

February 2011

South Africa

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THE GLAM GURU



When no one was looking, a young Hannon Bothma would dress his sister and the neighbour's children with the many wigs and old clothes that was in one of the drawers of his parent's garage. And this was certainly not what boys his age did growing up in the agricultural town Vryburg in the North West Province

But, says Hannon, he was amazed and intrigued at how a different hairstyle (short, long, up-style or a different color) could alter one's appearance so much". And here the journey of South Africa's style-guru started.

"Super-stylist" and "Miracle Man" are but a few terms regularly used to describe South Africa's renowned "Glam-guru". The well travelled image-stylist has changed the lives of thousands of women by sculpting their physical appearances to expose the true underlying beauty.

Without having to go under the knife, Hannon has transformed the everyday "Jane" into the sparkling diamond they all hold within.

In 1989 he trained as a Hairdresser and Make-up Artist at Cape Town Technical College and graduated in 1991. Hannon finally had his foot in the door to the industry that fascinated him so. Whilst doing his apprenticeship, his dream - same as every aspiring hairdresser and make-up artist, was to own his own salon.



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Women all over the country started to **fall in love with Hannon** and his talent to transform any women into a beauty.

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Doing make-up on corpses in a mortuary was not glamorous but doing the work earned him extra money to see his dream turn into reality. The time came for Hannon to open his own studio. His father afforded him a R30 000 loan and so the work began.

As this is not a lot of money he had to do most of the work himself to save cost. “I laid the tiles myself as well as most of the alterations”. And finally he opened his first hair and make-up studio, Hannon Bothma Hair, Make-up & Image Consultants, in Cape Town. After joining forces with Julius Swart, promotions and marketing guru, he realized he had bigger dreams.

Whilst running Hannon Bothma Hair, Make-up & Image Consultants, he ventured into other arenas to promote his talents. He was a favorite on a Cape Town and Namibia radio broadcast as well as a pro-bono fashion contributor for the Cape Argus newspaper. Back in his studio, he walked one of the SA Model of the Year organizers and offered Hannon the opportunity to assist with the hair and make-up of this spectacular show. As payment he secured a double page hair and make-up feature in a respected and largely distributed women’s magazine. “I made sure his name got printed along with a photo”, Julius added.

Women all over the country started to fall in love with Hannon and his talent to transform any women into a beauty. This earned Hannon the opportunity to do make-overs all over the country. In

turn, he spent too much time away from his studio, he had to sell.

Amongst the multitude of women during one of his workshops, he met Ambassadors’ wife Charlene Manley who ran the Ambassador women’s club in Belgium. Doors were immediately opened in the Europe. He did training in Belgium, Netherlands, to name but a few. The world was his oyster. He spent most of his time overseas, promoting his talents, working with laboratories in France and Europe to create his own salon exclusive hair and make-up products. Here he hosted image workshops for women and did training for International Cosmetic Houses.

Hannon visited Cosmoprof, the top European Cosmetics Fair in Bologna, Italy, and secured SMA Laboratory in France to assist in manufacturing his hair and make-up range. On his return to South Africa with his products, an unforeseen obstacle crossed his path. The franc ceased to be legal tender and herewith his whole purpose of importing a cost effective product fell apart.

Back in South Africa he sold all his worldly belongings in order to buy the French hair care formulations, packed only a computer and his wardrobe in the back of his Citi Golf and left Cape Town for Johannesburg. He started hosting large corporate workshops and make-overs by day and hosted events by night. After careful consideration he met with a local manufacturing company and had the Hair Care products manufactured.

These products were an instant hit and on high demand and soon he was approached by Hair and Beauty Salons to stock and sell his products. And so HANNON became a household name. Success continued to follow him. He was invited to make appearances on television and radio shows, featured in the printed media, workshops as well as his roadshows grew and Hannon was in demand.

M-Net launched their “Star Make a Story” series and he got signed to do the styling on the show. With his natural flair and ambiance he was clearly in his element. Hannon and Julius Swart registered their own production company, Julius Swart Productions, and proudly own the Glam Guru production on Kyk-Net. The HANNON brand currently includes Hair, Make-up as well as a Fragrance range and is distributed by more than 600 selected salons across the country. Having accomplished so much, his dream today is to have his name and products recognized internationally.

The Hannon success story is based on hard work, taking every opportunity presented with open hands, learning from the industry leaders and perseverance. **e**







The Story of our Perfume

FRAGRANCE HISTORY IS MADE

For the First Time ever, a fragrance, developed entirely by Ordinary Women.

HANNON EAU DE PARFUME

Be Glam BY DAY AND *Be Glam* BY NIGHT

Perfumes have been used for centuries and are highly valued in every culture. Every fourth second a bottle of a perfume is being sold all over the world. 96% of women and 73% of men are applying a perfume every day¹. However, perfumes are created in isolation in laboratories, and most of the times it is subjectively chosen by a single individual or, at the most, by a small group of highly esteemed people.

This was the concern when **HANNON** decided to acquire a Signature Fragrance. Inspired by the women of Africa, and particularly South Africa, Hannon Bothma, co-owner of **HANNON**, decided to develop a perfume for women - by women. And this is how the two **Be Glam** Eau de Parfumes were created.

The composition of these two fragrances took about two years. Hannon Bothma advised the French perfumer on typical South-African smells that epitomises his visionary fragrances. Numerous samples were sent from France, to the **HANNON** Head Office in Johannesburg. Each sample, during the development process, was smelled and tested by more than 30 000 women, who attended the **HANNON** beauty days (called Glam Guru Road shows), nationally: 'Mouillettes' were dipped in the fragrances, allowed to dry, then held close to the nose so that the scent may be inhaled. Each sample was tested this way and the women registered their feedback and cast their votes. The Perfumer in France continuously adjusted the composition according to these comments and input, until finally the women of South Africa were 95% happy with the end result.

The verdict was cast. The two **Be Glam** fragrances are what women want. They created their own perfume during this process, and it is the first time ever, in world history, that a commercially available fragrance was created in such a democratic way. This makes **Be Glam by Day** and **Be Glam by Night** truly the Essence of the Modern Woman.

Because they love the sense of smell, and because women, in general, have more than one fragrance personality, two perfumes were developed: one for the day, with an elegant, feminine and eternally joyful fragrance and a second Eau de Parfume for the night, a more sensually vibrant perfume that radiates glamour and seduction.

These perfumes were chosen with care and an attention to detail that is characteristic of **HANNON**.

