



KHANATURAL
AUGUST 2025

**DEAR
WOMAN:
YOU'RE A
GODDESS**

**THE ART OF
HILDE
MALAN**

**THE VIDEO
CALL
REMEDY**

**HEALING IS
NOT A
PERFORMANCE**


**JOELLE
KAYEMBE**

THE POWER IN HER HUMILITY

August 2025

Editor's Note

KHANATURAL MAGAZINE



August marks a time to honour the strides women have made and the strength they continue to carry. In this issue of Khanatural Magazine, I celebrate the goodness within both women and men, believing that true wellness begins with a mind open to healing, connection, and growth.

The stories you'll find here are meant to inspire hope and ignite your spirit.

Khabonina
Q

Editor-in-Chief



In this issue

We catch up with our Congolese born International super model Joelle Kayembe, get to know her even more. What is your art, Woman? Hilde Malan's paint brush passion could heal you. Have you had your avocado womb treatment this week? This women's month we embrace our men because Healing is not a performance. Dambisa M uncovers an unexpected remedy - video calling.

KHANATURAL MAGAZINE

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Hello Joelle!

Our cover star Joelle Kayembe was born in Lubumbashi, Democratic Republic of Congo. In 1994, she moved to South Africa. This queen desired to study psychology, but became a model after being spotted at age 19.

Like most humble beginning stories, Joelle began with several jobs that did not pay until getting a calendar spread with FHM SA! We certainly remember this era.

Kayembe became the first black woman to grace the covers of the Sports Illustrated swimsuit Issue. She also appeared in several other magazines such as Cosmopolitan and Elle as well as our favourite Sprite Zero advertisement.

Kayembe is also a painter for selected clients. She appeared in Ludacris's video for "Pimpin' all Over the World". Kayembe was a finalist in the International Supermodel 2005 competition held in China. She has also walked the runways at SA Fashion Week and Johannesburg Fashion Week.

Image: Petrushenko photography





I have loved Joelle for years. I have been lucky enough to have watched her develop, evolve and grow in the modelling and fashion industry, while I was in parallel, growing in my own artistic space. She had no idea how she inspired my development. Joelle moves differently and I was always curious about why so many of us (worldwide) resonate with this beauty. Now it all makes sense. It's her journey, her humble beginnings have shaped this Queen.

Having a conversation with her while she's on a train back to Oslo, Norway, her words struck me especially when she said: "I'm the oldest of eight siblings." She continued "I was up on a stool stirring Cerelac (baby food) by the time I was six. If you look through our old family photos, you'll see me with a child either around my waist or strapped to me in just about every picture and I was often in charge of feeding and diapers etc." This what shapes Joelle's heart and contributes to her genuine kindness. She's not nice in order to "get by" she's nice because it's embedded in her.

Q: You look incredible. Your beauty is timeless simply because you radiate from within. You're a true lover of the world and its inhabitants. Have you always been this way?

A. Wow. Thank you for such thoughtful compliments. Your words really touch me. I've always had huge respect of the world and a strong bond with the people around me, which I think comes from growing up in an immigrant family that deeply values faith. That love really drives my spirit.

Looking back, It's fascinating how our experiences mold who we are, and I genuinely enjoy sharing that journey with others. It truly feels like a privilege to have your publication and others take such an Interest in my journey. Really and truly- Thank you!

Q: The industry you're in is wonderful and also has its challenges. How have you stayed focused and found balance through it all, especially regarding your Mental wellness.

A. You're so right, the modeling and fashion world is a blend of beauty and challenges.

Staying focused has definitely been a journey for me, and I can't say I have it all figured out- especially as I grow older and more established in the industry, the challenges seem to shift.

Over the years, I've learnt that prioritizing self-care is vital for me! whether it's enjoying nature, having deep conversations with friends, or staying connected with family.

My mental wellness allows me to navigate industry challenges with confidence and to just genuinely enjoy the beautiful experiences of the fashion industry.

