

Be Still

Marking her return to the small screen, Zuraida Jardine – seasoned broadcaster and presenter – has joined SABC 3's *Afternoon Express* as their new health and wellness host. Gracing our cover for the first time in 11 years, Zuraida sits down with **SAVANNA DOUGLAS** for a catch-up

Zuraida Jardine has returned to the small screen! Having graced the likes of *Big Brother*, *Strictly Come Dancing* and *Clover's Little Big Cook Off* on TV as well as local radio platforms such as **GoodHope FM** and **5FM** during her expansive career in media, Zuraida has finally made her on-screen comeback as a health and wellness host on **SABC 3's *Afternoon Express***, after a devout eight-year pursuit in the field of psychology. Beyond that, Zuraida is a mom, wife, business owner, functional medicine and breathwork practitioner, and she's on track towards earning a PhD at 48...

WHY DID YOU DECIDE TO PURSUE A DEGREE IN PSYCHOLOGY AT 40, AFTER A SUCCESSFUL CAREER IN MEDIA?

Much of my life has been a natural progression of honouring myself and meeting myself where I'm at. I've always been someone my friends and strangers would talk to about their deeply personal stories, even as a young teenager. It comes down to an appreciation for human connection – I'm an empath through and through. Even in my career on TV and radio, one of the most rewarding parts of my job has been interviewing and connecting with my guests. When I turned 40, I felt a profound calling to pursue this interest further, so I enrolled at Wits University and became a full-time student for six years.

FAST FORWARD TO 2023. WHERE ARE YOU AT NOW?

This year, I completed my master's degree in Critical Diversity Studies and wrote a thesis on how we can use the ancient art and modern science of breathwork to live healthier, happier lives. Ten years ago, I would never have thought that research and studying would be part of my journey, but here I am, loving learning and practising in the health and self-development space. My academic pursuits aren't over just yet – in fact, I plan on tackling my PhD this year...

cover story

WHAT DO YOU ENJOY MOST ABOUT RUNNING YOUR OWN HEALTH AND WELLNESS PRACTICE?

My health practice has been rewarding; I enjoy seeing my clients heal and thrive. One of the most remarkable experiences I've been privy to witnessing is the degree of growth and healing that happens within therapeutic group workshops. When people come together to share their stories openly, vulnerably and courageously, we automatically hold space for one another to be seen and heard. We begin to realise that we're all more alike than we are different, regardless of where we come from. I've learned a common thread runs through us all. We all have experiences of pain and pleasure, and we all want connection and to live a meaningful life.

HOW DOES IT FEEL TO BE BACK IN THE BROADCASTER'S SEAT?

Broadcasting runs through my veins, it's like riding a bike! My foray into *Afternoon Express* has fortunately been a seamless, familiar entry. Now, though, I can discuss matters that align with my purpose and interests. The media landscape has changed a lot since I last worked in it, and people are generally more spoiled for choice when it comes to the content they choose to consume. On the show, I address many vital mental and emotional struggles we must navigate – from mental health to financial well-being and self-development. It's exciting to be a part of a platform encouraging viewers to educate, equip and empower themselves.

DEFINE WORK-LIFE BALANCE.

Balance is illusive! Access to support and allowing yourself to count on others is necessary, especially when you have family and responsibilities that extend further than just you. People often ask me how I could study full-time for so many years and complete all my degrees. Yes, it took grit and



determination to get through, but the journey was made possible by my partner, Josh, who supported me. He's the cheerleader of my career, studies and crazy-cool ventures. Relationships can't always be 50/50. We must follow cues and know when to show up more. It takes a village to thrive, and that's why community is vital.

WHAT DAILY HEALTH AND WELLNESS HABITS ARE YOU INTO?

Breathwork is the most beneficial habit that has significantly transformed my life.

It elevates me to a place of stillness where I can be functionally active and productive throughout the day. I also love popping out for my daily stroll in nature. Never underestimate the power of a walk for your mental, physical and emotional health.

BEAUTY IS IN THE EYE OF THE BEHOLDER... WHAT DOES IT MEAN TO YOU?

When I think of beauty, I think of growth and grace. Beauty, to me, is an expansion of inner wisdom resulting in outer radiance.



*'Beauty, to me, is an
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cover story

HOW DO YOU TEACH YOUR KIDS ABOUT BEAUTY?

I emphasise beauty as an internal aspect, such as a positive character trait in someone. I will say something like, 'She's a beautiful woman because she has a kind heart.' Or, 'He's a beautiful man because I love how intently he listens when people talk to him.' I grew up in a time when beauty was fundamentally linked to appearance. Now, I see it everywhere. It's in diversity, art, nature, clothing, make-up, hair, styling, and even how someone carries themselves, shows

up and treats others. It's not just the notion of a genetic lottery. That's what I hope to impart on my kids.

HOW DO YOU FIND CONFIDENCE?

The pursuit of confidence, in my view, is having the audacity to live your life fully, your way, regardless of what you think others may think of you. It's allowing yourself to take up space as you are. Showing up for yourself also plays an immense role in realising your strength.



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WHAT BOOK DO YOU BELIEVE EVERY WOMAN SHOULD READ, AND WHY?

The Artist's Way by Julia Cameron. Women, who often juggle multifaceted roles and face unique societal pressures, can draw from this read because it encourages self-discovery and healing. It sends you on an introspective journey to rediscover lost dreams and passions by tapping into the internalised, limiting beliefs women often harbour. I love the Morning Pages section that instructs a daily practice of writing three pages of stream-of-consciousness thoughts. This activity can be tremendously empowering.

ANY EXCITING PROJECTS TO TELL US ABOUT?

I recently created an online course – Be Still. It's a transformative four-part series designed to empower individuals to break free from the cycle of anxiety, stress, insomnia, lethargy, disinterest and burnout. I created the course to help people understand the underlying causes of their anxieties and provide tools and strategies to exit these cycles. I share tools on how to become aware of their self-limiting belief systems and how



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to effectively use their breath to regulate their emotional states so that they can sleep, eat, move, relax and connect with themselves and others more effectively.

HOW DO WE START TO EMBRACE OUR OWN BEAUTY?

When we realise that we are not meant to be cookie-cutters of one another, we begin to appreciate the uniqueness of our own natural beauty. In my work I have seen a correlation between women beginning to embrace themselves the more they delve into self-development work. I believe the greatest and most lucrative investment we can make is the adventure into discovering ourselves. Stay curious!

TRY IT
Head to zuraidajardine.com to learn more about Zuraida's four-part online course, Be Still.