

# STAR CENTRAL

FEBRUARY 2024



PMCREATE



INTRODUCING

PMCREATE

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IN 2024

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Find out more about one of the brands to watch out for in 2024



OPENING REMARKS



I am thrilled to present to you the latest issue of StarCentral Magazine, where we embark on a journey through the realms of excellence, innovation, and the rising stars of 2024. Our cover story features the captivating and transformative world of PMCREATE, a beauty brand that has not only caught our attention but is poised to become one of the standout brands to watch in 2024. The pages unfold to reveal the unique story behind PMCREATE's rise, their commitment to redefining beauty standards, and the passion that propels them forward in an ever-evolving industry. Here's to a year filled with discovery, inspiration, and the pursuit of greatness.

Mike Ilagan  
Managing Director

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EDITOR'S NOTES

Welcome to the latest issue of StarCentral Magazine, where we're thrilled to bring you a blend of beauty, creativity, and insightful revelations. Our cover story unfolds the enchanting narrative of PMCREATE, a beauty brand that has emerged as one of the standout brands to watch in 2024. Get ready to be captivated by their journey, innovation, and the allure that sets them apart in the dynamic world of beauty.

In this edition, we've curated a special segment for aspiring content creators. Dive into expert tips and strategies that will empower you to navigate the ever-evolving landscape of content creation. Whether you're a seasoned creator or just stepping into the field, there's something for everyone as we unravel the secrets to making your mark in the digital realm.

But that's not all – we're debunking seven of the biggest food myths that have been lingering in the shadows for far too long. From ancient misconceptions to modern-day beliefs, prepare to have your culinary perspectives reshaped as we expose the truth behind these culinary legends.

As always, our commitment is to bring you stories that entertain, educate, and elevate. Thank you for being part of the StarCentral community, and we hope you enjoy this issue as much as we enjoyed curating it for you.

Victoria Abella  
Editor-in-chief

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7 of the biggest food myths exposed Pg. 30

# Tailored mortgage solutions



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# INTRODUCING Oogii FLOWER

Oyuntsetseg Olonbayar aka 'Oogii' has been living in Australia since 2012. She runs several businesses; she's the founder of OOGII Edu and co-founder of the Knight's Australian-Mongolian School.

It never ceases to amaze us how much precious time most people waste trying to find that imaginary shortcut that'll lead to massive wealth and entrepreneurial success when the only real way is staring them right in the face: genuine entrepreneurs who want to be successful in business needs to put in a lot of careful planning, research, and hard work - and that's what Oyuntsetseg Olonbayar aka OOGII Flower has done over the years.

OOGII started her career at the age of 20, by getting a degree in Journalism. She then entered a competition that was searching for someone who would be a newsreader on Mongolian National TV. After a lot of effort and perseverance, she eventually won the contest, which is held every 14 years. Eventually, though, she realized that her passion was not really in being a newscaster but in fashion and business. So, she left journalism to focus more on business. This risky move has eventually paid off, as she has built one of the fastest rising fashion empires. She went from creating glamorous and comfortable shoes to making exquisite handbags and now accessories. She has also expanded from an online business to a retail store in Japan as well as Mongolia.

Like many successful high-profile fashion designers, OOGil's career has had a lot of highlights. For example, she got the chance to collaborate with Germani Jewelry to create a range of products for weddings. In addition, her high-quality designs have received positive comments from several customers. One of the most memorable feedback she has ever received was from footballer named Robbie Farah. Robbie gave her a really good review because he was impressed by the comfort of the shoes she makes. Fashion has also paved the way for her to meet a range of interesting people. For example, at a function celebrating International Women's Day, she got to meet influential designer Carla Zampatti which is still one of the highlights of her career in fashion.

OOGil believes that the fashion industry can be difficult for people to get into. There are several things that designers need to learn before they can actually start making money from their designs such as learning to limit their production costs. You also need to have a realistic idea of how many products you'll be able to sell while using the best materials. For example, OOGil uses sustainably farmed snake skins to create her shoes. By mastering this aspect in her business, OOGil has made it easier for her to produce more high-quality shoes at a comfortable pace. Despite her rapid rise to success, she hasn't lost sight of the most important things in life. OOGil admits that she has been fortunate enough to get plenty of support from her friends and family. Her family and fiancé help keep her grounded and ensure that she continues to stay true to her values and beliefs.

Crossing from journalism to fashion has enabled OOGil to travel to many new places and meet inspiring people. Now that she's on a roll - she has no intention of slowing down. She wants to start designing her own clothing label soon, as well as creating multiple new products. Brace yourself Australia, because OOGil is soon to take the Australian fashion scene by storm!



Welcome to TV6 Network, the premier hub that caters to all your entertainment needs. We take pride in being your ultimate destination, providing a comprehensive platform that goes beyond conventional television programming. At TV6, we curate a captivating assortment of shows and content that immerse you in the realms of lifestyle, business, fashion, and the latest trending topics.