Q: Do you have a favourite workout routine ? How do you break sweat?

A. I have a few favorite workouts that keep me moving. A swim in the Oslo fjord is my go-to for easing anxiety, and It helps that they have floating saunas littered all around the fjords- which is a prefect for to warm up and enjoy a little relaxation afterward.

High-intensity interval training with my personal trainer (Siya Molefe) really gets my heart pumping, and I enjoy long runs or hikes in nature- it always boosts my mood.

Image: Petrushenko photography

Q: Because you do what you do so beautifully and so effortlessly, people want to be in the same space you're in. Please offer honest advice about how tough and competitive this 'Glam' world can be.

A. Thank for your kind compliments :)

They genuinely mean a lot!

The glam world certainly has its fair share of challenges and fierce competition! My best tip? Stay authentic and embrace what makes you, well, you. It might sound a bit cliché, but your uniqueness is your greatest asset- nobody can replicate that! It's all too easy to get caught up in comparing yourself to others, but keep in mind that everyone is navigating their own path at their own speed.

Also, I can't stress enough how important it is to cultivate authentic relationships and genuine support around you!

"Surround yourself with those who light up at the sight of you." ~ André De Shields

I don't mean that in the way of just finding cheerleaders who always say yes. What you really need is a solid agent, some mentors, and a couple of honest friends (or family) who will always have your back and keep it real with you!

This will help you more than you realize, especially when the industry's temptations to take the easy route start to pull at you, and on those really rough days when it feels like you're stuck in one place!"

Q: I am in a space where I'm struggling to even pick up a book to read. Yes I am reading a lot of material (research based) however not leisurely reading. I wanted to find out where Joelle's head was at in terms of reading vs journaling.

A. Ohh, It's a tough choice, because I enjoy both,

but I lean more toward journaling! There's something magical and intimate about writing down my thoughts, it really helps me reflect and sort through my feelings. Plus, writing is a fantastic creative outlet.

Reading is such a wonderful joy too- I love getting lost in a good novel. I remember being told (and the best advice !) to read a lot when I was learning English, and I've been a serious bookworm ever since :)

Image: Petrushenko photography

One of my favorites moments of my conversation with Joelle was about cooking. I asked if she's a fan of the stove. She laughed and replied, "Haha! I'm the oldest of eight siblings, so I think it's safe to say no Congolese (first born) woman escapes this role!" She continued, "I was up on a stool stirring Cerelac (baby food) by the time I was six. If you look through our old family photos, you'll see me with a child either around my waist or strapped to me in just about every picture and I was often in charge of feeding and diapers ect.

So, yes, I do cook, and I absolutely love it! I owe my cooking skills to my mom and grandmother, who really taught me the ropes in the kitchen. Experimenting with new recipes in the kitchen is one of my favorite ways to relax, I might even go as far as saying - it's my love language! And I can't wait to share that creative side with all of you soon!

My grandmother had this saying ~ "If you eat alone, you'll die alone."

I don't usually go for superstitions, but that phrase really resonated with me! Growing up, meals were always a group affair with my siblings, even when I was at boarding school- eating alone was not an option.. I absolutely love cooking big meals and having family or friends gather around the table to enjoy them together!

However, stepping into a career like modeling means you often find yourself eating solo in hotel rooms or at restaurants. At first, it felt really lonely, but I've learned to embrace it now!

But yeah, if I can choose - I'm definitely in camp "eat in a group" than eating alone."



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Joelle Now!

JOELLE KAYEMBE 2025

Image: Petrushenko photography

Joelle confessed to me that she assumed her modeling days were behind her, I laughed saying "babe you'll always be that model". She just wrapped up a major campaign with Nivea. "The campaign will be launching this year and it's an absolute dream come true!" Her agent Steffi worked tirelessly to land this contract. "Interestingly, when Nivea reached out, they asked about my age and any cosmetic procedures, and since I hadn't had any, that turned out to be a winning factor." This is why most women continue to resonate with her, she's a natural, timeless beauty with a heart

She adds, "After years of advocating for authenticity as the oldest sister, I felt immense pressure and a great responsibility to demonstrate that it's okay to embrace the aging process. I'm truly honored and excited to show my sisters that choosing to age gracefully really pays off!"



