

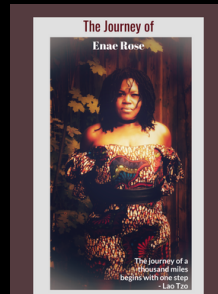
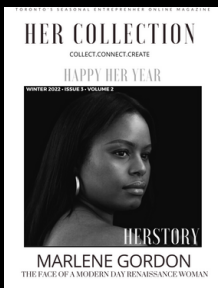
HER COLLECTION

COLLECT.CONNECT.CREATE

WRAPPING HER UP

TORONTO'S SEASONAL ENTREPRENEUR ONLINE MAGAZINE

WINTER 2022 • ISSUE 5 • VOLUME 3





editor's note

Winter 2022! How and when did we get here? This year felt like it sprinted past faster than Usain Bolt and I for one, can hardly keep up.

Admittedly, I struggled with this issue as it came during the busiest time of the year and this is my first solo holiday edition. I am not alone in the challenge of navigating all the holiday expectations, working, family and socializing, that knowledge gives me a modicum of relief.

For this season's addition, we are reminiscing on all the wins, opportunities and growth. 2022 was no joke, but we made it, and for that, we are grateful. HER COLLECTION would like to take this moment to sit in gratitude and thank all our contributors, our editor, and of course, our readers and supporters.

Each issue pushes us closer and closer to our goal of building our community. It allows us to share the stories of remarkable women like you and me. Women who committed to following their dream despite the challenges. At some point in their journey, each one had to say no to fear. They had to look failure in the eye, take the lesson, pivot and keep going. That is where their success lies.

Thank you to all those willing to share their stories with us over the past 2.5 years. To date, we have shared the stories of over 20 unique and inspiring women, collaborated with influencers, and shared our voice and vision with Podcasters in Canada, the USA and as far away as Belgium. In 2023 we look forward to expanding our reach and building our community.

So, as we say each month, grab your tea, sit back and enjoy HER!

Janine

EDITOR IN CHIEF

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Wrap Up 2022 With HER

by Janine Bowen

Goodbye to 2022! We have grown and evolved, and for that, we are truly thankful. We eagerly anticipate the new year and the energy it will bring.

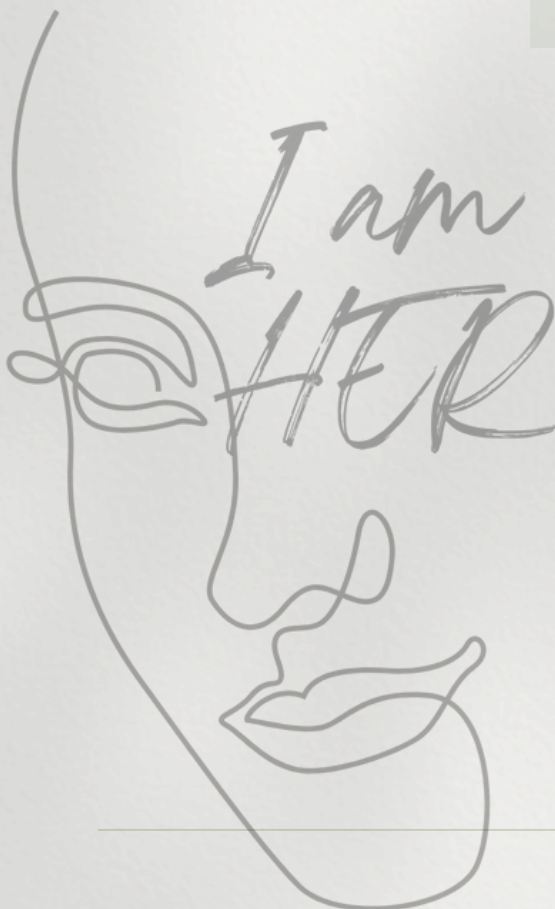
The theme for 2022 was Achieving HER Dreams. In hindsight, this was a very tall order.

2022 proved to be another monumental year of challenge and change, and for this and many other reasons, we decided to do something different.

I have a laundry list of women I would like to feature, but just didn't feel like now was the right time to share their stories. The feeling of not sticking to our usual the formula had me shook, but try as I may, I couldn't fight the feeling. In preparation, I looked at that list and kept going back over it. I even reached out to our IG followers for suggestions and still came up empty-handed.

The lack of a cover story forced me to turn within, let go of my ego, and follow what felt right. Honoring the year and all that we have done felt right.

