

Design

1st Edition

March 2010

Lifestyle

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CREATIVE LAB

THE CREATIVE LAB

Corporate identity is the means of identification of any organisation competitively involved in the market place. The significance and importance of a clearly defined identity has become all the more important over the past few decades as the competition in the market place has become more vigorous.

Very strict rules apply when it comes to the design and use of a logo, as any company's logo creates a first and lasting impression of the organisation. Due to this a very stable image needs to be created for application over all manifestations of the brand.

Designing of the brand elements need to take place, while keeping in mind the goals and objectives of the company, as well as the name of the entity, products and services on offer. Careful attention is required with regards to applying the logo in any layout, keeping the colours, fonts and other elements of the logo consistent. Should any of these elements be deviated from, the brand will become watered down and will appear to deliver services and products that are less than satisfactory.

Each company has a unique reality and this has to be reflected very strongly in it's individualistic logo that will set it apart from it's competitors. The objective of the company also needs to be clearly and accurately communicated in a positive way. Thus done, the view of the company will be favourable, making it appear solid and reliable.

Companies that are operated as a single entity tend to use only one singular image for both their corporate and

product identity. A point in case is Sony, should the electronics supplier decide to diversify it's services into the airfreight business as an example or start to offer a service or product that is far removed from their current products they will have to give re-branding some serious thought.

There are various options when faced with having to make such a decision.

1. The company brand can remain the main focus and therefore be dominant as with Sony
2. The products can become the leading brand elements
3. Both the product and corporate firm could share dominance

An Example of a company with a product dominant focus is Unilever, which manufactures and supplies the retail market with vari-

ous well known products. Most lay people have no idea who the manufacturer is but remain loyal to the product brands. Examples of products produced by Unilever is as follows, Skip, Omo, Surf, Stork, Flora, Organics, Lux, Axe, Sunsilk, Vaseline, Knorr, Glen, Lipton and Ola among numerous other products

Coca-Cola is a perfect example of product and corporate dominance, as they have various products carrying the Corporate brand ie. Coca-Cola and in addition various other products carrying product brands ie. Sprite, Fanta, Tab etc.

The above is just a fraction on the subject of corporate identity, as corporate identity in it's entirety is comprised of three parts:

- Corporate designs (logos, flyers, brochures, business cards and stationary)
- Corporate communication (commercials, public relations and information)
- Corporate behavior (internal values, ethics and norms)

All this, being enough for a future article.



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Did you know?

Popular chairs used today

By Eric Bornman

Often called the “Wassily “ Chair, it was originally designed by Marcel Breuer in the mid 20’s for Wassily Kandinsky’s apartment at the Dessau Bauhaus. The chair has been manufactured from various materials over the years, however, the design has remained unique. An ever-popular furniture piece amongst Designers, Decorators and Architects. The original chair was manufactured from nickelled tubular

steel for the frame with canvas or leather. Later years the frame changed to chrome plated. What makes this piece of furniture so amazing is the fact that the person sits “in” the chair and not “on” the chair.



Designer Eric Bornman



Wassily Kandinsky Chair

LEGAL ISSUES

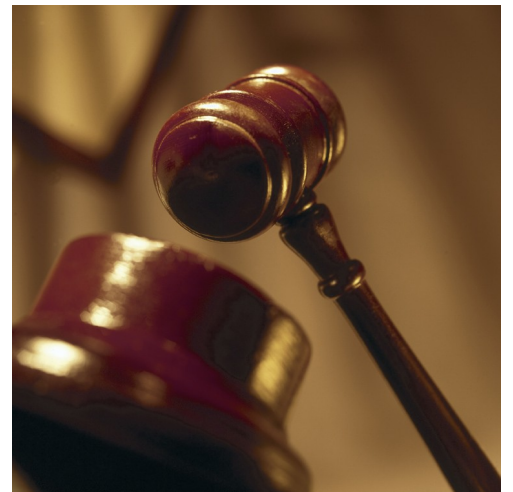
ONLY TIME WILL TELL

By Brian Wilken



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The new Companies Act is slated for inclusion, rather optimistically in certain persons opinions, in July of 2010. In view hereof, and of the impact that this Act will have on the interaction of companies and individual persons, this article serves as an exceptionally broad overview of the new act as it relates to already incorporated companies and to the persons owning and operating these companies.

BACKGROUND

In 2004, the DTI (Department of Trade and Industry) identified the

following five “economic growth objectives”, and goals related to each of them, as being necessary to achieve a company law regime that” would promote the competitiveness and development of the South African economy”

SIMPLIFICATION

- The law should provide for a Company structure that reflects the characteristics of a close corporation, as one of the available options;
- The law should establish a

simple and easily maintained regime for no profit companies;

- co-operatives and partnerships should not be addressed in the reformed company law.

FLEXIBILITY

- company law should provide for an appropriate diversity of corporate structures;
- the distinction between listed and unlisted companies should be retained.

