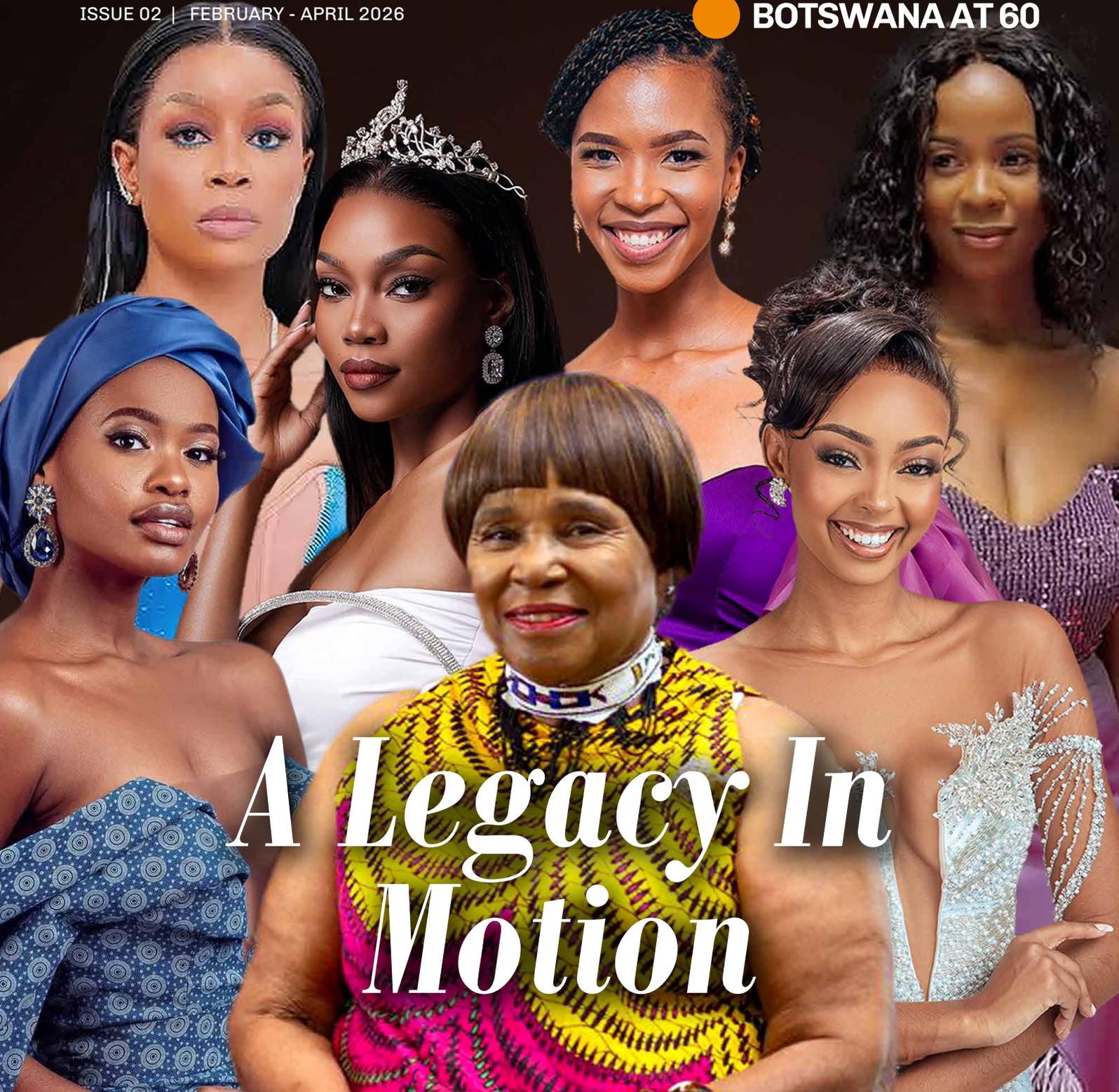


# Beautiful

ISSUE 02 | FEBRUARY - APRIL 2026

 BOTSWANA AT 60



## *A Legacy In Motion*

MISS BOTSWANA GRAND FINALE: THE DIAMOND JUBILIE 21 MARCH 2025





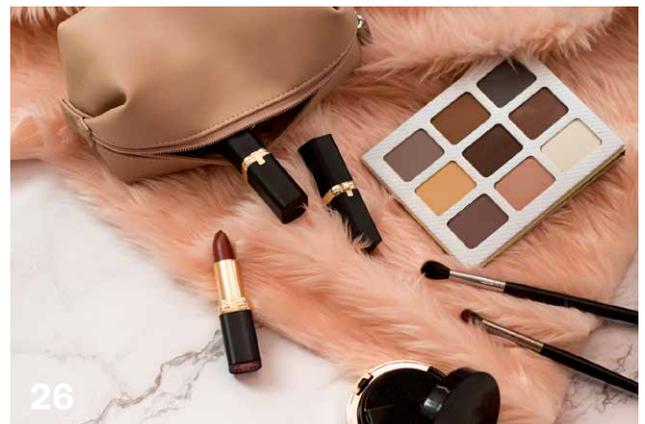
**LUCARA**  
BOTSWANA

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## On The Cover

### *A Legacy in Motion;*

From 2018 to today, Miss Botswana has evolved into more than a pageant, it has become a mirror of a changing nation.



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Each title holder has carried the crown in her own distinct way, reflecting the ambitions, challenges, and triumphs of a new generation of Botswana women.