Since the theme of this issue is Wrapping HER-UP, we will look back and share the year's journey. The winter edition is usually a celebration of the new year, a time to prepare for the year to come, but 2022 presented so many unique opportunities for growth we need to take stock.



In the Summer, we celebrated the magazine's 2nd year and shared HERCOLLECTED's origin story (if you missed it, it's available on our website).

Below we will answer questions that each of us should ask ourselves to close off the year and set our intentions for the new year.

Let's Go!

What are you most proud of this year?

Perseverance! I heard a podcast where the speaker said if you don't want to quit your business, then you're still in the honeymoon stage and I felt that.

My partner decided to leave early in the year, which was a real blow. Although I knew it was coming, it still threw me off track. What surprised me most was the innate need to persevere, which definitely trumped the desire to quit.

In past business endeavors, when the workload got real, I used the exit of my partners as a get-out-of-jail-free card. I didn't have to take the responsibility of ending the business and could place the blame squarely on their lack of interest, but with HER, it's different.

HERCOLLECTIVE speaks to my purpose and quitting is simply not an opinion regardless of how hard and trying the path is; it's mine to navigate.

That's what sticks out as the shining star this year.

In terms of operations, completing the website and launching The Circle has been a labor of love. Now it's time to build the community to enjoy it.

What lessons did you learn?

The saying you can do anything, but you can't do everything is THE lesson! If I could, I'd tattoo it on my forehead as a constant reminder!

My drive makes me think I can do all the things, especially the things I don't like. I learned that I must give myself permission to ask and receive help. I have had some real talk moments about what I can do as a lone person and what I can not.

Those tough love conversations led to me hiring help in the latter part of this year (2 weeks ago, lol) to manage my social media. In doing so, I have lifted the heaviest of weights off my shoulders and given myself the space to focus my attention elsewhere.

I can now work on building the community and coaching my circle to live their lives on purpose while I fulfill mine.

“

Fear! That is what I want to leave behind, not only for myself but also for the women I support.

TORONTO'S SEASONAL ENTREPRENEUR ONLINE MAGAZINE

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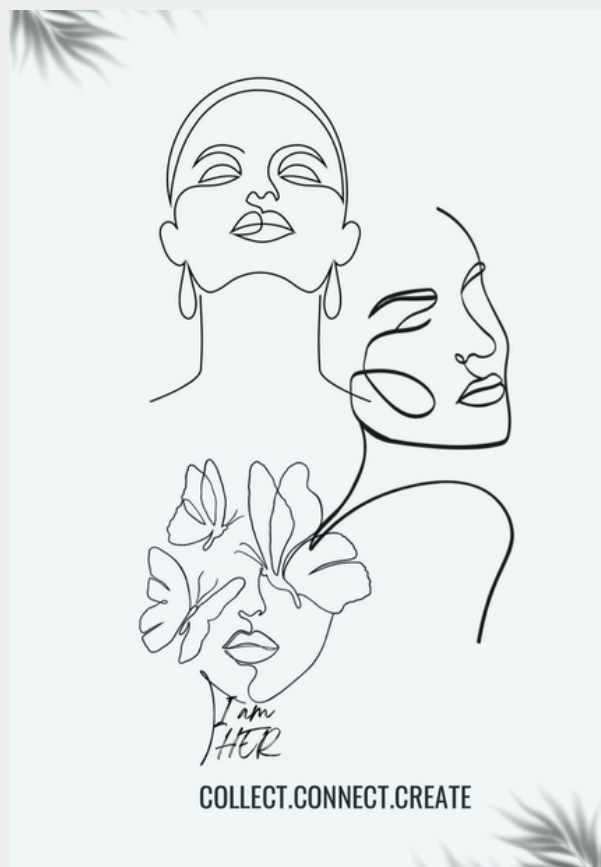
SUSTAINING HER

SUMMER 2022 • ISSUE 1 • VOLUME 3



JANINE BOWEN
founder of HERCOLLECTED

Summer 2022 HER COLLECTION Edition



What do you want to take with you into the new year? What do you want to leave behind?
I want to take permission to let go and release into 2023. I have been doing the deep work this year. In healing my childhood trauma, I am making space for the woman that I want to become to blossom and emerge. Seeing who she is and how she moves through the world is wonderful. Not to say I'm a different person, but I am becoming a freer version of myself. A version that fear and anxiety do not dominate.

I have left survival season and am gracefully walking into thriving season.

