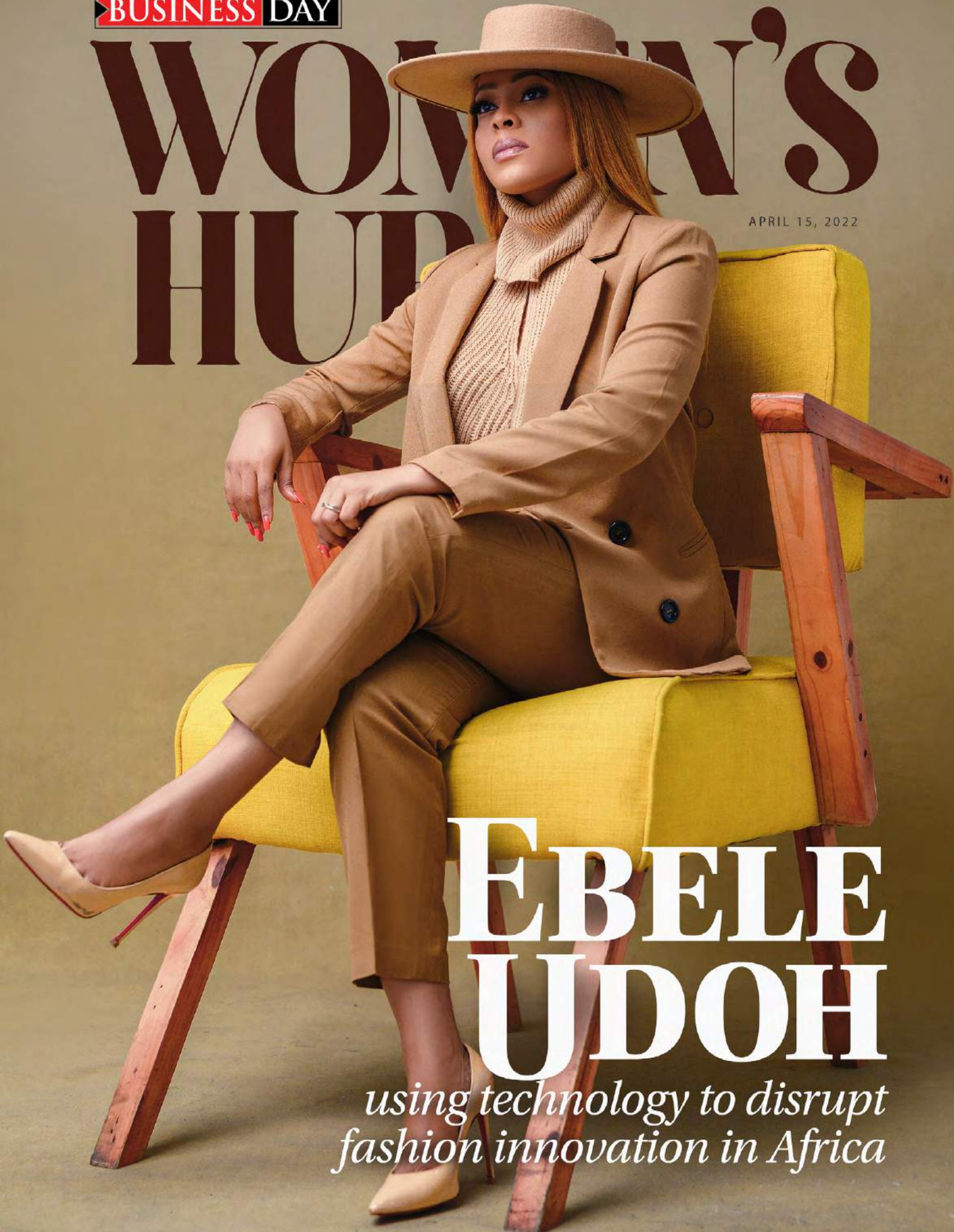


BUSINESS DAY

WOMAN'S HUB

APRIL 15, 2022



EBELE UDOH

*using technology to disrupt
fashion innovation in Africa*



Editor's Note

I can't believe how the year is running. It seems like yesterday when we said Happy New Year, now we are already in April celebrating Easter...indeed, how time flies!

I had a very captivating conversation with our cover personality for this week. Her determination to succeed at whatever she does, despite the obstacles, is truly commendable. In the tech sector where there aren't many women, she is one of the few shining the light. Her name is EBELE UDOH, and she is using technology to disrupt fashion innovation in Africa. Her interview explains further.

It is the season of Easter and we have an Easter poem for you. We also teach you how to make some special Easter recipes courtesy ImmaculateBites, we tell you where to get those stunning outfits from Moofa Designs that are guaranteed to make heads turn, and we also share on how you and your children can enjoy colouring those Easter eggs. You see that we definitely

have you in mind this Easter?

On Tweets From Twitter Streets this week, we bring you tweets from the reaction of different people around the world on the death of the inspirational gospel singer who lost her life to domestic violence. Quite a disheartening story I must say, but there are lessons to learn. Bottom line is that you do not deserve to be in an abusive relationship. Seek professional help on way forward but most importantly, do it for you, stay alive for you and your children too.

Other stories we have for you include: Take The Shade Off Of Your Light, Choosing Growth Over Instant Gratification and Marriage Is Not Always A Bed Of Roses, The Roses Come With Thorns Too.

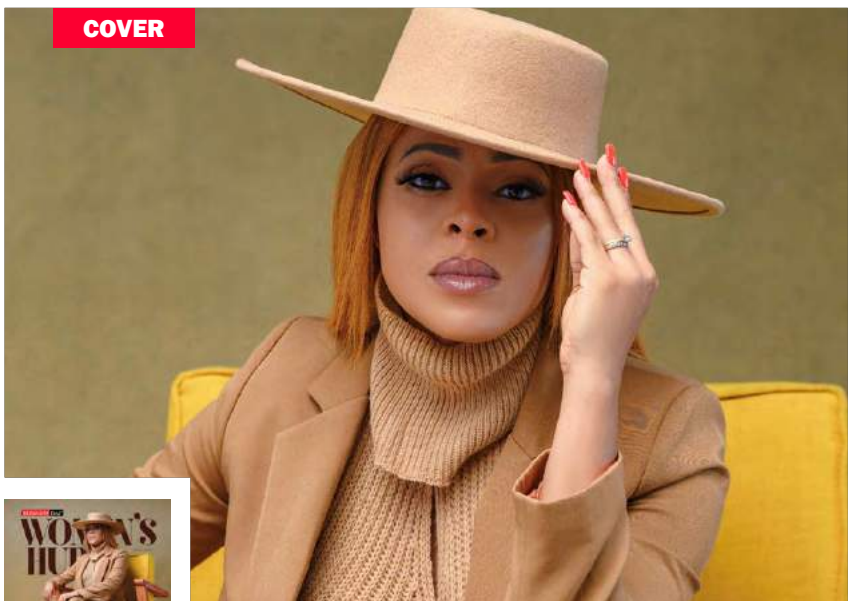
Once again, Happy Easter! Let's not forget the real reason for this season.

Kemi Ajumobi

Associate Editor, BusinessDay
kemi@businessdayonline.com



COVER



Designed by Ayeni Aderemi
aderemi.ayeni@businessday.ng
0703 435 2828



EBELLE UDOH

*using technology to disrupt
fashion innovation in Africa*

BY KEMI AJUMOBI



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WE HAVE SUCCESSFULLY BECOME AFRICA'S PREMIUM MARKETPLACE WITH OVER 10,000 MONTHLY SUBSCRIBERS

Ebele is an award winning Entrepreneur and a disruptive force in Africa's Tech and Fashion industry. Named "Entrepreneur of the Year" 2019 at the Eloy Awards, a renowned platform that celebrates women making impact and driving change in their sector, in 2016 she founded African Designers Mall (ADM), an e-commerce platform that provides Fashion and Art Entrepreneurs an access to the global market with the tap of a button. ADM is fondly called the "Farfetch of Africa" and it exists for the expansion and promotion of Africa's fashion and Art industry using technology.