CORPORATE EFFICIENCY

- company law should shift from a capital maintenance regime based on par value, to one based on solvency and liquidity;
- there should be clarification of board structures and director responsibilities, duties and liabilities;
- there should be a remedy to avoid locking in minority shareholders in inefficient companies;
- the mergers and takeovers regime should be reformed so that the law facilitates the creation of business combinations; and
- the judicial management system for dealing with failing companies should be replaced by a more effective business rescue system.

TRANSPARENCY

- company law should ensure the proper recognition of director accountability, and appropriate participation of other stakeholders;
- public announcements, information and prospectuses should be subject to similar standards for truth and accuracy;
- the law should protect shareholder rights, advance shareholder activism and provide enhanced protections for minority shareholders; and
- minimum accounting standards should be required for annual reports.

PREDICTABLE REGULATION

- company law sanctions should be de-criminalised where possible;
- company law should remove or reduce opportunities for regulatory arbitrage;
- company law should be enforced through appropriate bodies and mechanisms, either existing or newly introduced; and
- Company law should strike a careful balance between a adequate disclosure, in the interests of transparency, and over-regulation.

Each of these 18 goals coupled with its own heading is now manifest in the Act in various ways.

OBJECTS OF THE ACT

- The act has several objects, most notably:
- Replaces the Companies Act, 1973 almost in its entirety.
- The Close Corporations Act, 1984 continues indefinitely, but will be phased out on the basis that no new CCs may be formed, nor may companies be converted into CCs, after the Act becomes operative in 2010. The Act does, however, enable companies having characteristics very similar to CCs to be formed.
- The fundamental common law principles (as modified by the Companies Act, 1973) remain intact, with some notable exceptions.
- Modernises our company law and brings it inline with best practices internationally, especially in relation to public companies, communications and corporate governance.
- Purportedly makes company law simpler – 450 down to 225 sections-and introduces simpler administrative and other procedures.
- Promotes transparency, high standards of corporate governance and accountability, particularly by directors and other officers.
- Codifies the common law duties and liabilities of directors.
- Introduces flexibility in the design and organisation of companies.



- Makes radical amendments to the take-over provisions of the Companies Act, 1973.
- Advances shareholder and stakeholder activism by giving greater protection, powers and remedies to minority shareholders and other stakeholders (such as employees), including the ability to bring class-actions.
- A new business rescue regime replaces the judicial management system, but the provisions in Chapter 14 of the Companies Act, 1973 dealing within solvent companies will remain in force and unaltered until uniform insolvency legislation is enacted.
- Retains almost all the principles introduced by the Corporate Laws Amendment Act, 2006 (which became operative on 14 December 2007).
- Brings the Companies Act into harmony with overlapping legislation, in particular the Securities Services Act, 2004 and the Auditing Profession Act, 2005.
- Decriminalises most of the Companies Act, 1973—over 120 criminal offences are replaced by a system of administrative fines and / or personal financial liability of the offender.
- The capital maintenance regime is changed from one based on a minimum amount of share capital to one based on solvency and liquidity.
- The Memorandum of Incorporation (which replaces the memorandum and articles of association) becomes far more relevant.
- Directors may be given far greater powers, at the expense of shareholders.

It is within this particular framework that one now finds the particular application of the act to persons operating / owning a company (and related persons thereto) as well as the application of the act to already incorporated entities.

This article continues in our next edition. Read more about Related and Inter-Related persons.

This article was written by BRIAN WILKEN

BUSINESS

need is a healthy dose of common sense, combined with a strategy that risks only as much money as you think you can afford to lose.

If you could master the art of advertising, you would soon be an extremely rich individual. An "Advertising Master" could not only sell just about anything, for any price, but could also sell his or her expertise to others for untold sums of money, especially if that Master could guarantee

First of all, one must decide what kind of advertising is right for the business type. The choices are:

- print advertising in things like newspapers, magazines and other specialty publications.

Well, we're only going to talk about some general principles here and give some basic guidelines. That's because literally whole libraries of books have been written on the subject and art of advertising, and we simply can't cover it all here. It's a subject that is nearly inexhaustible, and any entrepreneur worth his salt should be spending a lot of spare time reading up on all the advertising information he or she can get his or her hands on.

Mastering Advertising

By Mikey D Harris

results.

Now the bad news. Becoming a true Advertising Master is probably as difficult and time consuming as it might be to become a nuclear physicist! Advertising is that hard! Advertising is that elusive! Advertising is that much of a mystery!

Advertising is like writing a brilliant poem on the sand of a beach. Just when you have written a masterpiece, the tide comes in and washes it away forever. Then when you try to rewrite the poem, it turns out not to be so brilliant the second time around - even if you wrote the very same thing. The poem may stay the same, but the world around it changed. It lost its original relevancy that made it brilliant the first time around. That happens with great ads all the time.