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LIKE YOU'VE NEVER SEEN HER

JOELLE THE ARTIST

By Khabonina Q.
Photography: Marcel Van Der Merwe

HER ART IN THE SPOTLIGHT



"Painting has always been my hidden passion. During downtime, I'd paint instead of watching TV - in fact, I never owned a tv in my apartment when I lived alone. I focused on my art and spent time reading instead.

When I moved to Norway in 2015, I felt it was time to slow down and focus on my personal life. At this point - I had been modeling full time for well over 12 years. I wanted to pursue the art and education I had pushed aside.

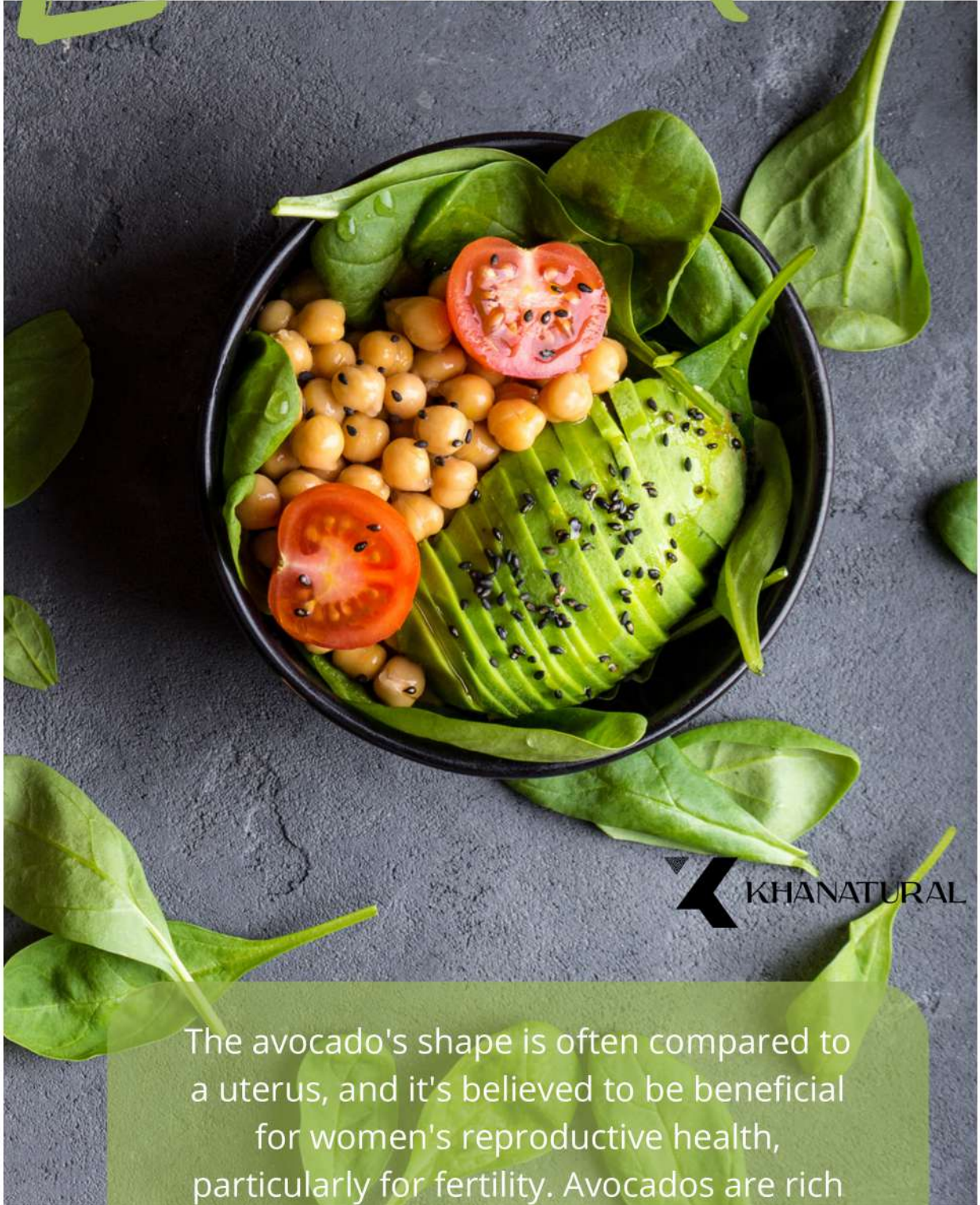
I began taking direct modeling-bookings only, enrolled in a post-grad program in marketing at LSBF (London School of Business and Finance) and set up my own art studio in Oslo.

