

CIRCLE OF BOSS SISTERS C.O.B.S.

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CHYNAH "AIYANNA" ROGERS

CEO/FOUNDER OF
THE IVX EXPERIENCE
(EVENT SPACE)

KING'S COURT

TONY ROBERTS

CEO/FOUNDER OF
TONY'S BARBER
STUDIO

QUEEN'S COURT

SAVONNE
ANDERSON

CEO/FOUNDER OF
AYA PAPER

FASHION

TELFAR CLEMENS
CEO/FOUNDER OF
TELFAR DESIGNS

SPOTLIGHT

CELEBRATING
BLACK HISTORY
MONTH

WOMEN WERK

ZANDRA
CUNNINGHAM

CEO/FOUNDER
OF ZANDER
BEAUTY

YOUNG ENTREPRENEUR

ASIA
NEWSON

FOUNDER OF
SUPER
BUSINESS
GIRL

WOMEN INNOVATORS

TIFFANY
CHEFFANY
GILES

CEO/FOUNDER
OF CAKE
& SIP





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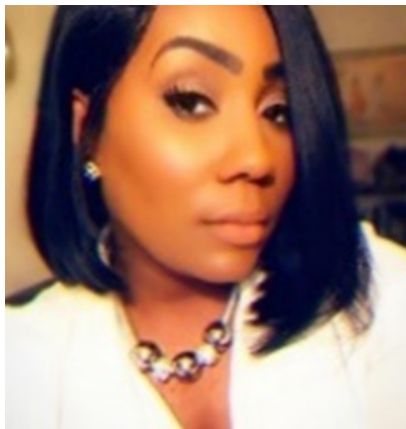
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STAFF

DR. TREVI BOOKER PERSHAY
EDITOR-N-CHIEF

CONTACT:
IG – trevipershayproductions.
EMAIL: pdmperformingart17@gmail.com
or trevipershayproductions@gmail.com

TINIKA THOMAS-FOREMAN
CO-EDITOR-N-CHIEF/BEAUTY EDITOR

CONTACT:
IG – tinikashay
EMAIL: Tinika.thomas@pdmperformingarts.com
or shaybeautyconsultant@gmail.com

ARIELLE PERSHAY
FITNESS EDITOR

CONTACT:
EMAIL: pershayarielle@gmail.com
IG: astartancemovement

RODNISHA "NISHA" PERSHAY
HAIR EDITOR

CONTACT:
IG: nishadahairweavekilla
EMAIL: rodnishapershay1@gmail.com

MUHAMMAD ABDULLAH KHAN
DESIGNING & MAGAZINE DIRECTOR

CONTACT:
EMAIL: abdullahkhan6063048@gmail.com
or gfxmentor606@gmail.com

Editor's Note

WHAT'S LOVE GOT TO DO WITH IT?

FEBRUARY IS THE MONTH OF (SELF) LOVE

BY DR. TREVI BOOKER PERSHAY

HAPPY LOVE MONTH

When we hear the phrase "falling in love," our minds often rush to romantic relationships. But what if falling in love again had nothing to do with someone else and everything to do with your passions, dreams, goals, and desires? It's time to rediscover yourself, reawaken the little girl inside who once dared to dream, and reclaim the life you were meant to live.

This is a rallying cry to the woman who has lost herself in the roles she plays: the mother, the wife, the career seeker, the caregiver. Somewhere along the way, you may have forgotten the vibrant, ambitious person you were before life's responsibilities took center stage. This article is for you—to inspire you to thrive, grind, and fall in love with yourself again.

SHEDDING THE REAL WEIGHT

Every year, I make resolutions to shed pounds and fall in love with the figure I once adored. But this year, I realized the weight I truly needed to lose wasn't physical; it was emotional and mental. I carried the burden of low self-esteem, an internal identity crisis, and the fear of dreaming because I thought finances made dreams impossible.

So, I began shedding the weight of:

- Negative thinking: The belief that I couldn't achieve more.
- Procrastination: Putting off what I knew I could do.
- Sluggish habits: Wasting time on TV and distractions instead of investing in myself.
- Trusting God – meditation, focus, prayer, and seeking God are at the forefront of my becoming.

It wasn't easy, but I had to get active physically, mentally, and emotionally. I started working out my mind, reprogramming my thoughts, and challenging myself to step outside my comfort zone.

FALLING IN LOVE WITH YOU

If you want to live your dreams, it won't happen sitting on the couch binge-watching TV shows. It's time to get up, evaluate your skillsets, and rediscover your passions and goals. Create that vision board, dust off those forgotten dreams, and start executing the plans you put on hold because of marriage, kids, a dead-end job, or setbacks.

FALL IN LOVE WITH YOU AGAIN.

- Take a moment to dream like you did before life got complicated.
- Reconnect with your unique identity outside of the roles you fill for others.
- Divorce your bad habits and marry the version of yourself that's thriving, fearless, and determined.

IT'S TIME TO THRIVE

Life's challenges and disappointments may have discouraged you, but they don't define you. You are more than a title, a job, or a role. You are a dreamer, a creator, a builder. It's time to reclaim your identity, rediscover your passion, and live unapologetically.

So, what's love got to do with it? Everything. Because the love you have for yourself, your dreams, and your goals is the foundation for the life you were meant to live. It's time to thrive. It's time to grind. It's time to fall in love with YOU again.

Are you ready? Let's go!



FROM C.O.B.S MAGAZINE



HAPPY

Valentine's
DAY

Featured Story

THE IVX EXPERIENCE

HOW CHYNAH ROGERS BRINGS INTIMACY AND ELEGANCE TO EVERY CELEBRATION

BY DR. TREVI BOOKER PERSHAY

In the heart of Queens, New York, Chynah “Aiyanna” Rogers, CEO of The IVX Experience, redefines how intimate celebrations are hosted. Her event space is a beacon of elegance and luxury, offering more than just a venue—it provides an experience rooted in superb hospitality and meticulous attention to detail.

Chynah’s journey to success is as unique as her vision for The IVX Experience. Growing up in a family of 15 siblings, she learned the values of resilience, determination, and healthy competition early on. These traits have shaped her entrepreneurial spirit and fueled her drive to excel in a competitive industry.

The IVX Experience caters to clientele seeking exclusive, intimate celebrations that leave a lasting impression. Whether it’s a milestone birthday, an engagement party, or a corporate gathering, Chynah and her team have created a space that merges sophistication with warmth, ensuring each guest feels celebrated. For couples, Chynah offers an intimate service that sets the stage with thoughtful décor, creating the perfect ambiance to celebrate love and deep connections.

Turning Pain into Purpose

After Chynah experienced a miscarriage of her first child, it became the pivotal moment that transformed her life. She turned her pain into purpose by channeling her energy into entrepreneurship, opening her first event space. Here, clients can enjoy the intimacy of dining and celebration while experiencing the personal touch that makes The IVX Experience truly unique.



A Legacy of Excellence

Chynah’s commitment to excellence has paid off in remarkable ways. Within its first year, The IVX Experience achieved over 91 bookings—a testament to her ability to deliver memorable experiences that resonate with her clients. Her dedication to elegance and unparalleled service quickly positioned The IVX Experience as a sought-after destination in Queens.

Giving Back and Inspiring Others

Chynah’s success hasn’t just been about business—it’s also been about impact. She is deeply committed to giving back to her community and inspiring the next generation to dream big and pursue their passions. Chynah mentors her peers and staff, offering guidance, encouragement, and lessons from her journey. She believes in the power of perseverance and reminds those she mentors that anything is possible with faith and hard work.

Her rise to success wasn’t without challenges. Chynah has faced personal struggles but credits her faith in God for helping her overcome obstacles and turn her vision into reality. Her close relationship with her grandparents and parents instilled a deep understanding of hard work, while her siblings provided unwavering motivation and support.

The Heart of The IVX Experience

Although The IVX Experience is only a year old, its impact is profound. Chynah has created more than an event space—she’s built a platform for meaningful moments and connections. Her ability to combine elegance with authenticity has brought her professional success and made her a role model for aspiring entrepreneurs.

