

The Sorbet Group in partnership with Powa commemorates the 16 Days of Activism

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The leading professional beauty and grooming brand, **Sorbet** recently held a roundtable discussion event in Johannesburg in partnership with People Opposing Women Abuse - Powa as part of its SEW initiative, which is aimed at empowering women and men.



The event was to reinforce its support for survivors of Gender-Based Violence while the world commemorated the international **16 Days of Activism for No Violence Against Women and Children**. The roundtable event was attended by the communications manager at Powa Thandiwe McCloy, a GBV survivor and members of the media.

Gender-based violence (GBV) is a profound and widespread problem in South Africa and the world. It is a phenomenon deeply rooted in gender inequality, and one which disproportionately affects women and girls. GBV is intrinsically and deeply entrenched in many institutions, cultures, and traditions particularly in South Africa.

McCloy said: "As People Opposing Women Abuse – Powa, we really appreciate the support of organisations such as the Sorbet Group and the commitment against Gender-Based Violence and it is a perfect organisation to work with based on its focus on empowering women, so thank you to Sorbet for all your support and commitment to the huge scourge of Gender-based violence, particularly in our country, South Africa.

Powa is a feminist, non-profit organisation, which was established in 1979 and has been running for 43 years now." Our vision is a safe and equal society intolerant of all forms of violence against women and girls in all our diversity where we are treated with respect and dignity and our rights are promoted. As POWA, we support all women and girls who have experienced any form of abuse, whether it be physical abuse, emotional abuse, psychological abuse or financial abuse.



We also provide support group counselling at all our six branches in Gauteng, which often helps for women who have suffered abuse to speak to other women who have gone through something similar and gain strength and comfort from each other.”

Candice Thurston – marketing executive at Sorbet Group (and founder of Candi &Co) added: “On behalf of the Sorbet Group, we are deeply honoured to lend a hand to an organisation like Powa that supports women and girls who have suffered any form of abuse. This is something very close to our heart as our guests are mostly women and we employ mostly women at all our salons across the country.

We have over one million people that walk through our doors, so it’s important that we all get involved to help end the scourge of Gender-based violence, by spreading the word and even getting men involved and not leaving out our boys, they too need to be taught how to treat women and girls.”

The Sorbet Group has also been intentional in identifying individuals within the Powa programme who could be upskilled and trained to eventually be integrated into the Sorbet Community as nail technicians, front desk coordinators, therapists or salon assistants and have already made their first placement of a front desk coordinator in a Sorbet Salon in Johannesburg South.

How can we prevent gender violence in South Africa?

Make your voice heard by declaring publicly that enough is enough:

- Challenge the normalisation of violence against women and children.
- Challenge gender stereotypes and roles.
- Challenge condoning violence against women and children.
- Challenge sexist jokes and remarks about women.

The Sorbet Group created the #PaintPurple campaign where they encouraged everyone to visit a Sorbet salon and get

their nails painted purple in the fight against GBV.

Guests were asked to take a picture of themselves getting their nails painted purple and post it on social media platforms using the hashtag #SorbetAgainstGBV in their posts. On 30 November, they launched a fund-raising initiative in selected Sorbet and Candi&Co. stores where 10% of the nail services proceeds would be donated to GBV initiatives in partnership with Powa. These funds are going to be invested into Powa where upskilling and training would be conducted making a meaningful difference to the women of South Africa.



Let your hands do the talking!

Follow [@sorbetgroup](#), [@sorbethairbar](#), [@sorbetman](#) or [@candiandcosalon](#) on social media for updates on Sorbet Empowering Women+Men or email info@sorbet.co.za for more information on how you can contribute to SEW.

Powa provides various services, which are free of charge, including counselling, sheltering, skills development programmes and legal services for GBV survivors. They provide counselling via email on counselling@powa.co.za, telephonically on **(011) 642 4345/6** or **(011) 591 6800**. Anyone across the country needing support can contact them. They also provide counselling via WhatsApp on 060 400 0669 or through sending a DM to their Facebook, Instagram, and Twitter platforms at [@powa_za](#).

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