

# Candi & Co set to turn heads at MTN Pulse Day

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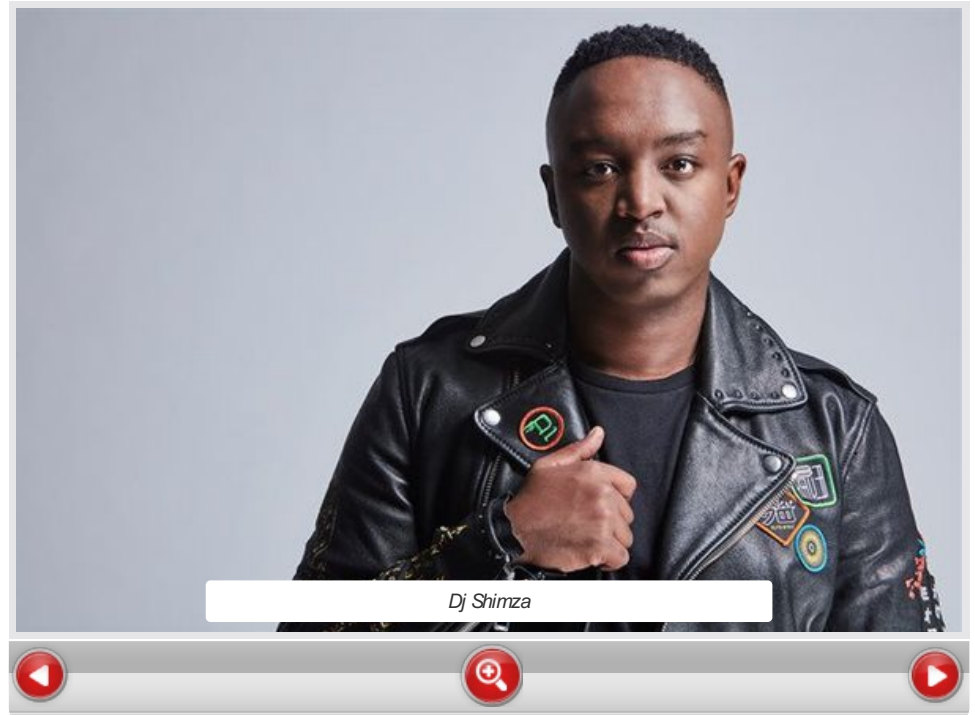
28 Nov 2019

Fashionistas, prepare to empower your crowning glory as Candi & Co joins the line-up for MTN Pulse, the biggest masterclass and entertainment mash-up Mzansi has ever seen, set to take place at the Nasrec Expo Centre in Johannesburg.

Taking place on 29 November, MTN Pulse Day is an event planned for the youth of South Africa.

It promises to be filled with panel discussions, exhibitions and performances from SA's top game changers and influencers in the Fashion & Beauty, Entertainment, Lifestyle & Wellness, Sport, Gaming and Entrepreneurship sectors.

SA rap queen Sho Madjozi is the headline act for the event which encourages influencers to celebrate their passions, learn how to turn their dreams into reality and memorable success stories.



Alongside the "John Cena" hitmaker, MTN MashUp will feature a host of the biggest names in SA entertainment and sport, including funnyman Mpho Popps, Springbok Elton Jantjies and influential DJ and entrepreneur Lerato Kganyago.

**Candi & Co** will lift the lid on the current mood in hair and beauty as part of the day's Fashion and Beauty Masterclass, with the hair specialist Danni Bowler, wig master Xola Madube joining forces with fashion designer Nandi Madida and makeup queen Clara Banx.

Candice Thurston says **Candi & Co's** involvement in MTN MashUp continues the all hair-type salon chain's mission of revolutionising the way women care for their hair and beauty and promotes entrepreneurship in the industry.

"Empowering women to be confident in reaching their dreams and embracing who they are is at the heart of Candi&Co. Understanding your hair and skin types is the core to any

woman's confidence and at Candi & Co. we educate and equip women to love & care for their crowning glory," said Candice Thurston, Founder and Chief Executive of **Candi & Co.**

As part of the revolution and growth, Candi&Co. has also partnered with The Foschini Group and has launched a Candi& Co. in Foschini Fourways. This is a first of its kind in South Africa as you can now do your hair, braids, weaves, nails, facial and many more services on a Foschini account. Candi & Co. will have a pamper pod to showcase the power of brand partnerships with a nail, braid and candy bar in the MTN Mash Up activation zone.

With eight franchise partner female owners and over 100 jobs created, Candi&Co. is not only about hair and beauty but about inspiring the youth of South Africa to become entrepreneurs.

“We are proud that MTN has chosen to support Candi&Co. on this journey and partnering with MTN Pulse day is only the start of getting the youth ready to ignite their confidence,” said Thurston.

With doors opening at 11am, the all day until midnight event is designed for media and micro-influencers keen to equip and empower themselves by tapping into the Pulse of the latest trends and insights.

## HOW TO GET YOUR HANDS ON TICKETS:

### OPTION 1:

\* NEW CUSTOMERS: Switch to MTN, dial \*411# to join MTN Pulse and stand a chance to win a double ticket to MTN Pulse Day.