Yes, I've been painting for the past 8 years, mostly on commission pieces. Right now, I'm working on an oil portrait of three siblings, but I can't share it since it features children.

I still model and act, having just graduated from KFTS (Copenhagen Film and Theater School) During theater season, I rent a flat in Copenhagen and off season, I take a boat across the Skagerrak Sea with my little dog - Elvis, overnight back to Oslo, switching from Joelle the actress to Joelle the artist."

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Why your uterus **Loves Avo**



The avocado's shape is often compared to a uterus, and it's believed to be beneficial for women's reproductive health, particularly for fertility. Avocados are rich in nutrients like folate, vitamin E, and healthy fats, which can support hormonal balance and a healthy uterine lining.

HILDE ALET MALAN

a Super Woman



Image: Willow Tucker Photography

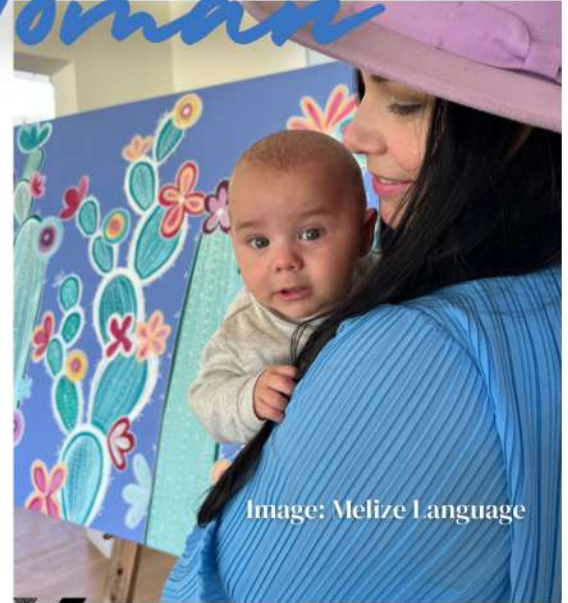


Image: Melize Language

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Image: Cara Lu Wichan

We met this goddess of an artist at an event in Jeffrey's Bay with her art on display. On first sight, we knew immediately that her talent and love for women's wellness through her art needed to be celebrated. Hilde is from a small farm in Patensie. Against the odds, she followed her heart's calling to study Fine Arts at Stellenbosch University after finishing high school. Hilde says that after teaching for two years, she was given the opportunity to manage the greenhouses on her family farm while her mum was ill. "It was such a fulfilling job because not only did I draw inspiration from the people around me, but I also got to inspire them to be the best versions of themselves. Even today, I make it a point to visit them and see how they're doing," says Hilde affectionately.

"The passing of my mum ten years ago made me realise the importance of following my heart and embracing my talent. That's when I started painting and drawing whenever I had a spare moment, eventually leading to the creation of my very own studio. Two years ago, I even built a bigger studio because my art journey kept growing stronger, and I outgrew my first space. Now, this beautiful studio sits right beside my house on our farm."

