

# Inlife

I N T E R I O R O N A L

JULY 2022

## FOUR STRATEGIES TO BEAT INFLATION

FOUR TIPS ON HOW SHOPPERS CAN REDUCE THEIR COSTS WHILE PRICES SKYROCKET

HOW TO BOOST YOUR IMMUNE SYSTEM THIS WINTER



GET TO KNOW

## BEN GIROUX

ONE OF THE RISING STARS TO WATCH OUT FOR IN 2023

INTRODUCING

# Ellon

# A. HOLLIS III





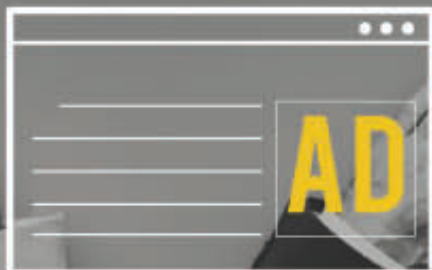
→ Video Viral



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# InLife

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# InLife

I N T E R N A T I O N A L

## CONTENTS

- 6 Industry Tips:** How to stay connected and focused online
- 10 Rising Star Spotlight:** Meet Ben Giroux who is best-known for his portrayal of The Toddler on the hit Nickelodeon series Henry Danger
- 14 Must-Watch:** Masterchef: Legends featuring Gordon Ramsay, Aarón Sánchez & Joe Bastianich
- 20 Cover Story:** Find out more about Elton A. Hollis III
- 26 Feature:** How to boost your immune system
- 30 Lifestyle:** How shoppers can reduce their costs
- 32 Celebrity Spotlight:** Top Gun: Maverick finally makes its debut at the 75th Cannes Film Festival
- 36 Business:** How to use Squid Game to learn complex economic theories

## EDITOR'S NOTES

One of the best things about the internet, at least for a publication in this day and age, is its lack of page limits and strict publication dates. We plan to use that freedom to enhance and expand on the work we do in InLife International by including a variety of new multimedia elements and through additional stories in between each issue.

That's where we need your help. Tell us about what's happening in your lives - keep us informed about what's important to you. Let us know how we're doing by emailing us at [krissy@starcentralmag.com](mailto:krissy@starcentralmag.com).

Because there is something else that is essential in any publication: Collaboration is crucial to success! God bless everyone.

Sue Turner  
Editor-In-Chief

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## FIVE TIPS ON HOW TO STAY CONNECTED AND FOCUSED ONLINE

Every day, new digital content creators are popping up on our social media timelines. As the online sphere continues to grow, anyone with an internet connection can easily venture into content creation and share their ideas and talents with the world with just a click of a button. The challenge, however, is how to stand out among the rest.

For prominent social media personalities Phillip Hernandez (popularly known as the CEO of "smooth promotions" Davao Conyo) and Yumi (one of TikTok's biggest bird moms), anyone can be a successful content creator like them as long as they put in the work and build a strong connection with their audience. After all, they did not gain millions of followers overnight.

Here are five tips they shared at SKY Fiber's "Swak Na Swak" Media Launch to help aspiring content creators unleash their creativity and discover their passion in the online space:

### 1. Start now and don't be afraid

Yumi, herself, didn't take too long to post videos when she made her TikTok account. When she discovered the potential of the platform to grow, coupled with her interest in joining the vlogging community, she took the opportunity immediately. She said, "If you already know you want to start creating content, take action now. You are the only one who can make it happen."

Phillip also jumped in saying that people shouldn't be afraid to try creating content even if they feel they don't have the talent for it. "On the internet, there is a space for everyone," he added, believing that every person has something valuable to share.

### 2. Observe trends and people to craft relatable content

Creativity is necessary if you want to create content regularly. Yumi, who is followed by over 4.2 million people, shares her life as a K-Pop stan, casual gamer, and mother of six pet birds. Even if she simply shows a glimpse of her daily experiences, she tries to keep it fresh and exciting by using trending topics and challenges to incorporate into her videos.

Phillip, whose hilarious dubs and skits are loved by 3.9 million people on Facebook and TikTok, likes to observe people and real-life situations so that his viewers can recognize themselves or their friends and family in his characters. He always tells people, "Your content should be relatable. No matter how funny a joke is, if it's an inside joke that not everyone will get, then it's useless."