Prepare yourself for an extraordinary journey as we transport you to a world brimming with inspiration, knowledge, and style. We believe in the power of media to shape our lives, and that's why we dedicate ourselves to exploring an extensive range of subjects that have a profound impact on our modern society.

Through our meticulously crafted programming, we aim to ignite your imagination, broaden your horizons, and empower you with valuable insights. Whether you're seeking guidance on personal development, the latest updates in the business world, or a sneak peek into the glamorous realm of fashion, TV6 Network has got you covered.

The logo for TV6 Network features the letters 'TV6' in a large, stylized font. The 'T' and 'V' are dark blue, while the '6' is a metallic silver with a 3D effect. Below this, the word 'NETWORK' is written in a smaller, black, sans-serif font with wide letter spacing.

# TV6 NETWORK

Our lifestyle segment brings you a kaleidoscope of topics, from wellness and fitness to travel and home decor. We strive to provide practical tips, expert advice, and real-life stories that inspire positive changes in your everyday life.

In the realm of business, we delve into the strategies and success stories of influential entrepreneurs, offering a unique window into the corporate world. With exclusive interviews, behind-the-scenes glimpses, and expert analysis, we empower aspiring professionals and seasoned business leaders alike to thrive in an ever-evolving market.

Fashion enthusiasts are in for a treat as we unveil the latest trends, iconic designers, and captivating runway shows. From haute couture to street style, we celebrate the artistry and creativity that shape the ever-evolving fashion landscape.

And of course, we can't forget the trending topics dominating our collective conversations. Whether it's the latest technological advancements, cultural phenomena, or social movements, TV6 Network ensures you stay informed, engaged, and up-to-date.

At TV6 Network, we pride ourselves on offering a diverse range of shows that cater to your unique interests and passions. Each program is meticulously crafted to entertain, educate, and inspire you, ensuring an unforgettable viewing experience.

## 10 STRATEGIES THAT'LL MAKE YOU *Stand Out in 2024*

In the fast-paced and competitive landscape of 2024, standing out has become more crucial than ever. Whether in your professional endeavours, personal brand, or social circles, the ability to distinguish yourself sets the stage for success and impact. Let's explore strategic approaches to elevate your presence and make a lasting impression in the year ahead.

Welcome to a world where the stakes are high, and the pace is relentless – the dynamic landscape of 2024. In an era where every step forward is a leap towards progress, the art of standing out has never been more essential. Be it your professional journey, personal brand, or the intricate web of social circles, the ability to carve your niche in this bustling environment is the key to unlocking success and making a lasting impact.

As we navigate the challenges of the fast-paced and competitive world, it's evident that the need to distinguish oneself is not just a desire but a prerequisite. Join us on a journey where we delve into strategic approaches, unlocking the secrets to elevate your presence and ensure that your mark on the world is not just noticed but remembered. The year ahead is full of opportunities for those who are ready to seize them – let's explore the pathways to make 2024 your year of distinction.

### **Craft Your Authentic Story**

Authenticity is the cornerstone of standing out. In a world inundated with information, people crave genuine connections. Craft and share your authentic story – your journey, experiences, and values. A compelling narrative not only makes you memorable but also resonates with those who appreciate sincerity and relatability.

### **Embrace Your Unique Strengths**

Identify and embrace your unique strengths. What sets you apart is often linked to your individual strengths, skills, and perspectives. Whether it's a specific expertise, a talent, or a distinctive viewpoint, leverage these strengths to carve your niche and contribute value in a way that only you can.

### **Cultivate a Digital Presence**

In the digital age, your online presence is a powerful tool for standing out. Ensure your digital footprint aligns with your personal or professional brand. Optimise your LinkedIn profile, curate a visually appealing Instagram feed, and engage thoughtfully on platforms relevant to your goals. A polished and intentional digital presence enhances your visibility and credibility.

### **Stay Current and Informed**

You need to stay on top of current trends and developments in your field. Whether it's industry insights, technological advancements, or cultural shifts, being well-informed positions you as a thought leader. Share your insights through articles, social media, or presentations, establishing yourself as someone at the forefront of change.

### **Invest in Personal Development**

Continuous personal development is a surefire way to stand out. Invest in acquiring new skills, expanding your knowledge base, and refining your existing capabilities. Attend workshops, enroll in online courses, or seek mentorship opportunities. A commitment to personal growth not only enhances your expertise but also reflects a proactive mindset.

**Demonstrate Consistent Excellence**

Consistency is key. Whether in your professional work, creative pursuits, or personal relationships, strive for excellence consistently. Demonstrate reliability, quality, and a commitment to delivering your best. Consistent excellence builds a reputation that precedes you and fosters trust among peers, clients, or collaborators.