Fear! That is what I want to leave behind, not only for myself but also for the women I support. It is the prevailing theme of everyone I coach and what cripples them from moving forward. So much so that I am planning to create a whole workshop around working through fear to reach your goals. Fear's beauty is that it indicates that you are dreaming big. We definitely have big dreams for 2023.

What do you want to achieve in 2023?

In this new year, I want HER to form more relationships and nurture them. I want to build the Circle's core and have that be our foundation.

What does that look like? Well, it looks like the following:

- In-person MixHER events,
 - A Chat with HER becoming a Podcast (with recurring and new thought leaders that I've discovered on my journeys)
 - HER COLLECTION will be released on a semi-annual basis (Spring/Summer & Fall/Winter).
- Just writing this brings a high level of excitement.

If you are not a member of The Circle, join; it's free. We'll see you in 2023! It will be a year to celebrate HER!

By Laura Marchione-Giurdanella **Enthusiasm Unhinged**

I began 2022 with a mantra - CLARITY. It felt good that after many years of studying, growing, coaching and being coached, it would all get wrapped up in a neat, well-branded package. Everything would be clear to me: my mission, my business, and the next few years of my professional growth.

Balancing life as a mother, a full-time teacher, and an entrepreneur takes a lot out of a person, so my A-Type personality was craving clarity on how this could all harmoniously come together. Little did I know of the wild, turbulent rollercoaster ahead of me.

Enthusiasm is a wonderful thing. It keeps us attentive and focused, motivated and positive, inspiring and inspired in healthy doses. However, everything can go sideways when enthusiasm gets the better of us.

Tao Tzu says, "The Journey of a thousand miles starts with one step."

Truer words can not be spoken. However, I should add that you must then watch your steps because it is possible to take too many steps too quickly after that, and before you know it, you're tumbling down a slippery slope of want-to-dos, need-to-dos, no-time-to-dos, and how-to-dos, instead! That's what happened to me. I was overwhelmed and totally out of my power. I lost touch with my creativity, priorities, and determination and felt like nothing connected.

I felt... unhinged.

Then the guilt set in. How could I let my enthusiasm get the best of me? And who even knew that was possible?! But it is, my friends. There is such a thing. And it's not a pleasant space to be in.

So I did the most important thing to do when drowning in overwhelm: I took a break. I stepped away for a few days from my computer, my healing studio, and I even simmered down the social media to focus on nothing. I took time to detox my mind of the items I had so enthusiastically crammed into it to create a little space. I went on a "Brain Vacation," and it was just what I needed!

I genuinely believe, our most significant growth comes from our greatest struggles. Giving myself the grace to declutter my headspace was just what I needed! Once the 'noise' in my mind subsided, I could see that I had allowed my enthusiasm to get the best of me. I could accept it and release the guilt so I wouldn't beat myself up. I could prioritize my actions. I achieved CLARITY.

I can celebrate the closing of 2022 knowing that my mantra was CLARITY. Although pursuing it took me on a bumpy and arduous journey, I knew that it was exactly what I needed to go through to know exactly what to do next.

Look out, 2023, here I come!

© Laura Marchione-Giurdanella,
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Certified Health & Life Coach
Reiki Practitioner * NLP Practitioner * Registered Yoga Teacher
Meditation Facilitator * E.F.T. Tapping Practitioner
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IG@revival_healthandlifecoaching
www.revivalcoaching.ca



2023 Success Planner

Get the easy-to-follow guide to help you set and accomplish your goals for 2023!

Great for project planning, quarterly, monthly and daily productivity and habit building.

Start Living On Purpose & Bringing Joy To Everyday!

Visit our website to order:
www.hercollected.com

SMART TOP 3 GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S	SPECIFIC WHAT DO I WANT TO ACCOMPLISH?	
M	MEASURABLE HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
A	ACHIEVABLE HOW CAN THE GOAL BE ACCOMPLISHED?	
R	RELEVANT DOES THIS SEEM WORTHWHILE?	
T	TIME BOUND WHEN CAN I ACCOMPLISH THIS GOAL?	

HERCOLLECTEC.COM | © 2023 FIRST STEP COACHING CO.

TOP 3 GOALS

3. Choose **three** goals that you want to work on this year
4. Write out all the actions necessary to make this goal a reality
5. Prioritize the task in the order they need to be completed

GOAL 1	KEY ACTIONS
•	
•	
•	
GOAL 2	KEY ACTIONS
•	
•	
•	
GOAL 3	KEY ACTIONS
•	
•	
•	

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DREAM MAPPING

YOUR IDEAL LIFE?