### 3. Find meaning and passion in what you are doing

According to Phillip, making content is more than just a job for him because telling stories and making others laugh is his passion. This passion of his inspires him to execute better outputs for his audiences.





Yumi has also grown to love sharing her stories and views her platform as a chance to make others smile and feel inspired. "I want to be an inspiration to the youth and show them that they can have bigger dreams. I had people that I looked up to when I was young and I want to be like that for them too," she shared the big dream which motivates her every day.

#### 4. If you want to work with brands, show them that you are easy to work with

Some content creators have made a career out of their talent and brands reach out to them so they can help promote the brand's products and services. Phillip himself has worked with several brands over the years, especially since he's famous for unexpected yet amusing brand intrusions in his skits.

One of Phillip's main pieces of advice is to understand not only your audience but also the brands you work with. "If you want to make a living out of content creation, you have to show companies and brands that you are easy to work with and they can incorporate their brand in your content," he said.

Aside from attitude and creative ideas, content creators need to show brands that they are capable and equipped with the essentials

needed for them to deliver the brand content in the best quality possible.

#### 5. Subscribe to an internet plan that fits your lifestyle as a content creator

An online content creator's schedule requires them to stay connected with their clients and audiences virtually. Given that it's also a work-from-home set-up for most, a good quality internet connection helps them keep up with the daily demands of the job.

For Yumi, having a WiFi signal anywhere in the house is important for content creators since they usually shoot videos and work in different parts of the house. Phillip added that affordability is also important. While they may be earning from their online content, they are still budget-conscious consumers.

Both of them found the right plan that fits all their needs with SKY Fiber because they experience fast and reliable internet connection without breaking the bank.

Recently, SKY Fiber launched an array of unlimited broadband plans that's "swak" for the needs and budget of common Filipino households. All plans also come with free WiFi Mesh,





## RISING STAR SPOTLIGHT: GET TO KNOW BEN GIROUX

He voices the lead character in the Nickelodeon animated series that premiered on Paramount+. The show, based on the books of the same name, follows 11-year-old Nate Wright, a rebellious sixth-grader with a never-ending need to prove his awesomeness to the world. Whether he's dealing with disasters at home or detention at school, Nate is no stranger to a challenge. Luckily, he's able to express himself through the cartoons he creates. The cast also includes Dove Cameron, Rob Delaney, Carolyn Hennesy, and special guest star Jack Black to name just a few.

Giroux is best-known for his portrayal of The Toddler, the main and original villain on the hit Nickelodeon series *Henry Danger*. After a five-season run on the show, he brought his popular character to the spin-off series *Danger Force*. Since its inception, the "Dangerverse" has become one of Nickelodeon's most successful and longest-running franchises of all time. To date, Giroux has showcased his talent on over 100 episodes of television, including a recent recurring role on the Netflix sitcom *The Big Show Show* as the comedic nemesis of WWE star Paul "Big Show" Wright. Other appearances include *Will & Grace*, *NCSI*, *Bones*, *Psych*, and *House, M.D.* to name a few. He has also made a name for himself with an extensive resume of voiceover roles. Notable credits include *Bunsen is a Beast*, *Batman vs. Teenage Mutant Ninja Turtles*, *DC Superhero Girls*, and *The Loud House*, among many others.

With his huge fanbase, Giroux has built an impressive social media presence and is verified on all platforms. He launched a very successful TikTok channel with over 113 million likes and over 4 million followers where he posts hilarious content including *Dumb Dubs*, *Mostly Good Advice*, and *Ruin A Toon*. He has also established a loyal following on Instagram with over 192,000 followers, Facebook with over 168,000 followers, and Twitter. InLife International recently caught up with Ben and here's what went down:

### 1. Can you tell us more about yourself? How did you get started in the entertainment industry?

Hey! I'm a comedic actor/director currently starring on Nickelodeon's "Big Nate" on Paramount+. I've also played The Toddler on Nickelodeon's "Henry Danger" franchise for the past decade in addition to directing, producing, and writing commercials, music videos, and TV pilots via my production company, Small Red Cape.