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BEAUTIFUL BOTSWANA

JAN - APR 2026



# Editor's Note...

*This premiere issue marks the beginning of a journey—a celebration of the people, the passion, the style, and the stories that shape the beauty and aesthetics industry across Botswana.*

At Beautiful Botswana, our mission is clear: to shine a well-deserved spotlight on the creative forces, indigenous landscapes and inspiring personalities that make our country vibrant and distinctive.

Born under the umbrella of ABICOB this magazine stands as a creative project that brings together professionals, businesses, and enthusiasts who are committed to elevating our local industry while setting the stage for global recognition.

Our pages will feature everything from beauty and skincare, to fashion, wellness, medical aesthetics, art, and entertainment all tailored with a uniquely Botswana flair. This first issue is more than just a magazine it's a movement. It represents collaboration, creativity, and an intentional effort to document and celebrate Botswana's aesthetic identity.

Thank you for joining us at the start of what we hope will be a long-lasting and impactful journey.



**Chedza Palesa**

Here's to the beauty of Botswana, in every form.

Warmly,

Editor-in-Chief  
Beautiful Botswana Magazine  
info@abocob.org.bw



Welcome to the very first edition of Beautiful Botswana magazine!



21  
MAR  
2026



# MISS BOTSWANA FINALE 2026

## BOTSWANA AT 60

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# Creating an Ecosystem for making change



**Finding inner peace through the balance of self, nature, and social connections.”**

***At the heart of ABICOB’s work is the belief that true industry transformation doesn’t happen in isolation — it happens in community.***

ABICOB actively forges partnerships among its members by cultivating spaces for collaboration, knowledge-sharing, and aligned growth.

Whether it’s connecting beauty professionals with training institutions, linking brands with media platforms, or engaging policymakers with entrepreneurs, our role is to bridge gaps and foster synergy across the value chain.

Through networking events, shared platforms, co-branded initiatives, and industry-aligned projects, ABICOB turns individual ambition into collective impact.

The result is not just a stronger sector — but an ecosystem. One where creatives, professionals, businesses, and regulators move in rhythm to drive innovation, economic inclusion, and cultural relevance.

