



# גלריה שיש



Bat-El

Emuna

Hava

Motty

Sapir

Hodaya

## The Faces Behind the Creams

In the current era of Botox, hyaluronic acid and plastic surgeries, Hava Zingboim has been very successful in becoming a superstar in the Israeli beauty industry, thanks to her commitment to the old fashioned way: beauty products (cosmeceuticals) and a national beauticians network. This is a glimpse at a one-woman show (with her large supporting family right behind her).

Rotem Izik P.24

48

אל תחמיצו את התערוכות המעולות האלה בלונדון

32

המונח הישראלי נמרוד דוד פפר כובש את סצנת המוזיקה הקלאסית בניו יורק

14

סקס פמיניסטי הוא יותר מחרמן או יותר מייבש?

Zingboim family's attire: "Factory 54" store chain, "Leonardo" fashion, Panorama building, Tel-Aviv; "Izabella", 94 Dizengoff St., Tel Aviv. Cover page photographer (the Zingboim family): Alex Lipkin

# All About Hava

Her childhood in the shadow of an emotionally unstable mother, finding herself alone in the streets at a very young age and her unique way of coping with cancer- all these have strengthened Hava Zingboim all the way to becoming a cosmetic empire in which all her family members take an active part. There are those who claim that her business has already reached its peak, but they are missing the point: she is a guru. Rotem Izik has donated her dermis in order to understand the scale of this phenomena.

Photographer: Alex Lipkin

It is Monday morning, Hayarkon Park. A bicycle rider forced to deviate from its route disturbs the birds' tranquility. He clicks his tongue as its sound vanishes into a tumult of heels. A group of well-groomed women are in a hurry to cross the bicycles' road without even looking and continue on to puncture the wet grass.

"Every time she manages to find a different location" says one of them; "I wonder what she has organized for us this time," whispers another, as her friends remain silent. They are marching with a well-focused look, as their fingers tap on their cellular phones to switch to camera mode. The sun shines on the "Green Corner" restaurant in front of them. Actually, this is not sunlight, but rather a self-lighting and big, sparkling LED rings creating a buzz around them. Dozens of women are waiting their turn in this flattering light under a huge sign surrounded by black balloons. It reads the word POWER in golden letters right at its center, next to the sentence-"Woman to Woman Inspiration". The words "HAVA ZINGBOIM" are written above in bold, white letters on a black background.

The restaurant is completely full. Women in their 40s and 50s are crazily taking photos of themselves. They are excited as they hug each other and dance spontaneously. They all sing along "Gali Atary's song playing at the background-" take what ever you want / who can refuse you? / take the entire world / who can say NO to you?". They indulge themselves as they eat from the kosher buffet, sit at round tables and wait. The words "Skin Morning to You" (a pun in Hebrew) are projected from the screen in front of them, behind the podium. In fact, they all have great skin. Truth be told, the only pimple in the room is mine.

Suddenly-silence. All smart phones are waved up high in the air. "You are blocking my view"! Says one woman to her friend wearing a *Shavis* head cover and chewing lettuce leaves while standing. A man in a black suit, a skullcap and a shiny forehead mounts the stage and fixes the microphone. Motty Zingboim. A young woman in a chiffon dress and golden curly hair places a glass of water on the podium. Sapir Zingboim.

Right behind them in a black tight dress, wavy hair and porcelain face, she stands flesh and blood - the cosmetics guru, Hava Zingboim. The entourage around her disappears as she approaches the microphone. She is tall, she is pretty, and she looks timeless. She looks exactly as she did in the posters covering my beautician's walls ten years ago. She scans the room filled with 200 beauticians looking at her in silence and waiting to hear her every single word. Suddenly she stops.

"I didn't see you!" she screams at the microphone and approaches a curly woman in the second row, "We haven't done breast to breast!". The two hug continuously, and all smart phones along with the still photographer and the video cameraman document it all. As she returns back on stage, Hava Zingboim says: "When we have sent out the invitations to this event, you were probably all wondering about what I was launching as you were well accustomed to the fact that products were sold at each event. However, I have invited you because I missed you all. I was missing something that had nothing to do with money. This really amazed me because apparently our common denominator is business, but it has been much more than that for quite a while. All of her beauticians nod their heads while Hava continues:

"Throughout the last few months, I have been able to accomplish professional achievements like no other cosmetic company before us. I just had to share this news with you as you have been walking this road along with me for the past 15 years." "17"! Shouts someone from the audience.