Let your imagination go wild. For each section, write exactly what you envision as possible. You have five minutes.

GO!



2. Take a moment and circle one goal in each section that would move you closer to having your ideal life.
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BEAUTY BEATS

By MAUREEN GREENSTEIN & SHERRY HOLENSKI

Hello Beauty Lovers!

Welcome to the Fall/Winter 2022. We have been so lucky to experience a genuine very rare hot Fall....& relatively mild (til now) winter. Now it is time to get serious about our skin and our beauty. We need to be "face-ready" to roll into Spring.

Winter is an opportune time to reconfigure our skincare as we need more of it due to the brutal dryness and cold. We want our skin to be hydrated, supple and in beautiful shape for Spring. We have four long months ahead....and we should see it as an opportunity to forge ahead into extra hydration. With the heat on and the windows closed, the moisture is sucked out of the air, our skin and hair.

To offset this brutal attack by nature, it is completely imperative to use an oil, serum and a moisturizer plus an under-eye cream every day.

No matter your age and skin type, using an oil before bed, along with your moisturizer and serum really impacts on the results you are going to get in the morning. Long term it is even more impressive! With the environmental factors that we live with, we have to be diligent about our night time routine. No matter what kind of skin you have or your age, there is legitimate repair and recovery that happens overnight. Here are a few of our favorites!

MIRIGAL -high voltage oil (available online)

GLORY OIL-Eco by Sonya (available online)

GLOW DROPS- Dr.Barbara Sturm (available online and brick& motor)

ULTIMATE GLOW ELIXIR - Arabella Trasca (available online)



HAPPY HOLIDAYS TO ALL!!
LOVE & LIPSTICK,
MAUREEN & SHERRY



Maureen has been a working Makeup and Beauty Expert in the Toronto area for over 25 years and has launched the career of hundreds of artists as a teacher.

For more from the Babes follow Maureen@mausmakeup
/Sherry @Sherbeautylife

www.beautycounter.com/en.ca/maureengreenstein



It's the most wonderful time of the year!
Here's one for Santa & his whole squad.

Sweet Salted Caramel Matcha Sticks

Single-serve matcha sticks are perfect for on-the-go! Each stick has the right amount to enjoy a cup of matcha wherever you are. Tear it open and add it to hot or cold water. It's that easy to get a continuous energy boost without the crash!

Sweet Matcha is naturally sweetened with organic cane sugar and stevia, with less than 5 calories per stick.

Meet Our Matcha

- Rich in antioxidants
- Contains L-theanine for a continuous energy boost
- Feel calm AND alert
- Only 5 calories or less per cup
- Specially formulated for hot or cold drinks

Ingredients: Green tea, Sugar (organic cane sugar), Salt, Organic stevia extract, Natural flavors.

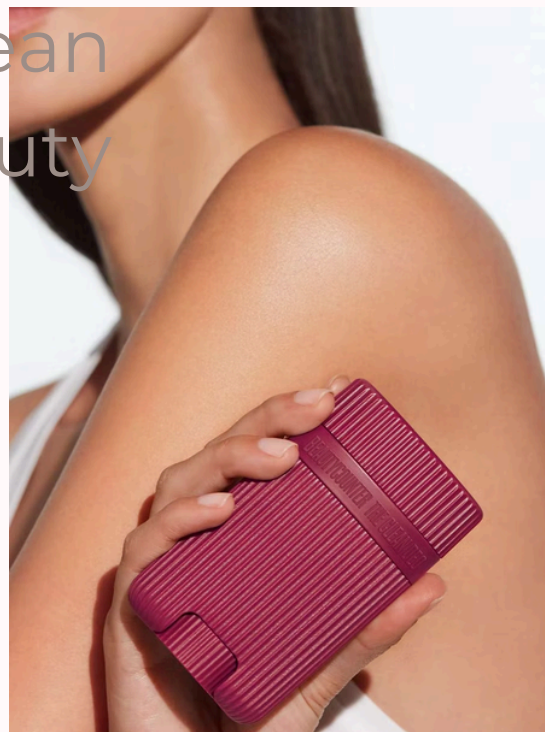
Contains Naturally Occurring Caffeine



Sipology
by Steeped Tea

For more follow HER BeauTea @her.beautea.project
Sipology www.sipology.com/en-ca?u=beautea

get clean
beauty



The Clean Deo

This hardworking, refillable deodorant neutralizes odour and absorbs sweat to keep you feeling fresh all day*, every day. Made without aluminum, it glides on smoothly without leaving white residue and has a crisp sequoia scent that's perfect for everyone.