Chynah Rogers is a testament to the idea that with determination, faith, and community, anything is possible. For those looking to celebrate life’s special moments in style or draw inspiration from a story of triumph, Chynah and The IVX Experience stand as shining examples.

CONTACT INFORMATION:

IG: @theivxexperience
Website: www.theivxexperience.com
Facebook: theivxexperience



Queen's Court



SAVONNE ADERSON

FROM GRAPHIC DESIGNER TO CEO OF AYA PAPER COMPANY, CREATING A SUSTAINABLE FUTURE

WRITTEN BY: C.O.B.S EDITORIAL TEAM

SaVonne Aderson's journey from a graphic designer in New York City to the CEO of a thriving eco-conscious stationery company is a story of passion, purpose, and perseverance. A Newark native, SaVonne has always been drawn to the world of creativity and design, especially in stationery. As a lifelong lover of greeting cards, she spent countless hours browsing card aisles, captivated by the art and meaning behind each design. Little did she know her love for paper would eventually lead to the creation of her own company, Aya Paper Company. This business combines her passion for design with her commitment to environmental justice.

The Birth of Aya Paper Company

Aya Paper Company was founded in 2019 while SaVonne was working as a graphic designer at a prominent art museum in New York City. During this time, she recognized an opportunity to marry her love for stationery with her concern for the environment. As an advocate for environmental justice, SaVonne was acutely aware of the significant water waste and resource depletion created by product-based businesses. She knew that if she were going to make a company, it would need to address these environmental concerns head-on.

SaVonne's vision was clear: to create a paper company that would produce high-quality, beautifully designed paper goods and be an eco-friendly leader in the industry. From the outset, Aya Paper Company embraced sustainability, using recycled materials and sustainable production methods to reduce its environmental footprint.

A Hands-On CEO: Leading with Purpose and Passion

As the CEO of Aya Paper Company, SaVonne is deeply involved in every aspect of the business, from product design to operations. She is committed to ensuring that her brand reflects her values, which means taking a hands-on approach to all facets of the company. Whether designing new paper products, strategizing marketing campaigns, or overseeing operations, SaVonne's personal touch is evident in everything Aya does.

Her responsibilities span budgeting, accounting, and shipping logistics, ensuring the company's operations run smoothly and efficiently. By staying involved in every detail, SaVonne has maintained high standards when founding the company while creating a culture of excellence within her team.

From Entrepreneurial Roots to Business Success

SaVonne grew up in an entrepreneurial family, witnessing firsthand the hard work and dedication required to run a successful business. This early exposure to entrepreneurship fueled her desire to one day start her own company. In college, she pursued a degree in design, digital marketing, and Black culture, which allowed her to nurture her passion and build the skills she would later use to launch Aya Paper Company.

Her design and digital marketing background gave SaVonne the tools to create beautiful, meaningful paper products and effectively promote her brand. Her understanding of branding and marketing has been integral to Aya's success, with the company gaining recognition in outlets like Forbes, Refinery 29, Black Enterprise, and 21 Ninety for its innovative approach to sustainable business practices.

Recognition and Media Features

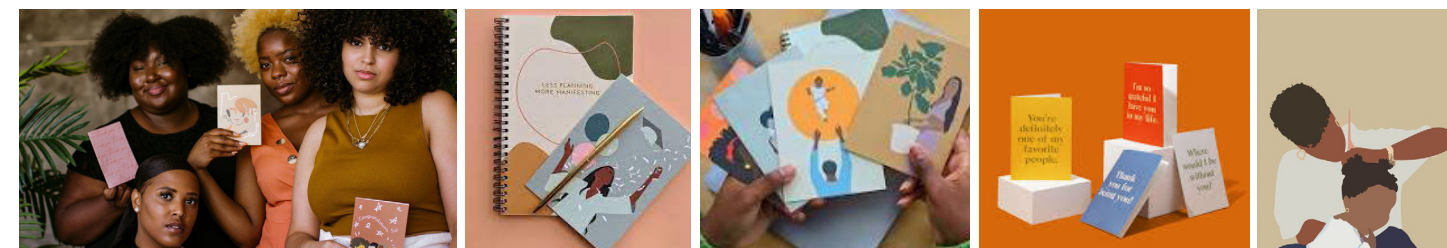
SaVonne's dedication to sustainability and entrepreneurship has not gone unnoticed. She has been featured in major publications such as Allure, Time, CNN, Parade, and many more, cementing her position as an eco-conscious business leader. Her work has resonated with a broad audience, and her story has inspired many aspiring entrepreneurs, particularly women and people of color, to pursue their business dreams.

A Vision for the Future

Looking ahead, SaVonne is focused on continuing to grow Aya Paper Company while staying true to its core values of sustainability, creativity, and community empowerment. She believes that businesses have a unique opportunity to create positive social change, and she is committed to using her platform to inspire others to follow suit.

Her story is a testament to the power of passion and purpose in business. SaVonne Aderson is building a successful company and leading by example, showing that with hard work, dedication, and a commitment to doing good, it's possible to create a business that positively impacts both people and the planet.

SaVonne's journey from a graphic designer in New York to the CEO of a sustainable paper company proves that success will follow when you follow your passion and align your work with your values. Through Aya Paper Company, SaVonne proves that small changes in how we do business can significantly change the world around us.



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King's Court

TONY ROBERTS

SHAPING ATLANTA ONE HAIRCUT AT A TIME

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Tony Roberts is more than just a barber; he's a visionary who has transformed his passion for grooming into a platform for community building and cultural dialogue. As the CEO and founder of Tony's Barber Studio, located in the vibrant Atlantic Station area of Atlanta, Tony's journey is a testament to perseverance, talent, and an unwavering commitment to excellence.

From Humble Beginnings to Master Barber

Tony's love for barbering began at the young age of 14. Growing up, he saw the barbershop not just as a place for haircuts but as a cornerstone of the community—where stories were shared, bonds were built, and culture came alive. With a pair of clippers and a dream, he honed his skills, eventually earning a reputation for his precision and artistry.

After years of dedication, Tony decided to establish his barbershop. In 2009, Tony's Barber Studio opened its doors, offering more than just a haircut—it provided an experience. Tony's vision was to create an environment that felt like home for all, from young children getting their first trim to professionals seeking a polished look.



A Hub for Community and Conversation

Tony's Barber Studio is more than a business; it's a gathering place. Tony has cultivated an inclusive space where clients feel valued and connected. The shop serves as a hub for meaningful conversations about culture, politics, and life, reflecting Tony's belief that the barbershop is a vital thread in the community's social fabric.

Tony's clientele includes local residents and prominent figures like former Atlanta mayors. Yet, regardless of status, Tony treats every customer with the same level of care and respect, embodying the values that have made his business a standout in Atlanta.

Innovation and Inclusivity

Tony's dedication to excellence extends beyond traditional barbering. His studio is designed to be family-friendly, welcoming mothers with children and creating a space where everyone feels comfortable. This approach has solidified Tony's Barber Studio as a trusted establishment in the community.

Giving Back and Paying It Forward

Tony is deeply committed to giving back. He mentors aspiring barbers, emphasizing the importance of professionalism, skill development, and community engagement. Through workshops and community events, he inspires the next generation to see barbering as both an art form and a pathway to success.

A Legacy in the Making

Tony Roberts' journey from a young boy with a dream to the founder of one of Atlanta's most respected barbershops is a story of resilience and vision. Tony's Barber Studio stands as a symbol of what's possible when passion meets purpose.

As Tony continues to expand his business and influence, he remains grounded in his mission: to provide exceptional service while enriching the lives of those who walk through his doors. For Tony Roberts, barbering is not just a profession—it's a legacy.