# Miss Botswana Finale 2026

## TOP 12



*Abale Lisa Matsoma*  
Molepolole



*Angelah Motshidisi Phuthego*  
Rakhuna



*Casey Allison Esmeraldo*  
Lobatse



*Gaselesire Jade Phalanyane*  
Gabane



*Kgalalelo Olorato Lentebanye*  
Mogobane



*Kimberly Korea*  
Maun



*Magdeline Angel Modipane*  
Tonota



*Michelle Mayer Bagoleng*  
Gaborone



*Mosa Princess Gontshwanetse*  
Mathangwane



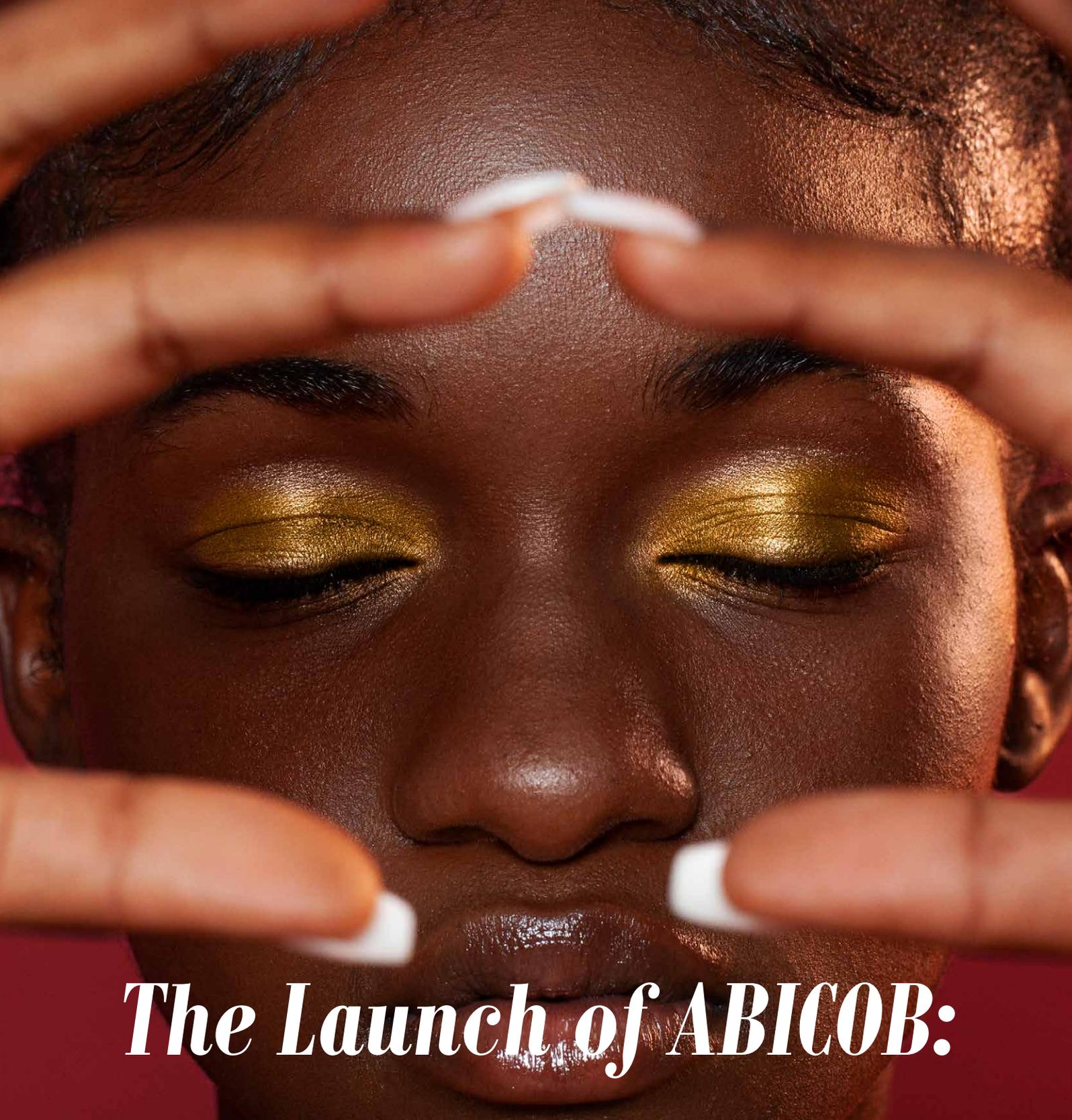
*Ogaufi Martha Seakgo*  
Maokane



*Thabiso Katlego Segokgo*  
Moshupa



*Thando Naledi Makhoba*  
Mochudi



# *The Launch of ABICOB:*

## **A New Era for Empowering the Beauty and Aesthetics Industry in Botswana**

The Association of Beauty and Aesthetics Industry of Botswana (ABICOB) is a pioneering organization dedicated to promoting collaborations amongst creatives in the beauty and aesthetics industry. Established to facilitate economic diversification, ABICOB provides a platform for showcasing the latest innovations and trends in the sector.

### *ABICOB's Mandate*

ABICOB's mandate is to be an expert voice and advocate with Government and other sectors for effective implementation and evaluation of key initiatives that help to elevate, communicate value, give recognition, and create space for greater participation and empowerment of young people, particularly Adolescent Girls & Young Women (AGYW).



Dr. Bonolo Molefe-Monnathoko

### Key Achievements

ABICOB has made significant contributions to the beauty and aesthetics industry in Botswana, including:

- Planning and execution of big stage events such as the Miss Botswana Beauty Pageant and the Botswana Beauty & Aesthetics Conference and EXPO (BBAC)
- Collaboration with the Miss Botswana Organisation to enhance the lives of young women by giving them life-long skills and critical knowledge of how to utilize available opportunities within the beauty and aesthetic industry

### Empowering AGYW

Through its collaboration with the Miss Botswana Organisation, ABICOB aims to create a synergetic relationship that elevates the Miss Botswana pageant and its processes, while also giving a high-level platform for key stakeholders focused on empowering the girl child in Botswana.

### Conclusion

ABICOB is committed to promoting the beauty and aesthetics industry in Botswana and empowering young people, particularly AGYW. By providing a platform for showcasing innovations and trends, ABICOB is helping to drive economic growth and development in the sector.

### Beauty and Aesthetics

**Dr. Bonolo Molefe-Monnathoko:**  
*"Beauty is a phenomenon that brings enjoyment to an individual who looks or contemplates. It's subjective and reflects our personality, individuality, and experience."*

*"Aesthetics is the philosophical study of beauty and taste. It's concerned with the study of sensory or sensory-emotional values, and it encompasses art, design, literature, music, and other creative expressions."*



Ben Raletsatsi

### The Size and Potential of the Aesthetics and Beauty Industry

#### Ben Raletsatsi:

*"The aesthetics and beauty industry is a significant contributor to the global economy. In Botswana, it has the potential to diversify the economy and create new opportunities. However, the industry faces challenges, including a lack of unity and representation."*

*"More than half of Botswana's aesthetics and beauty professionals are not covered or supported by any industry body. This leaves the industry exposed and without a strong voice when presenting to government or other sectors of the economy."*

### The Establishment of ABICOB

Explaining the purpose of ABICOB  
Ben Raletsatsi:

*"ABICOB has been established to unite all aesthetics and beauty professionals under one body that authentically represents the industry. With ABICOB, we can harness the power of numbers and present a strong voice to government and other stakeholders."*

### Strategic Actions Required

#### Mr. Oabona Kgengwenyane:

*"To harness the opportunities presented by the aesthetics and beauty industry, we need to develop a strategic plan that outlines clear objectives, targets, and actions. This plan should be aligned with the industry's needs and goals."*



Oabona Kgengwenyane

# A Legacy in Motion: Miss Botswana 2018 to Date



Anicia Gaothusi

**From 2018 to today, Miss Botswana has evolved into more than a pageant, it has become a mirror of a changing nation. Each titleholder has carried the crown in her own distinct way, reflecting the ambitions, challenges, and triumphs of a new generation of Batswana women. This era has been marked by purpose driven leadership, bold conversations, and a redefinition of what it truly means to represent Botswana on both national and global stages.**



Anicia Tebogo Gaothusi

Anicia Tebogo Gaothusi is a passionate and purpose driven young woman, celebrated for her work as a health advocate, pageant queen and youth empowerment ambassador.

Crowned Miss World Botswana 2024, Anicia proudly represented the nation at the 72nd Miss World Festival in Hyderabad, India in 2025.