### OPTION 2:

\* EXISTING MTN PULSE CUSTOMERS: Simply purchase an MTN Pulse Bundle of R10 or more to stand a chance to win a double ticket to MTN Pulse Day.

### OPTION 3:

\* Look out for posts on our social media pages for a chance to enter the competition.

Twitter: @MTNza ([twitter.com/MTNza](https://twitter.com/MTNza))

Instagram: @MTNza ([instagram.com/mtnza/](https://www.instagram.com/mtnza/))

Facebook: @MTNza ([facebook.com/MTNza/](https://www.facebook.com/MTNza/))

A voucher code will be sent to winners who can redeem tickets by:

1. Log into Howler and enter the voucher code
2. Select the masterclass you'd like to attend
3. Confirmation will be sent via email
4. Please take the email to the event to gain access

### OPTION 4:

Purchase tickets on [www.howler.co.za](http://www.howler.co.za)

## ABOUT CANDI & CO

Candi & Co is part of the Sorbet Group and is their first franchised hair salon that specialises in woman of colour hair and beauty. Candi & Co is a sassy offering that is currently revolutionising the way women care for and style their hair. It is working hard to formalise the local ethnic hair care market by providing a premium, affordable and accessible hair service.

Whilst heavily focused on ethnic hair, Candi&Co. is an all-type hair salon that focuses on hair-type instead of racialising hair. They are not only providing an exceptional, quality-driven experience by hair care experts but also provide nail, make-up, lashes and eyebrow services too.

Candi & Co's has 9 stores and has created over 100 jobs. It is a highly attractive, franchise model and provides entrepreneurs with the opportunity to own and manage a successful business in an untapped market. This franchise model was launched in 2014 and strives to drive positive job creation in the hair and beauty industry; promote women empowerment and entrepreneurship; create and fund educational opportunities and improve the lives of South African women.

For more information contact:

Website: [candiandco.co.za](http://candiandco.co.za)

Instagram: [@candiandcosalon](https://www.instagram.com/candiandcosalon)

FB/twitter: [@candiandcosalon](https://www.facebook.com/candiandcosalon)

Email:

Candi&Co. is a Sorbet Group company.

PROGRAMME OF THE DAY BELOW:

## ABOUT MTN PULSE DAY

MTN Pulse, exclusively designed for 18 to 24-year-olds.

**Date:** 29.11.19

**Time:** Gates open 11am

**Venue:** Nasrec Expo Centre

**Format of the day:** MTN Pulse Mash-Up will literally be a mash-up of masterclasses and entertainment. The Masterclasses will start at 12pm and the entertainment to follow, from 5pm.

For the Masterclasses, there will be pods that you sign up for and attend based on content and speakers. Each pod will have a variety of Masterclasses in each pod that will be covered and by different Speakers: Masters of their Pulse and Craft.

The pods are:

### Entertainment:

Music: Sho Madjozi - [@shomadjozi](https://www.instagram.com/shomadjozi)

DJ Lerato Kganyago - [@leratokganyago](https://www.instagram.com/leratokganyago)

Shimza - [@shimza.dj](https://www.instagram.com/shimza.dj)

Film: Thabang Moleya - [@teabaging](https://www.instagram.com/teabaging)

### Fashion and Beauty:

Fashion: Nandi Madida - @nandi\_madida

Make-up: Clara Banx - @clarabanx

Hair: Candi & Co - @candiandcosalon

Danni Bowler – @dannibowler

Xola Madube - @xola\_madube

### **Sport:**

SA Rugby Player: Elton Jantjies - @eltonjantjies

Supersport United Captain: Dean Furman - @deanfurman22

Supersport Presenter: Thato Moeng - @thatomoeng

## **Lifestyle and Wellness**

Photography: I See a Different You - @iseeadifferentyou

Health & Wellness: Juanita Khumalo - @juakhumalo

Lifestyle: Ricci @big badwolf\_sa

## **Entrepreneurship:**

Comedy: Mpho Popps - @mphopopps

Business: Thabo Moloi - @iamthabomoloi

Food: The Lazy Makoti - @thelazymakoti

Content: Leanne Morais

The Entertainment segment will consist of performances by:

Sho Madjozi, DJ Shimza, DJ Lerato Kganyago and a Comedy show from Mpho Popps

Brand experiences from the following brands to keep you excited and refreshed throughout the Masterclass sessions:

Candi &Co, Cotton On, Malfy & Beefeater Gin, Mobicel, Tik-Tok, Thirsti Water and many more!

*Food and drinks will be on sale in the Pulse Garden from 12pm.*

- **Absa partners with the Karkloof Country Club in a new 3-year agreement to support the community** 7 May 2024
- **A feast for vegans At Panarottis** 26 Apr 2024
- **Sorbet in collaboration with Depilève unveil exciting revolutionary service offering of the V-Facial treatment!** 25 Apr 2024
- **Fluence Africa Influencer Festival electrifies Johannesburg with unprecedented buzz** 25 Apr 2024
- **Bombay Sapphire's 'Saw This Made This' local campaign** 24 Apr 2024

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