**Network with Intention**

Quality relationships are just as important in networking as quantity. Network with intention – seek meaningful connections that align with your goals and values. Participate in online forums, travel to business events, and cultivate contacts that go beyond passing acquaintances. A robust network provides opportunities for collaboration, mentorship, and exposure.

**Boldly Showcase Your Passion**

Passion is infectious. Whether it's your career, a hobby, or a cause you believe in, showcase your passion boldly. Enthusiasm is magnetic and draws people toward you. Share your passion through your work, conversations, and online presence, creating a vibrant and compelling aura that sets you apart.

**Adaptability in the Face of Change**

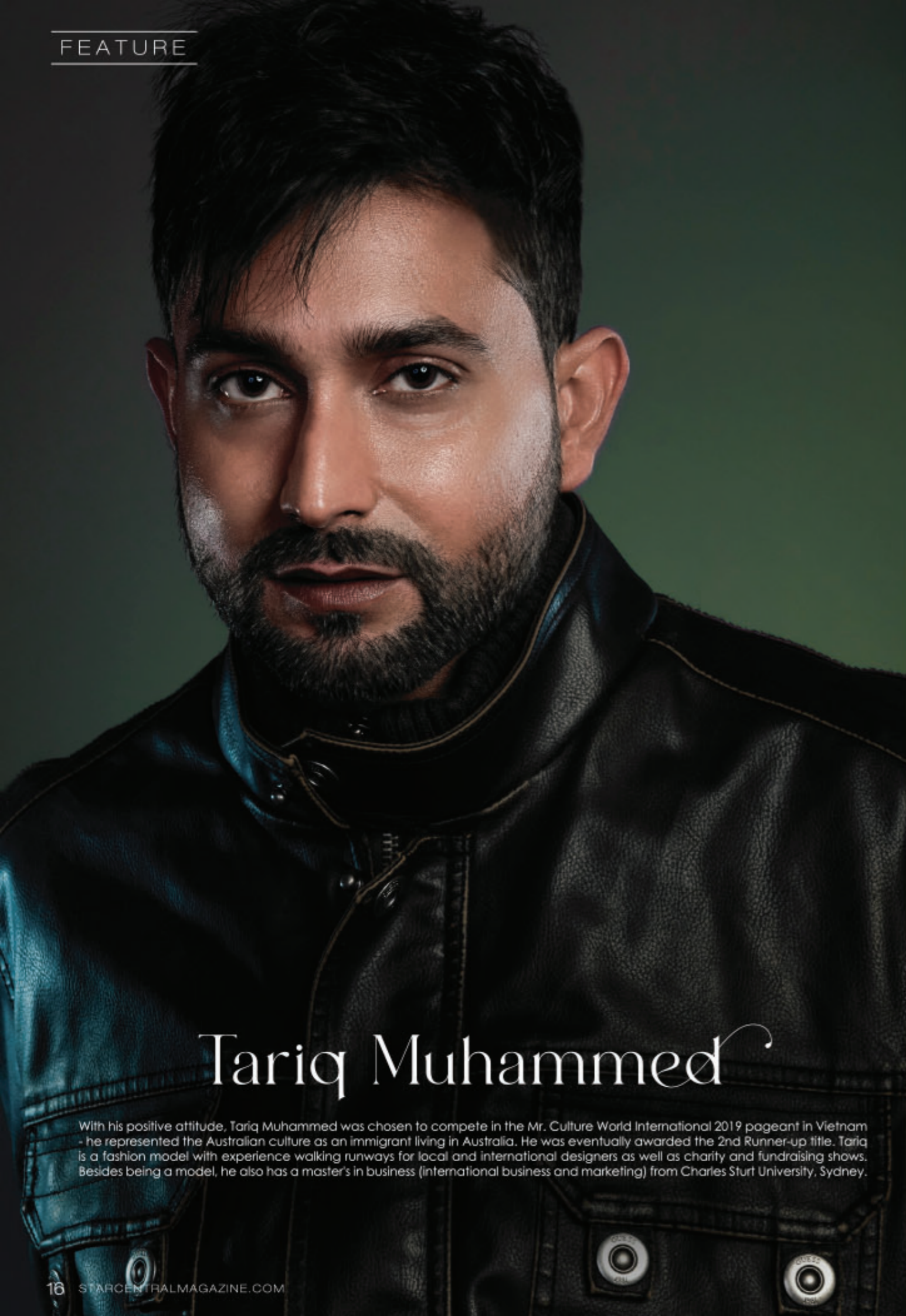
2024 is likely to bring its share of changes and challenges. Stand out by being adaptable and agile in the face of uncertainty. Demonstrate resilience, problem-solving skills, and a positive attitude. The ability to navigate change with grace positions you as a valuable asset in any dynamic environment.

**Give Back to the Community**

Making a positive impact in your community or industry is a powerful way to stand out. Whether through volunteering, mentorship, or initiating meaningful projects, contributing to the well-being of others leaves a lasting impression. A genuine commitment to giving back not only enriches the lives of those around you but also establishes you as a force for positive change.