Is this starting to sound like a philosophy lecture? But here's the thing about advertising: You never know what good advertising is until it works. That means you can't tell if an ad is a good, effective ad before it is actually used.

Now, let's get in touch with reality here. We know a lot about advertising. We know a lot about what works and what does not work. It's just that there's never 100% certainty about anything. Add to that fact that advertising tends to be extremely expensive and you have a very delicate situation, indeed. Still, very few businesses can exist without doing at least some kind of paid advertising, and very often, advertising can be a tremendous source of new customers, business and profit for just about anybody who is selling anything.

When advertising is done right, the profit it can bring to a business can be truly spectacular. That's why it's so tempting to roll the dice with your ad budget. But when it comes to advertising, what you

- broadcast media eg. radio and television.
- internet advertising is a whole new and different kind advertising world in itself
- directory advertising
- billboards and poster sites
- promotional advertising

It can all be pretty intimidating. What advertising vehicle is right for you? What if you only had R1,000 to spend. Is it best to spend that R1,000 on an ad or ads in the local newspaper, take out an ad in the Yellow Pages, or maybe buy some radio time on a local station. If you only have R1,000 to spend, which should you choose to gain maximum effect? And by maximum effect, we mean bringing in more than the R1,000 you spent on that ad!



First, never buy a large print advertisement without testing a smaller less expensive ad first. Maybe start with a classified ad, or very small space ad. If the results are promising, you can reasonably upgrade to a bigger more expensive ad in the same publication. The key is test and measure! You must have a system to determine that the ad you bought is responsible for the leads you get from that ad. It's not always easy. Take the case of a restaurant.

Let's say that Restaurant A buys an ad in the local newspaper. How do you know that the people who come into the restaurant are doing so because they were prompted to do so by the ad in the local paper?

Is it reasonable to ask every patron who comes in if they saw your ad in the paper? Probably not. But if you included a clip out coupon in the ad which patrons can bring in for a 10% discount, you can get a pretty good idea of how well the ad performed. Simple techniques like this can make all the difference.

Companies that sell things via mail order key their ads to show where each order sent in came from. All orders which include a key from a print ad will show exactly how well the ad performed. This is an almost 100% accurate way to test a print ad.

But what about a radio ad? How could a restaurant advertising on a local radio station determine if their broadcast ads were working? It's a lot tougher. You could ask patrons to mention your radio ad when they come in, but this is unreliable, to say the least. If business suddenly increases when the ad runs, you might reasonable conclude that the radio ad is working, but you can't be 100% sure. It's a tough call, and the smart restaurant owner will have to decide if the radio ad is worth it or not. If business continues to be brisk while the ad runs, it's probably a good idea to keep it going.

Whatever the case, having a reliable way to test ads is essential to making intelligent decisions about the advertising budget. Another major point is this:

Always remember the central purpose of an ad.- to bring in customers who will buy what you are selling. This point is so often forgotten and the design of the ad becomes an exercise in creative design rather than something designed to generate new sales.

The ad should produce more in income than the cost of the ad itself. This seems obvious, except for the fact that we are all bombarded every day with all kinds of advertising that is not necessarily selling very much. If this is so, then why is all this advertising being bought and paid for? Well, much of the advertising we are confronted with every day is purchased by major corporations with very deep pockets, and gigantic advertising budgets.

The big players can afford to buy ads that merely create "name recognition" and help them keep a high profile in the public mind. But small to mid-sized businesses can't afford this kind of thing.

How many times have you seen a TV commercial that is fun to watch, completely hilarious, and really gives you a good laugh -- but leaves you with no idea whatsoever about what is being advertised? We all see dozens of these ads every year. They're fun and entertaining, but they don't sell much. So why do people buy pay for ads like these? Again, such ads are usually the venue of major players with more money than brains, and who are also willing to take big risks in the advertising game.

But the vast majority -- perhaps 99% -- of businesses can't afford this kind of thing. The purpose of an ad is to sell, not to entertain. The purpose of an ad is not to "be creative" but to produce profits. The purpose of an ad is not to be a work of art -- but to get customers marching through the door. If an ad happens to entertain while making money, well, that's fine. The trouble is, too many people have been led to believe that an ad must first be funny or entertaining, when the true first task of an ad is to inform customers about your product, tell them where and how to get it, and get them to buy.

Many small and mid-sized business owners see a lot of funny and creative ads on TV or in magazines, and then assume that because huge rich companies are using these kind of ads, they

must be a good thing. That's not the case.

There are other pressures to create ads that are nice to look at, but which don't work. Ad agencies, for example, compete for creativity awards sponsored by advertising associations. Ad writers and creators who get awards get a boost to their careers when they win awards. This encourages them to lose sight of what their primary purpose is -- to create ads that sell. Many TV ad producers tend to be frustrated film makers. How many TV ads have you seen that have the look and feel of miniature feature films? A lot! It's great if they actually do something to sell the product, but much of the time they don't.