"We are celebrating our company's 15th anniversary this year, but you are right, the courses have started long before our cosmetic company was established." Hava smiles her sparkling white smile framed with a deep red lipstick. "You all know that I can not enjoy this success all alone. This year is going to be marked with celebrations and events dedicated to you all with lots of gifts."

A woman from the audience shouts: "You are our gift, Hava!" and they all cheer her on. Rihanna's song *Diamonds* is played out loud and the company's employees step out from behind the stage carrying red boxes to be distributed to the excited audience.



**Hava Zingboim:**  
" I haven't been  
injecting anything  
for quite a few  
years"

יום שישי ה' בשבט תשפ"ב | 31.1.20 | גלדיה שייני | הארץ 25

**Makeup: Anat Noyman, Revital Kaplan  
and Naor Apple**  
**Hair: Ziv Amsalem and Almog Cohen**  
**Styling: Liat Ashury**

Inside the box there is a pin carved with the words "*Outstanding Excellence*". Hava draws their attention to the fact that the word "Hava" is not carved as well while they all document this shiny gift in social media. She adds: "A brand must be very humble if it decides not to carve its name on something that expensive as it clearly understands that each and every one of you may work with any brand she chooses. When you wear this pin, you represent professional excellence unrelated to any brand."

However, the ambiance in the room reflects the notion that there is not really anyone else besides her. There is only one Hava and she is greater than the sum of all her products. Hayarkon Park has previously hosted Madonna, Lady Gaga and Siya, but it has not met Hava just yet. Right before she mixes with her audience to take selfie photos, she stands in the middle of the room. She almost whispers into the microphone: "You know, there isn't any glass ceiling. You have all been fooled into believing it. Look up. There is nothing there."

## Do not cry near me

While Hava looks up, she does not really see any glass ceiling. This term is unfamiliar and very strange to her, yet she continuously repeats it during our encounters. Her demeanor and business success demonstrate this outlook in practice. 15 years ago she turned from Hava-a talented and charismatic beautician, into Hava Zingboim-a brand, an empire and a guru developing innovative cosmetic products and turning vigorous beauticians into excited brand ambassadors and even more so-Hava's ambassadors. They sell her products to customers arriving at their clinics, mostly decorated with Hava's posters since Hava is the presenter of Hava Zingboim products and is the most dominant and active component in her products. It is so active, that those who are not trained in her schools located in Ramat Gan and Rehovot are not allowed to sell her products, and the broad public can purchase her products from beauticians only. Nevertheless (or as a result of this), Zingboim's products are among the most familiar and talked about products in the country and she is considered a pioneer in her field. She has completely changed the face of the cosmetic market in Israel in general, and the status of Israeli beauticians in particular.

Her secretary pours us our third coffee cup at the meeting room of her fancy head office in Ramat Gan. She tells me: "It was only two decades ago that a beautician used to extract blackheads and massage her clients. One could only say about her that she had good hands at the most. I have changed all that, guilty as charged. Nowadays, being a beautician is considered to be a very respectful profession at a financial level as well. A beautician is not only a professional but also a business woman".

53-year-old Hava Zingboim owns an extremely successful business counting 70 employees. She stands at the top of its pyramid. She has six children and six grandchildren. 57-year-old Motty, her husband and co-CEO, stands at her side along with their grown daughters (Bat-El, head of training and Sapir, marketing manager). The business includes

two schools offering beautician-training programs approved by the Department of Labor, as well as the *PME-Hava Zingboim Method*-certification route (registered trade mark). It also includes hundreds of products, namely *Prophecy* which is the most talked about item. Hava has developed this cream (registered as a patent), in collaboration with Prof. Rachel Lubart from the Nano-Technology Institute, Bar-Ilan University.