### 2. What do you like most about acting?

On a deeper level: with the world in a pretty funky spot right now, my imprint on the universe is adding a little bit of levity. Acting allows me to create and consume comedy and laughter—I'm obsessed with collaborative creativity. On a shallow level: there are really tasty snacks on set.

### 3. How different is it to act in front of the camera vs. voiceover acting? And which one do you prefer?

It's all comedic storytelling—just through different mediums. I love being in front of the camera and behind the microphone equally. That said, voiceover affords me a wider range of roles I'm applicable for; Nate Wright is a 6th-grade kid, but I can also play a creature, a superhero, and a robot in the same episode.

### 4. What are your weak points when it comes to acting? How do you try to improve them?

Sometimes I overthink things and get a little too "in my head." Over the past few years, I've been focused on owning my inner confidence and trusting my instincts.

### 5. What are your strong points as an actor?

Improv, improv, improv! I think the key to a career in comedy (and really, life in general) is embodying the spirit of "yes, and...." Most of my television roles have allowed me to riff, improvise, and add my own flair. "Big Nate" is a great example; I'd say about 10% of our show is entirely improvised. Those little moments of unscripted magic are something I pride myself on.



Photo Credit: Nick Rasmussen



**6. What have you learned from the directors that you have worked with throughout your career?**

80% of good directing is casting. I really enjoy working with directors who let their cast explore, color outside the lines, and elevate a script with their own unique spin. The cast has been hired for a reason, so I love directors who give their cast a safe, free environment to try outside-the-box choices. Every time I work with a great director, it inspires me in my own directing career.

**7. What are some of the difficulties of the acting business?**

When you begin a career in entertainment, you're signing up for a life of 99% rejection. As an actor, you're essentially a professional job interviewee—constantly auditioning for opportunities where the odds are stacked against you. But all of that hard work pays off when you land a role; it makes the constant rejection and close calls well worth it. You must be relentlessly driven, never getting too pumped up or too discouraged.

**8. What's challenging about bringing a script to life?**

The biggest challenge about bringing a script to life is finding cohesion between a lot of disparate things: making the character feel authentic, making the character specific to your own point-of-view and skillset, making choices that are consistent with the director/showrunner's style—there's a lot to consider. But filmmaking is the ultimate team sport and that collaborative energy is what ultimately brings a script to life.

**9. What do you do when you're not filming?**

I'm really into fitness! I go to the gym almost every day—it's a great way to disconnect. I also travel around the country competing in Spartan Race obstacle course races. I love challenging myself physically. I'm also obsessed with watching NBA basketball. Go Suns!