Women Werk

ZANDRA CUNNINGHAM EMPOWERING BEAUTY AND ENTREPRENEURSHIP AT A YOUNG AGE

WRITTEN BY: C.O.B.S EDITORIAL TEAM

At just 24 years old, Zandra Cunningham is a trailblazer in the beauty industry, renowned not only for her innovative products but also for her dedication to empowering young entrepreneurs. As the founder of Zandra Beauty, a natural skincare brand, Zandra is proving that age is no barrier to success, and her story is one of determination, resilience, and a commitment to making a positive impact.

Zandra is one of the youngest internationally recognized formulators and plant-based skincare moguls. She has grown her brand Zandra from a kitchen table hobby into an international brand. Her mission is simple: to educate and empower girls and women across the globe via STEAM and entrepreneurship.



Zandra Cunningham's entrepreneurial journey began at 9 when she started experimenting with homemade skincare products in her kitchen. After struggling with finding skincare solutions that were both natural and effective, Zandra decided to take matters into her own hands. She began crafting products like body scrubs, lip balms, and lotions using natural ingredients like shea butter, coconut oil, and essential oils. Her goal was simple: to create effective, sustainable skincare products that were both gentle on the skin and kind to the environment.

By the time she was a teenager, Zandra had built a small business selling her homemade products at local markets and fairs. The demand for her products skyrocketed, and with the support of her family, Zandra officially launched Zandra Beauty at the age of 16. The company was founded to create beauty products that celebrate natural beauty while promoting self-care, confidence, and sustainability.



What sets Zandra apart from many other young entrepreneurs is her focus on mentorship and empowering others to follow in her footsteps. Zandra is passionate about giving back to her community, particularly by offering mentorship to young women interested in entrepreneurship. She believes anyone, regardless of age or background, can create a business that makes a difference.

In addition to running her beauty company, Zandra actively speaks at schools and youth organizations, sharing her story and encouraging young people to believe in their potential. Through her leadership, she is helping foster a new generation of entrepreneurs ready to take on the world.

Zandra Beauty is more than just a skincare brand—it is a mission-driven business prioritizing sustainability, inclusivity, and empowerment. Zandra's commitment to using natural, cruelty-free ingredients has helped set her brand apart in the beauty industry. The products are suitable for the skin and the planet, with eco-friendly packaging and sustainable sourcing practices at the core of the business.

One of Zandra's most notable initiatives is her dedication to promoting self-love and confidence among young people. Her brand encourages individuals to embrace their natural beauty and take pride in who they are. In addition, Zandra supports various charitable initiatives focused on education, women's empowerment, and environmental sustainability, further solidifying her reputation as a socially responsible entrepreneur.

As Zandra Cunningham grows her brand, the future looks incredibly bright. With a growing following of loyal customers and a strong presence in the natural beauty market, Zandra Beauty is poised to become a leader in sustainable and inclusive beauty products. Zandra's commitment to ethical business practices and her passion for empowering others ensure that her brand will continue to impact the beauty industry and the world.

Zandra Cunningham's story is a testament to the power of believing in yourself and using your skills to create change. From a young girl making skincare products in her kitchen to a successful entrepreneur with a mission to empower others, Zandra proves that success is a matter of time when you follow your passion. Through Zandra Beauty, she is proving that young women can not only shape the future of beauty but also the future of business itself.

Zandra's journey inspires anyone who dreams of turning their passion into a purpose-driven business, and her example will continue to inspire future generations of entrepreneurs to take bold steps toward their goals.



Fashion Corner



TELFAR CLEMENS

REVOLUTIONIZING FASHION WITH INCLUSIVITY AND INNOVATION

WRITTEN BY: C.O.B.S EDITORIAL TEAM

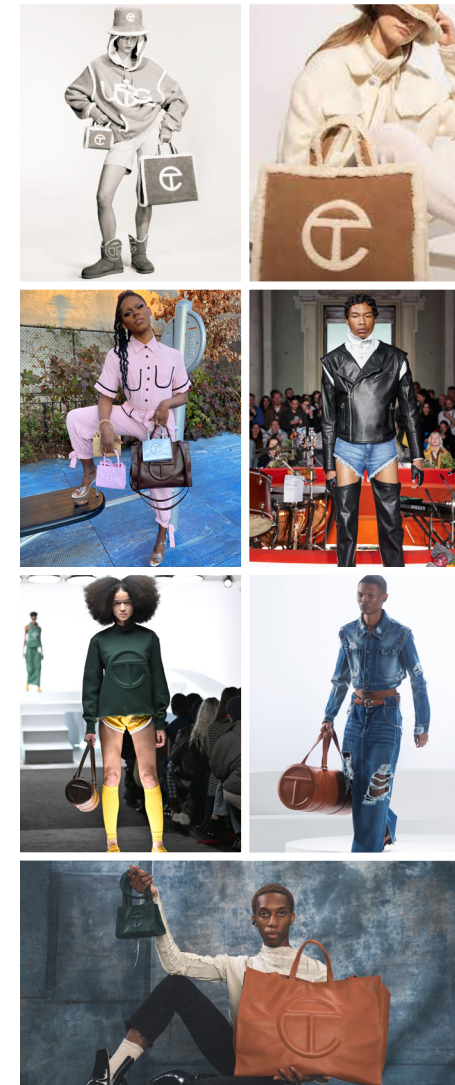
Telfar Clemens, the visionary designer behind the eponymous fashion brand Telfar, has become one of the most influential and talked-about figures in the fashion world. Known for his commitment to inclusivity, gender-neutral designs, and forward-thinking approach, Clemens is reshaping the landscape of contemporary fashion. His work goes beyond the confines of traditional fashion norms, offering a fresh perspective on what luxury, style, and accessibility should look like in the 21st century.

Born in 1985 in Queens, New York, Telfar Clemens grew up surrounded by a melting pot of cultures and influences. His early exposure to different walks of life in the vibrant city of New York shaped his design sensibilities. Telfar was drawn to fashion from a young age, experimenting with design and honing his skills. Telfar's upbringing in Queens, a borough known for its diversity, significantly shaped his vision as a designer. He was inspired by the fashion of his community, where style often came from outside traditional fashion circles. This influence remains evident in his work today, as his designs reflect a blend of luxury and streetwear aesthetics that resonate with a broad, diverse audience.



The Birth of Telfar

Launched in 2004, Telfar was born from Clemens' desire to create a brand that was inclusive of all people, regardless of gender, race, or background. His early collections established him as a designer who was not interested in following trends but in setting his own. Telfar's designs often blur the lines between masculine and feminine styles, embracing the idea that fashion should be open to anyone who wants to wear it. One of Clemens' most significant contributions to the fashion world is his commitment to gender neutrality. His brand is built on the premise that clothing should not be confined to one gender. This philosophy has resonated with a new generation of consumers increasingly rejecting traditional gender norms in favor of self-expression.



The Iconic Telfar Bag

Among Telfar's many groundbreaking designs, perhaps the most iconic is the Telfar Shopping Bag. Launched in 2014, the bag became an instant cult favorite, gaining attention for its simple yet bold design. Made of vegan leather, the bag is stylish and functional, with a sleek, modern look that appeals to those who appreciate minimalist style.

What sets the Telfar bag apart, however, is its accessibility. Unlike many luxury bags priced out of reach for most consumers, Telfar's bags are relatively affordable, making high-fashion accessories available to a broader demographic. The bag's catchphrase, "It's not for you—it's for everyone," perfectly encapsulates Clemens' philosophy of inclusive luxury.

The Telfar bag quickly became a symbol of democratizing fashion. Its popularity spread like wildfire, with celebrities, influencers, and everyday fashion lovers wearing it. Over the years, the demand for Telfar bags has only grown, and they have become a staple in the wardrobes of fashion-forward individuals worldwide.

Telfar Clemens' work has not gone unnoticed. In 2020, he won the CFDA/Vogue Fashion Fund, a prestigious honor recognizing emerging designers for their innovative work. Telfar's brand has also been featured in major fashion outlets like Vogue, Harper's Bazaar, and The New York Times. His designs have been worn by celebrities such as Beyoncé, Solange, and Tyler, the Creator, further cementing his place in the fashion world.