She believes in empowering individuality. Her mission is to create a global technology platform for premium fashion and Art, connecting creators, curators and consumers from Africa to the world.

Ebele is also the Creative/Artist Director for ADM PROJECTS, a made in Africa, sustainable and artisan-driven fashion brand. She has a passion to create and uses the platform to empower and improve the standard of living of artisans through raw hand paintings designed on clothings which are sold across the world.

In 2017, she became the youngest ambassador for Origin Africa, the biggest trade show in Africa. Her role was to drive and upscale the micro and small business sector across African Countries by positioning them for global visibility.

Ebele Founded BrandBox Africa in 2019, a Technology company that is driving digital inclusion in Africa by helping small businesses use tailored digital solutions effectively so that they can reach their target market online, increase their revenue and easily build a customer base and save on-the-go.

Ebele gives back to the community through her NGO called My AFRICA PROJECT. Here, she works with action-driven youths to cause change one project at a time in their direct environment.

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WE ARE ON A MISSION TO CHANGE THE NARRATIVE THAT AFRICAN BRANDS ONLY PRODUCE INFERIOR GOODS



Share with us on your memories of growing up

I grew up in a family of 5 siblings. My dad is a medical doctor and my mum is a nurse. Both my parents made a remarkable impact in my life growing up. Their training and guidance made me excel not just in academics, but also sports, socials and leadership roles which made me win awards as a young student. I am also grateful that my parents allowed me to experience independence at a young age. Let me tell you a story. After high school, we were all expected to stay at home for some months to prepare for and write JAMB but that wasn't all I wanted to do. I needed to make my own money because dad's weekly allowance wouldn't cover my extra wants. I decided to pitch my teaching skills to my Auntie who owned a primary school close to home and guess what? She gave me the job after I convinced her that I was going to transform primary 4C to become the best graduating class. The pupils believed the intelligent students were put in 4A and 4B classes. Well, this was correct, but Ebele, now the youngest and 'flyest' teacher in town, was going to change that notion and yes, I did it graciously, plus every pupil wanted to be in my class.

I loved to teach, I earned a good salary and often brought treats and gifts for my pupils who improved on their grades. Auntie Ebele was the best! The parents wanted to meet me to understand how I impacted their kids in just a few months. It was an emotional event during my send-off party.

Understanding my pupils, finding best tactics to use to help them learn faster, speaking positive words to them, believing in them and celebrating their small and big wins are experiences I would never forget because helping those kids helped me personally too. It really shaped the Ebele that you see today.



BRANDBOX AFRICA WAS FOUNDED FROM THE VISION TO DIGITISE AFRICAN BUSINESSES

In what ways are you disrupting Africa's Tech and Fashion industry?

First of all, Africa is the future and as a company, ADM is disrupting and leading fashion innovation using technology in Africa. I founded African Designers Mall, an innovative

e-commerce platform that connects African creators and curators to customers around the world with just the tap of a button while giving buyers a unique shopping experience.

Our technology platform is powered by a structure that allows African fashion and art designers to own a secure online store on ADM to showcase and sell their products from anywhere they might be to customers globally thereby increasing their revenue while reducing their operational cost of running a brick-and-mortar store. ADM is fondly called the FARFETCH OF AFRICA since we are focused on promoting well finished premium products made in Africa. Soon, ADM will be expanding to house more international luxury brands on its platform. We are using the power of technology and retail to solve social and economic problems within our community.

Share on founding African Designers Mall (ADM) and what it stands for, including success story so far

African Designers Mall (ADM) started from a personal struggle about 5 years ago when my friends and I were trying to shop our favourite African brands online but there were little or no ways to achieve this. So I decided to create a platform that will be a digital hub for premium African brands to retail their products with a tap of a button to the world. ADM has addressed the problem since then.

The main goal is to connect shoppers to unique African brands through a single storefront that offers a seamless logistical experience for both shoppers and sellers.

ADM has become Africa's most innovative e-commerce company with growing product listings from premium brands.

We have successfully become Africa's premium marketplace with over 10,000 monthly subscribers.

ADM recently partnered with WISH, the most downloaded fashion app globally. This partnership will help us expand our customer base while promoting African brands to new markets.

What role does technology play in Africa's fashion and art industry?

In simple terms, the covid pandemic has shown us why technology is the way to go in these times. Today, fashion technology is growing at a faster pace than ever. Now we have robots that sew and cut fabrics, AI Technology that predicts style trends and these clothes are worn in virtual reality.

These new innovations show how technology is automating, personalising and speeding up the fashion space. Technology opens us up new markets and brings the ease of doing business securely across the world.

Currently, we are experiencing an evolution in fashion runway. The virtual fashion week experience involves shows that can now be experienced anywhere, and aren't limited



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ACCESS TO CAPITAL HAS LONG BEEN REGARDED AS ONE OF THE MOST SIGNIFICANT CHALLENGES FACING ENTREPRENEURS ACROSS AFRICA

to traditional runways. They involve elements of fiction and just as importantly, can give viewers a much closer look at fabrics and patterns, combining the best of salon and runway presentations.

Africa's fashion and art industry must embrace technology in order to thrive in an increasingly global digital economy.

Tell us about your mission to create a global technology platform for premium fashion and art

Africa has one of the most intriguing creative communities and our mission is to share this talent to the world to see, feel and own, driven by innovative technology.

The problem we are faced with is such that many artists and designers in our continent have little or no access to technology platforms and channels to reach customers across the world.

With African Designer Mall's global marketplace, fashion and art brands can now be accessed globally.

It's intriguing when we get feedbacks from customers in Australia, the US, Kenya and so on, expressing how excited they were to receive their orders with such great quality of finishing that have exceeded their expectations. The most beautiful part is they tag us on social media to show us how they have styled their favourite Africa brand.

Share more on ADM PROJECTS, conception to implementation and journey so far

ADM Projects is an artisan driven sustainable fashion brand that empowers artists through art innovated into clothing.

Unlike the Western world, Nigerians are not big on art collection. With this renowned challenge, you find a number of artists living below standard and unsure of their daily needs. To improve this situation, ADM Projects was founded to partner with these artists across Nigeria by giving them the opportunity to paint on clothing designed by us. So far, we have created several collections that are retailing on africandesignersmall.com and other international platforms.

What are your personal and professional challenges?

Having a business in Africa is amazing but the challenges come when lots of businesses do not understand major factors that affect the success of running an online business such as quality assurance, branding, delivery timeline and customer experience. There are many African brands out there that we would love to show to the world but the lack of these vital factors is a huge challenge to on-boarding them on ADM to sell.

Currently, we are working on starting trainings that will be focused on educating and equipping African creators with the best skills to tackle this challenge. We are on a mission to change the narrative that African brands only produce inferior goods

Explain in details how you are using the platform to empower and improve the standard of living of artisans

ADM Projects is a wearable art brand, we partner with low earning and talented artists who barely make a living using their craft by letting them express and show their talent to the world by painting on each collection we design. Through this partnership they make money from each sale, which drastically helps to improve their standard of living, while providing a better living condition for their families.

We just launched a platform called PROJECT CREATE where we search and find creative Africans. This helps us to build a creative community that shares raw talent from Africa to the world. We recently just discovered a family called EBUN & PIKIN. Their story follows the artistic journey of an incredible Nigerian family of 9. Ebum, her husband and their 7 children. Together, they create beautiful pieces of arts by intricately threading Ebum's designs using vibrant African silk thread on canvas.

Ebum and her family use thread to express the African culture and heritage and now customers globally are able to find and buy their art on africandesignersmall.com. The earnings from these sales helps to improve the standard of living of Ebum and her family.



THE TECH INDUSTRY HAS LONG BEEN A MALE DOMINATED WORLD BUT AS WE ENTER A NEW DECADE, IT IS TIME TO LOOK AT THE POSITION OF WOMEN IN TECH

Tell us more about Origin Africa

In 2017, I became an ambassador for Origin Africa under the leadership of Belinda Edmonds. Origin Africa is the biggest trade show in Africa. It is the largest Pan-African cotton, textile and apparel event in the region and is profiled to raise awareness of Africa both as an investment and as a sourcing destination.

