



Her personal brand

Lori Milner is the founder of Beyond the Dress, an organisation that works with South Africa's leading corporates to empower women with valuable insight on how to bridge the gap between work and personal life. She is also the co-author of *Own Your Space: The Toolkit for the Working Woman*.

As a personal branding expert, I understand that being well groomed is not just about a first impression. I take pride in my presence and my hair always reflects that.

For my entire childhood, I had this long, Pocahontas hairstyle. When I turned 30 and was expecting my first child, I had an identity crisis, as I was about to take on all the new roles and responsibilities that come with being a mother. In reaction to my upcoming changes, I chopped my hair into a sharp bob, just above my shoulders, and cut a fringe as well. It made me feel like this is a hairstyle suited to a "mom" and a new identity ready for the changes ahead.

My hair secrets are that I make sure I trim my hair regularly, to get rid of all the split ends. I do not use anything that is very harsh, such as hair irons, chemical treatments or highlights, and I use nourishing treatments and colour shampoos to boost the shine and keep my hair in healthy condition.