The launching of *Prophecy* two years ago has shaken the cosmetic industry mainly because its hyaluronic acid component can penetrate the deepest layers of the skin. Previously this could be



Beauticians' conference. Absorb her like a moisturizer in a hot summer day. Photographer: Elad Izhakiyev

achieved by injections offered at plastic surgeons' clinics only. Every newscast has defined it as an exciting and dramatic scientific breakthrough. Women from all over have flocked to certified aestheticians to pay 575 NIS for 60g of wonder and Hava Zingboim has established her status as an anti-aging empire.

There are different opinions on this product. There are those who say that its strength over other products lies in aggressive marketing strategies and public relations. A senior specialist in marketing says: "Hava is highly admired. I also believe that she is a genius because she has really done something in the cosmetic market so one should pay her the utmost respect. However, it does not necessarily mean that her products are the best. I practically ran to buy two *Prophecy* products

after watching all news items about it, but returned one product to my beautician because it did not work. We are talking about previously unseen PR and marketing machines. This is mainly it, in my opinion.

Either way, according to a few officials in the company, hundreds of thousands of *Prophecy* units have been sold to this day. Moreover, an article about the Israeli patent behind the cream has been published in the *Journal of Clinical and Aesthetic Dermatology* last October. This is a great achievement for an Israeli cosmetic company. "When I held the journal in my hands, I could not even speak. I could only cry," says Hava. "I could not even tell the kids. I began writing in my family's *Whatsaap* application: 'Dear Family...', and I simply

could not continue writing. They wrote back, 'what happened mum? Could it be that you are pregnant again?'. Please understand that no other cosmetic company has presented research to a medical journal before".

## Can putting your foot inside a medical journal really bring tears to your eyes?

"It is mainly due to the fact that nobody believed *Prophecy* could really work. They all told me, 'Why are you investing your time in this? Hyaluronic acid cannot penetrate the skin, and if it does penetrate-could Hava Zingboim from Raanana be the one to find the solution? Not L'Oreal, Lancôme, Teva?' But I have kept on going for ten years. I have invested millions of Shekels, nothing has worked and everyone was laughing at me. My accountant used to tell me, 'what's up with all these expenses? The cream does not work.' I told him: 'I am going to continue'. Motty said to me: "



Zingboim with Prof. Lubart, her partner in developing the cream.

Hava, enough'. I answered back: 'Motty, I am telling you that I am going to succeed'. I used to stand in front of the mirror and tell myself, 'Hava, do you know what is the strongest revenge? Success'.

**Have you ever felt that everyone thought you were crazy?**

"Ahh, this is a well-known fact! 'Mum is crazy'. 'Hava is crazy'. I have been coping with this title for years. They say I live in a parallel world, but everything that I say is going to happen-eventually happens, and it reaches levels you could not even imagine."

**On a personal level as well?**

"Certainly, a few months ago my stomach ached, I went through a few tests and my doctors informed me that I had ovarian cancer. I told them: 'no, I don't'. My oncologist said that it was bad, and that they had to open up my stomach. I decided to write my own diagnosis on a note. I wrote that there would be nothing as there is nothing. It sounds a bit like Bibi (\*Israel's prime minister), doesn't it?"

**A bit more delusional than Bibi.**

"I believe that one should always believe that all is good until proven

otherwise, and even if I am proven otherwise-I will cope with it. I was diagnosed with breast cancer nine years ago and I went through a few months of radiations and eventually a surgery, but even then, it did not mean a death sentence for me. I do not accept panic, I do not fall apart, and this time around, I was convinced it was not cancer. In spite of it all, I went through surgery to have my ovaries and uterus removed. A couple of days afterwards, I wore a girdle and came back to work. My shocked team members said: 'Hava, why have you come to work?' I answered: 'because I am not dead yet.'

**Has Motty shared this calm approach with you?**

"No, Motty was spread all over the couch crying, and I told him that if he felt the need to cry, he could do so just not anywhere near me. This is a well-known rule."

**Do you dislike it when he cries near you?**

"I don't have any patience for it. Crying doesn't promote anything. Besides, if my story ends here, then I should hurry up. More products should be developed."

**Dying knowing that women are walking around with skin full of vitality**

"Also knowing that I have accomplished the most important things for me. You can live to be 80 years old and watch soap operas all day long or live for 30 years leaving a whole Torah behind you. Steve Jobs died at an early age leaving behind him a legacy of innovation. I have accomplished whatever was important for me. I am in overtime now, so if it ends-it is perfectly ok. I am not wasting any time. I always tell my kids that even money can be re earned, but time is a resource you cannot bring back. At any case, after my surgery I have received the results indicating that all was all right. There was no cancer.