Nicole Gaelebale

Nicole Gaelebale was Miss Botswana in 2017, and represented the country in the 64th Miss World competition. Having a strongly advocated for female empowerment, she carried that same spirit to date, as the Miss Teen Botswana director. She now nurtures the youth to grow into exceptional young women.



*Lesego Chombo*



*Nicole Gaelebale*



*Palesa Molefe*



*Palesa Molefe*

**Palesa Molefe** is a multi talented actress, writer and producer dedicated to advocating for mental health and personal development. Crowned Miss Botswana in 2021, Palesa represented her country at Miss World, where she won the Head-To-Head challenge fast track, placed in the Top 27 for the Talent competition and reached the Top 32 in Sports.



*Lesego Chombo*

**Lesego Chombo** is a dynamic and multifaceted individual, having earned the prestigious title of 71st Miss World Africa after coming in Top 4. She now champions the youth of Botswana as their Minister of Youth, the youngest thus far.

*Oweditse Phirinyane*

**Oweditse Phirinyane** crowned Miss Botswana 2019 and represented Botswana in the Miss World competition in London. A style connoisseur at heart, having styled Anicia Gaothusi during her reign. Now a lifestyle and beauty content creator.



Ruth Thomas



Oweditse Phirinyane

### *Moitshepi's Elias*

**Moitshepi's Elias**, crowned Miss Botswana 2018 and represented the country that same year in Sanya, China. She is now a serial entrepreneur and a financial advisor with experience in insurance solutions.

### *Ruth Thomas*

**Ruth Thomas**, crowned Miss Botswana in 2025. The reigning queen studied Clothing and Textile at SPEDU (Selibe Phikwe Economic Diversification Unit / Humana People to People) which grounded her career to being a fashion and beauty Advisor.





# MISS BOTSWANA FINALE 2026

*Introducing our esteemed panel of judges*

## CHIEF JUDGE

### *Dr Carol L. Bouwer*

Entrepreneur, Humanitarian and Cultural Curator.

Recognised for her integrity and commitment to empowering women and children, she has served as a Global Luminary for the United Nations Women's Peace and Humanitarian Fund and served for three years as a UNICEF South Africa Special Advocate. She is the founder of impactful initiatives such as Motswako, the Mbokodo Awards, and The African Odyssey, advancing dialogue, mentorship, and global market access for African women.

Through her luxury bag range, she champions sustainable manufacturing, and youth development while collaborating with leading artists and institutions to promote African heritage globally. Her humanitarian advocacy has contributed to campaigns supporting anti-bullying and anti-drug-abuse legislation and the upliftment of vulnerable communities, earning her international recognition and the conferment of a Doctorate in honour of her longstanding social and cultural impact.



## JUDGE

### *Dr Brian Monaisa*

Plastic Surgeon, Founder, Practice Owner and Published Scientist.

He is a multifaceted plastic surgeon who runs a successful private practice, Marang Aesthetics, based in Sandton, Johannesburg. His practice focusses on cosmetic and pediatric surgery, while Marang Aesthetics provides surgical support services as well as non-surgical aesthetics. He is a published scientist with articles and international presentations on both cosmetic and paediatric surgery.

He has written several newspaper articles about various plastic surgery procedures, especially the mommy makeover and how it improves people's quality of life.

A passionate South African, Dr Monaisa founded Smile Artists Africa in 2019. This nonprofit organization is a collaboration of some of our countries' best fashion designers and visual artists as who come together to raise funds for breast cancer reconstruction and awareness. He also loves the Springboks and Bafana Bafana and has a special place in his heart for the Botswana Athletics.



## JUDGE

### *Mrs. Itseng Champane*

Former Miss Botswana 2008 & Entrepreneur

Mrs. Champane was crowned Miss Botswana in 2008 at just 19 years old, a title that marked the beginning of her journey as a woman committed to service, leadership and community impact. She holds a Degree in Political Science and Public Administration at the University of Botswana, reflecting her interest in governance, social development and the structures that shape communities. Alongside her academic background, Itseng has built her path as a business owner, demonstrating resilience, independence and a passion for entrepreneurship. Beyond the crown and business, Itseng is deeply committed to giving back. She founded Segarona Charity Foundation, through which she carries out various charitable initiatives and donation drives across Botswana. The foundation focuses on supporting vulnerable communities and spreading compassion through acts of service. Her journey reflects the values of leadership, generosity and purpose using both her platform and personal initiatives.





CHIEF JUDGE

**Goitsewang J. Khutsafalo**

Author, Entrepreneur, Leader & Radio Personality

Goitsewang Khutsafalo is a dynamic entrepreneur, visionary author, and influential radio personality dedicated to empowering youth and fostering entrepreneurship in Botswana and beyond.

As the author of "Mari Mavu" and "Think Like an Entrepreneur, Act Like a Prostitute," he challenges perspectives and sparks innovation. On RB2 FM, he connects with thousands, celebrating entrepreneurs and sharing insights, while as founding patron of ALBRIMO and Executive Program Manager at Project124 Africa, he equips young entrepreneurs across the SADC region for global success.

A graduate of Northwestern University & Kellogg School of Business, Mandela Washington Fellow, and certified Leader in Social Change, Khutsafalo is committed to cultivating a globally competitive entrepreneurial culture and driving meaningful transformation across Africa.