So how can you be sure that your advertising vehicles have the proper elements needed to make sales?

While there is no such thing as a guaranteed formula for ad success, you can give yourself the best chance by remembering the tried and true basics, and those basics are represented by the anagram AICDA -- Attention, Interest, Credibility, Desire and Action.

An ad must first attract Attention. With a print ad, that task falls to the headline. In a radio ad, that means a loud, attention getting intro made up of any number of sound effects. In TV it's something similar, but with visual effects added. In a sales letter, its teaser copy on the outside of the envelope, and an attention grabbing headline on the opening page. Photos and graphics can also grab attention in print ads -- whatever the case, an ad must first capture attention before it can accomplish the next mission which is....

.... Interest. Once you lure the prospect in, you must create instant interest in what you are selling. That's usually handled with a subhead and the first sentence of the body copy, or the first dialog of a radio or TV ad. Credibility is provided in a variety of ways, including past customer testimonials, statistics which demonstrate success and more.

Desire is created by appealing to the emotions of the ad viewer, and this is done by showing what the product will do for those who buy, such as solve a problem, or enhance prestige, or improve health. The final function of an ad is to produce Action! The ad viewer must be compelled to call, write in, stop by in person -- or whatever you want them to do. Urging action usually means providing incentives and rewards to do so. For example, putting a time limit on when an incredible 25% discount can be obtained will spur people to action. There are many other ways as well.

How you produce the elements of AICDA will be your challenge. There is no one, good way to make sure you have all the elements of AICDA hitting on all cylinders. Again, this is advertising, not mathematics. You may have to test several different versions of an ad. before it really starts working. If you're lucky, you'll hit the jackpot the first time you place an ad.

Please be aware that this short discussion on advertising is only a primer. Getting advertising right is a major challenge for any business and an ongoing process. A lot of marketing gurus out there offer a lot of hype and unrealistic notions about what advertising can do for a business, but here at Alchemy, we don't deal in hype. We deal only in reality, and solid, grounded business practices that are guaranteed to work. You will need to advertise, but you must take the correct and careful approach.

Do that, be persistent, work smart, and you are bound to succeed. Millions of others have.

Summary

Few companies can afford to ignore buying paid advertisements to grow their businesses, but the key is to proceed carefully, intelligently, and stick to the basics. Advertising is by nature a somewhat arcane art. There are no magic formulae that guarantee success. All advertising must be rigorously tested. Buy small ads before risking major money on large ads. Remember the AICDA formula and the real purpose of an advert is to SELL! And not to entertain.



Michael Harris,
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How to Create a Backyard Oasis With Shade

By Johney Maron

All too often having a good sized yard means a lot of work, and not a lot of time to enjoy it. During the heat of the summer months, the wide open spaces of a large yard can mean that we wind up as a slave to maintenance and up-keep, then spending the rest of our time indoors to relax, instead of being outside, enjoying the summer day, simply because there isn't a good place to spend leisure time out of the blazing heat of the noonday sun.

This is where being creative with outdoor pagodas, tents, umbrellas and parasols becomes a safe haven away from the heat, becoming a virtual oasis in our own yard.

While a patio can help a little, the area can at times be like sitting on a concrete sidewalk. The heat will get absorbed into the concrete and actually makes it feel hotter.

Having a shaded area on the patio is an improvement, but the full enjoyment of the back yard environment is minimal at best. Although it is better, it wasn't exactly what we thought when we purchased the house with a bigger yard.

A cooler grassy area in the backyard is often preferred. Simply adding a basic umbrella may be effective for one person but is not enough when friends and family come for a gathering.

Simply put, a basic umbrella will not be suitable. There are fortunately lots of

options available so that settling for a simple umbrella is not necessary.

A relaxing space of any size can be created simply by taking advantage of pagodas and tents in various sizes. This will allow the homeowner to provide a relaxing area for as many people as they choose. Create groupings or islands with the umbrellas and parasols that can lend to privacy among the larger grouping.

If the desired area is beside a pool or Jacuzzi, the design can truly become an oasis, with shade, lounging and water for whatever suits someone's fancy. The backyard can actually become an extension of the house with areas for backyard cookouts, dinner parties, birthday - whatever kind of entertaining you enjoy.



Creating this oasis in the backyard does not have to be an overwhelming task. With the materials and styles available today, a hot, barren area in a back yard can be converted into a wonderful, peaceful area of shade and serenity.

Taking the time to develop the concepts you have in mind with professionals will enable you to have that safe haven in your yard too, and there's no time like the present to use your yard to its fullest advantage.



DIY Solar Panels - Save Money

Make Your Own Power

By Julian Hooks

D.I.Y solar panels are Do It Yourself and they are cheap and easy to make if you have some spare time and most for under \$200.