Healing women

Through her Art



Image: Cheryl Mc Fwan photography

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Photograph of her own art piece: Hilde Alet Malan

"I believe women should make time for themselves—and that's something I'm truly passionate about. It's one of the reasons I create art. My motto in life is 'creating to inspire,' and I hope that wherever my art hangs, it encourages women to be the best versions of themselves, but also to love themselves along the way.

I think self-acceptance is something we all struggle with. Yes, we can work on the things we want to improve, but it starts with loving and accepting ourselves as we are.

My hope is that my art offers women a moment of pause—a reminder that they are enough, they are worthy, and they deserve to make space for themselves.

I also believe that women need a close, supportive circle—a tribe of kind souls who can walk alongside them and lift each other up. Having that community helps us become the best versions of ourselves and reminds us that we're not alone on this journey."

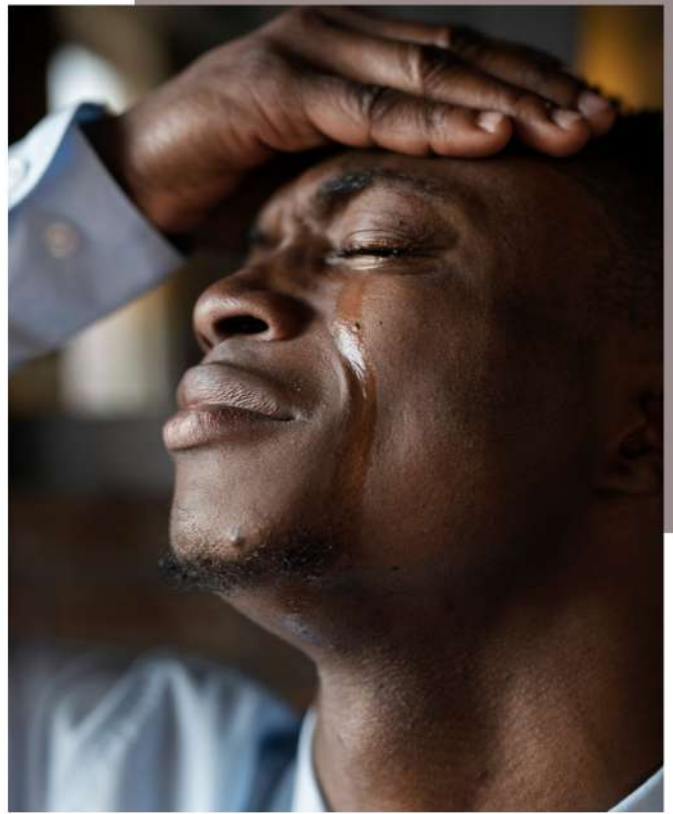
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HER FASHION IS HER ART



Mokwadi

Mokwadi is a writer, business strategist, and lawyer by training. He is passionate about the intersection of African identity, wellness, and digital storytelling. When he's not helping creatives build impactful brands, he's writing stories that challenge the status quo and inspire new ways of thinking.



Healing is not a performance

It's become popular to "heal."

We're seeing more men speaking about therapy, meditating at sunrise, journaling about gratitude, quoting bell hooks, burning sage. And I'm not here to scoff at any of it. Growth is good. But what I am starting to worry about is how easy it has become to perform healing without actually doing it.

There's a version of healing that looks good on social media but avoids the slow, silent, unshareable work it truly takes to transform a man. It avoids confrontation. It avoids accountability. It avoids discomfort.

I've seen brothers who post about self-love but still tear down the women in their lives. Men who speak of "energy" and "alignment" but ghost their children. Men who say "I'm protecting my peace," but really mean, "I'm running from responsibility." This isn't Healing. It's hiding.

Healing is not aesthetic. It is a process.

Real healing is inconvenient. Sometimes it takes years. It might not come with a playlist or a quote. Sometimes, it will look like a grown man apologizing to his teenage son. Sometimes, it means telling a friend, "I was wrong." Healing will often strip you before it builds you.