In conclusion, standing out in 2024 requires a combination of authenticity, strategic planning, and a proactive mindset. Embrace your uniqueness, stay current, and make deliberate choices that align with your goals. By implementing these strategies, you'll not only stand out but also pave the way for a year of growth, impact, and success.





## Tariq Muhammed

With his positive attitude, Tariq Muhammed was chosen to compete in the Mr. Culture World International 2019 pageant in Vietnam - he represented the Australian culture as an immigrant living in Australia. He was eventually awarded the 2nd Runner-up title. Tariq is a fashion model with experience walking runways for local and international designers as well as charity and fundraising shows. Besides being a model, he also has a master's in business (international business and marketing) from Charles Sturt University, Sydney.



## Kristin Venaë

Kristin Venaë is an Australian actor, singer, songwriter, and model - she graduated from the Sydney Academy of Film and Television. She was a host of the documentary series 'Topical Punch,' and she's due to appear in the upcoming Kyle Lovett feature film 'Lickerish.' Kristin also happens to be a triple threat performer with soulful and rhythmic vocal tonality. Starting her live performance tours and artist development as a member of various bands such as the Latin group 'Ritmo De Tropical', 'Loose minds', and The Magnificent Companeros.' She launched her debut album 'Black Widow' last year - a nostalgic and refreshing blend of Pop/RNB/Rock & soul.

Her debut single 'Still Here' has been described as an 'ode to love.' Its first review described Venaë as having 'the same gripping and soulful vocal eminence as Shania Twain, Celine Dion, and Mariah Carey. Keep an eye out for her next single release, 'I am Woman', 'Still Here' and 'Lullaby' which are available now on all streaming platforms.

# Joanna Gunay

Joanna Gunay is a 34-year-old wife and proud mother of two beautiful children, a 6-year-old daughter and a 3-year-old son. She was born in the Philippines and raised here in Sydney, Australia. She graduated with a Bachelor's in Oral health from the University of Sydney in 2008 and currently works at a specialist Orthodontic practice.

Joanna enjoys an active lifestyle, being outdoors, and spending time with her family. Some of her passions include fitness, fashion, health, and well-being. She started modelling after being scouted by an agency and since then has worked with different photographers and walked the runway for various well-renowned designers.

Her pageantry journey started ten years ago when she won the Miss Philippines-Australia 2012 crown. She was Mrs. Universe Australia 2023, and her advocacy promotes awareness of women and children suffering domestic violence and to help create change. She believes that true beauty radiates from within and would like to use this platform to inspire, uplift, and empower other women to value their self-worth and reach their full potential.



# Gwen Barceñas

Gwen Barceñas was born and raised in the Philippines. She went to University in Cebu, where she graduated with a double degree in Physical Therapy and Nursing. Gwen immigrated to Australia in 2017 to pursue a career in Nursing. She continues to explore new horizons in her interests. Fashion has always been a passion of hers. Gwen's creativity is not only in fashion; she also has a flair for interior design. These days, she struts her stuff on both the runway and the hallways of healthcare, taking care of people in style.

# PMCREATE

PMCREATE

## PMCREATE: UNLOCKING TIMELESS BEAUTY WORLDWIDE WITH ADVANCED SCIENCE

In the dynamic landscape of beauty and skincare, where numerous brands vie for attention, PMCREATE emerges as an unmistakable player, capturing the essence of elegance and sophistication. Originating from the vibrant city of Shanghai, China, PMCREATE is more than just a beauty brand; it is a tribute to the founder, Mr. J's, unwavering desire to preserve the timeless beauty of his mother. Since its inception, PMCREATE has become a beacon of luxury, drawing admiration from women, celebrities, royal families, and stars alike.

At the core of PMCREATE lies the philosophy of Pure & Mirac, a concept that transcends traditional beauty standards. This brand doesn't simply offer skincare products; it crafts an experience that resonates with the modern woman's desire for holistic beauty. Mr. J's inspiration to maintain his mother's youthful radiance is the driving force behind PMCREATE's commitment to excellence. The brand is unique because it uses gentle and natural ingredients in its products setting it apart from the mainstream beauty product crowd. PMCREATE understands that women want more than just skincare; they desire a special routine that reflects their uniqueness. That's why the brand's commitment to daily skincare rituals is a key part of its identity.

What truly elevates PMCREATE to a realm of its own is its meticulous selection of ingredients. The brand not only leads in using better biotech materials but also incorporates precious ingredients from different parts of the world, each contributing to the creation of skincare products that exude opulence. Whether it's rare botanical extracts from the Himalayas or exclusive minerals from the depths of the Mediterranean, PMCREATE spares no effort in ensuring that its formulations are a harmonious blend of nature's bounty and cutting-edge science. This dedication to excellence in ingredient selection not only pampers the skin but also

resonates with the refined tastes of its clientele, which includes not only women seeking the pinnacle of skincare but also celebrities and royal families with an eye for sophistication.