JUDGE

**Yolanda Miya**

Managing Director at Deutsche Bank SA

As the first woman to be appointed to Deutsche Bank SA as Managing Director, Yolanda Miya is a pioneer. After 17 years in banking, working in London and Johannesburg and earning herself multiple industry awards for milestone transactions, Yolanda left the bank to run Mamo Property Holdings, a family-owned property development portfolio.

Coming from an extremely entrepreneurial family, Yolanda believes that there is a responsibility to not only safeguard, but to also build a family legacy through sustainable multi-generational wealth. As an advocate for inclusive growth and through her passion for education, in addition to sitting on the boards of JSE listed company Zeda and GCR, an affiliation of Moody's, Yolanda is a founding board member of "Raise the Children", an organization that places orphaned children in private schools, giving them an opportunity to life that may not have been awarded to them.



JUDGE

**Mooketsi Maphane**

Business Leader - Entrepreneur

Mr. Maphane is a seasoned business leader and entrepreneur with more than 24 years of executive leadership experience in management consulting, organisational development, FMCG and financial services.

He is the Founder and Managing Consultant of MYHRSPACE (PTY) LTD, an HR technology and advisory firm supporting organizations in unlocking performance through data-driven workforce solutions and behavioural science. Over the course of his career, he has held senior executive roles in both the private and public sectors locally and internationally. Mr. Maphane has an extensive academic and professional background in organisational psychology, leadership development, and financial services. He is a registered Industrial Psychologist with the Botswana Health Professions Council and has undertaken advanced executive and industry training in management, insurance, and financial advisory practice.



JUDGE

**Kaone Moremong**

Pageantry Director, Fashion Designer/ Stylist and Creative artist manager.

Fashion designer with 15 years experience, styling consultant, event management, pageantry creative director and fashion show organiser. Worked with Miss UB organising, Miss Botswana and Miss Supranational Botswana, Masa Fashion Shows, Ministry of Youth Sports and culture Development fashion show director and represented Botswana at World fashion Week.

# *The Global Wellness Economy: A Vehicle for Diversifying Botswana's Economy*

**T**he global wellness economy has reached a new peak of \$6.3 trillion and is projected to grow to \$9 trillion by 2028. This industry encompasses a wide range of products and services that promote holistic health and wellness, including personal care and beauty, healthy eating, physical activity, wellness tourism, and mental wellness.

The wellness economy is no longer a niche market, but a mainstream and growing economic driver. Governments are encouraged to integrate wellness into policy and urban planning, particularly in healthcare, tourism, and housing.

For Botswana, the wellness economy presents opportunities for diversification and growth. With its rich cultural heritage and traditional practices, Botswana can tap into the global wellness market by promoting its unique offerings in beauty, fashion, and wellness.



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AESTHETIC AND  
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COUNCIL BOTSWANA

The concept of wellness has ancient roots, dating back to civilizations in India, China, Greece, and Rome, where preventive and holistic approaches to health were emphasized. Over time, this concept evolved through various intellectual, religious, and medical movements in Europe and the United States. By the 19th century, these movements laid the groundwork for modern wellness practices, focusing on natural approaches, self-healing, and preventive care.

In the 1960s and 1970s, wellness-focused modalities gained visibility through the work of influential thinkers and physicians like Halbert Dunn, Jack Travis, Don Ardell, and Bill Hettler.

Their ideas have since informed contemporary practices in healthy living, self-help, fitness, nutrition, and



spirituality, shaping the modern wellness movement.

Today, the Global Wellness Institute (GWI) plays a significant role in promoting wellness worldwide. As a nonprofit organization, GWI educates public and private sectors about preventive health and wellness through research, initiatives, and roundtable discussions.

The institute's work has contributed to the growth of the multitrillion-dollar wellness economy and unity among health and wellness industries.

To unlock opportunities in the wellness economy, Botswana should explore various sectors and capitalize on its strengths.

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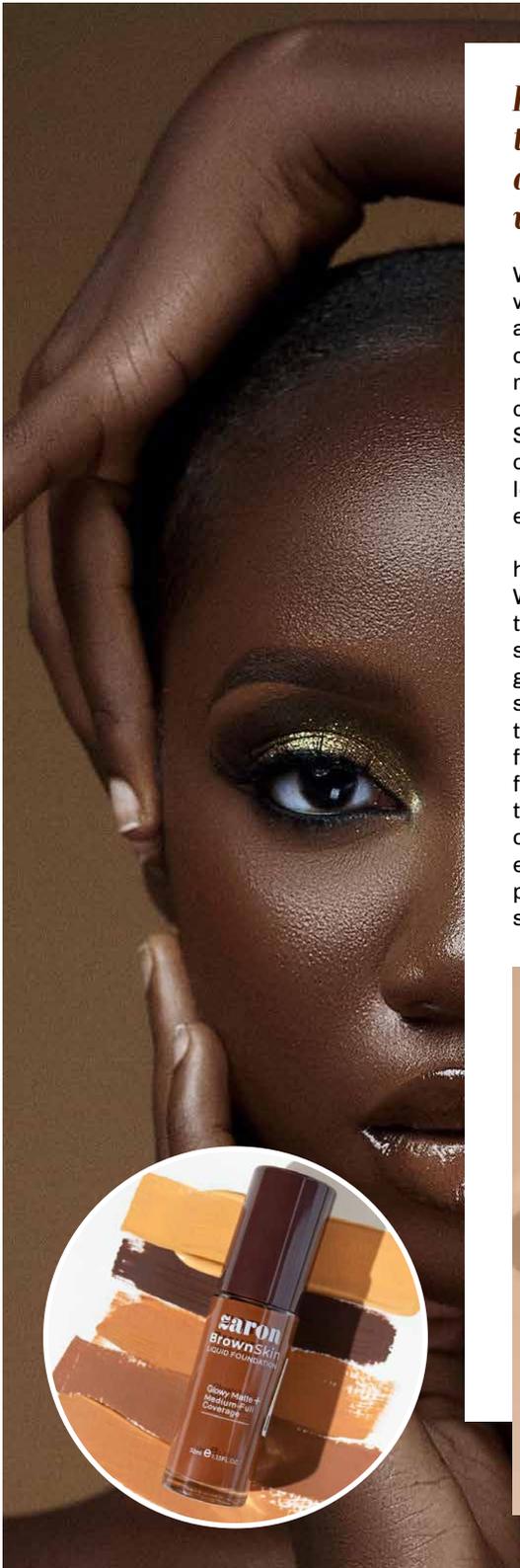
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# Healthy Skin, Increased Confidence