Sometimes, it's the hard decision not to call someone back, even though your loneliness is screaming. Sometimes it's sitting with your shame, your fear, your childhood wounds — not for likes, not for applause, but because you know it's time.

There are no filters on the actual journey.

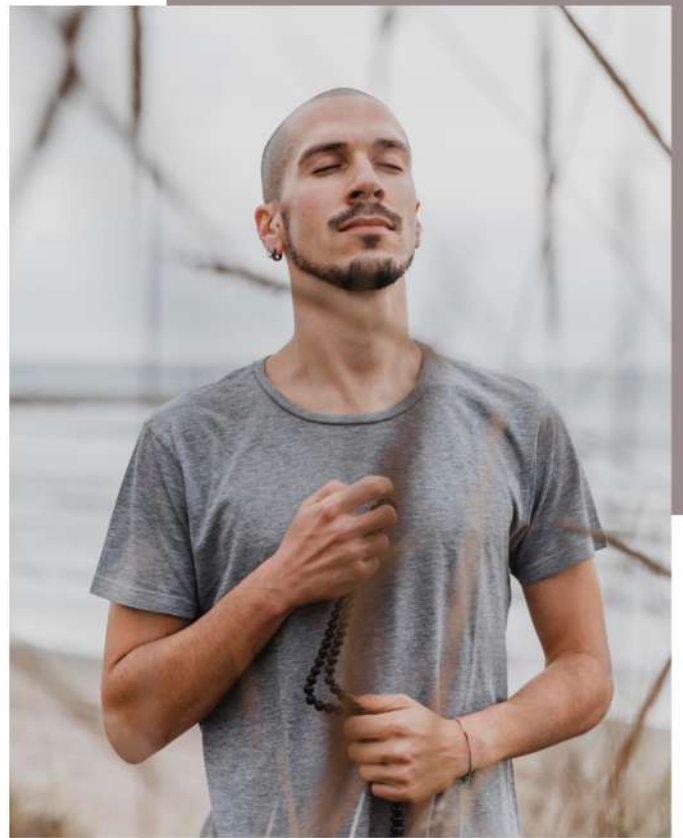
Man to self

By Mokwadi Wa Mompedi



**Brothers, you don't have
to prove you're healing.
You just have to start.
You don't have to prove
you're deep. You don't
have to show your inner
peace like a new watch.
You don't need to
perform pain in order to
be taken seriously.
You just need to do the
work.**

Healing is not a performance



Ask yourself:

Am I more concerned with looking healed than being whole?

Who am I becoming when no one is watching?

Is my growth making the people in my life feel safer or more distant?

Because real healing shows in the fruit: how you speak to your partner. How you raise your kids. How you sit with yourself when no one needs you to perform.

There is no rush.
You are allowed to be a work in progress.
The fact that you're trying is already something to honour. But let it be real. Let it be yours. Let it be unmarketable. You don't owe anyone a perfect version of yourself.

Just don't lie to yourself about where you are.

We don't need more men who look healed. We need more men who are willing to get honest and begin the journey — one real day at a time.

Until next month.
Mokwadi

Man to self

By Mokwadi Wa Mompedi



WELLNESS HUB



BY DAMBISA MAQOGA

As we grow older, we become creatures of habit. Work and the busyness of life often cause us to drift away from our loved ones. The simple joys we once shared, weekend brunches, spontaneous outings, and long catch-up sessions, start to fade as the hustle of everyday life widens the gap, sometimes without us even noticing.

We're constantly on the move. Some of my closest friends live outside of South Africa, others in different cities, and even those just 20 kilometers away can feel impossibly far. The reality is that finding a balance between busy schedules and meaningful downtime has become harder for all of us. So, how do we bridge this growing gap? Video calls.