PMCREATE has become synonymous with redefining the standards of celebrity skincare. As the brand continues to garner attention from A-listers and icons, it is evident that PMCREATE offers more than just beauty products—it presents a lifestyle. The brand's celebrity clientele serves as a testament to its efficacy and the allure it holds for those who demand nothing but the best for their skin. With PMCREATE's renowned Italian dermatologist leading the research and development team, the brand stands at the forefront of innovation in skin medicine. Celebrity endorsements further reinforce the brand's efficacy, making it a go-to choice for those in the limelight who rely on impeccable skincare regimes to maintain their radiant allure.

In the world of beauty, where trends come and go, PMCREATE stands as an enduring symbol of sophistication and purity. The brand's dedication to creating skincare products that transcend the ordinary is reflected in its distinctive approach, noble ingredients, and the stamp of approval from celebrities and royalty. PMCREATE's journey from Shanghai to international acclaim is not just a success story; it's a testament to the brand's commitment to preserving and enhancing the timeless beauty that resides in every woman. As women, celebrities, royal families, and stars continue to seek the epitome of skincare luxury, PMCREATE stands poised to elevate beauty standards and redefine what it means to indulge in the pursuit of ageless elegance.

StarCentral Magazine recently caught up with the CEO of PMCREATE, and here's what went down:



SERUM POWERCELL SKINMUNITY

**What inspired the creation of PMCREATE? How did your personal experience with the beauty of your mother influence the concept of the brand?**

PMCREATE draws inspiration from protecting the natural beauty of women's skin. Throughout the journey, my mother has been quietly offering support and standing by us during challenging times. It is my aspiration that PMCREATE can serve as a shield for my mother's beauty, becoming a source of immense pride in her life.

**PMCREATE emphasizes the concept of "pure miracle". Can you explain this concept to us in detail?**

The hallmark of our brand is the concept of a "pure miracle," and we firmly believe that this combination will surpass the results unattainable by traditional skincare products, all while ensuring safety and minimal irritation. Our commitment extends to ongoing breakthroughs in the realms of biology, genetics, and skin medicine. Through pioneering innovations in animal and plant germ cells, genes, and fungal raw materials, we aim to set new global standards for beauty and skincare.

**Cell-based technology allows PMCREATE to break through the effects of traditional skin care products. Can you elaborate on the advantages of cell technology in the field of skin care?**

In contrast to traditional methods of direct extraction and chemical synthesis for raw materials, cell gene raw materials exhibit heightened activity. They offer more precise effects on skin cells, encompassing a broader range of benefits, faster penetration, a lower rate of raw material inactivation, and reduced irritation. Additionally, they are not influenced by characteristics of the natural environment.

**In addition to breakthroughs in cell technology, PMCREATE is also famous for its scarce plant ingredients from around the world. What plans and developments will PMCREATE have in the field of globally scarce plants?**

To secure the sustainability of PMCREATE's plant germ cell raw materials, we will establish plant germ culture and selection experimental centers in more countries. Simultaneously, we will employ genetic technology to safeguard the world's limited plant ingredients. Sustainability and environmental protection will emerge as pivotal elements of our brand's core strategy.

**Your brand has cooperated to establish independent cell laboratories in four countries: China, France, Italy and Germany. How does this collaboration contribute to PMCREATE's position at the forefront of dermatological medical innovation?**

Our cell laboratories, spanning across China, France, Italy, and Germany, have been actively involved in research and development within the realms of animal and plant cell genes as well as biological fermentation technology for a cumulative period exceeding 130 years. This extensive experience has granted us essential technical advantages in the exploration of cell components.

Moving forward, we will persist in conducting thorough research in the domains of plant germs, fungal ingredients, and animal stem cells. Through collaborative innovation, we aim to challenge and redefine global dermatology.

**In the early stages of product sales, many celebrities and even the British royal family were attracted by PMCREATE. What aspects of the brand do you think resonate with these high-profile customers? How does their devotion impact the brand's reputation?**

Our appeal to celebrities and royal families is not merely a result of product innovation; it is rooted in their profound understanding of our brand concept. PMCREATE is akin to a lifelong gift and companion for women. From the meticulous packaging details to the fragrance and absorption of our products, we strive for the utmost excellence. We hold the belief that every moment of solitude in life deserves our tender care. PMCREATE is dedicated to the ongoing creation of unique artistic beauty.

Being embraced and acknowledged by influential celebrities and even the British royal family before commencing global promotion is a tremendous source of encouragement for our emerging brand. However, it also brings with it a weightier responsibility. We understand that the pursuit of the most beautiful dreams often entails overcoming the most challenging obstacles. With this esteemed reputation, PMCREATE remains dedicated to establishing fresh standards for global beauty and skincare.