In addition to his recognition in the fashion industry, Clemens has become a cultural figure. He is often praised for how he challenges the norms of the fashion industry, making it more inclusive and representative of our diverse world. His willingness to step outside the industry's narrow standards of beauty and luxury has inspired countless people to embrace their own style and identity.

The Future of Telfar

Looking ahead, Telfar's impact on the fashion industry is bound to continue growing. His commitment to inclusivity, sustainability, and accessibility has set a new standard for what a fashion brand can be. As the fashion world becomes more aware of the need for diversity and inclusivity, Telfar Clemens is leading the charge, showing that fashion can be innovative and accessible.

In the years to come, Telfar's brand will likely continue to evolve, pushing the boundaries of what it means to be a designer in today's fast-paced, ever-changing fashion landscape. With his unique combination of luxury, streetwear, and social consciousness, Telfar Clemens is paving the way for a more inclusive and diverse future in fashion.

Telfar Clemens stands at the forefront of a new era in fashion—one where inclusivity, accessibility, and innovation are at the heart of every design. His work has challenged traditional luxury ideas, proving that fashion can be both cutting-edge and accessible to all. Through his iconic bags, boundary-pushing runway shows, and gender-neutral designs, Telfar is revolutionizing the fashion industry and inspiring a new generation to embrace their style without limits.

Spotlight: Celebrating Black History Month

WRITTEN BY: C.O.B.S EDITORIAL TEAM

The Importance of Celebrating Black History Month

Black History Month stands as a powerful reminder of Black individuals' significant contributions, struggles, and triumphs throughout history. It is a time to honor past achievements and reflect on the ongoing fight for equality, justice, and recognition. Celebrated every February, this is a dedicated time for all to learn, appreciate, and uplift Black culture, history, and accomplishments.

How February Became Black History Month

The origins of Black History Month trace back to Carter G. Woodson, a prominent historian and scholar who recognized the need to highlight the achievements of Black Americans, often overlooked or omitted in mainstream history. In 1926, Woodson, along with the Association for the Study of African American Life and History (ASALH), established Negro History Week during the second week of February to coincide with the birthdays of Abraham Lincoln (February 12) and Frederick Douglass (February 14), two figures who played pivotal roles in the history of Black Americans.



Over the years, Negro History Week grew in prominence, and in 1976, during the nation's bicentennial celebration, the week was expanded to an entire month. President Gerald Ford officially recognized February as Black History Month, urging Americans to seize the opportunity to celebrate Black people's vital role in shaping the nation's fabric. Since then, every U.S. president has officially designated the month of February as Black History Month, with each year focusing on a different theme that highlights various aspects of Black history.

The Significance of Black History Month

Black History Month is essential for several reasons:

1. Education and Awareness: It serves as an opportunity to educate individuals of all races and backgrounds about the vast contributions of Black Americans in areas like science, politics, art, literature, and civil rights.
2. A Time to Reflect: It encourages reflection on the challenges Black communities have faced, including slavery, segregation, and systemic racism, while celebrating the resilience, strength, and achievements of generations past and present.
3. Inspiration and Empowerment: By sharing stories of triumph over adversity, Black History Month provides inspiration and empowerment to future generations, especially Black youth, reminding them of their potential to impact the world.
4. Fostering Unity and Equality: This month promotes solidarity in pursuing racial equality and social justice. It encourages individuals to unite, fostering a stronger sense of community and collective action toward a more inclusive society.

Celebrating Beyond February

While February serves as the designated month to celebrate Black history, it's essential to recognize that Black Americans' stories, culture, and contributions should be acknowledged daily. Celebrating Black History Month isn't just about remembering the past—it's about inspiring change, fostering understanding, and building a future where Black excellence and history are embraced year-round.

By honoring the past and celebrating the present, Black History Month encourages us all to continue advocating for progress, equity, and justice, ensuring the ongoing legacy of Black Americans is recognized and celebrated for generations to come.

SAMUEL CORNISH AND JOHN RUSSWURM

FOUNDERS OF THE FIRST BLACK-OWNED NEWSPAPER

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Black History Month is a time to honor African Americans' achievements, resilience, and cultural contributions throughout history. Among the many milestones of progress and empowerment, the legacy of the first Black newspaper, Freedom's Journal, stands as a powerful testament to the fight for representation, education, and justice.

As a teenager, watching the miniseries Roots (authored by Alex Haley) left a profound impression on me, inspiring my journey as an aspiring writer and igniting my passion for storytelling. Years later, as I began writing, my interest deepened in the contributions of Black writers throughout history. Today, I share the story of the Rev. Samuel Cornish and John Russwurm, the trailblazing founders of Freedom's Journal, the first Black-owned newspaper.



Photo courtesy of the African American Registry

The Birth of a Voice

1827 Freedom's Journal became the first African American-owned and operated newspaper in the United States. Founded by Samuel Cornish and John Russwurm in New York City, the publication emerged as a direct response to the pervasive racism and exclusionary practices of mainstream media, which often ignored or misrepresented Black communities.

The paper's motto, "We wish to plead our own cause. Too long have others spoken for us," encapsulated its mission to provide a platform for African Americans to articulate their perspectives, advocate for their rights, and celebrate their achievements.

Freedom's Journal was more than a newspaper; it was a movement. Covering issues such as slavery, education, and civil rights, it sought to inform and uplift its readers. The paper published editorials condemning slavery and racial injustice, celebrated Black excellence, and offered practical advice on issues like literacy, employment, and financial independence. By highlighting the accomplishments of African Americans and providing a counter-narrative to the stereotypes perpetuated by white-owned media, Freedom's Journal played a crucial role in shaping the early discourse around race and equality in America.

The legacy of Freedom's Journal reminds us of the power of media as a tool for advocacy and change. During Black History Month, we reflect on the courage and determination of Samuel Cornish, John Russwurm, and countless others who have fought to tell their own stories and create spaces of empowerment for their communities.

As we honor this legacy, let us also recommit ourselves to supporting and amplifying diverse voices in media. The journey to justice and equality is ongoing, but the foundation laid by Freedom's Journal reminds us that every voice matters and every story has the potential to spark change.

As we celebrate Black History Month, remember the legacy of Freedom's Journal and its impact on the fight for equality and representation.

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Did You Know?

DR. TREVI BOOKER-PERSHAY

BRINGS A CHILLING STORY TO LIFE WITH THE CURSE
WITHIN WHAT GOES ON IN THIS HOUSE

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Dr. Trevi Booker-Pershay, the powerhouse CEO of Trevi Pershay Productions, is making waves in the film industry with her latest groundbreaking project, The Curse Within – What Goes on in This House. A gripping psychological thriller, this film takes audiences on a suspenseful journey through secrets, family trauma, and supernatural twists that leave viewers on the edge of their seats.

A Vision Comes to Life

Filmed with an exceptional cast, The Curse Within showcases raw emotions, intense storytelling, and powerful performances that bring Dr. Trevi Booker-Pershay's vision to life. The production was shot in a mix of historic and modern locations, adding a haunting realism to the film's eerie atmosphere.