**So you went through surgery for nothing?**

I am all for removing unessential organs. Ovaries, done. Uterus, done. Enough.

**What do you think happened there? Have you cured yourself by the power of thought?**

"I don't know. Prof. Moshe Inbar has told me that he has not encountered such a case in his entire life as a senior oncologist. I believe it is



Prophecy cream. Drowns in a PR machine.

related to the soul. I told you, what ever I say will happen-happens.”

Hava has insisted upon writing a different and a surprising script not only for her oncologists. Long before she was a Zingboim, Hava Keren had refused to let any obstacle sabotage her plans, even if that obstacle was, well, life itself.

She was born into a traditional religious family in Bat-Yam, and was the second among four children. Her father, Benjamin was a holocaust survivor and worked as an accountant. Her mother Sara suffered from schizophrenia and manic-depressive illnesses. Those emerged right after the birth of Hava's older sister, and were there throughout her whole childhood. “ My mother's mental illnesses accompanied us all our lives”, she remembers. “She hasn't been able to function as a mother at all. There was nobody there to neither guide nor criticize me. Therefore, from very early on, I said to myself: ‘ I will be my own mother”.

#### **What have you seen at home as a child?**

“I saw a sad and depressed mother, always in bed, not present. My parents divorced when I was 12 years old and I lived with my father in the center of Tel Aviv. He remarried, and from age sixteen, I could not live at home because his new wife did not like the idea. This is why from then on, I walked around outside, looking for somewhere to sleep every evening. I have been hopping from one friend to another and occasionally knocking on my mother's door who lived with my grandmother in Petah Tikva. She used to bring me a mattress to sleep on.

#### **You were homeless.**

True, yet in my own view, I had a free and careless childhood. I felt lucky to be able to decide whatever I wanted without anyone interfering. I didn't have any physical stuff, and used to arrive to school with some clothes in a plastic bag, but in my head I had everything I ever wanted. It was then that I have realized that my reality is what ever I decide it should be.”

#### **Haven't you felt a bit angry or as a victim?**

“Not at all, I have understood that he is my father and she is my mother. I have no control over them and they do not define me“.



The Zingboim daughters (right): Bat-El, Emuna, Hodaya and Sapir. The whole family works together. Photographer: Alex Lipkin

**This is a very mature perception.**  
“True, when I was 16 years old, I visited the home of one of my friends from Herzelia. I met Motty there who saw a beautiful, happy girl in front of him. One day he came with me to my father's house and was completely shocked. He looked at me and asked, ‘ how come you are the way you are?’ I answered him that the external reality does not define who I am”.

**A perception opposing the best psychoanalysts**  
“ I don't know. I have never been to therapy”.

#### **Why?**

“ I don't waste my time on such things, although I am sure it is charming to talk about one's self. “

#### **Nevertheless, what do you think has stuck with you from your uneasy childhood?**

“The fact that my father has told me from age zero: ‘Hava, you can do it all.’ I still believe in this to this day.”

#### **Tested on the husband**

At age 20, two years after marrying the love of her youth, Motty Zingboim, Hava became a mother to Bat-El (32), Sapir (30), Hodaya (23), Nariya (22), Emuna (20) and Avitur (17.5). Hava decided to rewrite this script as well, or rather yet dictate it while fully accepting the price that comes along with motherhood, without ever looking back. “After

giving birth to two kids, Motty said that he didn't want to have any more, and I told him that I would take care of everything”, she says calmly and pours herself another cup of coffee. “This is how we conceived four more kids. Up until the birth of our last child, he did not agree to wake up at nights or in the mornings and did not agree to help remove lice. He used to stand outside the shower door because he could not stand its steam. He picked up the kids rapped with their towels and returned them back to me to put their diapers on. I remember being pregnant every year and a half.”

