AND MORE BOOKS

Screen time is locking our brain into an endless scroll mode. There's quite nothing like a good old book on a secluded beach; a novel plot will keep you occupied and drawn until the late dusk while some of the best motivational authors will keep you inspired for your next venture. Use your beach time wisely and let your thoughts unravel. You can never go wrong with a good paperback.





COOLER BAG

Unless you are heading for the latest beach bar entry, some of the most beautiful beaches are untouched by human hand; but you shouldn't go unprepared. A cooler bag will keep your beers and snacks in perfect temperature, allowing you to organise a more impromptu beach visit without the trendy crowd - who needs those anyway?

SNACKS

Think bio chips, fitness bars and the oh-so-refreshing fresh juice. Snacks are your break or make a deal at the beach; plus, they will keep you fit for hours without diving into too much chocolate ice cream.

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SNORKELING FOR AMATEURS

Swim among the fish and go deep into some underwater beauty with a mask and snorkel set. You'll be exercising more than you think and you won't even notice.



WATER BOTTLE

Unless you are a water fan, a water cooler bottle will keep reminding you of your 2L per day; add ice and a couple of freshly-cut lemon and there's your own detoxifying beverage right there at no cost.

BABY BOTTLE COOLER

New mums have enough changes to face, including lack of sleep and lack of time. Their right to carefree sunbathing *avec* babies shouldn't have them worried about baby milk; baby bottle coolers are the way to keep the little pumpkin fed and your mind at ease, even for a few minutes!

TINTED MOISTURISER

Part cream, part make-up, tinted moisturisers are life savers at the beach. Tap a bit under your eyes, nose and cheeks and you are ready to hit that beach bar looking beautiful; as you always do.

ήξερες ότι...

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WE

LEADING BEAUTY LADY

Beauty comes from within but a little make-up never hurt anyone. Filters or no filters, editing or no editing, beauty is a journey for looking good in order to feel good. With the narrative being changed to an inclusive point of view on all things beauty, social media contributes to spreading the word; and the work. Izambella Christodoulou, leading make-up artist and beauty digital creator currently counts more than 70k on her Instagram following. How did she make it and what does she have to say on beauty? Read on.



Let's start with the obvious question. For the local social media scene, you are a make-up digital creator all the way. How did you manage to get so many people to follow you on Instagram? It seems you are doing something right.

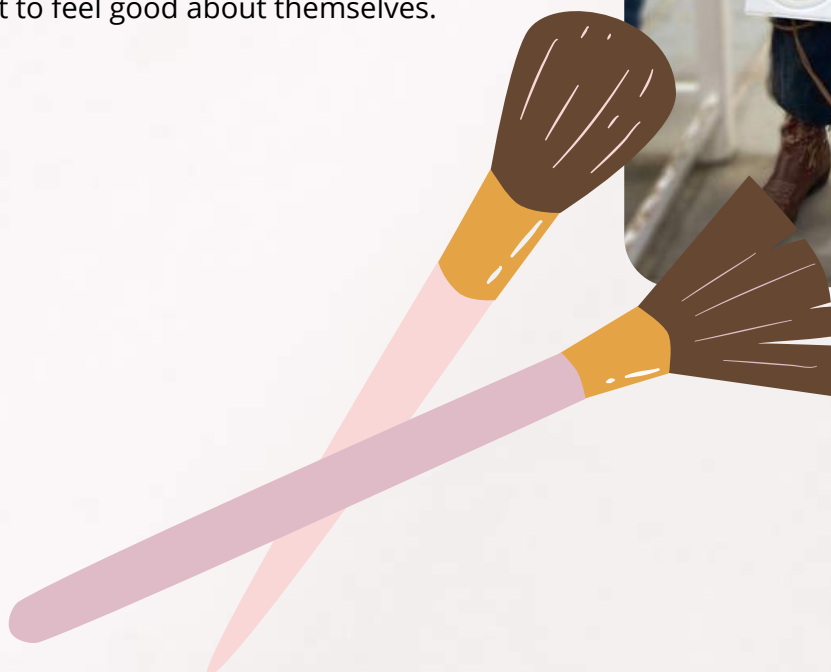
To start with, thanks for phrasing the question as such; I really don't like the word "influencer" because it seems to carry with it a meaning that implies content to be created simply to receive likes. My intention was to create content that inspires people to look and feel beautiful and give a professional's take on make-up in a fun and engaging way. There wasn't really any strategy in that, but I did notice that good quality content in terms of editing always becomes a favorite. I have a fully-fledged equipment now to shoot my content and it makes all the difference. Plus, you need to be true to yourself and not try to project something you are not.