When and Where It Aired

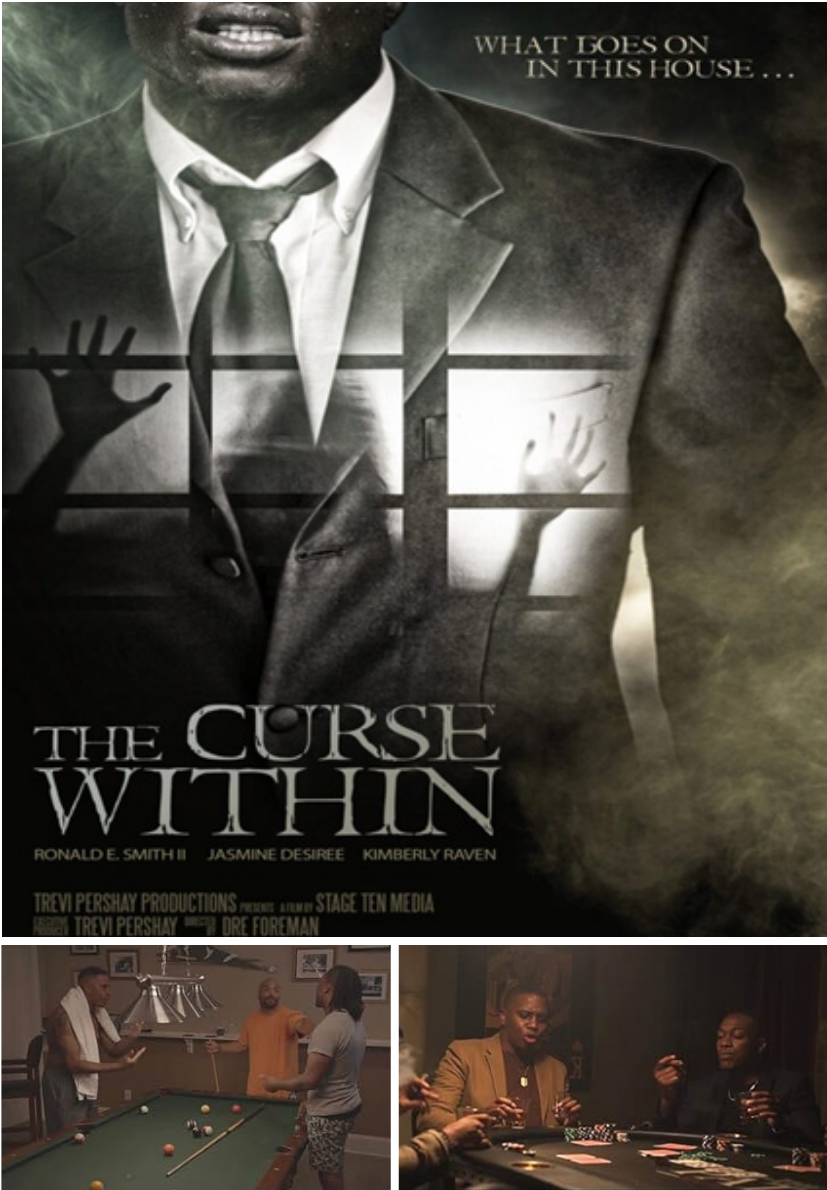
Since its premiere, The Curse Within – What Goes on in This House has captivated audiences, with its debut screening earning critical acclaim. The film screening was in two locations, Atlanta and New York, in November 2024, receiving praise for its compelling narrative and cinematic excellence.

A Stellar Cast and Team

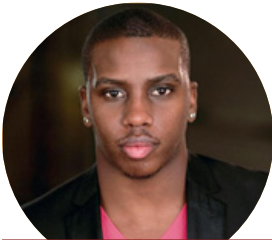
Dr. Trevi Booker-Pershay assembled a dynamic cast, each bringing depth and authenticity to their roles. The film also benefited from a highly skilled production team, Joe Howell, CEO of Sage Ten Productions, and Director Dre Foreman, ensuring every scene was meticulously crafted to heighten suspense and mystery.

The Story Behind the Story

Beyond the spine-chilling plot, The Curse Within reflects Dr. Booker-Pershay's passion for storytelling and her commitment to bringing diverse voices to the screen. Her ability to weave complex narratives with profound emotional impact has positioned Trevi Pershay Productions as a rising force in the industry.



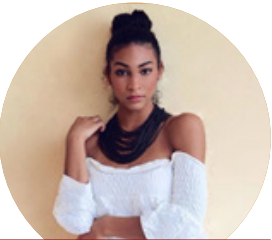
MEET THE CAST



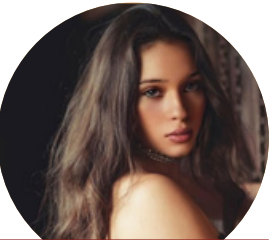
Ronald E. Smith II
(Ra-King)



Jasmine Suber
(Jada)



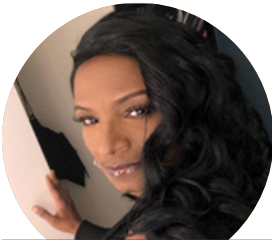
Chivvaun Abigal
(Dream)



Savannah Albright
(Wynter)



Justine Moore
(John-Jon)



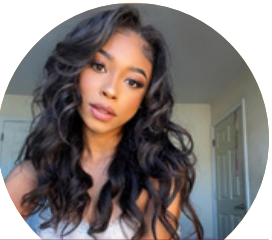
Kimberly Raven
(Jackie)



Eric Allen
(Drip)



Brian Brown
(Von)



Stacie Winchester
(Karter)



Kait Kinley
(Kodat, the
reporter)



Maya Bailey
(Young Jada)



Brandon McGee
(Trey)



Nyisha Bell
(Francine)



Brandon Foster
(Young Ra-King)



Lovell Burley
(Dream's
boyfriend)

What's next for Dr. Trevi Booker-Pershay?

If The Curse Within is any indication, we can expect more thrilling, thought-provoking films from this visionary filmmaker. Stay tuned!

Please feel free to catch the movie on YouTube - https://youtu.be/__qttjGQofo.

Beauty Corner

TOP MAKEUP LOOKS FOR VALENTINE’S DAY

WRITTEN BY: TINIKA THOMAS-FOREMAN

Valentine’s Day is the perfect occasion to experiment with your makeup and enhance your natural beauty. Whether planning a romantic dinner, a fun night out with friends, or a cozy evening at home, here are six stunning makeup looks to inspire you this Valentine’s Day.

1. Classic Romantic Red

Nothing says romance quite like a classic red lip. Keep your eye makeup simple with soft shades of pink or champagne on the eyelids for this look. Use black eyeliner to define your eyes and finish with volumizing mascara. Achieve a flawless complexion with a lightweight foundation and add a hint of blush to the cheeks. Don’t forget to choose a red lipstick that complements your skin tone!

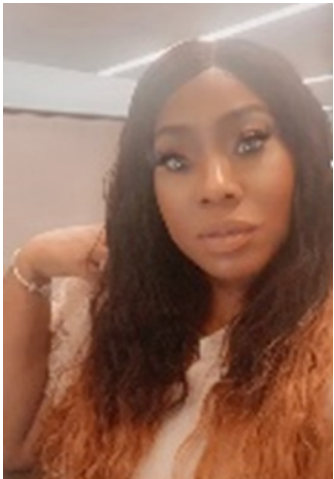
Tip: Use a lip liner to define your lips and prevent the lipstick from feathering.



2. Soft and Ethereal Glow

For a fresh and dreamy look, focus on a dewy complexion. Start with a luminous primer and a light coverage foundation or BB cream. Opt for soft pastel shades on the eyes, such as lavender or peach, paired with a subtle shimmer. Highlight the high points of your face—cheekbones, brow bones, and the bridge of your nose—for that ethereal glow. Finish with a tinted lip balm or gloss for a touch of color.

Tip: Use cream products for blush and highlighter to achieve that beautiful, dewy finish.



3. Bold Berry Lips

For daring to step outside traditional reds, bold berry lips are a fantastic choice. Pair a deep plum or berry lipstick with a neutral eye look—think soft browns and taupes. A little winged eyeliner can add sophistication, while well-defined brows combine the whole look. Keep your cheeks soft with a light application of blush.

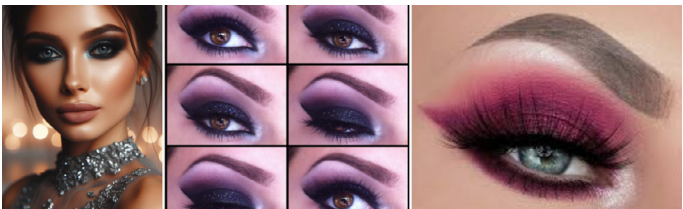
Tip: Make sure to exfoliate and moisturize your lips before applying a matte berry lipstick for a smooth finish.