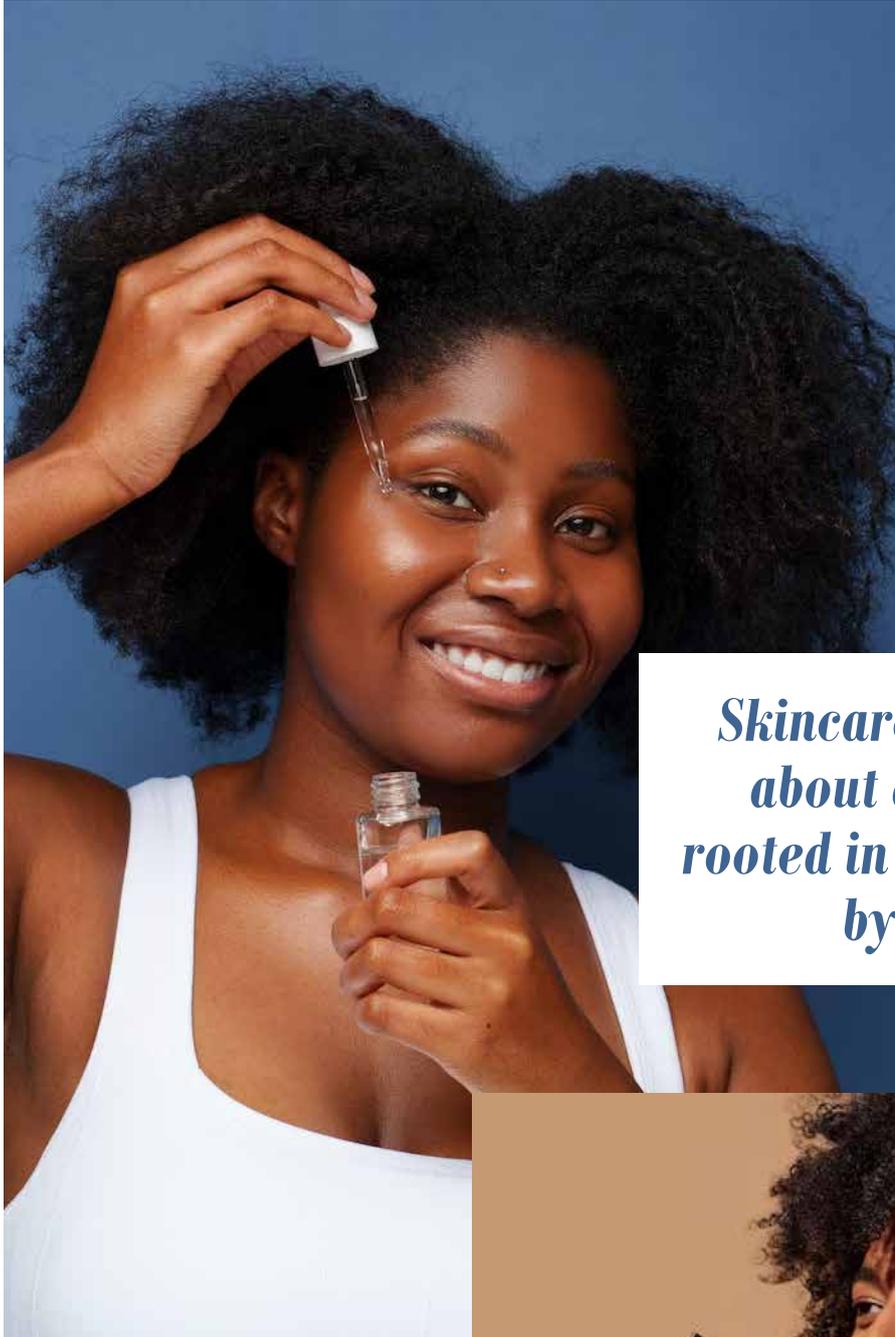
*Healthy skin is more than a beauty goal- it's a foundation for overall well-being.*

When we care for our skin, we're not just addressing appearance; we're protecting our body's largest organ and reinforcing daily habits of self-care, hygiene, and balance. Skin health reflects lifestyle choices, and nurturing it can lead to both physical and emotional resilience.

Confidence often starts with how we feel in our own skin. Whether it's managing acne, treating hyperpigmentation, or simply maintaining a healthy glow, the journey to clearer skin can empower individuals to present themselves more fully to the world. When people feel good about their skin, they tend to communicate more openly, smile more easily, and engage more confidently in personal and professional settings.