The event highlights the creativity and innovation of the African cotton, textile and clothing industries, with a specific focus on business, trade and investment both regionally and internationally while capturing the spirit, style and innovation of modern Africa.



STATISTICS SHOW THAT WOMEN ARE VASTLY UNDERREPRESENTED IN TECH

During this tenure, my role was to drive and upscale the micro and small business sector across African countries by positioning them for global visibility.

We worked with NEPC and the Ministry of Trade to create more opportunities for micro businesses in Nigeria to upscale their brands by exposing and attending the master classes pioneered at the Origin Africa Trade Shows done yearly. These classes were hosted by top international experts in the global fashion industry.

Share on founding BrandBox Africa?

Brandbox Africa was founded from the vision to digitise African businesses. We help businesses use tailored digital solutions effectively so that they can reach their target market online, increase their revenue and easily build a customer base on-the-go.

One of the major challenges I have encountered while building Brandbox is access to capital. This has long been regarded as one of the most significant challenges facing entrepreneurs across Africa. The challenge is even more acute for tech start-ups, which are typically light on physical assets and cannot easily access capital from traditional sources. Nonetheless, Brandbox has bootstrapped so far and in a few months, our mobile app will be launched and within 5 minutes, a business owner can own a website, a mobile app, upload products, sell to millions of customers globally, get paid instantly, ship orders on-the-go and save for rainy days, all with the tap of a button. It's a B2B subscription based service. A mobile app that can be downloaded and used by business owners across Africa.

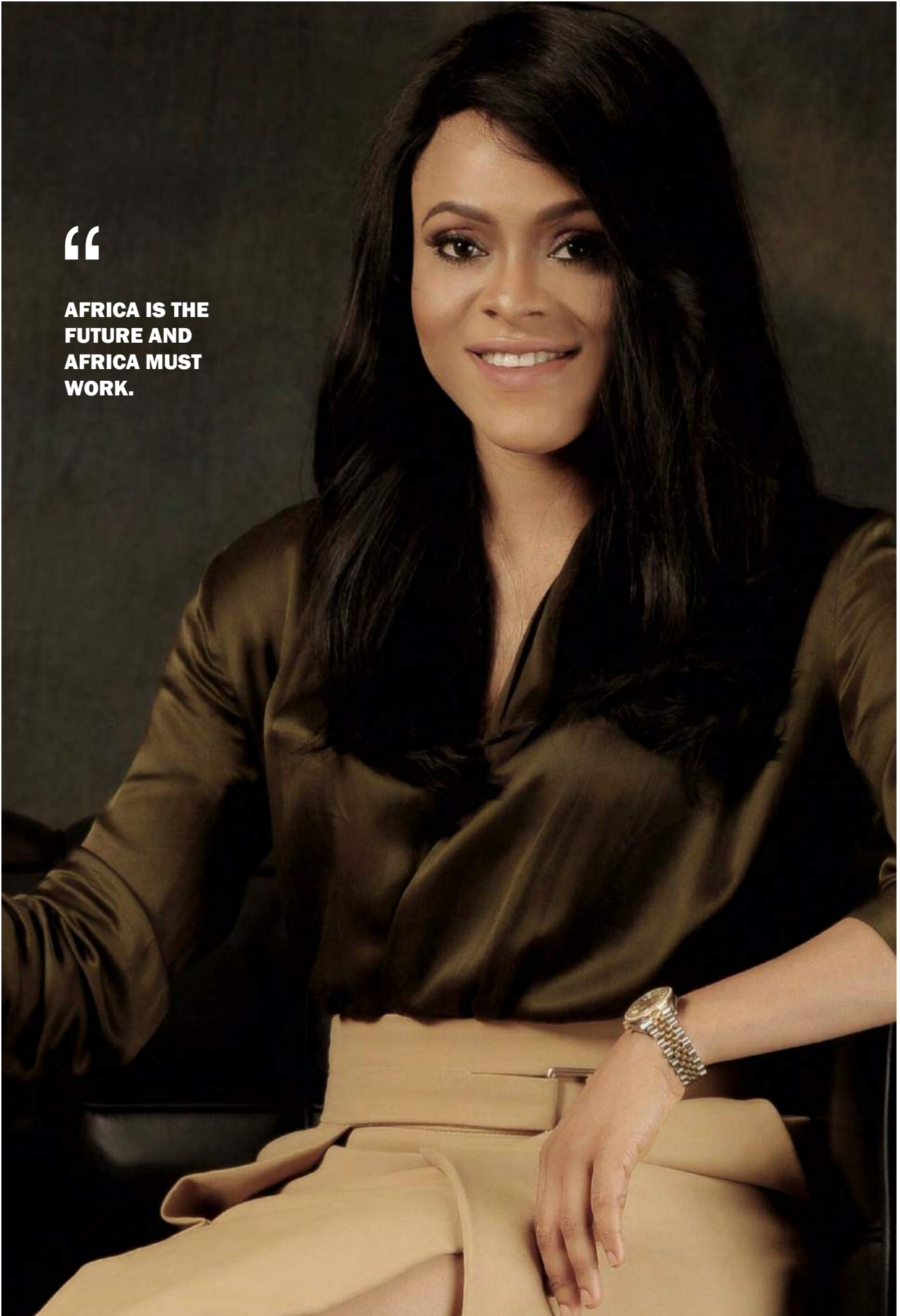
Do we have enough women in the technology space?

We all know that tech is a heavily male-dominated environment, and the number of women in senior roles is still shockingly low. Statistics show that women are vastly underrepresented in tech.

In Africa's tech industry, women constitute only 30% of professionals. In the UK, only 5% of leadership positions in the technology industry are held by women and in the United States, women hold only 25% of all jobs in the tech sector.

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**AFRICA IS THE
FUTURE AND
AFRICA MUST
WORK.**



I believe there are things we must do to get more women into tech. Firstly, we need to stop gender stereotyping. Girls in secondary schools should be encouraged to not just choose art-based subjects but be intentionally guided on the need to also consider STEM subjects. Oftentimes, teachers and parents make subconscious stereotypes about girls and boys in relation to subjects such as science, technology, engineering and mathematics. Clearly, this has an impact as women progress through their career, if only they had the choice to experience both and make their decisions on their own. Teachers and parents, actively or subconsciously, often discourage them from choosing STEM subjects. Another factor would be encouraging more female mentors. Mentors are motivators and people we look up to guide us on a chosen path. Subconsciously, we look to others for examples of what we aim to do ourselves. If someone has done it, then we think, 'maybe I can do it too'. It's no surprise that research has shown that if your father was a lawyer then you are 5 times more likely to become a lawyer also. If we aren't seeing women in positions of authority in the tech sector, then women at the beginning of their careers don't have role models to follow.

Companies need to start looking at how they can build more mentorship programs, linking up senior women with junior counterparts, and making it worthwhile for both parties. This also links in to more companies selecting women for managerial positions so they can coach and develop their teams and be a role model to other aspiring managers.



I CREATED AN ONLINE STORE THAT WOULD HOUSE DIVERSE AFRICAN BRANDS ALL IN ONE PLACE WITH A SEAMLESS SHOPPING EXPERIENCE

How important is technology in today's world?

We cannot deny the fact that technology has played and still plays major roles in society today. It has become an integral part of our daily life. Technology affects the way individuals communicate, learn, and think. It helps society and determines how people interact with each other on a daily basis.

Technology has boosted every industry. Businesses have grown, and it has created more employment opportunities. I mean, look at the fashion industry and how technology is disrupting the industry.

Where did the passion for technology spring from and how are you maintaining the drive?