Fragrance notes: Inspired by sequoia trees, escape with this musky, woody blend of geranium and vetiver.

Benefits:

- Neutralizes body odour
- Absorbs sweat
- Glides on smoothly, leaving no white residue*
- It comes in a refillable case

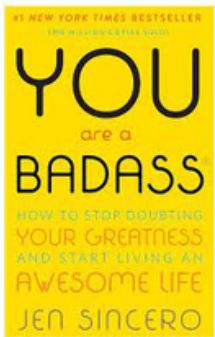
Approximately 90% of the plastic in this product is composed of post-consumer recycled (PCR) resin.



BEAUTYCOUNTER

For more follow Maureen@mausmakeup Beauty Counter
www.beautycounter.com/en.ca/maureengreenstein

THE READING ROOM



“Audie Award Winner, Personal Development, Best-selling author, speaker, and world-traveling success coach Jen Sincero cuts through the din of the self-help genre with her own verbal meat cleaver... Sincero takes you on a wild joy ride to your own transformation, helping you create the money, relationships, career, and general all-around awesomeness you desire.” - Google Books

In the spirit of planning for a new year and an improved you. *You Are A Badass* is a perfect read! It is funny, easy and impactful. It was on the New York Bestsellers list for a whopping 129 weeks for a good reason.

It provides straightforward advice on identifying and changing your sabotaging beliefs and behaviors. It helps you focus on creating a life you will love, accept the things you can not change and change the things you can. It is the kick in the pants we all need to get ourselves in a mind frame to start tackling the dreams we want.

There is no magical formula; YES, it is much of the same advice you have already heard in other self-help books. But it is the perfect dose of fun and funny to get you back on track.

You know that at HERCOLLECTIVE, that’s the energy we want to bring to everything we touch.

Read the book and then check out our Success Path Webinar to start planning the life you’ve been dreaming of on the other side of your fear!

Enjoy

GOOD EATS



La Cubana

92 OSSINGTON AVE
TORONTO ON M6J 2Z4

392 RONGESVALLES AVE
TORONTO ON M6R 2M9

La Cubana was one of my regular haunts living in the west end of Toronto. What I love about this restaurant is its casual dining and beautiful atmosphere. The family-run restaurant serves homemade, meticulously prepared Cuban comfort food and cocktails in a relaxed retro setting. I’ve been to Cuba several times. This experience brings back the feel of the incredible people and beautiful country but provides authenticity to the food travelers may miss out on.

They offer unique Cuban coffees, my favorite part of visiting, in-house made desserts & bread, a full bar with Cuban cocktails and their own brewed craft beer.

With two locations to serve, you can get a little sunshine this winter with a visit or two or three.



IT'S MONEY HONEY

seasonal tips on how to manage

How to Give On A Budget

By Loveleen Rai

For some, the holiday seasons can be full of joy, from family gatherings to culinary traditions and gift-giving.

For others, it is a time of self-evaluation, loneliness and anxiety about an uncertain future, the "holiday blues."

Women are more likely than men to worry about money for gift giving. During the holiday season, women are more likely to carry the burden of getting last-minute gifts and putting in overtime in the kitchen.

It is important to remember the reason for the season and manage holiday demands effectively.

Finances are the #1 stressor during and after the holidays, especially when January rolls around and the credit card bills start rolling in. Eliminate some of the stress by managing your money during the holidays; it's guaranteed to help with the Holiday Blues.

The Christmas Holiday should be the season to relax and enjoy time with loved ones, not a financial hit right when you need it least. Even with those once-a-year deals, you could still spend more than you planned. If you use credit, you could be paying for months.

You can spare your wallet and still enjoy the celebrations with a little planning.

Here's how:

Make a List of Everyone Who'll Get a Gift

Family members, and close friends are the first to come to mind when gift planning, but they're only the start.

Don't forget those you might present with a token of your appreciation as a gift or tip, such as your sanitation workers, mail carrier, handyperson, babysitter, hairstylist, or children's teacher.

IT'S MONEY HONEY



Don't Forget Costly Holiday Add-Ons

Gifts are the big-ticket items, but they're not the only expense. Add in the cost of decorations, cards, and holiday get-togethers, especially if you'll be preparing or ordering food.

Many families eat out more often during the holidays, so include this in your planning.