4. Smoky Eye with a Twist

Give the classic smoky eye a romantic twist by incorporating soft pinks or purples into your shadow palette. Start with a darker base on your eyelids and blend with lighter shades towards the brow bone. Add a touch of glitter or shimmer to the center of your eyelids for some sparkle. Pair this sultry look with nude or soft pink lips for balance.

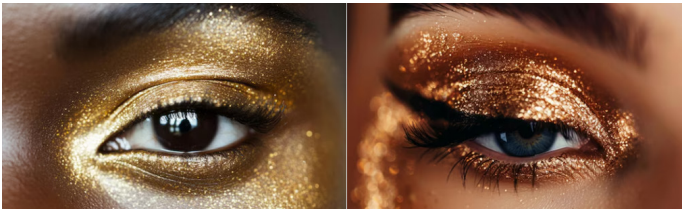
Tip: Use a setting spray to ensure your makeup lasts all night, especially with a more intense look like this.



5. Glistening Gold

Opt for gold eyes that will catch the light beautifully for a glamorous touch. Apply golden shimmer eyeshadow across your lids, and define your crease with warm browns. Pair this striking look with a muted lip color, such as nude or soft beige, to keep the focus on your eyes. Don’t forget to highlight the inner corners of your eyes with white or champagne to brighten them up.

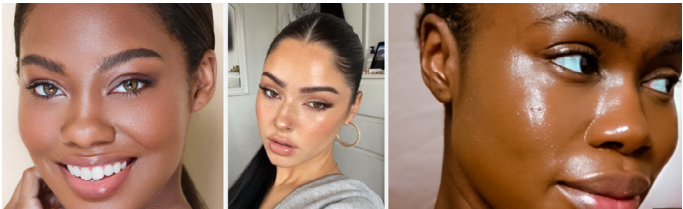
Tip: A pair of false lashes can elevate this look even further, adding drama and allure.



6. Natural Beauty

If you prefer a more understated look, choose a “no-makeup” makeup style! Start with a good skin-care routine for a glowing base. Use a tinted moisturizer, a hint of rosy blush, and a clear or lightly tinted lip gloss coat. Enhance your eyes with a touch of brown mascara and a swipe of neutral eyeshadow. This look celebrates your natural beauty and is perfect for any low-key Valentine’s Day plans.

Tip: Keep your brows groomed and brushed for a polished finish, which complements this natural look beautifully.



Conclusion:

No matter how you choose to express yourself this Valentine’s Day, these makeup looks offer something for everyone. Embrace your style, have fun, and most importantly, feel beautiful! Happy Valentine’s Day!

Hair Corner

UNLOCKING THE POWER OF VITAMINS FOR OPTIMAL HAIR GROWTH AND STRENGTH!

WRITTEN BY: NISHA PERSHAY

Your hair is often considered a reflection of your overall health. From luster to strength, the condition of your hair can tell a lot about your body's nutritional balance. While external factors like proper hair care routines are essential, the foundation of healthy hair starts within. Taking vitamins ensures your hair grows more vigorous, longer, and vibrant. We will dive deep into proper hair care and some useful products to consider in your healthy hair growth journey.

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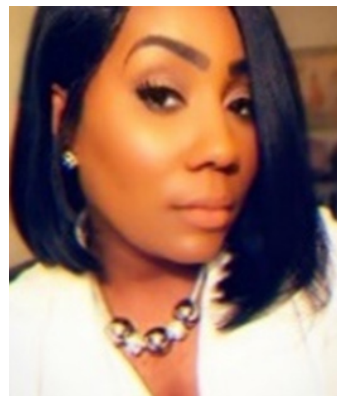


Key vitamins such as biotin, vitamin D, and B-complex vitamins promote healthy hair follicles, ensuring they receive the nourishment needed for strong and sustained growth. Here are some products to research and consider using.

Black Girl vitamins, Mary Ruth multivitamins, Nature's Bounty (hair, skin, nails), and Miele healthy hair.

Hair shedding is normal, but excessive hair loss can indicate vitamin deficiency. Iron deficiency can lead to anemia, which is directly linked to hair thinning. A lack of vitamin D may weaken hair follicles, causing hair to fall out. Taking the right supplements can replenish these nutrients, allowing your hair to maintain its density and volume. Strengthening Hair Strands and Hair strands are made of keratin, a protein that requires vitamins and minerals to maintain its structure.

Biotin (Vitamin B7) is especially beneficial for strengthening hair and reducing breakage. Vitamin E protects hair from oxidative stress caused by free radicals, keeping strands resilient and shiny.



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Women Innovators

TIFFANY A.K.A

“CHEFFANY GILES”
THE SWEET VISIONARY
BEHIND CAKE & SIP

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Tiffany Giles, the dynamic CEO of Cake & Sip, has redefined the way people celebrate and connect. With her innovative concept, she has transformed cake decorating into a memorable social experience, bringing people together in a fun and creative way.



Cake & Sip: A Unique Blend of Fun and Creativity

Cake & Sip is not your average cake-decorating class; it's an event that merges artistry, entertainment, and social interaction. Participants are invited to design and decorate their cakes while enjoying their favorite beverages in a relaxed, lively atmosphere. Whether it's a girls' night out, a date night, or a family celebration, Cake & Sip creates an environment where memories are made and connections are deepened. Tiffany's inspiration for Cake & Sip came from her passion for baking and creating joyful experiences. "I wanted to offer something more than just cake decorating. I wanted to create a space where people can laugh, share stories, and leave with something they're proud of," she says. Her ability to combine elegance, fun, and creativity has made Cake & Sip a go-to destination for unique celebrations.

At its core, Cake & Sip is about connection. Every event celebrates togetherness, where strangers become friends, and families bond over frosting and fondant. Tiffany believes shared experiences, especially those involving creativity and laughter, are essential to building strong relationships.

From corporate team-building events to intimate birthday celebrations, Cake & Sip has become a hub where people from all walks of life can come together, have fun, and create lasting memories.

Tiffany's journey to success wasn't without challenges. Her love for baking began in her grandmother's kitchen, where she learned that desserts can bring people together. This early passion evolved into a dream of owning her own business, but the road to Cake & Sip required grit, determination, and faith.



"I've faced obstacles, but I've always believed that anything is possible with hard work and faith," says Tiffany. Her resilience and drive have been key to building a thriving business that brings joy to others and fulfills her lifelong dream.

Tiffany is committed to expanding the reach of Cake & Sip, with plans to introduce new locations and collaborate with local artists to enhance their experience further. She envisions Cake & Sip as more than just an event; it's a movement that encourages people to embrace creativity and cherish moments of togetherness.

Tiffany Giles has shown that combining passion with purpose can create something extraordinary. Through Cake & Sip, she inspires others to celebrate life's sweet moments and embrace the joy of connection.

Young Entrepreneur

ASIA NEWSON

DETROIT'S YOUNGEST
ENTREPRENEUR LIGHTING
THE WAY FOR FUTURE
BUSINESS LEADERS

WRITTEN BY: C.O.B.S EDITORIAL TEAM

In the fast-paced world of entrepreneurship, we rarely encounter a young visionary with the drive, determination, and success that Asia Newson embodies. She is the Founder of Super Business Girl. At just 20 years old, Asia is already making waves in the entrepreneurial world with her unique business approach and unwavering dedication to empowering others. As Detroit's youngest entrepreneur, she's creating her own path to success and paving the way for other aspiring young business leaders.



Asia Newson's entrepreneurial journey began at age 5 when she started selling hand-poured candles to support her family. With a spark of creativity and a keen sense of business, Asia quickly became known for her innovative candles, which gained attention in her community and beyond. However, Asia's vision didn't stop at candle making—she had bigger dreams. Recognizing the power of entrepreneurship to create lasting change, Asia sought to teach other young people how to follow in her footsteps.