#### **Sounds frustrating.**

“Not at all, I wanted to have a home with six kids and decided to pay the price. I haven't slept much, couldn't meet with my friends or leave the house, not for work purposes. One day, Motty started to get jealous. He witnessed the profound relationships I had with the kids and said he wanted to have that as well. I told him it required investment. My kids are my guides. Sapir teaches me a lot, Bat El is like a sister, Nariya is harsh, sharp, doesn't have any mercy on me and says the truth right in my face. When he was 17 years old, he told me, ‘mum, they say that you are most beautiful when you are comfortable, right? Well, that's a lie.’ I told him, ‘OK, you're the one I need close to me”.

In the late 80s, while Hava was a young mother, the family moved to the United States, in order to nurture Motty's career as a cantor. While her husband was

chanting in synagogues, Hava was exposed to what would become her temple: medical cosmetics. She studied cosmetology in New York, participated in the first *Para -Medical Cosmetics Course* in *Scott and White* hospital in Texas, and in 1995 she opened a luxurious clinic in Manhattan, where she saw from up close the skin pores of most Hollywood stars. ("Sylvester Stallone used to flatter me so much, that I was so nervous while treating his skin. He went through surgery to emphasize his six-pack and millions of face-lifts. I also used to treat Melanie Griffith after her first face lift."). The family became home sick and decided to return to Israel in 1997. Hava opened the first Israeli clinic specializing in post facial plastic surgery complementing treatments in *Atidim Medical Center*. She worked along side doctors and plastic surgeons, including Dr. Michael Scheflan, a well-known name in the field of plastic surgeries, and was a true innovative pioneer (my occupation was unfamiliar in Israel and actually thousands of light years ahead").

The big twist in the plot came about in the year 2003, when Hava was invited to speak at a conference held by the *Israeli Beauticians Organization* in the *Hall of Culture*. She demonstrated how to heal scars in a patient's face after going through plastic surgery. From that moment on, and after sharing her knowledge with 2000 beauticians, she placed the first pillars of Hava Zingboim's empire. "She finished her lecture, came out, and hundreds of beauticians told her: 'teach us everything'", Motty remembers while looking at his wife in admiration, "They were shocked". "At that moment in time, I did not believe I would work with additional beauticians. I had my own products and training sessions, but I did not have a business vision. I wanted to develop treatment methods and more products as well as become mother to more kids. I had Bat-El and Sapir at the time and was pregnant with Hodaya. I wanted three more kids," Says Hava.

**Have you ever felt that you were something else and not another aesthetician while on stage?**

"No. I have never perceived my self as that woman. Even at that moment after the conference, when Motty told me 'I think you should start a training network,' I answered: 'where? I have my clinic, I am constantly working, I

come home to the kids and I am pregnant. This is not going to happen'. However, his head has always been very much business oriented. He said, 'Let's publish an advertisement in the newspaper notifying that you are opening up a training course and see how many would come'".

**How many registered?**

"Hundreds. I did not know where to seat them all. Dr. Scheflan has emptied his clinic's shelter, in which there was room to host 20 girls, and so I split hundreds of participants into groups. They sat in the shelter from morning till evening".

Motty:" It was in 2004, and they all work with her until today."

Hava:"Motty remembers everything, I am not good with years".

**It seems that as the years go by, he becomes Hava Zingboim himself.**

Hava:"sure, Motty is Hava Zingboim. The whole family is Hava Zingboim."

This is true. Bat -El and Sapir have been an integral part of the company for quite some time now, and they know how to quote their mother's resume in case she is not around. Along with Emuna Zingboim, they are regular guests in the brand's instagram account, counting more than 24,000 followers. They all manifest a unified front and an impeccable, radiant skin. Motty has also replaced his profession as a cantor with the 'songs of the business' instead, while escorting Hava throughout the day with glowing skin. "We should write on the products' packages' tested on the husband", he said once in an interview to Chanel 10, and did not exaggerate. " Motty applies cosmetic products on a regular basis, and they work wonders on him," says Hava, "Doesn't he look great?"

**You work very closely throughout all hours of the day. This is quite a challenge to your marriage.**

"It's not easy, but I work very hard to achieve everything I have. Our relationship is well invested. I know how to tell him, 'find some place in the world and we will fly out there for a weekend.'"

**What do you have to talk about during a weekend when you have been together since you were 16 years old?**

"Could two best friends ever run out of topics to talk about? No, because they are chattering all the time. Motty is my best friend, the love of my heart, my rock, my partner and the one I could take it all out on, I have an agreement with him that

I could scream at him but he could only nod his head."