Divide Your List into "Wants" and "Needs"

What can you live without? For example, fueling your car is a must if you're traveling, but eating out can be avoided – having one grand meal together is a special moment you've prepared for! Making minor adjustments will allow you to save money and focus on what's essential.

Decide How to Pay for Each Item

Credit cards are the go-to during the holidays. Don't forget about cash. The more cash you use now, the more you'll save over time. Paying with cash will make you more aware of how much you're spending – when it's gone, it's gone!

If you have a low-balance card, you can pay it off in the coming month, which is also an attractive option.

Carry Your Budget With You When Shopping

Carry a written or printed copy of your budget to every store you visit. When shopping online, put it in front of you in a place you can see. You're more likely to stick to it and stay on track.

Remember, the Holidays are a time to spend with your family and friends and trying to alleviate any unnecessary stress should be your goal. Hopefully, working on your financial management during this time will help.



Loveleen Rai
Money Mindset Coach

Have questions reach hercollected@gmail.com

Coaching Corner

Letting Go & So You Can Flow

BY JANINE BOWEN

2022 will go down in history for many reasons - global unrest and a pending recession are two of the most significant international events. Each of us has our unique story of how we survived. I know not a single person who has not undergone some upheaval during this time. It has come in every possible form - death, birth, break-ups, job loss, career change, illness, you name it. Yes, this is life, and there is nothing new about these occurrences, but it is the layer effect.

The experience of multi-life-altering events simultaneously. All under the veil of the lingering pandemic. From all this, I have a few significant life hacks and takeaways.

Give Grace

The definition of grace, courtesy of the Merriam Webster dictionary, is unmerited divine assistance given to humans for their regeneration or sanctification.

I subscribe to the notion that we are divine creatures having a human experience. So, I have had to give myself and those around me grace from a spiritual point of reference.

Giving grace for me means - giving someone the space to work things out, not holding them to the rigid standards that I would normally operate from during "normal" times. It means being conscientious of the environment and challenges we are going through, in essence, being compassionate and empathizing with others while supporting them where you can. And giving yourself a break - metaphorically and physically.

Be Kind

I take a moment each morning to "sanctify" my day, aka pray - it consists of showing gratitude for all I have and setting my intentions. Operating from kindness is always at the top of my list. Admittedly, it is not easy.

Being human is a challenge as we come with our baggage; much of it is filled with trauma that determines how we think and react.

When encountering fellow humans whose perspectives, actions and beliefs differ, showing kindness is often not our default. Especially now, social media has us out here thinking that our opinion about everything matters. Name-calling, spewing insults, ghosting people and general rudeness, aka trolling, is a real-life choice for some. Choosing not to engage in it is precisely that, a choice.

Choosing kindness has to be at the forefront of one's mind to access it. It's like the "tap" of reactions; if it is not right there, I may use another response with a higher interest rate.

Self Care is Self Love

If you don't know what #selfcare is, you have been on another planet. The notion of taking time for oneself to do things and stuff that makes you feel good is foreign to my generation. We work hard and play hard, neither of which is done in moderation. I gave this concept lip service in years past but have finally embraced how important it is to tap out when life gets too hectic. Remember to take moments and time for scheduled care.

Coaching Corner

Being everything for everyone and nothing for yourself is not cute, and as women, we have worn this as a badge of honor for too long. Now, I take one day a week for me to do nothing or something or everything; simply put, I do whatever the hell I want! I encourage you to do the same.

Stop Giving a F*ck!

Admittedly, I have spent almost my whole life in this space, but I have spent many hours telling others to practice this principle.

What other people think of you is none of your business (PERIOD!).

You have liked the memes, and read the books, articles, etc., so why are so many people still living for the approval of others?

Acceptance?!?! Too many of ya'll are looking for acceptance outside of yourself; the only opinion that matters is the one you have about yourself. Free yourself from the burden of other people's views, as it keeps you stuck and not living your complete life. If anything, the last thirty-six months have taught us - life is precious and needs our entire presence of mind, body and soul,

Regardless of the difficulty level (12/10). I would not change one thing about this time in my life as it has transformed into everything I have ever wanted and could have ever dreamt. As it continues to blossom to reveal its full glory, I am genuinely #grateful for each moment of growth and learning, and I hope you do too.

Janine Bowen
Success Coach
Founder of HER COLLECTED

send your questions/requests to hercollected@gmail.com



ISSUE 05 | VOLUME 2



HER COLLECTION

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2023

HAPPY
NEW YEAR