Items that you will need: solar cells, soldering iron, electric cable, saw, drill, glue, screws, pliers, diodes, connectors, plywood or a flat metal sheet, and wood or metal for the sides of the box. Optional items would be Plexiglas to protect the panel from the weather.

Step 1: Information on Project

You need to make sure you have all the information you need to build it you can find it at your local book store or online.

Step 2: Purchasing the Material

You can find them online it is about .5 volts per cell, so ensure you use the appropriate number of cells for the project at hand. Most batteries need about 13.2 to 14.4 volts so be careful of this when making your panels.

You will also need material to build a frame and materials to wire it together most parts can be purchased at local hardware stores in your area.

Step 3: Building

Follow the measurements that you get from your information on how big your panels are supposed to be so you can make the frame the right size. Once you have the frame built you install the panels and find out where they are suppose to be then lay the soldering wire and solder them in place.

Step 4: Electrical

Before hooking up your cells ensure you have a good understanding of how to use volts, amps, and watts. You will need to know how much your panel is going to put out so you know what you are going to be able to run. Ensure to check your wiring for any mix ups that may have happened before putting it into use.

The standard formula that is used to figure watts is volts times amps equals watts ($V \times A = W$).

Step 5: Set up

When looking for a place to place remember you want as much sunlight as possible the roof is a good place if it's sturdy and gets enough light.

By utilizing solar energy panels on a home level you can save yourself thousands of dollars each year.

<http://technologycurrent.com>

HEALTH BEAUTY



Discover the Secrets of Anti-Aging Adaptogenic Herbs, Part I

by: Paul Fassa

For the past 2500 plus years, both Chinese and Indian Ayurvedic health systems have used adaptogenic herbs as tonics for overall health and longevity. Adaptogens act as regulators or modulators in either direction. Balancing the body's energy and immunity means if there is not enough, more will be created. If there is too much, it will be diminished.

When we take stimulants such as ephedra or caffeine, there is a peak of energy for high performance followed by a drop in both. Adaptogens avoid that and the resulting wear and tear by balancing the body's endocrine and immune system. This allows us to draw on our native energy as needed and relax when not needed.

Adaptogens Defined

When modern western medical scientists started investigating these herbs in the late 1940's, the term adaptogen was adopted, and eventually with its defining features, which are: 1) Non-toxic with normal dosage. 2) Produces a balanced defense against stress in whatever direction is needed. 3) Normalizes the whole body toward homeostasis. Homeostasis is the internal system's ability to remain constant and balanced despite the external stressors. Hormones are kicked into high gear to create fight or flight responses when dangers appear. Thou-

sands or even hundreds of years ago, stressors were mostly life and death matters.

For most of us, today's dangers are usually less dramatic. But the body's internal reactions remain the same. And usually we don't fight or flight! The resultant stress and anxiety created causes poor health and aging issues.

Adaptogenic Tonic Herbs

The toll of stress on our internal systems is a major source of aging issues. Adaptogenic herbs have been used as anti-aging and longevity tonics for thousands of years. Tonics can be taken daily over a lifetime for overall well being.

They are adaptogenic since the body as a whole is addressed, not just a specific organ or malady that medicinal herbs address. However, there are various differences peculiar to individual physiological characteristics, climates, and emotional needs. It's wise to educate yourself more or consult with an appropriate practitioner or herbalist.

The Basic Approach

The Chinese medicine approach will be used as a guide in this and subsequent follow up articles since it is easier for western minds than Ayurveda. Chinese medicine divides the human energy system into three categories, which are comparable to a candle and its function. They are:

Jing - This is the physiological energy basis or foundation. It is likened to the candle itself, the actual wax portion. It involves all the fluids that hold the body's functions together. When depleted after "burning the candle at both ends" too long, there can be no flame or Qi.

Qi or Chi - This is the function of energy itself. It is the candle's flame. As Qi or Chi, it is the energy that enables our bodies and organs to function. Low or blocked Qi leads to illness. But weak Jing cannot sustain strong Qi. They are very dependent.

Shen - This is the area of spiritual and emotional tone. It involves our attitude and ability to create and our spirituality. And of course, it is dependent on the candle (Jing) and the flame (Qi)!

Of course, adaptogenic herbs or tonics address all three parts of the human candle. But there can be a different emphasis with any of the parts. Different times, different needs, and different situations will determine which herbs should be used to obtain the homeostasis that ensures longevity with a healthy body.

The next article will focus on what some of those herbs are and the methods of preparing them.

Escape from the Medical Mafia Matrix - <http://healthmaven.blogspot.com/>

FAMILY

10 Ways to Get Your Newborn to Sleep

By Nicole A. Johnson

When you bring your baby home no one tells you that "sleep like a baby" only lasts a short time. This article will give you 10 tips to help your newborn sleep better.