My background is Economics but I developed an interest in tech



IF WE AREN'T SEEING WOMEN IN POSITIONS OF AUTHORITY IN THE TECH SECTOR, THEN WOMEN AT THE BEGINNING OF THEIR CAREERS DON'T HAVE ROLE MODELS TO FOLLOW

during NYSC when I worked as a back-office analyst in Etisalat after which I worked in another Tech company where I studied and analysed the software and hardware solutions used by financial sectors and oil & gas companies.

These work experiences helped me to understand the possibilities of using technology. Furthermore, when my friends and I had the challenge of shopping African brands online while overseas, my solution to the problem was creating an online store that would house diverse African brands all in one place with a seamless shopping experience.

Innovative ideas are the juices that have been maintaining my drive. My team and I find innovative ways to improve our service offering, user experience while creating a global community for African premium brands.

Tell us about My Africa Project (MAP)

My Africa Project (MAP) is a non-governmental organisation. MAP is driven by a single goal; to do our part in empowering communities and give hope to one African at a time through education, poverty eradication, income generating activities, youth empowerment and women empowerment.

MAP empowers Africans to effect change in their communities. Our Mission is to work with action driven volunteers who would become agents of change, hence the positive coercive force needed in the African continent. Our 2022 focus is to increase the number of women in tech. We intend to close this gap through Tech education, funding, career coaching and mentorship.

What day in your life is it that you cannot forget and why?

I cannot forget the day I made the decision to leave my well-paid job to pursue my dream of becoming an entrepreneur. That was a remarkable decision that changed everything.

Final words

Africa is the future and Africa must work. This has been the reason behind any business that I have founded so far and so shall it be. Thank you!

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**INNOVATIVE IDEAS
ARE THE JUICES
THAT HAVE BEEN
MAINTAINING MY
DRIVE**





Take the Shade Off of Your Light!

BY GLADYS AGWAI

“Always let your inner light shine. By doing so, you not only light a path for yourself, but also light a way for others.” Donald L. Hicks

One of your greatest fears is your fear of being visible hiding your true self. You may view being visible as becoming too much or attracting unwanted attention. You may fear rejection or not being accepted by others. Has society convinced you that fitting in is the safest path? You put a shade over your light to make it convenient for others allowing them to shine while your light is dimmed. Both lights can shine bright! Having something for yourself does not mean you have to take from someone else. There is enough in the universe for everyone. But you have put a shade over your light so often that you now believe it is like a hat wearing it every time you go out as if it is a complementary accessory.

“This little light of mine, I’m going to let it shine” is a popular gospel song from my youth that I love to this day. Light is energy and everyone has their own energy unique to them. Your light resonates from within you and the is light felt and seen by others when you interact. Before you even speak, your inner light

is communicating with the light from others. Remember your light is energy and your light is felt even when you choose to dim it. Light allows things to grow and allows us to see. Light is life itself! The experience of your light can bring to you and other people feelings of security or insecurity. Fear of rejection by others can be a trigger when you are threatened by the exposure of your light, or the light of others are too bright. To allow your inner light to shine at its brightest and your light not be hidden, you must:

- Accept and recognize that your inner light is real and waiting on you to discover, unleash, take ownership, and leverage it. You must bring it out of hiding to understand the blessing of your unique gifts to the world and how to use them in a way that brings you fulfillment and sustained joy.
- Provide a safe space for your inner light to be released and nurtured. This helps you become more confident and intentional for your inner peace and the peace of others. Let go of your fears of exposure and stand in your power.

- Be relaxed and in the present moment to feel and be in touch with your inner being. You do this through prayer, meditation, breathing, or experiencing nature. Always moving at lightning speed will keep the shade over your light leaving you disconnected.
- Practice seeing opportunities for growth to express your light, true self, and being. Removing the shade from your light can at times be effortless. However, other times you must be intentional when removing the shade. Be guided by your light and not your stress.

Be careful of those who have not found, nurtured, or accepted their light. They may want to extinguish, contain, and push your light out of sight. Have you experienced in your moments of shining your light bright that someone threw darkness on your light? How have you defined yourself by that experience? These experiences can come from spouses, family and friends, clients, co-workers, managers, and leaders. Remember the words of Marianne Williamson noted below in her poem, "Our Deepest Fear." Is your deepest fear your light or power? Do you fear not being accepted by others? Is that why you have put a shade over your light? Remove the shade and do not allow yourself or others to dim your light! Become fearless and shine bright to be your true and authentic self to align with your core being! This will bring you and others peace, fulfilment, and joy!

OUR DEEPEST FEAR by Marianne Williamson

"Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our Light, not our Darkness, that most frightens us.

We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous?

Who are you not to be?

You are a child of God. Your playing small does not serve the World.

There is nothing enlightening about shrinking

So that other people will not feel unsure around you.

We were born to make manifest the glory of God that is within us.

It is not just in some of us; it is in everyone.

As we let our own Light shine,

We consciously give other people permission to do the same.

As we are liberated from our own fear,

Our presence automatically liberates others."



Gladys Agwai spent 30 years as a corporate executive leader within IBM in the US, Nigeria, Ghana, and Kenya. Her leadership experiences spanned across multiple functional areas, such as, Sales, Marketing, Financial, and Operations, key industries in Public Sector, Banking, Telecommunications, and Small Medium Enterprises, and cultures. She received multiple top leadership and

sales awards throughout her career. She was sought out for an IBM Executive Loan program where she spent seven years working with the Committee for the Olympic Games with game changing thought leadership on its resource strategy that was implemented for future Olympic games. She is the Founder & CEO of Ignite Within.

Gladys Agwai can be reached at ignitewithin.org.

Choosing growth over instant gratification

DR. AGILITY OBI-IHESIE



“**B**abe, how you dey? I’m almost at your gate to pick you up, please call the security.” Ruth was excited as she approached Ireti’s house. She had looked forward to this outing for a very long time, had told her friend to get ready to accompany her somewhere and she wanted it to be a surprise.

After the exchange of pleasantries, Ireti began to ask Ruth about their destination but got no answers. She was so happy for Ruth, who had just won a big business grant to expand her business. Ruth had invested so much time, effort, and money into her start-up and it was just so beautiful to see how far she had come. She was beginning to reap the fruits of her labour and her business had rightly positioned itself as one of the brands to reckon with.

They arrived at an imposing duplex housing ‘ExtremePosh Luxe Fabrics.’ Ireti looked surprisingly and questioningly at Ruth who smiled rather smugly.

Ruth knew exactly what was going on in Ireti’s mind but she did not really care. It was time for her to spoil herself big time. Instagram people were tensioning her too much and it was beginning to look as if she did not have money. Even people that she was doing better than were releasing new clothes steadily on the Gram and getting featured in the hottest lifestyle magazines as style icons and she, who had been one of the trendiest dressers in the Lekki axis was conspicuously absent. She needed to make a statement so that people would not think or say she was broke.

Ireti was surprised when they arrived at the luxury fabric shop but decided to play along and see what her friend was up to. She had thought that Ruth was taking her somewhere for a fine dining experience to celebrate the great news of winning a grant but this was way off what she’d expected.

There was a gourmet coffee located in the same premises as the fabrics shop and Ireti literally pulled her friend in there. “What’s this about, Ruth? What are we doing to do at ExtremePosh? I hope it’s not the business grant money you are about to go and blow. You applied for that grant to solidify your operations and expand into new stores. What does our visit here have to do with that?”

Ruth became literally deflated as her friend launched these questions at her. Just a month ago she’d still been bootstrapping and praying to win the grant. After the money arrived, she suddenly remembered how hard she had worked and all the things she had seen other people buy, and how left behind it all made her feel. She explained all this to Ireti. She wanted to trend like others and pepper people too, why couldn’t her friend just understand this? She was sure that she would get money back somehow to still proceed with her business expansion project.

Ireti hugged Ruth and smiled. She remembered when she also wanted to be a fashion trendsetter and how her savings had gotten rapidly depleted such that she was not able to keep up with her investment commitments. It was her Uncle who had spoken sense into her and she knew that she had to do same for Ruth.

“I know you deserve a break but you’re about to do this for the wrong reasons, to please people. You have absolutely nothing to prove, and trust me the people that matter the most love you with no strings attached. Why don’t we delay your reward for six months so that you can use this grant for the right purpose?”