**10. If someone is going to make your life into a movie, who would play you?**

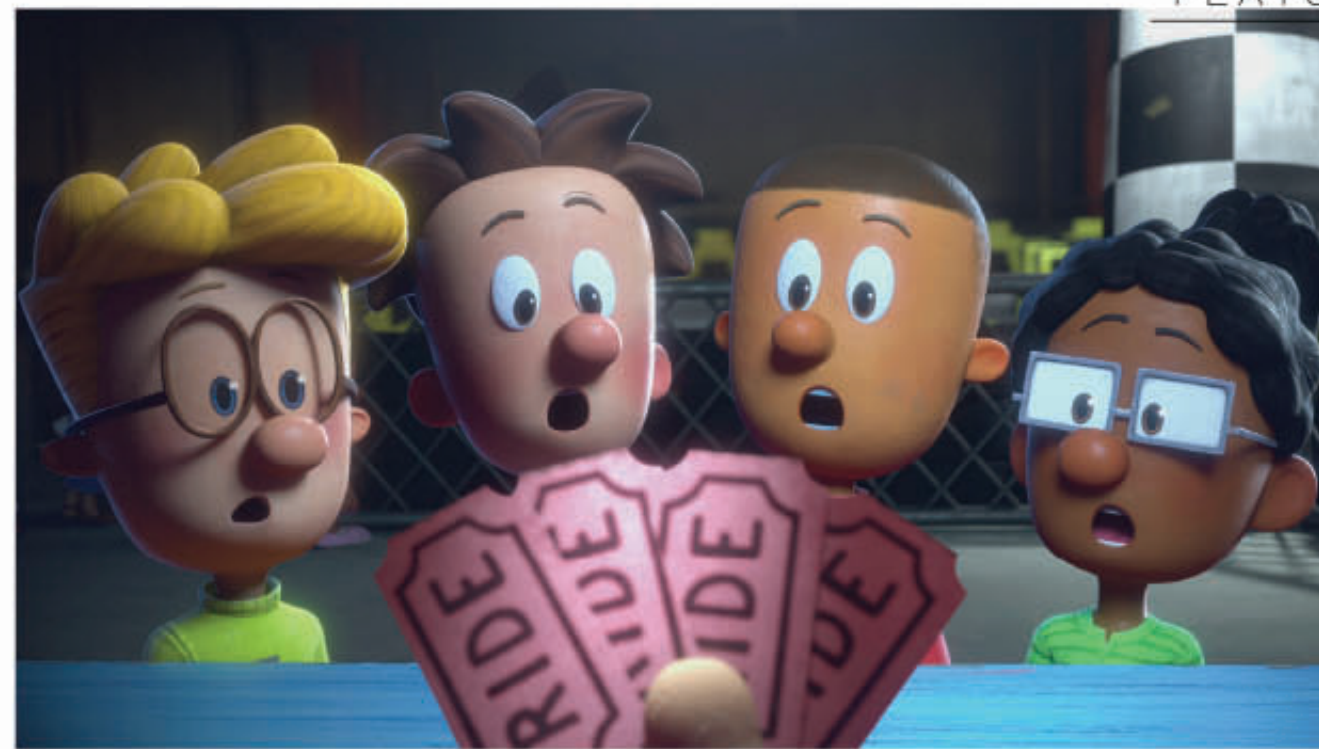
The Rock, obviously.

**11. What are your future plans—inside your career or out of it?**

To continue making funny, cool, creative content with my friends whether that's on or off-camera. I'm also actively pitching original TV series with my writing partner, so hopefully, I'm running my own show very soon.



Photo Credit: Adam Hendershott







## MUST-WATCH THIS WEEKEND: MASTERCHEF: LEGENDS

"Masterchef: Legends" premieres on Metro Channel this weekend. Metro Channel is set to air "MasterChef: Legends," the 11th season of one of the most-watched cooking shows in America. The exciting reality competition, featuring award-winning chef Gordon Ramsay, acclaimed chef Aarón Sánchez, and renowned restaurateur Joe Bastianich as main judges and other culinary legend guests, will see 15 hopefuls vie for the chance to be a cooking star and become one of America's "Masterchefs."

Gordon Ramsay is one of the best-known chefs in the world from his numerous TV series, including MasterChef, MasterChef Jr., Kitchen Nightmares, Hell's Kitchen, Hotel Hell, and Gordon Ramsay: Uncharted. He has written more than 20 books and to honour his impressive achievements, Ramsay was named Officer of the Order of the British Empire in 2006 and inducted into the Culinary Hall of Fame in 2013. Aarón Sánchez joined Season 8 of MasterChef as a judge. His other TV credits include multiple Food Network shows, including Chopped, Guilty Pleasures, Best Ever, Heat Seekers, Chefs vs. City, Best Thing I Ever Ate and Next Iron Chef. The El Paso, Texas-born chef, has also written two cookbooks: La Comida del Barrio and Simple Food, Big Flavor: Unforgettable Mexican-Inspired Recipes from My Kitchen to Yours, and the memoir, Where I Come From: Life Lessons From a Latino Chef. Joe Bastianich joined MasterChef in 2010 for the series' premiere and first five seasons, leaving in 2014, and then returning for Season 9 in 2018. The Queens, N.Y.-native discovered his love of food from his mother, famed chef Lidia Bastianich, and grew up working in her Italian restaurants. The two are also business partners and together own numerous restaurants in several countries.

This season's challenges will include feeding hungry members of the Coast Guard, demonstrating their skills in a vegan dish challenge, traveling to Horsetown USA (Norco, Calif.) to feed cowboys, and competing in the fan-favorite restaurant takeover challenge at Wolfgang Puck's Spago.

Catch the show's premiere this Saturday, 9PM on Metro Channel.