Disclaimer: Please note that it can be dangerous for a new newborn baby (just a few weeks old) to sleep all night. They really do need to eat at least every 3 hours in those early days so they can grow well and thrive. It is also safest to place baby on his back to sleep, to guard against SIDS.

1. Short Wake-time

The first week or so, your newborn baby will most likely hardly be awake, but after the first week or two, the #1 key with your newborn is to keep wake times very short, at first. You should soothe your baby for sleep after just 1-2 hours of wake time TOPS.

An overtired baby will have more trouble settling down and going to sleep and *staying* asleep.

2. Swaddle

To help mimic the feeling of the womb, it helps to swaddle your newborn baby. This basically means to wrap him up in a blanket like a little burrito. This helps him feel safe and secure and also helps him stay asleep during any or more reflex startle reflex moments. It is said that those reflexes are similar to how we have the feeling we are falling while falling asleep.

3 . Days bright / Nights dark

Although you might be tempted to keep things quiet and darker for your newborn to nap well, it might prolong the day/night confusion that almost all newborns will have.



Day/Night confusion can last up to 6 weeks. Keep days bright and upbeat and nights, dark and boring, and it will help your newborn sort out her days and nights faster.

4. Limit naps

If he is taking longer to sort out days and nights (or you are having a very rough time keeping up with him being up all night), you can further speed up the process by limiting naps to no longer than 3 hours during the day.

5. Post-feeding routine

To help your newborn baby sort out day and night sleeping even more, you may want to develop a play routine after she eats during the day. Keep her awake 30 minutes after feeding by playing, singing, bathing, etc.

6. Co-sleeping

Sometimes it helps to have your newborn in the room with you for quick access for middle-of-the-night feedings and diaper changes. This also can help give him more comfort being close by as he will be able to hear and smell you. For safety reasons, you should use a co-sleeper, sleep positioner or bassinet.

7. Angle the mattress

For babies who spit up a lot or have reflux, it helps to angle the mattress when he sleeps, so baby is not flat on his back. You'll want to angle the mattress so his feet are lower than his head, so his stomach contents can stay put. Please note that the mattress should still remain flat at all times, just at an incline. Check with a knowledgeable health care provider to make sure that what you do is best and safest for your child.

8. White Noise

White noise is made up of the sounds like a fan whirring, vacuum cleaner, hair-dryer, etc. It helps a newborn sleep because inside mom's womb was all white noise. The sound of her blood flow, heart beating, etc.

9. Wear baby

For particularly fussy babies or just for parent's convenience and snuggling, it helps to "wear" baby using a sling. They get very folded up in a sling, but again, it mimics the womb and babies love it!

10. Swing

As I said earlier, mom's movements lulled baby to sleep while in the womb, so I also recommend trying a swing, but don't be surprised if your newborn only likes it at high speeds. Unfortunately, some of these tips do create sleep associations, but during the first weeks, you really do what you can to survive. Obviously, it never hurts to try to put your baby down to sleep without any of these "tricks, but sometimes that it just doesn't work for all of us.

Nicole Johnson is a sleep coach and the owner of The Baby Sleep Site (TM) <http://www.babysleepsite.com> specializing in baby sleep products and consulting services. She also works with Babble Soft <http://www.babblesoft.com>, a premier baby software company, in order to further help new parents. Nicole is a wife and the mother of two boys. With a B.A. degree from UC Berkeley and an MBA from Ohio State University, Nicole has also received an honorary degree in "Surviving Sleep Deprivation," thanks to her son's "no sleep" curriculum. She has become an expert on infant and toddler sleep and has made it her mission to help other parents solve their child's sleep problems, too.

WE FOCUS ON BASIL AND TOMATOES



Quick - Easy - Affordable - Healthy

BASIL CHICKEN

- 4 Chicken Breasts
- 1 Hard Boiled Egg
- 1 Tablespoon Hole Grain Mustard
- Freshly Chopped Basil
- Olive Oil

METHOD

- Fry Chicken Breast for 5min in Olive Oil
- Finely Chop Hard Boiled Egg
- Finely Chop Fresh Basil
- Mix Hard Boiled Egg with Basil & Hole Grain Mustard

Serve on top of Fried Chicken

MIXED GREEN SALAD

- Baby Spinach
- Cherry Tomatoes
- Cucumber
- Fennel
- Rocket
- Carrots

INTERESTING FACTS about **Basil** and **Tamatoes** in our next edition



TIPS AND SERVING SUGGESTIONS

Serve together with mixed green salad and herbed mash potatoes



Hi and welcome to Colombian Café, a mix of simple, friendly, professional and homely. We pride ourselves on constant quality, affordable pricing and generous portions of freshly prepared breakfasts, awesome salads and not so light lunches

Caffeine

Coffee is our forte and we pride ourselves on our blend of full roast Kenyan & Colombian Espresso beans which are ground on demand for every cup of delicious Espresso, Cappuccino, Latte' and Chococino.