**PMCREATE incorporates many precious ingredients from all over the world. Can you name some standout ingredients and the stories behind them?**

Our plant germs and extract cells will be excluded based on the outcomes of human experiments, where the sole criterion for inclusion is the high activity and effectiveness of the ingredients.

For instance, our white truffles are exclusively obtained from the Alba region in Italy, black truffle extract specimens are directly sourced from Périgueux, France, and black pearls originate from the protected sea area of Tahiti. The unique geographical advantages and stringent cultivation standards set the foundation for what PMCREATE can achieve in the forefront of the new wave of skincare.

PMCREATE

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THE RESURFACING TREATMENT

In the ever-changing beauty and skin care industry, PMCREATE has maintained lasting appeal. What strategies or principles do you think contribute to the brand's timeless sophistication and purity?

The unwavering essence of PMCREATE lies in consistently respecting and accompanying women worldwide on their journey to explore the beauty of their skin. Moving forward, we are set to launch the "PMCREATE and Global Ladies' Skin Care Class," reinforcing our commitment to crafting beautiful skin for women globally. Our aim is to extend more effective skincare methods to a broader audience, ensuring that whether they choose our products or not, everyone can achieve gains in skincare and beauty.

As PMCREATE continues to expand internationally, how do you see the brand impacting global beauty and skincare standards? What exciting developments can we expect in the near future?

In our laboratory, the thrilling discovery unfolded that PMCREATE marks a groundbreaking advancement in the efficiency of collagen regeneration within the skin. The anti-aging and whitening data derived from human experiments substantiate our leadership among similar skincare products globally. We are confident that our emergence will set new, elevated standards for beauty and skincare worldwide.

In the near future, PMCREATE will not only introduce revolutionary products in the realms of anti-aging and whitening, but also, with the gradual establishment of our cell laboratory in the United States, we will progressively unveil genetic beauty oral products. This integration of skin medicine and skincare utilizes cutting-edge cytology technology, aiming to bring enhanced beauty to women worldwide.



INTENSIVE HYDRATING REPAIR ESSENCE



MULTIVITAMIN POWER RECOVERY MASQUE



LUMINOUS SKIN RENEWAL TREATMENT

PMCREATE



GLOWING RESTORATIVE FACE MASK

## TOP FIVE TIPS AND STEPS TO BECOMING A CONTENT CREATOR

Every day, new digital content creators are popping up on our social media timelines. As the online sphere continues to grow, anyone with an internet connection can easily venture into content creation and share their ideas and talents with the world with just a click of a button. The challenge, however, is how to stand out among the rest.

For prominent social media personalities Phillip Hernandez (popularly known as the CEO of "smooth promotions" Davao Conyo) and Yumi (one of TikTok's biggest bird moms), anyone can be a successful content creator like them as long as they put in the work and build a strong connection with their audience. After all, they did not gain millions of followers overnight.

Here are five tips they shared at SKY Fiber's "Swak Na Swak" Media Launch to help aspiring content creators unleash their creativity and discover their passion in the online space:

### 1. Start now and don't be afraid.

Yumi, herself, didn't take too long to post videos when she made her TikTok account. When she discovered the potential of the platform to grow, coupled with her interest in joining the vlogging community, she took the opportunity immediately. She said, "If you already know you want to start creating content, take action now. You are the only one who can make it happen."

Phillip also jumped in saying that people shouldn't be afraid to try creating content even if they feel they don't have the talent for it. "On the internet, there is a space for everyone," he added, believing that every person has something valuable to share.

### 2. Observe trends and people to craft relatable content.

Creativity is necessary if you want to create content regularly. Yumi, who is followed by over 4.2 million people, shares her life as a K-Pop stan, casual gamer, and mother of six pet birds. Even if she simply shows a glimpse of her daily experiences, she tries to keep it fresh and exciting by using trending topics and challenges to incorporate into her videos.

Phillip, whose hilarious dubs and skits are loved by 3.9 million people on Facebook and TikTok, likes to observe people and real-life situations so that his viewers can recognize themselves or their friends and family in his characters. He always tells people, "Your content should be relatable. No matter how funny a joke is, if it's an inside joke that not everyone will get, then it's useless."

### 3. Find meaning and passion in what you are doing.

According to Phillip, making content is more than just a job for him because telling stories and making others laugh is his passion. This passion of his inspires him to execute better outputs for his audiences.

Yumi has also grown to love sharing her stories and views her platform as a chance to make others smile and feel inspired. "I want to be an inspiration to the youth and show them that they can have bigger dreams. I had people that I looked up to when I was young and I want to be like that for them too," she shared the big dream which motivates her every day.

### 4. If you want to work with brands, show them that you are easy to work with.

Some content creators have made a career out of their talent and brands reach out to them so they can help promote the brand's products and services. Phillip himself has worked with several brands over the years, especially since he's famous for unexpected yet amusing brand intrusions in his skits.