This said, you do represent inclusive beauty all the way and you embrace yourself, giving an amazing example to younger girls that see the picture-perfect skinny models on Instagram all the time.

You cannot not be yourself and expect to be loved for it. I am fully aware of all my flaws but I am also proud of them since these are what make me who I am. I do think that the world is changing towards a fairer representation of beauty and besides, this is such a subjective topic. Everyone has the right to feel good about themselves.

It seems that online content and advertising are shifting towards this idea of being inclusive. It is the democratisation of beauty and self-image. How do you create content that brings out your personality and your perception of beauty?

I try to think of topics that my audience would enjoy but it is never on purpose; this is not my real job, I am a make-up artist and make-up tutor so my focus is to showcase my work and inspire others, including colleagues, to have a fun scroll through my feed. I have also studied fashion styling and fashion design and that's why I like to shoot content for outfits, I always use stuff I have and that I would wear elsewhere.



How do you stay abreast with the latest beauty trends?

Well, being in the industry means I get all the sneak previews and sampling before anybody else which is a great perk and research premise for my work. Of course, I read all the time and I do follow professionals in other regions such as the US and the UK to note down trends and upcoming products that would be useful for my work. Continuous training is also a must – learning should never stop.

You are very young and then you have managed to become one of the leading professionals in your field. How hard is it for a woman to run a business?

I am not yet a mother and my time is so limited, and I can only imagine how hard it must be for working professionals to balance both a career and a family. There is prejudice as far as female entrepreneurs is concerned; my profession is not as tricky though, I must admit, since it is a very female-led industry. There are other fields where women must face extreme challenges to rise up the ladder! For me, it's all about effort, consistency and ethical delivery of service. If you are good at what you do, keep training yourself and learning and treat all your associates and clients with respect, success will be much easier attained.

A well-run business, an online presence that brings you huge visibility...what's next?

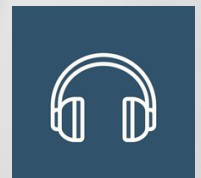
I really want to develop and expand my make-up brand as a professional and start thinking of ways to engage more people in my field through this idea of merging the physical and the digital. Can't say more, stay tuned!

**to find our more about Izambella's work follow her on Instagram:
izambellachr_makeup**





love moments



tech



ALL YOU NEED FOR GREAT SKINCARE

FACE STUFF

While a perfect skin-care routine will work for you year-round, these are the important steps you should keep top of mind as the weather gets warmer.

Our phones might do all the work, but a good professional camera will give you results that your smartphone just can't. WE have gathered the experts' opinion and summarise the main tips to take your photo skills to the next level.

VITAMIN C

Vitamin C is great year-round, but all the more important in the summer," says Ibrahim. Vitamin C helps prevent hyperpigmentation, improve the appearance of fine lines, and can help with collagen production. Layer a few drops on your skin between cleansing and moisturizer.

EASY ON MAKE UP

Sophisticated girls don't sweat through their makeup. So, heavy makeup is definitely a no-no. Caking our faces with make-up also prevents our skin from breathing, add to that the humidity which is the number one contributor to clogging pores. This summer ditch your heavy foundations and powder-based products and swap them with tinted moisturisers and lip balms in your everyday makeup routine.



EXFOLIATE

This is an important one to get right. Exfoliation removes the top layer of dead skin cells to expose the fresh and renewed skin beneath - a great tip that will help you make skin glow. However, if you exfoliate too regularly or too vigorously then you can irritate the skin, so you need to ensure a good balance. Invest in a mild exfoliator which you can use often.

MOISTURISE

On the other hand, don't forget to moisturize regularly. Since we tend to get oily and sweat more during the hot summer months, we're tempted to skip on moisturizer. But this doesn't help our skin. As a matter of fact, it only makes things worse. Our skin is already feeling a bit stressed and now we're denying it nourishment and a layer of protection against pollutants, irritation and dryness. Bring on the moisturizer.





WE

**all about the
eyes.**

GO LOCAL: STAYCATION

Tired of posting throwback holiday photos? We are all wishing to throw everything away and jet off on an airplane to somewhere far away, the first summer after all covid restrictions are almost lifted. But what if there was a way to go on holiday without leaving the country? While you are eagerly waiting for leisure travel to resume, a staycation is the next best thing, especially if you are living on an island in the Med.