With this goal in mind, she founded Super Business Girl, an organization designed to provide mentorship, resources, and education to aspiring young entrepreneurs. Asia's mission is clear: she wants to equip the next generation with the tools and knowledge to build successful businesses. Through workshops, public speaking engagements, and hands-on experience, she's inspiring countless young people to take control of their futures and pursue their passions.

Despite her early success, Asia's journey hasn't been without challenges. As a young Black female entrepreneur, she faced the doubters and naysayers often accompanying unconventional career paths. But Asia's resilience and determination have driven her to push through adversity, proving that age, gender, and race are not barriers to success.

Her experiences have also inspired her to help others build their entrepreneurial confidence. Asia's belief in self-empowerment and her drive to lift others have made her a role model for many. Through her Super Business Girl initiative, she is reshaping the narrative of what it means to be a young entrepreneur today.

As Asia Newson continues to expand her business and influence, there's no doubt that she is a force to be reckoned with. From selling candles to becoming an advocate for youth entrepreneurship, Asia's journey is only just beginning. Her story serves as a reminder that with passion, perseverance, and a willingness to learn, anyone can achieve their entrepreneurial dreams—no matter their age.

Asia is not just a young entrepreneur on the rise; she is an example of what's possible when we embrace our potential, take risks, and use our platform to impact the world positively. As her career continues to flourish, Asia will undoubtedly inspire more young people to enter the business world and follow their entrepreneurial paths.

Her journey is a beacon of hope for anyone with a dream, proving that success is not determined by age but by the courage to pursue your passion and the dedication to make it a reality.

Food Court

RED VELVET CUPCAKES

Prep Time: 35 minutes | Cook Time: 15minutes | Total Time: 50minutes | Servings 16 cupcakes

INGREDIENTS

For the red velvet cupcakes:

- 1 1/3 cups cake flour spooned & leveled (145 grams)
- 2 tablespoons natural unsweetened cocoa powder (10 grams)
- 1/2 teaspoon baking soda
- 1/4 teaspoon salt
- 1/4 cup unsalted butter softened to room temperature (60 grams)
- 1 cup granulated sugar (200 grams)
- 1 large egg room temperature
- 1/4 cup oil canola or vegetable work well (60 ml)
- 1 tablespoon liquid red food coloring (15 ml)
- 1 teaspoon pure vanilla extract
- 1/2 teaspoon distilled white vinegar
- 2/3 cup buttermilk room temperature (160 ml)



For the cream cheese frosting:

- 1/2 cup unsalted butter softened (115 grams)
- 1 (8-ounce) package brick-style cream cheese softened (226 grams)
- 2 cups powdered sugar (240 grams)
- 1 teaspoon pure vanilla extract

INSTRUCTIONS

To make the red velvet cupcakes:

Preheat the oven to 350°F (180°C). Line two standard 12-count muffin pans with 16 cupcake liners and set aside.

1. In a large mixing bowl, sift the cake flour and cocoa powder together, then whisk in the baking soda and salt. Set aside.
2. In the bowl of a stand mixer fitted with the paddle attachment, or in a large mixing bowl using a handheld mixer, cream the butter and sugar together on medium speed for 4 to 5 minutes or until light and fluffy.
3. Add the egg and mix until fully combined, then mix in the oil, red food coloring, vanilla extract, and vinegar, stopping to scrape down the sides of the bowl as needed.
4. Mix in the dry ingredients in three additions alternating with the buttermilk, starting and ending with the dry ingredients. Make sure to mix in each addition until just combined and be careful not to over mix the batter.
5. Evenly distribute the batter between all 16 cupcake liners in the prepared muffin pans, only filling each one about halfway full.
6. Bake for 15 to 18 minutes or until the tops of the cupcakes spring back when lightly touched and a toothpick inserted into the center comes out clean.
7. Carefully remove the cupcakes from the pan and transfer to a wire rack to cool completely.
8. To make the cream cheese frosting: In the bowl of a stand mixer fitted with the paddle attachment, or in a large mixing bowl using a handheld mixer, beat the cream cheese until smooth. Add the butter and mix for about 30 seconds to 1 minute until well combined and smooth.
9. Add the powdered sugar and vanilla extract and continue mixing until fully combined, stopping to scrape down the sides of the bowl as needed.
10. Once the cupcakes have cooled completely, pipe the frosting on top.

CHOCOLATE COVERED STRAWBERRIES

Prep Time: 15 minutes | Cooling time: 1 hour | Total Time: 1 hour | Servings 18 strawberries | Calories: 92kcal

INGREDIENTS

- 1 1/2 cups semi-sweet chocolate chips or chopped dark chocolate (300 grams)
- 3/4 teaspoon vegetable oil, avocado oil, or other neutral tasting oil
- 18-20 medium fresh strawberries



INSTRUCTIONS

Prepare the strawberries:

Rinse and dry the strawberries completely with a towel or paper towel. They need to be at room temperature for dipping, so allow them to warm up (and pat dry a second time) if they were stored in the refrigerator. The chocolate will only stick to the strawberries if they are completely dry.

1. **Melt the chocolate:** In a microwave safe bowl or liquid measuring cup, combine the chocolate and oil. Microwave in 20 second increments, stirring well in between, until the chocolate is melted and smooth. Use a thermometer if possible to keep the temperature around 100 degrees F or lower to prevent burning.
2. **Dip the strawberries:** Line a baking sheet or pan with parchment paper or a silicone liner. One at a time, hold the strawberry leaves in a small bundle between your fingers and dip the strawberries into the chocolate. Pull straight out, allow the excess chocolate to drip off briefly, and set on the prepared pan. Leave a little room between the strawberries. Once dipped, drizzle any excess chocolate over the strawberries and allow to cool at room temperature until the chocolate hardens completely.

Notes on melting chocolate:

- Dark baking chocolate or chocolate chips without lecithin will melt more easily and smoothly. Lecithin is a stabilizer and is intended to prevent melting. I use Enjoy Life Chocolate Chips (no lecithin) and sometimes also add a chopped bar of dark chocolate for refined taste.
- It's easier to dip the strawberries in a deep wide-mouthed jar or liquid measuring cup. This is one of the reasons I recommend microwaving the chocolate rather than using a double boiler, since the double boiler would require transferring the chocolate to another container for easy dipping.
- A double boiler is a perfectly fine way to melt the chocolate. It is also more reliable since you are less likely to burn the chocolate this way.
- I added just a little oil to the chocolate to thin and soften the shell. At room temperature, this makes a really divine creamy chocolate strawberry bite. If making these in a warmer climate, using coconut oil can provide a little extra security against melting since it is solid at room temperature.

Credit/References:

<https://vibrantlyfree.com/chocolate-dipped-strawberries/>

Fit Corner

CAN YOU BE MY CHOCOLATE TINES?

THE SURPRISING HEALTH BENEFITS OF
CHOCOLATE AND WHY YOU SHOULD ENJOY IT

WRITTEN BY: ARIELLE PERSHAY

Chocolate, long associated with indulgence and guilty pleasures, has recently gained a reputation for being a healthful treat—at least in certain forms. Consuming in moderation and emphasizing high-quality dark chocolate can offer a surprising range of health benefits. From heart health to mood enhancement, chocolate is delicious and may contribute positively to your well-being.



1. Rich in Antioxidants

Dark chocolate, particularly in varieties with a high cocoa content (70% or more), is packed with antioxidants, which are compounds that help fight oxidative stress in the body. These antioxidants, primarily flavonoids, protect cells from damage caused by free radicals and reduce the risk of chronic diseases. Studies have shown that the flavonoids in cocoa can improve blood circulation, reduce inflammation, and even enhance cognitive function.

2. Heart Health

One of dark chocolate's most celebrated health benefits is its positive impact on cardiovascular health. Consuming moderate amounts of dark chocolate has been linked to lower blood pressure, improved blood flow, and a reduced risk of heart disease. The flavonoids in dark chocolate help relax and dilate blood vessels, promoting better circulation and a healthier heart.