One of Phillip's main pieces of advice is to understand not only your audience but also the brands you work with. "If you want to make a living out of content creation, you have to show companies and brands that you are easy to work with and they can incorporate their brand in your content," he said.

Aside from attitude and creative ideas, content creators need to show brands that they are capable and equipped with the essentials needed for them to deliver the brand content in the best quality possible.

Watch Davao Conyo and Yumi's SKY Fiber branded TikTok videos for a guide on how they create content for brands.

### 5. Subscribe to an internet plan that fits your lifestyle as a content creator.

An online content creator's schedule requires them to stay connected with their clients and audiences virtually. Given that it's also a work-from-home set-up for most, a good quality internet connection helps them keep up with the daily demands of the job.

For Yumi, having a WiFi signal anywhere in the house is important for content creators since they usually shoot videos and work in different parts of the house. Phillip added that affordability is also important. While they may be earning from their online content, they are still budget-conscious consumers.





## SEVEN OF THE BIGGEST FOOD MYTHS FINALLY EXPOSED!

I don't know about you, but my Facebook newsfeed is constantly filled with endless claims about the latest cancer beating super food or most effective elimination diet. Most of the posts are from friends who want to share a recipe idea or an article from sources that are unlikely to be authorities on the subject of health and nutrition. Because social media makes it possible for anyone to make claims about the best diet to follow or brand of food to eat, many people are promoting food myths without even realising it.

If you're serious about living a healthy lifestyle, getting reliable nutrition education from trusted sources is critical. We've turned to Nutrition Australia to help bust 7 common food myths:

### **Myth 1: Eating fat makes you fat**

Believe it or not, your body actually needs fat to function. You should actually include a small amount of unsaturated fat ("good fat") in your diet each day. You can get mono-unsaturated fats from olive oil, avocados and nuts, and omega-3 fats from salmon, lean chicken or soybeans. If you're concerned about weight gain, remember that weight gain happens when you consume more energy (kilojoules) than your body can burn. Because fat is denser in kilojoules than protein, carbs or alcohol, it takes longer to burn. So the more fat is in your diet, the harder you'll have to work to maintain or lose weight, so just take it in small amounts.

### **Myth 2: Eggs are bad for my cholesterol**

Eggs do contain some cholesterol, but the amount won't have a large impact on your overall blood cholesterol level. The biggest impact on blood cholesterol is food that is heavy in saturated fat ("bad fat"). Eggs, on the other hand, provide protein, essential minerals, antioxidants, vitamin B12 and folate – all of which are good for you! So good, that the Heart Foundation assures us that a person with normal cholesterol levels can consume up to six eggs a week.

### **Myth 3: "Sugar-free" is always better**

Beware foods and recipes that claim to be "sugar-free" but make up for it by using manufactured or chemical sweetener, which can end up doing more harm than good to your body. Instead, look for all natural alternatives to sugar, such as 100% honey or 100% maple syrup. While this is good step in the right direction, it's actually far better to lowering your intake of sweetener altogether. Start by halving the amount you add to your coffee or recipes. As your palate starts to adapt, try eliminating it altogether or using the natural sugar in fruit to make up for flavour. Using mashed bananas or pureed apple in pancakes or baked goods is an effective sugar substitute.



**Myth 4: Fresh is always better than frozen**

Consider how long it takes for a fruits and vegetables to travel from the farm where they're grown, to the warehouse where they're stored. Then how long it takes to get from the warehouse to the supermarket, and then from the supermarket to your refrigerator. In the weeks (or months!) that pass, much of the nutrition from the natural food is lost. Sometimes fruit and vegetables that are snap frozen or canned is actually a better option, so don't rule them out altogether.

**Myth 5: Carbs are fattening**

Our bodies need carbohydrates; they are our body's main source of fuel. Nutrition Australia states a well-balanced diet means 45-65% of our energy intake is from carbohydrate foods like whole grain bread, pasta or legumes. Carbs in themselves are not fattening. But when we consume an excess of carbs, which contain plenty of energy (kilojoules), our body stores whatever we don't burn as fat. It's important to know that any sources of excess energy are stored in our body as fat, not just excess carbs. That means it's just as important to maintain an active lifestyle, as it is to watch what you eat.