YOUR OWN CITY

The best part of a staycation is that you won't ever feel bad for not leaving your hotel room. There's no pressure or guilt in staying home all day because, after all, that's what a staycation is for, right? But if you're ever feeling cooped up, try to take a trip to your own city and search the web for some new places to visit, such as museums, parks, and attractions. If you've seen all of them, choose a place in your town you haven't been to yet. This is a great chance to explore what your city has to offer that's beyond all those main attractions and tourist hotspots.

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DISCONNECT FROM YOUR WORLD

Rule number one in staycations: drop your phones and never speak of work-related matters! Log your work email address off from your phone, mute your workgroup chats, and do not answer calls from work.





MAKE FOOD A PRIORITY

If you were on a holiday abroad, you'd probably be spending on the best and tastiest foods around, so why wouldn't you do the same at home?

There's just something about good food that makes any day feel extra special, so finding and trying all of the foods you've been dying to try magically makes every staycation day that bit better.

SPEND WHERE IT COUNTS

If you think about your staycation financially, you've already saved money on accommodations and transportation, so that gives you a lot more wiggle room to spend your vacation dollars where they're needed – pricey and extraordinary activities.

Maybe it's a 24 carat gold facial, a helicopter ride or a 5-star dinner, but whichever way you choose to #treatyoself, do it guilt free and keep in mind all of the money you saved by taking a staycation in the first place.



OUTDOORS

Studies have shown that spending time outside boosts your mental and physical health—and being on a staycation is no exception. In order to really disconnect from your everyday life and reap the rejuvenating benefits of vacation, it's crucial to carve out some time in nature. For more active staycationers that might mean going on hikes. But if you're looking for something less physical, we suggest planning a picnic in a local park or lounging by a hotel pool.

Why Staycation ?

SUSTAINABLE

You're looking after the planet. Staycationing is a powerful act. By not flying on holiday, you're doing something sustainable.

HASSLE FREE

Some people do not want the hassle of travelling. These people may choose to undertake tourist activities close to home or to take a trip in an area that does not require a lot of travelling to reach.

This is particularly popular with people who are not in a position to travel far. For example, they may have young children, have a disability or have work commitments close to home.

COST

Staycations usually cost less than travelling abroad and will allow you to have a good time without breaking the bank.



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SUN SCREEN IT

17

Remember the beach holiday you took with your parents when you were around ten years old? Do you recall the hours you spent on the beach that resulted in a mind-numbing sunburn? Whether you are going out or staying in, the most important yet basic tip, especially for summer, is to wear sunscreen. Dermatologists and experts have repeatedly stressed the importance of a broad spectrum SPF 30 or higher on all exposed skin. You need to start sun screening it before you regret it. And you will.

Experts and dermatologists say that lathering your face and neck with half a teaspoon and a full teaspoon for limbs and then reapplying every couple of hours is imperative.

Slathering a layer of sunscreen on top of your impeccably-applied blush contour might not sound very appealing. But if you are attending an outdoor event, you can't forego the essential layer of protection. Tinted moisturisers with SPF are the best lightweight solution to give you the accurate amount of coverage required. To touch-up when necessary, sunscreen powders are the way to go. Travel-friendly and easily applicable these powders resemble a compact with a touch of sunscreen and are a perfect addition to your summer skincare routine.

SPF, SPF, SPF.

It's the most important, fundamental, don't-leave-home-without-it tip: Wear sunscreen. Each of our experts recommends a broad-spectrum sunscreen of SPF 30 or higher on all exposed skin. Don't forget about hands, feet, ears, and lips.



CONSISTENCY

When it comes to sunscreens, consistency can be the difference between an SPF you'll reach for every day and something you'll only reach for when you have to begrudgingly apply for the beach. Sunscreens with thicker consistencies can be good for the body, but not so much for the face, which tends to be more sensitive and reactive to heavier, greasier formulations. Thick sunscreens might not be great if you have an oilier skin type, and thus a lightweight, serumlike option could be best for you.

WHAT TO USE?

What type of sunscreen should I use? The best type of sunscreen is the one you will use again and again. Just make sure it offers broad-spectrum (UVA and UVB) protection, has an SPF of 30 or higher, and is water-resistant.

The kind of sunscreen you use is a matter of personal choice and may vary depending on the area of the body to be protected. Available sunscreen options include lotions, creams, gels, ointments, wax sticks, and sprays.

Creams are best for dry skin and for the face.

Gels are good for hairy areas, such as the scalp or male chest.

Sticks are good to use around the eyes.

Sprays are sometimes preferred by parents since they are easy to apply to children.





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