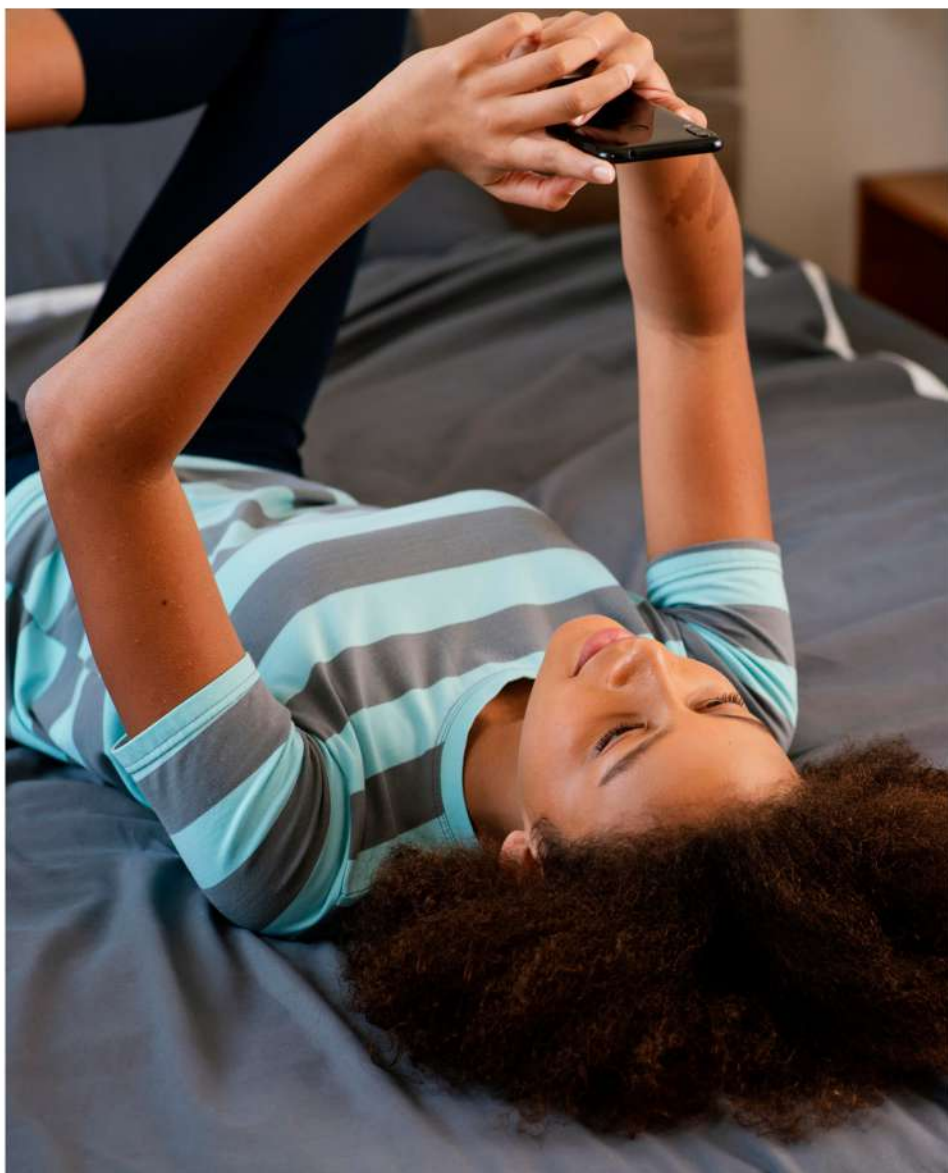


The Unexpected Remedy: Reconnecting Through Video Calls

I've become a firm advocate for them. They've become more than a tool, they're a lifeline. A quick video chat can help stitch back the loose threads of a friendship and fill the spaces left by time and distance.

There's something surprisingly therapeutic about seeing the faces of people you care about, even through a screen. Whether it's weekly, bi-weekly, or just once a month, video calls help rekindle connection, reignite warmth, and gently silence the doubts or insecurities that can creep into relationships when life gets in the way.

It's not about the length of the call. It's about showing up, visibly, presently, and reminding each other that the bond is still there, still strong.





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