**Has he signed this agreement?**

"Yes. I don't need a reason. I tell him in advance, 'Motty, I am going to scream at you uncontrollably. I am not blaming you for anything but you just have to absorb it all.' Ever since I had my ovaries removed it became easier for him as I was more hormonally balanced".

**It seems that you have found the right formula.**

"I just realized that if I didn't talk to him he wouldn't know what was going on with me. It was throughout the years that I have taught myself how to 'operate' a man. It is a machine with three buttons: on, off and pxxx. If you know which button to press and when, then you are set for life, and they will not be needing another wife or an open marriage, they will cook as well."

**Does Motty Cook?**

"Certainly. It took some time, but Motty does most of the work around the house".

**Is it thanks to your relationship and your cosmetic products that your skin looks like that? Are there any injections involved here?**

"I look good because my skin looks good, women are often confused and tell me that injections are probably involved here, but I haven't been injecting anything for quite a few years. Injections look good on a woman in her 30s and 40s, but once she reaches her 50s, she starts to look pathetic. Women as well as plastic surgeons have lost all proportion when it comes to injections, and if it has to do with my face, I am in a dilemma. I had scheduled an appointment this week to inject hyaluronic acid and Botox but decided to cancel it. I don't want to look frozen and stuffed, as it is an unfavorable look in my view. Nonetheless, we live in an era of numerous opportunities and its great. Women are doing everything in all sectors of society."

**In the religious sector as well?**

"Certainly. Botox, fillers, post pregnancy body surgeries. This relates to religious Jewish and Muslim women as well. Under their covers, there are quite a few nips and tucks."

## **Conversations at two o'clock in the morning**

In a black dress with an asymmetrical cleavage and perfect hair and make up, Hava enters the lectures hall in *Ichilov Medical Center* accompanied by Motty. This is where she lectures to her young beauticians within the framework of their training. The bright selfie lighting stands right at the conference hall entrance. A dozen of women in their 20s and 30s start screaming when they see a live performance of the 'Beyonce of the dermis'. They pull out their cameras and wait their turn to take a selfie with her while they bombard her with an abundance of superlatives. "She is a queen", tells me one of them as she edits an Instagram photo," she is a role model, and she is always humane. Can't you see how humane she is?".

The human aspect is the key to understanding the Hava Zingboim phenomenon-the brand, a smart businesswoman, a family enterprise, but first and foremost-a woman who enters a room and immediately creates an emotional typhoon. Hava's beautician audience composed of young or elderly women, absorb her as a moisturizing cream in a hot summer day, and she devotes herself to them in return." I have personal relationships with my women, they all have my private cellular phone number and they share their private lives with me. I get *WhatsApp* messages from them at all hours of the day, even early in the morning, I receive pictures, updates on their medical records, one of them can't eat and the other has panic attacks".

## **Can one of your beauticians text you at 2 AM letting you know she is going through an anxiety attack?**

"Certainly".

## **What does she expect of you?**

"I don't know, but I will answer her. I answer their questions on topics not related to our mutual work as well."

## **Why?**

"I think that women nowadays need inspiration from other women that have to cope with everything, and very few women who have gained breakthrough achievements really expose their road taken. When you ask a young woman as to why she takes a selfie with Hava who is not Static and Ben-El (\*Israeli musical pop duo) but rather a grandmother of six grandchildren, she

will not always be able to explain why she is doing it. She takes that selfie and saves it in her phone, so when she occasionally looks at it, she will tell herself 'I can make it as well as we are both built from the same substances, she is a woman and I am a woman, she is a mother and I am a mother'. I make myself available to them in order to say to these women that they can also rise up from zero to one hundred. Each and every one of our mutual encounters becomes much more than a conversation about skin and therapeutic approaches. We talk about who we are as women, how we make progress and how to jump start our businesses, because I would like to see more and more women at the front line of economic achievements."

## **Does this come out of a feminist agenda?**

"This comes out of true poverty. I used to think whether I would have anything to eat the following day. I would like to help other women achieve economic independence, economic freedom. Economically stronger women lead to a stronger, more stable and more compassionate economy. You see, the dermis is my way of getting the message through. We talk about strength, control and power while each of the women in the conference hall understands this very well. The dermis is not the story here. It is just an excuse."