Additionally, dark chocolate has increased "good" HDL cholesterol levels and reduced "bad" LDL cholesterol. These factors contribute to a more balanced lipid profile for heart health.

3. Mood Enhancement and Stress Relief

Chocolate is known to have mood-boosting properties, and for good reason. It contains compounds like theobromine, phenylethylamine (PEA), and serotonin precursors, which can increase endorphin production—the body's natural "feel-good" hormones. Combining these compounds can enhance mood, improve feelings of pleasure, and even promote relaxation.

Furthermore, studies suggest that moderate consumption of chocolate may help reduce stress. The flavonoids in cocoa can influence the brain's stress response and help decrease the production of cortisol, the hormone associated with stress.

4. Cognitive Function

Dark chocolate may also be beneficial for brain health. The flavonoids in cocoa have been shown to increase blood flow to the brain, improving memory, focus, and overall cognitive function. Some studies suggest that regular consumption of dark chocolate may even help protect the brain from age-related decline and reduce the risk of neurodegenerative diseases like Alzheimer's.

Chocolate can also improve mental alertness and reaction time, making it a quick pick-me-up for when you need to stay sharp.



5. Rich in Essential Nutrients

High-quality dark chocolate is surprisingly rich in a variety of essential minerals. It contains notable amounts of iron, magnesium, copper, manganese, and zinc. These nutrients support bodily functions such as immune health, energy production, and muscle function. For instance, magnesium is vital for muscle relaxation, and iron is crucial for oxygen transport in the blood.

Magnesium, in particular, is known for its calming effects and its role in supporting healthy sleep patterns.



6. Supports Weight Management

While it may seem counterintuitive, dark chocolate can be a helpful part of a weight management plan. This is because dark chocolate, especially varieties with a high cocoa content, is rich in fiber and has a relatively low glycemic index, meaning it won't cause sharp spikes in blood sugar. A piece of high-quality dark chocolate can satisfy cravings for something sweet, preventing overconsumption of more sugary or processed snacks.

Moreover, the healthy fats in dark chocolate (primarily cocoa butter) can promote feelings of fullness, helping curb excessive snacking.

7. Skin Health

Some studies suggest that the flavonoids in dark chocolate may offer benefits for skin health. The antioxidants in chocolate help protect the skin from harmful UV rays and environmental stressors, which can contribute to premature aging. Additionally, dark chocolate has been shown to improve skin hydration and blood flow, potentially giving your skin a healthy glow.

8. Helps with Gut Health

Though it might seem surprising, cocoa's prebiotic properties can benefit your gut microbiome. Prebiotics help nurture the beneficial bacteria in your gut, which are essential for digestion and overall health. Consuming moderate amounts of dark chocolate may support a healthy balance of gut bacteria, aid digestion, and contribute to better immune function.

The Key: Moderation and Quality

While chocolate offers a number of health benefits, it's important to remember that not all chocolate is created equal. Many mass-produced milk chocolates are loaded with added sugars, artificial ingredients, and unhealthy fats that negate the health advantages of cocoa. To reap the benefits, focus on high-quality dark chocolate with a cocoa content of 70% or higher. This chocolate type contains more beneficial compounds and fewer added sugars.

Additionally, moderation is key. While chocolate can offer health benefits, excessive consumption, especially of sugary varieties, can lead to negative effects such as weight gain or an increased risk of diabetes. A small piece (around 1 ounce) of dark chocolate a few times a week is generally sufficient to enjoy its health benefits.

Chocolate can be a surprisingly healthy treat when chosen wisely and in moderation. Packed with antioxidants, nutrients, and mood-enhancing compounds, dark chocolate offers numerous benefits for heart health, brain function, skin health, and more. The next time you indulge, you can enjoy chocolate's rich, satisfying flavor and its many health-promoting properties. Just remember to choose high-quality dark chocolate to maximize the potential health benefits and avoid the pitfalls of sugary, processed varieties.

Career Corner

TO REMOTE OR NOT REMOTE?

THE ADVANTAGES AND DISADVANTAGES OF WORKING REMOTELY

WRITTEN BY: ARIELLE PERSHAY

The rise of remote work has transformed the modern workplace. Once considered a luxury or exception, working remotely has become a standard practice for many employees, particularly during the COVID-19 pandemic. For some, remote work represents the ideal balance between work and personal life, while it can present unique challenges for others. Below, we explore both the benefits and non-benefits of working remotely.



Benefits of Working Remotely

Flexibility and Work-Life Balance

One of the most commonly cited advantages of remote work is its flexibility. Employees can often set their hours or work in a schedule that best fits their personal life. Workers can save time, reduce stress, and create a more balanced routine without commuting. This flexibility can also be crucial for caregivers, parents, or those managing other personal commitments.

Increased Productivity

Many remote workers report increased productivity. Employees can often focus more intently on tasks with fewer distractions, such as impromptu meetings, loud environments, or office politics. Additionally, working in a familiar environment, like at home, can boost comfort levels and make workers feel more in control of their surroundings, further enhancing efficiency.

Cost Savings

Remote workers often save money on commuting, daily meals, work attire, and other expenses that come with office-based work. Commuting, in particular, can be costly—whether it's through public transport, gas, or parking fees. Employees can reallocate these savings toward other areas of their lives by eliminating this.

Expanded Talent Pool for Employers

For businesses, remote work can significantly broaden the talent pool. Employers are no longer limited to hiring individuals within a specific geographic location, making it easier to find top talent regardless of where they are based. This can lead to a more diverse workforce, bringing varied perspectives and expertise.

Environmental Benefits

The reduction in commuting can also contribute to environmental sustainability. Fewer cars on the road mean reduced emissions, significantly benefiting cities and the planet. As more companies embrace remote work, the collective impact on carbon footprints can be substantial.

Non-Benefits of Working Remotely

Isolation and Loneliness

One of the most significant challenges of remote work is the feeling of isolation. Remote workers can experience loneliness or disconnect without regular face-to-face interactions with colleagues. Socializing and collaborating in person can build stronger workplace relationships and improve morale. Remote work may lack these opportunities, leading to feelings of being out of the loop.

Difficulty in Separating Work and Home Life

While remote work offers flexibility, it can blur the lines between personal time and work hours. Many workers find it hard to “switch off” when their home becomes their office. This can lead to overworking, burnout, and difficulty maintaining clear boundaries between personal and professional life.

Lack of Structure and Accountability

An office environment often has a clear structure, with supervisors and managers overseeing employee work. Remote work can sometimes lack this structure, leading to procrastination or a drop in motivation for some workers. Remote workers may struggle to stay on task without regular check-ins or a structured environment.

Communication Barriers

Effective communication can become more challenging when teams are not physically in the exact location. Misunderstandings or delays in response times can occur, especially when teams are in different time zones. Without non-verbal cues, the tone and intent behind messages can sometimes be misinterpreted, leading to confusion or frustration.

Limited Access to Resources and Support

While remote workers can access digital tools, they may not always have the same resources as they would in an office setting. For example, technical support may be less immediate, and workers might not have the same level of access to office supplies, equipment, or in-person mentorship. This can hinder performance and overall job satisfaction.

Diminished Career Advancement Opportunities

Remote workers may face challenges in career growth compared to their in-office counterparts. Being physically distant from the office may mean less visibility to management and fewer opportunities to participate in high-visibility projects. This lack of presence can sometimes hinder their promotions, raises, or professional development chances.

Remote work offers a mix of advantages and challenges. It provides flexibility, cost savings, and productivity boosts, allowing employers to access global talent. However, the downsides—such as isolation, difficulties in communication, and the potential for work-life imbalance—are essential to consider.

Ultimately, whether remote work is a good fit depends on the nature of the work, the individual's preferences, and the company's culture. By carefully weighing the benefits and non-benefits, both employees and employers can make informed decisions about the future of work and how to maximize its potential.



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ROBERTS**

CEO/FOUNDER OF
TONY'S BARBER STUDIO