**Myth 6: Sports drink is better than water when I'm exercising**

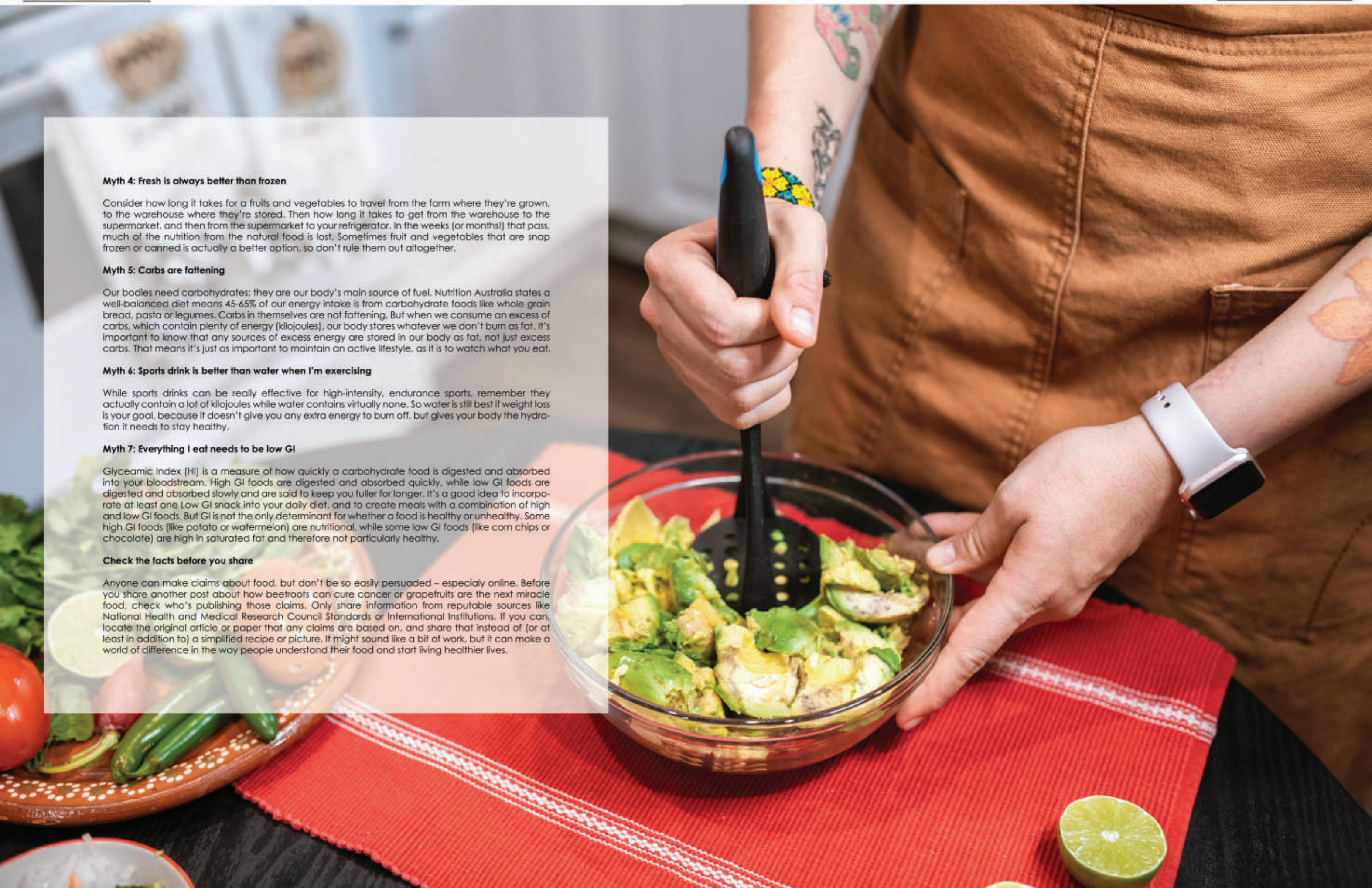
While sports drinks can be really effective for high-intensity, endurance sports, remember they actually contain a lot of kilojoules while water contains virtually none. So water is still best if weight loss is your goal, because it doesn't give you any extra energy to burn off, but gives your body the hydration it needs to stay healthy.

**Myth 7: Everything I eat needs to be low GI**

Glycemic Index (GI) is a measure of how quickly a carbohydrate food is digested and absorbed into your bloodstream. High GI foods are digested and absorbed quickly, while low GI foods are digested and absorbed slowly and are said to keep you fuller for longer. It's a good idea to incorporate at least one Low GI snack into your daily diet, and to create meals with a combination of high and low GI foods. But GI is not the only determinant for whether a food is healthy or unhealthy. Some high GI foods (like potato or watermelon) are nutritional, while some low GI foods (like corn chips or chocolate) are high in saturated fat and therefore not particularly healthy.

**Check the facts before you share**

Anyone can make claims about food, but don't be so easily persuaded – especially online. Before you share another post about how beetroots can cure cancer or grapefruits are the next miracle food, check who's publishing those claims. Only share information from reputable sources like National Health and Medical Research Council Standards or International Institutions. If you can, locate the original article or paper that any claims are based on, and share that instead of (or at least in addition to) a simplified recipe or picture. It might sound like a bit of work, but it can make a world of difference in the way people understand their food and start living healthier lives.



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