Ruth listened to her friend and grew her business instead of spending to keep up with the Joneses. Within six months, her business had expanded and she was able to give herself a sensible bonus because she deserved it and not to pepper or tension others.

Adult peer pressure is subtle and can be a threat to contentment, growth and progress if not properly handled. Delaying

gratification, having accountability partners and a strong self-esteem can help to overcome this. Cheers!

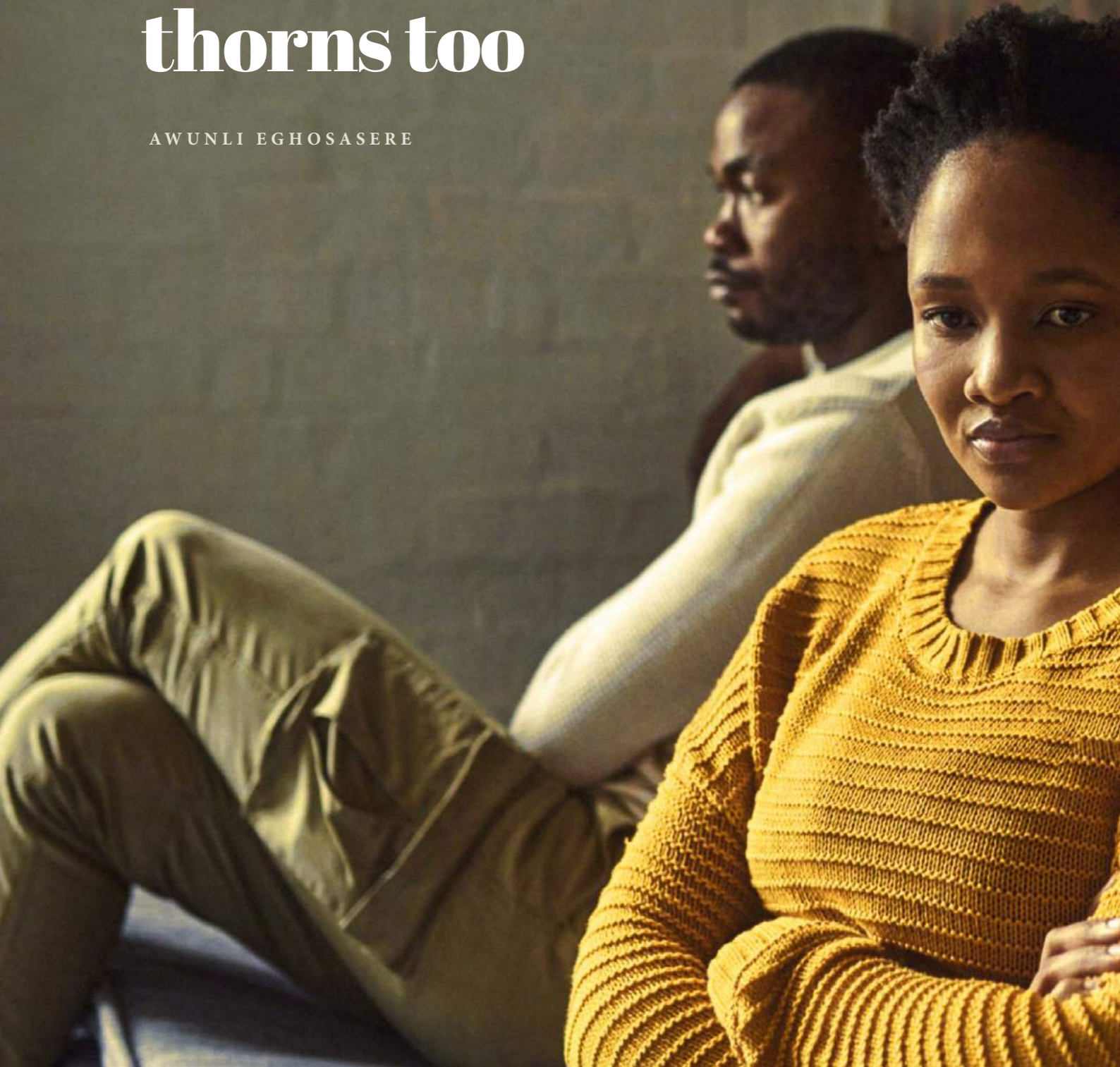


Dr Agility Obi-Ihesie (Dr Purejoie) is a Consultant Pathologist, Entrepreneur, Life and Personal growth strategist, and wholesome living advocate. She is the Founder of Dr Purejoie Skincare, a safe ethical skincare brand in Nigeria, and Dr Purejoie Consulting where she helps individuals gain clarity and develop strategies for personal growth, relationships, and healthy wholesome living.

She holds a MBBCh degree from College of Medicine University of Calabar, a FMCPATH Fellowship in Pathology from National Postgraduate Medical College of Nigeria, a Certificate in Project Management in Global Health from University of Washington and a Certificate in Entrepreneurial Management from Enterprise Development Centre, Pan-Atlantic University (CEM51 Class). She can be reached at agility.obiIhesie@gmail.com.

Marriage is not always a bed of roses, the roses come with thorns too

AWUNLI EGHOSASERE



When I was in high school, a friend of mine often repeats a proverb her mum says as a joke. "Marriage is not a bed of roses" she says cynically. And when she does, she and her siblings will reel in laughter. I couldn't understand why they laughed at their mother and what those words meant at the time. Today, their parents are separated and having gotten married myself, I now fully understand that "marriage is not a bed of roses". It has its own share of ups and downs like any other thing in life. So it is up to every couple to decide if they will make their marriage work or just get by. A healthy relationship cannot be flunked, it is always worked out says a revered Clergyman.

One thing I have found is that one's perspective about a thing affects your response to that thing. For example, a Psychologist Today columnist wrote in an article that our mental and emotional activities are interconnected. Our emotions is our response and actions are fruits of our thoughts.

There are times when you see some kind of people and you think to yourself "I don't like this person because of this and that". Before you know it, you begin to act towards that person in the manner you have thought about them. Sometimes, you may not have had any conversation with them to really know who they are but because you have thought in a particular manner regarding them, you become indisposed to acting towards them in that way.

This goes a long way to show that how you think about any person empowers you to either behave positively or negatively towards them and it can be applied to a marriage relationship. Why am I saying so? I recall when I had been married

for a few years. My husband and I were always arguing and it was draining me. At that time, a colleague just tied the knot. She and her newly wedded husband flooded their social media feeds with romantic words and photos. I just said to myself about how lucky they are to have found each other and I heard a tiny whisper in my heart: "Your own too is good". I was shocked but the reality is that there is no perfect human being anywhere. Everyone has some flaws. So while I may be sulking and pointing a finger towards my spouse's mistakes, the other four fingers are also pointing at me. I had to come down from my high horse of expectations to accommodate my spouse's flaws. We enjoyed a great deal of peace and a healthy relationship afterwards.

It's a wonder to know that when you adjust the way you think, it can have a great effect on your response and action.

Again, to demonstrate how thoughts can influence actions, a personal finance expert told a story about a certain time she visited the supermarket with her kids. On reaching a particular display counter, the kids were reaching out for their favorite expensive items. She wanted to say 'hey we can't afford these items now'. But she caught herself early having learnt not too long before the harmful effects of saying 'we can't'. She reconstructed the sentence and asked, 'what can we do to afford these items?' And that spurred lots of ideas and solutions to generate more income for her kids to purchase their favorite items.

The mind is a powerful tool. You can use it to drive your marriage in the path of success. You are what you are and have what you have because first, you told yourself so and acted in the way that brought the things you have into your life. You may be having challenges in your marriage today (this excludes abusive marriages) but what if how you think about your spouse is affecting your behaviour and response?

So imagine that you always have cool thoughts about your spouse. That will trigger you to act in a way that will foster love and peace. Even when he offends you, you wouldn't go for a revenge attack but adopt a strategy for talking things through. You are tender towards him because you have set your mind to be so.