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We are licensed and therefore carry a simple array of beers, spirits and wine which can be enjoyed in our beer garden. Should the weather decide to attempt to spoil the party we have a cozy restaurant under thatch which is more than willing to keep you warm and dry.

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The outside seating area incorporates a kiddies "passive play area" with tables, chairs, black-boards and coloring-in books.

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With our breakfast menu available all day you can happily sleep-in late and arrive well into the afternoon for a legendary omelette or Mammoth breakfast. We close at around 6pm on weekdays and 4pm on weekends.

Private Functions

Our wonderful venue is perfect for private Saturday-evening functions with ample safe and secure parking as well as extra security if required..

Consulting

Russ Timothy, founder & owner of the Colombian brand, consults on a free-lance basis and project manages the building and setting up of privately owned coffee outlets and Café's

**Cheers
The Colombian**

This month's recipe

Colombian Gumbo

(All ingredients are chopped, diced or sliced)

- 1x onion
- 1x tomato
- 1x small chili
- 2x rashers shoulder bacon
- 2x mushrooms
- 3x eggs, 100ml milk
- 2x slices bread

Fry the chopped bacon in a hot pan until well done, remove the bacon and add the diced onion to the unwashed pan. Fry the onion with a 1/2 tsp of brown sugar until the onion is soft, add the chopped chili and fry for two minutes. Now add the diced tomato and sliced mushrooms and cooked bacon and cook for

a further minute. Pour themilk into a jug and add the eggs, beat with a whisk and pour into the hot pan which now contains all the ingredients stir whilst the mixture cooks and begins to set. Place your toast in the toaster and call your other half to the table. Once the gumbo has cooked (depending on how you like your scrambled egg), place onto your buttered toast and enjoy.

You may mix & match the ingredients as you see fit.



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The Secrets to a Successful Rose Transplant

By [Peter Dranitsin](#)

For a rosarian, there will always come a time when you will need to transplant your roses be it due to declining plant health, landscaping or mere will. Transplanting a rose maybe tricky, though; especially since most feel sorry to cut the already blooming top just to ensure survival.

When you talk about transplanting roses, it is hard to omit pruning. As a matter of fact, most transplants are made in pruning periods. This is because, like any other plant, roses are easiest planted and replanted in their dormancy - the time when they need nutrients least. Rose dormancy usually starts in early winter breaking in late winter or early spring, all depending on the rose cultivar and the planting zone. It is always best to transplant in dormancy to ensure maximum odds for survival.

Contrary to public belief, roses can be transplanted even in growth periods, say, in spring. Although this is ill-advised, in a lot of cases, it is the only option. If you have to move in mid-spring, for example, and you don't want to just leave your roses to the next person. What choice do you have then?

To ascertain a successful rose transplant, let's go back to the basics and understand why extra care is needed and, in doing so, know and provide for the needs of your rose.

First off, let's tackle the best time move your rose. Early winter is the best time for a transplant. In this period, your rose is just starting to be dormant,



slowing down its processes to adapt to the scarcity of resources throughout the whole season.

Next in line is pruning. Pruning is the artificial process injected by humans in rose adaptation. As you may know by now, we don't prune roses just to remove unsightly twigs and nuisance branches. When we prune, we are actually cutting down the demands for nutrients in a rose. In winter, roses manufacture far less food (sugars) for lack of water, nutrients and sun-hours. Remember, plants don't eat food from the ground, they take in water and nutrients, both from the ground and in the air, needed to make their own food.

Pruning a rose, you are reducing parts that take nutrients from the roots. During winter, most parts of the plant



GARDENING

also slow down manufacturing food - all the more reason to prune them because they become more a load than help during this season. However, each cell in the plant is also capable of storing food. Thus, pruning too many parts of the plant during transplant also cuts food stores - especially in growth season when they stock up.

As deductible from that, the only problem when transplanting, therefore, is that with regards to plant food. When you transplant a rose, it may get into shock because the up-rooted plant cannot yet supply its top. A workaround helpful in transplanting, especially off-season, is to ensure your rose is well provided for now that its roots are still in the process of adaptation to the new ground. To have this, water your rose heavily everyday for a week before transplant. This ensures food storage. Don't water too much on transplanting day unless you want to work in mud. Dig the planting hole beforehand. Put bone meal in the hole. Do not over-

fertilize. Provide for means of carriage (i.e. a wheelbarrow and a pickup truck). You'll want to avoid exposure of your plant's roots to the elements and transfer the plant in as little time as possible. Dig out your rose taking as much root as you possibly can. In most cases a circle 18 inches in diameter and 15 inches deep can work with a pruned rose but don't risk too much.

Do the transplant making certain the soil of your rose is level with the ground. Water generously, and properly prune yellowing branches in the following days.