# The Science Of Skincare



**T**oday's consumers are more informed than ever, seeking products and treatments that deliver real, measurable results.



Skincare is no longer just about appearance — it's rooted in science and guided by knowledge.

Behind every cleanser, serum, or moisturizer lies a formulation designed to support the skin's natural functions.

Understanding skin biology is key to effective skincare. From the role of the skin barrier to how ingredients like niacinamide, hyaluronic acid, and retinol work, science helps us treat concerns like acne, dryness, and hyperpigmentation with precision rather than guess work.

It's about working with the skin, not against it.

In Botswana, skincare professionals are embracing this shift. A growing number of aestheticians and product developers are grounding their services in evidence-based practice — offering clients tailored solutions, ingredient education, and healthier long-term results.

*Skincare is no longer just about appearance - it's rooted in science and guided by knowledge.*



*This scientific approach empowers both clients and practitioners.*

When people understand their skin's needs, they make better choices, see better outcomes, and build deeper trust in their skincare journey. In this way, science becomes not just a tool — but a bridge to confidence, care, and community.

## *Tips and Techniques for All Skill Levels*

Whether you're a beginner exploring beauty basics or a seasoned professional refining your craft, the right tips and techniques can elevate any skincare or makeup routine.

### **Newcomers**

For newcomers, consistency is key — understanding skin type, using gentle products, and mastering simple steps like cleansing, moisturizing, and sun protection builds a strong foundation.

In makeup, learning proper blending, shade matching, and tool hygiene can dramatically improve results, even with a minimal kit.



### **Advanced**

For intermediate to advanced users, it's all about technique, layering, and customization.

### **Professionals**

Professionals and enthusiasts alike can benefit from staying updated on ingredient trends, new tools, and application methods.

Techniques like skin mapping, facial massage, and precision contouring can enhance outcomes in both skincare and aesthetics. No matter your level, continuous learning — through workshops, online resources, or mentorship — ensures that beauty routines remain effective, safe, and creatively fulfilling.



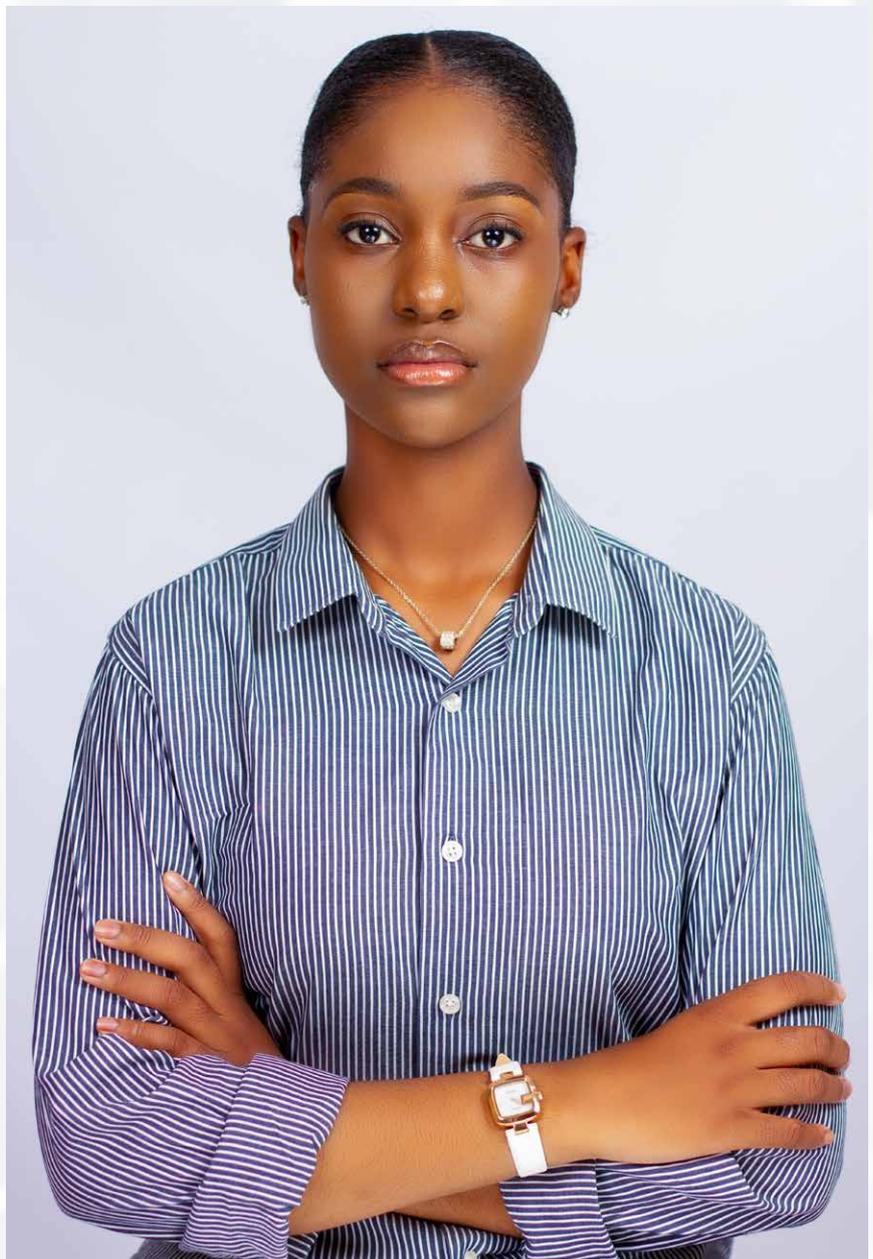
# *Understanding the Gap Between Earning and Evolving*

*In today's world, almost everyone talks about wanting to "grow financially", yet few truly understand what that means.*

For many, the idea of financial growth begins and ends with earning more money. But income alone has never guaranteed growth. The real challenge lies not in how much we make, but in how well we manage, multiply, and sustain it.