So, if your marriage is characterised by a constant bickering and fights, the key to unlocking happiness and marital bliss may just be changing the way you think about your spouse. It worked for me and may also do for you.

However, a stern warning, it is a NO from me for domestic violence!



Awunli Eghosasere is a writing consultant that helps leaders and professionals birth their thoughts and ideas into books. She is also the founder of hapi-wify.site, a digital platform that curates resources to help young women unlock their potential.

**SPECIAL
MESSAGE
FOR YOU THIS
EASTER!**

Everlasting Love

KEMI AJUMOBI

Every time you go back to your sins,

You crucify me the second time.

Every time you ignore my presence,

I feel my relevance to you has no essence.

I am not in the process of dying for you,

I died for you a long time ago.

Though you often frustrate my love,

I keep coming back to you because I believe in

you.

I am not playing with your heart,

Neither am I toiling with you emotions,

Even though you choose to share my love with

another,

I still choose to love you like no other.

It hurts to know the only time you remember me is
when your heart's been broken

How long will I have to mend a heart I never broke?

All I ask is that you let me show you what true love
is.

I am not in a competition regarding you with any-
one,

Neither am I campaigning to win your love vote.

You trample over the love I have for you like I am
best with left overs,

You seem to long after temporary things,

Forgetting I dwell in immortality and can provide
all things,

I am your Jireh, remember?

I warned you about the decision you took the
other day,

You felt I was a bother so you chose to go your
own way.

You knew I would receive you back,

Indeed you came back but after you were jilted
again.

How long do you intend to choke my love?

You say he hears you, but I listen to you.

You say he likes you, but I adore you.

You say he is dying for you, but I died for you
already.

You say he gives you gifts, but I gave you life.

You say he gave you a house, but I have a home
for you in heaven.

You say he tells you facts, but I teach you the
truth.

You say he shows you the path, but I am the way.

I am to you what no one can ever be,

I am the 'I am that I say that I am'.

Though I guard you jealously,

You still choose to go astray,

You come back shedding tears of regret,

When what I really desire is that you repent.

I gave you grace to surmount difficult situations,

But in place of my grace, you offered me dis-
grace, yet I love you.

The love I have for you is not infatuation,

Never liken it to that of a flattering man, by
doing so, you insult me!

Every time I want to talk to you, you are always
in a hurry,

You spend more time with those who end up
leaving you sorry.

You rush out daily, putting me last,

Even when you remember, what you want is to
leave my presence fast!

I know you always celebrate my birth and resur-
rection,

I tell you, there was no pleasure but pain in my
crucifixion.

But for the joy I set before you to enjoy,

I chose to endure,

I could not imagine you spending eternity on the
other side.

It wasn't easy but for you, it was worth it.

Every stripe I received was because of you,

I know your healing depend on it.

The abuses, the stoning, curses, mockery and
more from those I created,

I endured because of you.

I am not asking you for a pay back,

I do not intend to scare you with my 'thriller' ex-
perience,

Neither do I want you to create for me a pity party,

All I ask is that as you celebrate my resurrection,

Remember all I went through, all I endured, all I
suffered,


I did for you simply because I love you with an
EVERLASTING LOVE!


Tweets FROM TWITTER STREETS

The death of the dynamic gospel singer, Osinachi Nwachuku was a shock to us all. Everyone agrees she shouldn't have died and domestic abuse of any sort MUST never be the case. Her death hurts because her voice easily found its way to our hearts. All we have are memories of this beautiful soul. As we mourn, here is what people said on Twitter.


 **Florence Awazi Ebuga, Esq** @Fl... · 9h ·
 Let's not only focus on the physical damage done to those who endure domestic violence, psychological & emotional abuse/violence drains & kill even more, & men are mostly at the receiving end of this kind of violence/abuse. Men seek help & speak to a therapist. [#Osinachinwachukwu](#)


 **Aimar** 🇳🇮🇵🇸 @OkeyManuel · 4d ·
 Men and women who physically abuse thier spouse, maid, children, employees or people kept under thier care/ protection should be kept under solitary confinement [#Osinachinwachukwu](#)

 **NIGERIAN EAGLE 1** 🇳🇮🇵🇸 @CC_ok... · 4d ·
 Men who beat women should be kept in solitary confinement like wild animals in zoo.
 Rest in peace Osinachi... We won't forget you and your heavenly voice. 🙏
[#Osinachinwachukwu](#)




09:14 📶 📶 📶 82% 🔋
 ← 🗑️
 🗨️ The last time I told her to leave the marriage , she asked me to help her talk to her Pastor which was difficult for me because I dont have a relationship with him!
 ⚡ Before you say why didn't we say it early, you can't help a person who's not ready to be helped! The last time I spoke about the husband on Facebook here, He went on his wall and made a lot of senseless statements about me!!
 🔥 Mrs Osinachi Nwachuku is an example of a typical Nigerian woman who always feel it's their responsibility to make a marriage work Even when their life is at risk!
 😔😔 God Rest Her soul 😔😔
 ⚡ Dear Women learn to leave when the marriages Gets Abusive (Physically, emotionally and otherwise)
 11 🔄 56 ❤️ 159 📎
 Tweet your reply

 **Ian Macaire** @ianmacaire · 4d ·
 She'd cry her heart out during ministrations 🥹🥹🥹
 Little did we know that it wasn't just for spiritual burdens...but emotional 💔
 Music became her freedom...and when she's not singing, she's being abuse!
[#sad](#) 🥹🥹🥹
[#Stop_Domestic_voience](#)
[#Osinachinwachukwu](#)




25 🔄 118 ❤️ 648 📎

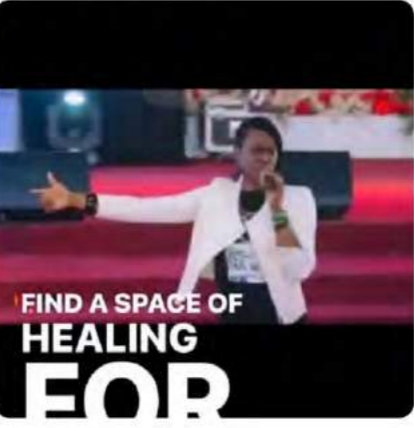
 **Victor CySec™** 💧 @Vhicck · 3d ·
 Christian marriage vows should be reviewed and modified.
 That "till death do us part" line should now have a clause which includes "as long as there is no domestic violence"
 Marriage should NOT be a do or die affair.
 RIP Ekwueme singer
[#Osinachinwachukwu](#) [#Osinachi](#)

 **ABUJA WOLFE (Ochacho)** @blvckrn · 4d ·
 To the young ladies reading this. If he hits you while dating, he'll hit you when you're married. Some things don't just go away. Stop enduring nonsense in the name of Love.
[#Osinachinwachukwu](#)

 **AF News** @AFNewsNG · 4d ·
 "Pastors Stop Telling People To Stay In Abusive Marriages" - Pastors Wife Speaks Out Over The Death Of Osinachi Nwachukwu.
 Opeyemi | Frank Edward | [#gistlover](#)
[#Osinachinwachukwu](#)



 **Mudi Oharisi** @MudiOharisi · 4d ·
 Ladies I knw sometimes this love something gets into your head to d point of enduring abuse in relationship, but you must make that decision to leave abusive relationship.
 Stop staying in abusive relationship waiting for him to change all in the name of love.
[#Osinachinwachukwu](#)



 **Beekay Igwegbe** @beekayigweg... · 4d ·
 I can't help but reflect on how she always cried while singing. what if that was her cry for help and we failed her. Safe journey daughter of God
[#Osinachinwachukwu](#)



ifeoma @i_feoma · 4d
 We are using religion and stupid sentiments to keep people in very bad situations. Enough of all this! God rest your soul Osinachi Nwachukwu
 #Osinachinwachukwu



15 49 291

Ocarina @its_Aijay · 4d
 #Osinachinwachukwu I will forever have great memories of you, your angelic voice, the worship and ministration helped many come as they are, willing to be vulnerable and broken for Christ. God bless you and give you true rest daughter of Zion 🙏



4,928 views
 10 14 130

Bholuwhatife™ @SuperBee310 · 4d
 I think it's about time we congratulate those that summoned the courage to leave abusive marriages/relationships rather than condemn them! If only she had left!
 #Osinachinwachukwu

1 5 27

Austine @AustineOtoo · 4d
 Now everyone is saying, leave the marriage, leave the abusive relationship, divorce is an option and so on. Yes I agree

But I hope in the nearest future we don't mock people who took the bold step to do this it.