Always remember, you don't prune just because you need to transplant. You prune to support the transplant and those two need not always come together. Have a safe rose trip!

Peter Dranitsin is a rose gardening expert. For great information on transplanting roses, visit <http://www.rosesguides.com>.

We started taking long road trips with our kids when they were still in car seats. Because they were such good travelers, we upped the ante and began adventuring internationally as a family in 1990. Each trip was incredibly enriching and we all eagerly anticipated the next one. That is, until our daughter turned 13. That's when she began resisting the family vacation because it took her away from her friends. Keeping her (and the rest of us) happy while out of town for more than a couple of days took some serious rethinking. Here's what we learned about traveling successfully with tweens or teens.

1. Get input from your teens about your plans - Obviously if you're expected at a family reunion, then that's where you're going. But if you haven't yet finalized your travel plans for your next vacation, let the kids in on the discussions.

Obviously they don't get the same voting power as parents, but if teens feel respected and listened to you'll end up traveling with kids who've got a positive attitude. That's worth more than any souvenir!

2. Be realistic about how long you'll be gone - If your son or daughter is really social, two weeks away from peer group may be torturous. Remember: A teen's world doesn't revolve *around* her friends it revolves *because* of her friends. Remove her from her social circle for too long and her world screeches to a standstill and she'll make you pay for how isolated and miserable she feels. Better to take a shorter vacation with the whole family if it's going to result in a happier time for all.

3. Give each family member an opportunity to decide a group activity for part of each day - This practice works great as long as you've got one ground rule: If anyone mopes or complains during someone else's chosen activity, then the party pooper loses his/her right to choose an activity that day. Even when our son was 5 he'd be cooperative for just about anything knowing that in a few hours he'd have his chance to have everyone do what he wanted. He also realized that being an unwilling participant took away from everyone's fun, including his. If a 5 year old can make that connection your teen certainly can!

4. Maintain schedules - Schedules create a rhythm for the day. That reduces some of the inevitable stress of being away from home. Your teens may not admit this, but they feel security (and comfort)

10 Tips For Having a Great Family Vacation With Teens

By Annie Fox

Knowing that at 7 PM the family sits down to dinner. Without getting rigid about it a sleep schedule's important too. Sure you're on vacation, but if teens don't go to sleep at a *reasonable* hour then they're likely to sleep past noon (or later) and that's probably going to:

- irritate everyone else who wants to get an earlier start
- compel you to drag your Sleeping Prince(ss) out of bed forcing everyone else to put up with a foul-tempered, sleep-deprived adolescent

5. Bring audiobooks for road trips - If the books are well chosen (mysteries are great) then getting back in the car for 8 more hours of driving can actually be something everyone looks forward to. How else are you going to find out what happens next in the story?

6. Factor in jet lag - Jet lag can knock you off balance for a day or more. At its worst, it can leave you feeling flattened you like a steamroller victim with the flu. Studies show that people with strong internal clocks (circadian rhythms) are most susceptible to jet lag. Got any of those in your family? If necessary, go easy with activities for the first day or so. To prevent jet lag, here are some tips: drink water in flight, avoid alcohol and caffeine, and walk around the cabin periodically. There are also some homeopathic remedies available in health food stores that

some people swear by. One that we've had great success with is appropriately called "No Jet-Lag" and is available at many health food stores or can be ordered online.

7. Explore your new environment as a family, but pace yourself - Feel compelled to see every single thing listed in the guidebook? If it feels like you're rushing around then you probably are. Temper your expectations and slow down. You may see less but you'll also stress less and enjoy more.



8. Give yourself permission to abandon some of your attitudes - Vacations take you out of the norm so they're great times for self-exploration. If you (and your teens) choose not to limit yourselves with your usual strong opinions ("I don't like boats." "I never eat anything with coconut in it."), you can become a freer you. And who knows? It might help everyone in the family become more openhearted, open-minded on a permanent basis.

9. Keep a family travel journal - Words capture a completely different kind of memory than photos. Interactions between people you passed on the street, a conversation with a shopkeeper, your feelings during a wild-life encounter, etc. At the end of every travel day you might come together as a family and talk about what each of you found memorable. Everyone is bound to have a different perspective of the day. That's part of what makes this debriefing so interesting! The person with the best handwriting can take the job of "transcriber" while everyone takes a turn dictating his/her most memorable part of the day. We've had wonderful times over the years, rereading sections of our travel journals to each other.

10. Relax - You're on vacation. Consciously choose to leave stress-related worries at home. They'll be fine without you. Give your mind as well as your body a chance to re-center and regain equilibrium. When you're not stressing you show your best side to your family. And that's the best part of any family vacation. Whether you and your family have a far away journey coming up in the next few weeks or months, or some day-trips close to home, enjoy your time together, be safe, and happy travels!

Annie Fox, M.Ed. is an award winning author, educator, and online adviser for parents and teens. AnnieFox.com



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