There's a quiet but persistent misunderstanding of financial growth. It's often mistaken for lifestyle upgrades: a new car, a bigger house, a flashier phone. These symbols of success give the illusion of progress, but they rarely reflect true financial advancement. Real growth is invisible at first. It lives in the habits, systems, and sacrifices that create long-term wealth rather than temporary comfort.

“  
grow  
financially”





# Make-up for Melanin

*Makeup for melanin — rich skin is not just a beauty trend — it's a movement of visibility, inclusivity, and celebration.*

**F**or decades, the global cosmetics industry underserved people with deeper skin tones, offering limited shade ranges and formulations that failed to match or enhance melanin-rich complexions.

Today, that landscape is changing, with more brands - both local and international - creating products specifically designed to complement the richness and diversity of darker skin.

Melanin-rich skin deserves products that do more than blend - they must nourish, protect, and amplify. The unique undertones, texture, and sun-sensitivity of deeper complexions require foundations, concealers, and powders that provide coverage without

dulling the skin's natural radiance. Bold pigments, warm highlighters, and richly formulated skincare-infused makeup are not luxuries - they are essentials in empowering people of colour to feel seen, beautiful, and catered to.

In Botswana and across Africa, makeup for melanin is part of a cultural awakening. Local makeup artists, beauty entrepreneurs, and content creators are reclaiming the narrative by showcasing products and techniques that honour their skin, heritage, and identity.

It's about more than beauty - it's about confidence, representation, and the freedom to define beauty on one's own terms.





**Exploring how makeup is not just about colors, but also about self-expression and inner strength.”**

For decades, the global cosmetics industry under served people with deeper skin tones, offering limited shade ranges and formulations that failed to match or enhance melanin-rich complexions.

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# Contributors



## ***Volkswagen (VW)***

Driven by passion and precision, Volkswagen Botswana continues to inspire movement and innovation. From iconic design to everyday reliability, VW represents a lifestyle of confidence and adventure. Wherever the road leads, Volkswagen keeps Botswana moving forward — in style.



## ***Lucara Botswana***

Lucara Botswana captures the brilliance of Botswana's earth and its people. Known for discovering some of the world's most extraordinary diamonds, Lucara pairs innovation with sustainability. Each stone tells a story of craftsmanship, care, and commitment to a brighter Botswana.



## ***Air Botswana***

Soaring proudly as Botswana's national airline, Air Botswana connects the heart of the nation to the world. With every flight, they deliver comfort, reliability, and the warmth of true Botswana hospitality. More than travel—it's a journey that celebrates Botswana from the skies above.



## ***Woolworths Botswana***

Woolworths Botswana is where quality meets contemporary living. From timeless fashion to wholesome food and stylish homeware, Woolworths brings everyday luxury to life. It's more than a brand—it's a trusted companion in modern Botswana lifestyles.



## ***Braveheart***

Bold, creative, and unapologetically local—Braveheart stands at the center of Botswana's storytelling scene. Through powerful visuals, events, and production, they give life to the voices shaping our culture. Braveheart doesn't just tell stories; they make Botswana feel seen.



## ***Miss Botswana***

A celebration of beauty, purpose, and empowerment, Miss Botswana continues to inspire the nation's young women to dream bigger. Beyond the crown lies a platform for advocacy, leadership, and change. Every queen carries Botswana's grace and pride to the world stage.



## ***Ratco***

Building more than structures, Ratco builds Botswana's future. With every project, they craft spaces that reflect strength, progress, and possibility. Ratco's work stands as a testament to Botswana's growing landscape—solid, visionary, and proudly local.



## ***Son Of Mua***

Driven by curiosity and love for storytelling, Son Of Mua Photography brings out the beauty in the raw, the magic in simplicity, and the uniqueness in every subject. Whether it's an editorial shoot, a corporate session, or capturing the energy of an event, every frame is composed with heart.

# Beautiful

BOTSWANA

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# ABICOB!

The Aesthetic Beauty Industry Council of Botswana

Botswana's beauty industry is a vibrant and growing powerhouse from skincare, beauty therapy, fashion, modeling, to medical aesthetics.

## *But one big question remains:*

**Who truly represents and supports the people behind it all?**

Introducing ABICOB a unifying platform created by industry enthusiasts for industry professionals.

We are here to be the official voice of the Beauty & Aesthetics Industry in Botswana advocating for higher standards, self-regulation, use of indigenous knowledge & expertise and professional growth across all sectors.

### What we stand for:

- › Consistency
- › Professional Standards
- › Ethical Practices
- › Unity
- › Industry Advocacy
- › Recognition of indigenous knowledge systems (IKS)

Together, we are building a strong, supportive, and ethical beauty community. Whether you're a creative entrepreneur, therapist, model, or medical aesthetics expert ABICOB is your home.

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AESTHETIC AND BEAUTY INDUSTRY COUNCIL BOTSWANA

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