Rip Osinachi #Osinachinwachukwu

59 298 1,178


DrTeee @ForexNubian1 · 4d
 Dear Church ladies,
 Do not hope abuse will magically stop. It doesn't.
 Walk away.
 Yes, people will talk.
 Yes, family may rail.
 But you will still remain alive!
 RIP, Sis Osinachi

#Osinachinwachukwu
 #DomesticAbuse

pastorchiomai bezimphd REST IN PEACE MINISTER OSINACHI!

The very first time I hosted this Angel, God opened her up to me like a television, and she wept like a baby as she confirmed all and said even much more 😭😭😭. She opened up to me and hid absolutely nothing. She confided in me till last week. I just don't want to talk! She died prematurely 😭! It could have been averted 😭. The wickedness was so much 😭. She died in silence 😭. She decided to endure the abuse, the pain and now DEATH 😭! I begged, I pleaded, I counseled, but her "NICE HEART" kept enduring the abuse thinking it will be better rather it got worse. I could not go contrary to her wish as a counselor. She wanted absolute privacy trusting God to help her and now death 😭.

Sleek Modupe @adupsyduck · 4d
 #Osinachinwachukwu This is one too many, we don't practice what we preach, it's simple, how can you tell a woman to be submissive to a beast? Why do great women keeping falling into this pit, now she is gone, who next, Domestic violence is a SIN..



Onye Igbo @Onyeuwa20000 · 4d
 If You choose to stay Back in that Abusive Space because of Your Children, When You die, the Children will plunge into perpetual suffering ASAP.


If You stay back because of What people will say, When You die, People will say More than You imagined.
 #leave
 #Osinachinwachukwu



Stephen Ishado @ishadostephe... · 1m
 Wait o!
 Hope we're not mistaking women alone to be victims in this fight against domestic violence? Because what this Calabar man in my neighborhood is passing through is not funny at all.

#EndDomesticViolence
 #Osinachinwachukwu

Dezzarts MEDIA @dezzarts · 2m
 Best known for featuring in the gospel hit song Ekuweme by Prospera Ochimana, which has over 72 million YouTube views, Osinachi Nwachukwu, was a renowned Nigerian gospel singer, songwriter and minister. #TributeThursday
 #Osinachinwachukwu #RIP #Tribute



FARE THEE WELL, PSALMIST OSINACHI NWACHUKWU
 12 November 1979 - 8 April, 2022

Faith Ayomide Obafemi @Faith... · 4d
 Walk out of that abusive marriage before it kills you. I'm still in tears over your death. Rest In Peace Great Woman.
 RIP #Osinachinwachukwu



19 125 394

Eche Evelyn @EveEche · 3d
 God hates Divorce, a wise woman builds her home bla bla i get it 😊 a wise woman builds her home but a wiser woman leaves when the person she is trying to build the home with is committed to tearing it down. Leave that abusive Marriage
 #Osinachinwachukwu
 #ENDSARS



1 13 50

John Fadejola @johnfadejola · 4d
 "Husbands, Love your wives as Christ loves the Church"
 This is the most disobeyed law amongst Christians and even pastors!!!!
 Stop spiritualizing domestic abuse!
 Stop making it seem like it's the Christian suffering!
 Leave!!! #Osinachinwachukwu
 #domesticviolence

09:15

Mrs Nwachukwu

If you can do it for me 10:28 pm

Okay ma. I can if you want me to 10:28 pm ✓

Yes 10:29 pm

Okay ma 10:29 pm ✓

Tell me how to go about it, I want to do it without him knowing. I have many songs in I come I will play some. 10:34 pm

Okay ma 10:35 pm ✓

Let me get back to you tomorrow 10:35 pm ✓

The studio is now OPP ShopRite here 10:35 pm ✓

Okay sir, goodnight. 10:35 pm

Okay 10:36 pm

11 56 159

Tweet your reply

Omotola Favour Silas @adeori... · 4d
 When I posted this sometime ago, I was asked if I supported divorce. I told the person that I support staying alive.
 #Osinachinwachukwu death is rather painful and a reminder. Damn RIP.

"Oh tell the world, they would never believe I almost killed you."

I can't tell anyone because I am woman and I need to take all in I am to endure the torture because I am to keep my home

What would people say if they hear you left him? Why do you want to be a shame to the family? Who would want a woman who has given birth?

Remember if I die he would marry another without blame or guilt And hell, if I kill him, I will be killed too.

Should I stay to put a nail to my coffin?
 @adeoriwrites

Aniekan Abasi @EkeretteAnieka1 · 3d
Stop intimate partner violence. I prefer to walk away instead of gone so soon. We're still mourning [#Osinachinwachukwu](#) and here is another one 🙏🙏🙏



Angel Faith Ifeoma Ezeh @bea... · 3d
When we say "till death do us part" in the marriage vow, we don't refer to 'death' caused by the spouse. No he or she shouldn't be the cause. Run. Stay alive. We Christian have totally missed the point of the message against divorce.

[#domesticviolence](#)
[#Osinachinwachukwu](#)



SportsDokita (Odogwu) @S... · 5d
"Ekwueme" is one of the BEST Igbo worship songs ever.

The lyrics
The solemn piano tones

If you really want to worship, it's the best song.

Mrs Osinachi Nwachukwu, one of the artists behind "Ekwueme" song died yesterday.

This song will remain a lasting legacy.

R.I.P ma 🙏🙏🙏

Oreoluwa @ore_arems · 4d
If a man hits you for the first time while in a relationship please, walk out of it. Or expect more hits.

[#Osinachinwachukwu](#)

Toochi @Toochi_snow · 1h
"Ekueme" literally doesn't feel like a worship songs anymore, it feels like she was trying to get our attention; like a cry for help or something. Osinachi voice always gives me goosebumps. She would be miss big time.

[#Osinachinwachukwu](#)

Asiwaju_himself @Adedeji_O · 14h
Asides Current Legislations against assault and battery, the National Assembly @nassnigeria should start making specific laws like the Domestic Abuse Act with stiff penalties with respect to Husbands beating their wives and vice versa. [#domesticviolence](#) [#Osinachinwachukwu](#)

Pastor Pule Mofokeng @Pastor... · 4d
What a Psalmist. Rest in joyfully in the glorious bosom of the Father Ma 🙏

[#OsinachiNwachukwu](#)



TotalGossips @MyTotalGossips · 2h
I didn't know abt the domestic violence in [#Osinachinwachukwu](#)'s home. It was after her death people told me and when I asked why no one told me, they (even her sister) said she begged them not to let me know. I only assisted them when she had respiratory illness." - Pastor [#Eneche](#)



Duke of Ogbomoso @Cut... · 4d
Ladies you have to know that God created You to be an helper to a man not his punching bag, if You endure an abusive relationship because of children those children will still suffer if you eventually die. Rest in Peace God's Angelic voice 🙏🙏

[#Osinachinwachukwu](#)



Olagoke Suulola @Sunnyo... · 4d
"It is better to remain single than to marry the wrong fellow. If you marry the wrong fellow your hell begins on Earth, it takes only divine intervention of Almighty God to rescue you from abusive marriage"
RIP Osinachi
[#AbusiveMarriage](#)
[#Osinachinwachukwu](#)



LINDIWAY @lindiway0 · 4d
If she had left, many Churches will not invite her to minister. Churches that carry until death do you part doctrine on their head. I hope they are happy now... [#Osinachinwachukwu](#)

Nancy Tamaraebi Simire @n... · 4d
Religion is not the problem, we are the problem. Religion wouldn't mock her for leaving her husband, we would. If you don't believe in God please rest. Which one is Religion is the problem. Is there anything given to mankind that has not misused? [#Osinachinwachukwu](#)

Andrew Emmanuel @Andrewnu... · 4d
If you grew up to meet your parents shouting at each other and your dad beating up your mum there is a 95% chance that you'll do the same to your partner.