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A man wearing a black cowboy hat, a dark grey suit jacket over a white button-down shirt, and blue jeans with a large, ornate silver belt buckle. He is smiling and looking to his right. The background is a sunset sky with silhouettes of trees and a building.

# ELTON

INTRODUCING

# Elton

## A. HOLLIS III

A veteran entrepreneur, Elton A. Hollis III helps businesses succeed by utilizing his 25 years of experience in the Oil and Gas Construction field.

Elton A. Hollis III provides consulting, training, executive coaching, and all facets of safety management and compliance services to clients in the industrial, commercial and small business industries. He is a highly sought-after mentor who coaches entrepreneurs across the country - he teaches and encourages entrepreneurship by conducting marketing meetings, events, and numerous mentor speaking engagements. He also happens to be an author - in late 2021, he published his first book, "Creative Problem Solving" and has just published his second book, "Buy into Yourself First," which outlines successful business development tactics.





During the course of his career, Elton has held a wide range of titles, from Field Laborer to Executive Ownership. He prides himself on being able to problem-solve for his clients by utilizing a diligent work attitude with creative, critical thinking. He is well-regarded in the Safety and Training field for his Small Business training grant work in collaboration with Lamar Institute of Technology. In fact, he has been featured in several magazine articles such as VT Post (named in the Top 100 Entrepreneurs in Texas), Elitepedia, The Los Angeles, Refine Post, and The Global Celebrity. He is also a proud recipient of the 2022 BBB Torch Awards for Ethics Award for Microbusiness.

Elton A. Hollis III happens to be the owner of Hol-Tech Resources, LLC. Hol-Tech is a full-service consulting service that provides guidance and training in the Safety, Quality and Compliance realms. He is also the General Manager of RT Technical Solutions LLC, where he helps lead their team to the forefront of the Industrial Electrical and Instrumentation fields. In addition to his executive work, Elton is a co-founder of the Golden Triangle Industrial Group and Vice-Chairperson for the Contractors Business Development Group. Both events help promote business growth by providing project information to local companies. He is definitely an asset to the many committees and boards he sits on because he brings the voice of business, understands the industry perspective, cares deeply about entrepreneurs, and is not afraid to challenge conventional thinking.

Inlife International recently interviewed Elton regarding his journey as an entrepreneur, and here's what he said.

**What are you currently doing to maintain/grow your business?**

I have been concentrating on tracking my existing and potential clients' problems so that I can stay ahead of them with creative and innovative solutions. This applies to my safety training business, as well as electrical construction work with RT Technical. I also have been diligent about seeking out and taking advantage of all resources that help with marketing, business development, and networking.

**What social media platforms do you usually use to increase your brand's awareness?**

Facebook, TikTok, and LinkedIn.

**What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?**

I've had some success with paid advertising. I've tried to focus intensely on my target markets to eliminate any wasted time and money when it comes to this matter.

**What form of marketing has worked well for your business throughout the years?**

Honestly, nothing has worked better for me than good old-fashioned face time and word of mouth. Social Media has been a boost to get my company to a broader audience, for sure. Never underestimate the power of a good, firm handshake and eye contact.





**What is the toughest decision you had to make in the last few months?**

Learning to stay patient with industry supply issues has to be number one. Also, dealing with businesses that falsely use the Covid Pandemic as a reason to put off deadlines or extend product dates.

**What mistakes have you made along the way that others can learn from (or something you'd do differently)?**

I wish I had effectively learned to communicate with people at an earlier age. I feel it is a core building block in any endeavor that a person takes.

I also would have liked to understand more fully just how massively impactful my attitude as an individual is. The sooner you learn this, the more you can realize how to grow a team in business effectively.

**What new business would you love to start?**

Anything that Elon Musk is interested in purchasing (laughs), just kidding!

I would love to start a business that manufactures building products from recycled plastics, polymers, etc. I find it fascinating to watch new and beautiful things rise from items that were once considered useless.

**If you could go back in a time machine to the time when you were just getting started, what would you do differently?**

I don't think I would change anything I've done, but I would absolutely learn to do everything I did with more kindness and compassion. The world can never get enough of that.

**What is the best advice you have ever been given?**

When it comes to business: Be diligent, work hard and understand that life doesn't give you anything; you earn it.