Indeed, Hava's relationships with her beauticians, do not start or come to an end with conversations and training sessions alone, but involve actions keeping them tightly close together. "Hava has detected everyone's needs and created a group of believers", Rachel Ben-Ezra, a clinic owner in Jaffa, tells us. "There are beauticians that cannot afford to pay their tuition, women that could not leave their houses. Do you know how many of them got accepted to her training programs without even paying, so that they could stand on their own two feet and not depend on their husbands? She sends merchandise to beauticians about to go bankrupt without asking for any payment and she helps a colleague diagnosed with cancer in resorting to the services of the best doctors. She sends flowers on birthdays, if you gave birth or if you moved to a different clinic. She is always involved directly or indirectly in actions, giving and empowering."

## **Would you conclude that she is a type of guru?**

"She is not a type of. She is a guru. She creates a sense of sisterhood, and a community of women giving credit to one another. Show me one cosmetic company that thanks you for staying loyal."

Donia Kamea, is a beautician from Nazareth who completed Hava's training program this year. She agrees that Hava's most significant capital is human capital. "Hava sells emotions", she admits. "People are missing a touch, a warm hand in today's race, and Hava understands it".

Naturally, a warm hand is not the only thing beauticians want. They want to make a living, and Zingboim as a well-oiled machine, makes it possible for them to be a part of success. "Hava does not stand still, she is on stage, on Instagram and Face book making a buzz around her products so we can all earn from it", admits Rebecca Matat, a senior beautician from Tel Baruch,"I have clients that buy *Prophecy* for their friends abroad, they see results and come back for more. Hava takes care of herself, and us because her beauticians are making progress and a good living.

"Hava has succeeded in recruiting her beauticians to her brand and to herself in the most powerful way. She is the queen bee and they are her diligent bees working for her", says Maya Idelson, CEO of PR office "Yafa Efrat Communication" and former brand public relations officer. "She nurtures her beauticians at a business level, produces meaningful events for them, flies them abroad, connects them to opinion leaders and cares for them at a personal level as if they were her family members. I knew a beautician once that her treatments clinic looked exactly like a Hava Zingboim's Mosque, as a different picture of Hava was hanging on every wall. I was bewildered by the manner in which she was talking about Hava, always out of great admiration. She is a phenomenon that is very hard to ignore."

## **Skin cells and checking account**

How much money does this phenomenon roll? It is a well-known

fact that the pursuit after youth financially supports the whole cosmetics and surgeries industry, but this field is not measurable in Israel. This is evident as the local success stories in this field, namely Ronit Raphael, Mimi Luzon, Keren Bartov, Pola Blick and Hava Zingboim-are not traded at the stock exchange market. Hence, their data is not exposed to the public. Those related to the Hava Zingboim brand have refused to talk about money, but according to the data they agreed to reveal, about 5,000 beauticians trained on her methods, sell 30 products a month on average at an average price of 350 NIS per product. A simple calculation will reveal revenue of 600 million NIS a year, not including income from training programs. Even if these numbers are inflated and should be cut in half, it is still a brand that not only plumps up skin cells but a checking account as well. “ We are constantly experiencing economic growth, and we absolutely control this market”, states Hava. “ Anybody today who wishes to learn about this field of activity and succeed, comes to me in order to learn from someone who has already made it”.

#### **Are there any thoughts of working abroad?**

“Certainly. In the next few days we will be closing a few big business deals, which I cannot talk about at the moment. This involves *Prophecy* and new developments as well. We are about to meet with big players both from the cosmetics and the medical arenas.”

#### **Is the branding going to be similar?**

“When we discussed this issue with our international branding company, we thought of calling it *Skin Technology* and remove the name *Hava Zingboim* as it sounds too Jewish, I was willing for them to say ‘let’s do it, let’s erase the name’ and I said to my kids:’ we are heading abroad, it’s all about the money’. They were all for it as at the end of the day this is a business that has to provide for us, they fully understand that I have been working since a very young age to gain economic strength for our family. However, The analysts did not agree and said: ‘No way, Hava is the big story here”.