It's not a spiritual thing. It's a learned behaviour. (Social learning theory)

To you, it's a norm.
[#Osinachinwachukwu](#)

Dr Simi @simisola10 · 3h
Abuse needs silence to thrive. If your partner tells you not to discuss your relationship with a third party, beware as you may be dealing with an abuser. A person who is loving and kind will not worry about what you are telling anyone [#Osinachinwachukwu](#) [#ThursdayThoughts](#) [#silence](#)

khaleesi @Kharhleesi · 4d
Your pastor will never Advise you to leave your Marriage, Never! if he slaps you dont go to your pastor. Go to your Lawyer [#Osinachinwachukwu](#)

Ekaete George @EkaeteGeorge · 8h
The [#Osinachinwachukwu](#) DV tragedy is terribly triggering and painful. A monster has robbed a woman of life and too many others of peace. How can we make women feel less alone when they make the difficult decision to leave abuse. It matters... to those yet to find the courage to

follow cruise and facts @Conp... · 1m
Something needs to be done to change the stupid doctrine that subjects the female gender to cruel treatment from their relations most especially in Africa. This is outrageous. [#Osinachinwachukwu](#) [#domesticviolence](#) @yetunde_banjo

Mazi Chukwuemeka Muoneke ... · 4d
She was afraid that religion will mock her and possibly ostracize her from the church. She endured all that the monster, her husband did to her. Her endurance landed in death.

MOOFA

It is so easy to speak about a brand especially when you have personally experienced the brand. So let's just say I am speaking from experience.

Have you planned to go out during this Easter Holiday and you don't have what to wear? Moofa Designs are readily available to meet your glam needs.

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MEALS TO ENJOY

By ImmaculateBites

Duchess Potatoes

SPECIAL
EASTER
TREATS



INSTRUCTIONS

- Peel the potatoes, removing any spoiled or spots, such as bruising and discoloration.

- Cut into big even-sized chunks. Place potatoes in water as you peel to prevent discoloration.

- Wash the potatoes and rinse until water runs clear. Place the potatoes in a large pot with about 1 -2 teaspoons of salt and enough water to cover the potatoes.

- Bring to a boil. Cook until potatoes are fork-tender.

- Drain potatoes after cooking, reheat the drained potatoes on low heat to remove moisture from the potatoes, about a minute or less.

- Transfer potatoes to a large bowl. Then, add butter, heavy cream, nutmeg, Parmesan cheese, black pepper, and salt to taste.

- Mash potatoes with the desired tool until all the ingredients have been fully incorporated. Add eggs and continue mashing until combined.

- Do not over pound your potatoes, you do not them to be gluey.

- Preheat the oven to 425°F. Prepare a cookie sheet with parchment paper or slip mat. Set aside.

- Transfer mashed potatoes to a pastry bag attached with a large star tip, then pipe directly on the prepared cookie sheet in a circular/upward spiral motion about 2 inches tall, with enough room around



each mound of potatoes so they don't stick together when baking.

- Repeat until all the mashed potatoes have been used up.

- Brush with butter and bake for 20 – 25 minutes, or until potatoes are golden brown.

- Remove and serve immediately.

TIPS & NOTES:

- Please keep in mind that nutritional information is a rough estimate and can vary greatly based on products used.



Orange Honey Glazed Salmon

SPECIAL
EASTER
TREATS

This Orange Honey Glazed Salmon with a perfectly balanced sweet and savoury flavour is an easy and delicious dish for the whole family! A healthy, flavour-packed meal in under 30 minutes.

INGREDIENTS

- 2-3 orange, about ¾ cup orange juice
- ½ lemon, about 1 tablespoon juice
- 1 tablespoons olive oil
- 4 salmon fillets, about 6 ounce each
- 1 teaspoon minced garlic
- ¼ cup small onion diced
- ½ teaspoon cumin
- 1/2 teaspoon paprika
- 1 tablespoon honey
- 2 teaspoons fresh thyme
- 1/2 teaspoon cayenne pepper optional
- ¼ cup broth or more
- 2 teaspoons corn starch
- Creole Seasoning, or salt and freshly ground black pepper

INSTRUCTIONS

- Squeeze juice from lemon, and orange juice. Then set aside.
- Heat a large cast iron or non-stick pan with olive oil.
- Season salmon both sides with creole salt or salt and pepper to taste
- Then add seasoned salmon – brown



both sides – about 2 -3 minutes pre side.

- Remove salmon and transfer on a plate.
- Add garlic, onions, thyme, paprika, cumin and cayenne pepper(if using) to the cast iron pan and sauté for about a minute, then add 1/4 cup broth and simmer for about 2 minutes
- Pour in citrus juice and honey.
- Whisk corn-starch and about 1-tablespoon water/broth with corn-starch.
- Stir corn-starch paste into pan, and then bring to a boil. Let it boil for about a minute stirring frequently. Adjust seasonings to taste with salt and pepper. You may add more liquid if needed.
- Return salmon to pan, spoon sauce over salmon. Let it cook for another minute.
- Then serve with steamed broccoli and/or couscous.

TIPS & NOTES:

- Season chicken with additional herbs if desired (dried parsley, oregano, or thyme.
- For an extra kick use cayenne pepper or cajun season salt. Omit if kids are involved.
- Nutritional information is provided as a courtesy only. Please keep in mind that it is a rough estimate rather than a guarantee. Ingredients can vary greatly based on the products used.



TO DYE EASTER EGGS

There's no need to buy special kits for dyeing Easter eggs—all the ingredients you need are probably already in your cupboards. This recipe uses liquid food colouring, but you can also use paste. Experiment with combining different colors to produce new shades—for instance, 17 drops of yellow and 3 of red will produce a brilliant orange.

INGREDIENTS

For each colour:

- 1 teaspoon white vinegar
- About 20 drops liquid food colouring
- White-shelled hard-boiled eggs

To make 1 colour:

STEP 1

Line large baking sheet with paper towels and top with wire cooling rack.

STEP 2

In small bowl or cup, stir together 1/2 cup boiling water, vinegar, and food coloring. Immerse eggs in dye, turning occasionally to ensure even coating, until desired color, about 5 minutes. Using slotted spoon or tongs, remove eggs from dye and transfer to rack to drain. Refrigerate when dry.

Here are some ways to create designs on your eggs:

STEP 3

Striped Easter Eggs:

Wrap a portion of the egg with a rubber band before dyeing. Once the egg is dry, remove the rubber band to reveal the white, undyed strip underneath.

STEP 4

Decal Easter Eggs:

Another way to block off portions of the egg: Affix stickers or tape in shapes such as daisies or dots before dyeing. Remove once the egg is dry.

STEP 5

Free-Hand Easter Eggs:

A third way to block off portions: Before dyeing, draw on the egg with a light-colored crayon or wax. If desired, once the egg is dry, the wax can be softened by holding the egg over a candle flame and then wiped off.

STEP 6

Two-Toned Easter Eggs:

All three of the above methods can be used to create two-toned eggs: Dye the whole egg a light colour, such as pink, and let it dry. Then wrap the egg with a rubber band, affix stickers, or draw a design in crayon. Dye the egg a second colour, such as blue. Once dry, remove the rubber band, stickers, or crayon. The areas blocked off will remain the first colour (in this case, pink), while the rest of the egg will turn a combination of the 2 colours (in this case, purple).

STEP 7

Ombre Easter Eggs:

Dip a portion of the egg in one colour and another portion in another colour. If the two sections overlap, that area will turn a combination of the two colours.

-Epicurious

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