**What advice would you give to a newbie Entrepreneur setting up their first business?**

Gather all the advice you can find. Talk to people who have been in business before, especially those who don't have the same line of thinking you do. This will give you a broader spectrum to view. Use a shotgun approach to gathering information, but when you finally execute your business plan, do so with ethics and common sense. As my good friend and mentor, Travis Woods always says.....You have two ears and one mouth for a reason. Make sure to listen twice as much as you talk.



## HOW TO BOOST YOUR IMMUNE SYSTEM DURING THE WINTER SEASON

Amid a global pandemic, many people want to know which ways are best to boost your immune system. However, it must be noted that there is no diet, supplement, or lifestyle modification that will protect against COVID-19 except for proper hygiene and social distancing. The tips listed below may support and boost your immune health, making it easier to fight off disease and infections, but they do not specifically fight against COVID-19.

Here are five tips that will boost your immune health and, with time, will help you feel healthier and help your body fight off illnesses.

### Getting Enough Sleep Each Night

You may notice when you get a cold or start feeling sick; you start sleeping longer and deeper. This is your body allowing your immune system to better fight off the illness. Your immune system takes a lot of energy to fight off illnesses. Likewise, it takes a lot of energy to protect against them. It's essential to get enough sleep for many reasons; among them is to have enough energy to give your immune system a chance to fight off illnesses.

### Work Whole Plant and Fermented Foods into Your Diet

Whole plants, such as fruits, vegetables, nuts, seeds, and legumes, are incredibly rich in nutrients and antioxidants. These may give your immune system an upper hand in its fight against some harmful pathogens. It can cut down on chronic inflammation, provide fiber to promote gut health, and most provide the vitamin C needed to reduce the duration of a common cold.

While fermented foods may not be what many think is best for their diets (And in fact, when done improperly can be dangerous so be sure to research fermentation before starting) they are often packed with probiotics and beneficial bacteria that promote gut health. In turn, this allows your stomach and immune system to work together to fight off illness.

### Limit the Amount of Added Sugars in Your Diet

With many concluding that added sugars and refined carbs contribute heavily to obesity, it is essential to begin cutting these out of your diet. Obesity, type 2 diabetes, and heart disease are all capable of suppressing your immune system. To maintain a healthy immune system, it is vital to cut these risks by reducing how much added sugar is in your diet to 5% of your daily calories.

### Practice Moderate and Daily Exercise

Simple, daily exercises such as brisk walking, steady biking, jogging, swimming, and light hiking are all great ways to stay in shape, as well as boost your immune system. An active body has a better chance of fighting off infections and illnesses.

### Drink Enough Water Everyday

While drinking water does not directly protect you from germs or viruses, it does prevent dehydration and boosts your overall health. Preventing dehydration is important for everyone, as you are far more susceptible to illness while dehydrated.





TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

**MISSION:** Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.







## HOW SHOPPERS CAN REDUCE THEIR COSTS WHILE PRICES SKYROCKET

The world has been hit with soaring prices for some fresh fruits and vegetables, and even KFC has had to swap lettuce for cabbage in its wraps and burgers.

Nick Drewe, founder of discounts platform, WeThrift, reveals some simple tips on how supermarket shoppers can reduce their costs and avoid their balance being excruciatingly high at the checkout.

### **Avoid purchasing pricier brands and switch to supermarket own brands instead**

"Many of us will stick to the brands we know and love including supermarkets such as Woolworths, Aldi and Metcash. These stores are constantly producing brand-inspired products which look and taste pretty much the same as the real thing, but at a fraction of the cost.

"For those who are set in their ways, and only willing to eat their favourite branded goods (e.g. Vegemite and Anzac Biscuits), it's worth remembering that cheaper, own-brand groceries are shown to be better for you as they have less fat, sugar, salt and calories than pricier alternatives!"

### **Time your supermarket trips wisely**

"Try to time your supermarket trips for when your local stores are likely to have just added yellow 'reduced' stickers to stock that needs to be sold that day. Making the most of these heavily discounted deals will help you to fill your freezer up with discounted meat, fish, and freezer meals for cheaper food options in the coming days and weeks.

"Normally supermarket workers will start discounting products that are about to pass their sell-by-date later on in the afternoon or early evening, so a food shop after work is the perfect time to grab a bargain.