#### **I am surprised that you were willing to renounce the name.**

“At the end of the day, this is a business and we want to make an exit to enjoy the fruits of our hard work”.

#### **Do you feel that you are financially stable today?**

“I don’t think that I will ever feel financially stable.

I think this is part of my drive. Whoever came out of poverty will always feel like that. I have a big beautiful house, I have a business, but there is not a single moment in which I feel I can rest.”

#### **Who are your competitors?**

“I have this internal strategy not knowing who to call a competitor. I compete with myself, I don’t see any competition in front of me because nobody works with our technologies and innovations.”

#### **Is there anyone angry with you?**

“I am not attentive to external voices, so I don’t know and I can’t hear anything. I support everyone’s success, and know that behind every ‘competitor’ there is a family that makes a living out of the business. My crew members know that it is not allowed to speak badly of anyone so why would I have anyone angry with me? “

#### **I don’t know, Jealousy?**

“ I wish double good health to whom ever is bothered by my success. I don’t see anyone angry with me, I don’t see any competition, and if someone feels bad due to my presence, I pity him or her. Create your own research and development team, invest millions and be fxxx Hava Zingboim!”

#### **Equipment vs. a story**

Not everyone agrees that the Zingboim’s kingdom is free of cracks. The *Calcalist* magazine published last August that the Zingboim family would have to evacuate their luxurious villa in Raanana due to delay in payments on the property. The company commented at the time “ a registration problem was revealed after the purchase and our request for a mortgage was declined. Therefore, the sum was not completed. We wanted to cancel the deal but we allowed the sellers to correct this flaw. Later on they requested interest and linkage payments to which we refused.”

Everybody has calmed down since then, and the family remained living at the villa. Zingboim claims that it was

her name that created all the drama. “There was a problem with the property transfer at the *Land Registry Office*, but since then we completed the purchase”, she says. “I guess that if the name *Hava* was not mentioned, the whole thing would not have caught headlines, but the deal was completed and everything was great. They have received all the money upfront for the use of the house, money was never an issue to begin with”.

#### **Was there any fear that it would damage the brand?**

“No. This does not change the quality of the products we manufacture.”

Hava’s critics do not concern themselves with her financial situation alone but with the levels of her relevance in this ever-changing cosmetic market of the year 2020. “Zingboim’s business has long reached its peak”, claims a senior member in the cosmetics industry, “ the brand’s glamorous days have been very powerful and diverse since they involved one very charismatic woman who knows how to combine a glamorous lifestyle with her religious beliefs, an army of beauticians and two meaningful marketing tools-*Laisha magazine’s* beauty pageant, which Hava sponsored, and the patent developed at *Bar-Ilan University*. All these have allowed Hava to bring innovation to this field of activity, but in the past five years the buzz around her and the Israeli beauty pageant has slowed down. This is just like it is with all active substances that can’t do the work like Botox and hyaluronic acid when they are injected a bit too often. Moreover, the new generation of beauticians performs treatments with RF and Ultra wave medical-technological equipment, so the active creams have stepped aside.

The whole industry shows signs of decline, and you can see it in other companies as well. This becomes more evident in Hava’s case because beauticians working according to her methods are from the suburbs. They are not like well-established beauticians who have several treatment rooms and a secretary-these have bought tens of thousands of shekels worth of equipment that promises much faster results. The big shot beauticians understand that they have to work with technological equipment and Hava is not there.”

Whether Hava Zingboim is a bearer of good news or a master of public relations, it is evident that this is a very impressive Israeli success story. One girl from Bat -Yam without any economic support or a home has recreated herself to offer economic support and a home for many women across the country. For the past 15 years and ever since she stepped on that *Hall of Culture* stage, she has succeeded in developing this field of activity beyond mountains of blackheads, and turned the Israeli beautician into a persona celebrities like to tag on their Instagram accounts. In a fast world in which every brand needs an added value or at least a spicy story, Zingboim provides them both, with an addition of indisputable personal charm. The latter cannot be purchased neither in pharm stores nor at certified beauticians, but you can count on her that if she succeeds in putting it in a jar, she will register it as a patent. This will probably not erase under-eye wrinkles, but who cares. The dermis, as claimed, is just an excuse.