"Many supermarkets also have clearance sections where products that cannot be sold at their RRP or may have damaged packaging can be found. Just make sure to check you are happy with the item and that the goods aren't compromised before heading to the checkout."

### **Take advantage of loyalty schemes**

"Loyalty schemes like Flybuys and Everyday Rewards allow customers to build points over time, with customers benefiting from money-off vouchers and other rewards that can contribute to future shops.

"Another advantage of Clubcard is the sufficient amount of products on the shelves that are discounted down from their original price. Instantly you will feel yourself knocking money off your basket price."

### **Shop your items in a particular order to help budget**

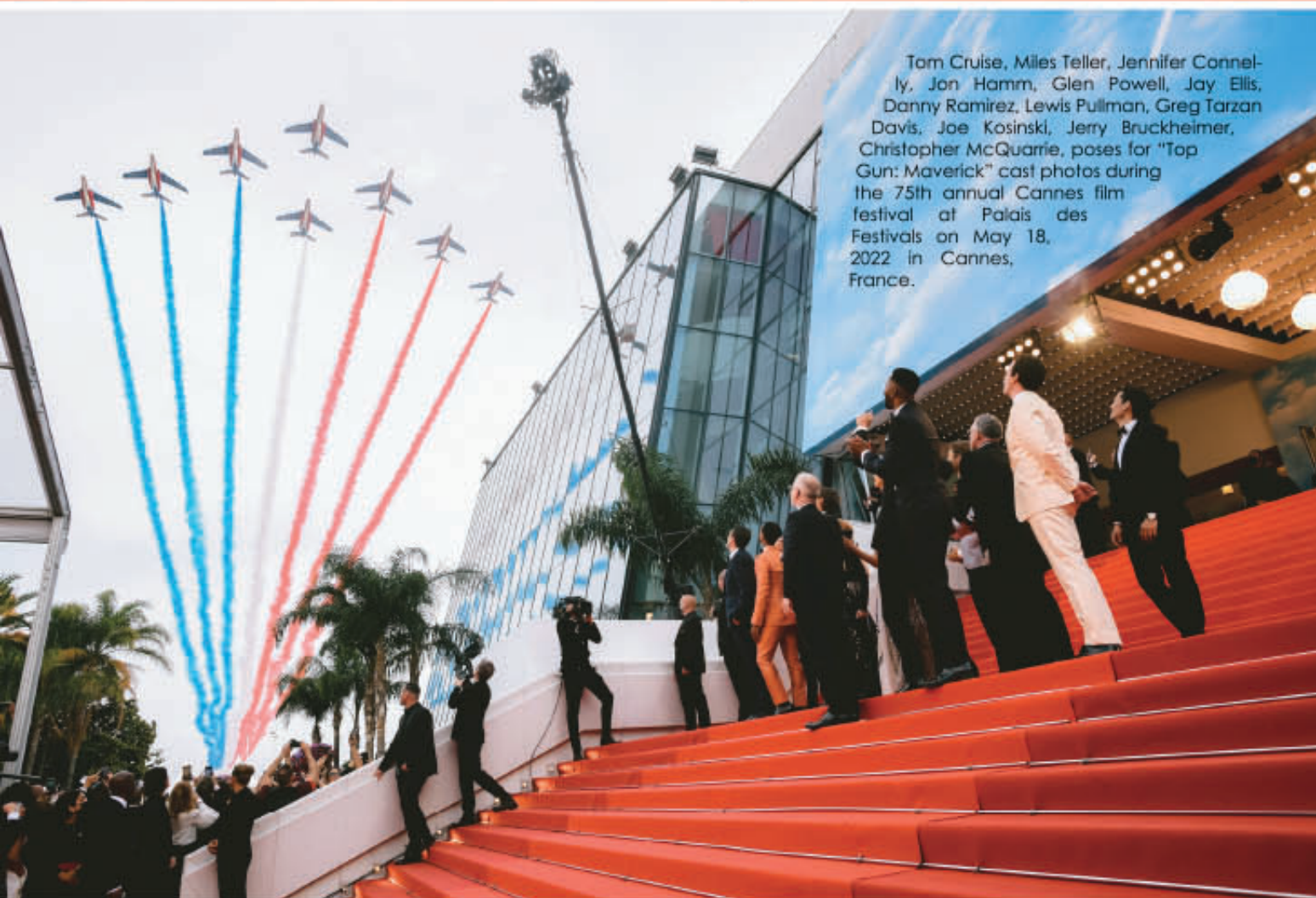
"A trick which can help many shoppers is starting your shopping in the more expensive aisles, e.g. meat, fish and alcohol, and work your way to the more affordable aisle, e.g. fruit and veg, tinned foods, so you can keep a better track of what you've spent and factor in a budget.

"Many local supermarkets now have integrated Tilit's tech into their self-checkouts and POS, offering their customers the most advanced way to shop by scanning their own items on the go, which is really helpful for knowing how much your basket price is up to so you aren't getting a shock at the till."





Tom Cruise poses for "Top Gun: Maverick" cast photos during the 75th annual Cannes film festival at Palais des Festivals on May 18, 2022 in Cannes, France.



Tom Cruise, Miles Teller, Jennifer Connelly, Jon Hamm, Glen Powell, Jay Ellis, Danny Ramirez, Lewis Pullman, Greg Tarzan Davis, Joe Kosinski, Jerry Bruckheimer, Christopher McQuarrie, poses for "Top Gun: Maverick" cast photos during the 75th annual Cannes film festival at Palais des Festivals on May 18, 2022 in Cannes, France.



Thierry Fremaux, Joseph Kosinski, Lewis Pullman, Jerry Bruckheimer, Greg Tarzan Davis, Miles Teller, Tom Cruise, Jennifer Connelly, Jon Hamm and Jay Ellis attend the screening of "Top Gun: Maverick" during the 75th annual Cannes film festival at Palais des Festivals on May 18, 2022 in Cannes, France. (Photo by Vittorio Zunino Celotto/Getty Images for Paramount Pictures)

# TOP GUN: MAVERICK

DEBUTS AT THE 75TH ANNUAL CANNES FILM FESTIVAL

Top Gun: Maverick finally made its debut at the 75th Cannes Film Festival

The film's stars Tom Cruise, and co-stars Miles Teller, Jennifer Connelly, Jon Hamm, Glen Powell, Jay Ellis, Danny Ramirez, Lewis Pullman, Greg Tarzan Davis, along with filmmakers Joe Kosinski, Jerry Bruckheimer & Christopher McQuarrie all walked the red carpet at the 75th Annual Cannes Film Festival.

Check out the photos from the red carpet courtesy of Paramount Pictures.



Joseph Kosinski, Lewis Pullman, Jerry Bruckheimer, Greg Tarzan Davis, Christopher McQuarrie, Miles Teller, Tom Cruise, Jennifer Connelly, Jon Hamm, Jay Ellis and Christopher McQuarrie and Danny Ramirez attend the screening of "Top Gun: Maverick" during the 75th annual Cannes film festival at Palais des Festivals on May 18, 2022 in Cannes, France. (Photo by John Phillips/Getty Images for Paramount Pictures)







## TEACHING ECONOMICS USING SQUID GAMES

First-year business and economics students all over the world may soon be using Netflix's global smash hit series Squid Game to learn complex economic theories.

A new paper by the Monash Business School has revealed how integrating the strategies of the smash-hit dystopian series Squid Game can revolutionise the way students learn game theory, one of the most challenging concepts of introductory economics.

Researchers from the Monash Business School have developed a range of innovative and interactive teaching tools based around insights from Squid Game, to provide educators and students with a fresh approach to teaching and learning one of the most demanding topics at introductory economics level.

And from semester one, students studying first year microeconomics at the Monash Business School will be using the Squid Game insights.

"Game theory is important because it helps us understand decision making in strategic situations," says Associate Professor Wayne Geerling from the Monash Business School and co-author of the paper "Using Squid Game to Teach Game Theory".

"The players in Squid Game are a metaphor for companies, and we have examined the strategic interactions of Squid Game in comparison to real life business. How do players, ie companies, interact. Game theory has a lot of real-world applications, analysing how actions influence others and the strategic implications of such."

Associate Professor Geerling has identified a number of scenes from the immensely popular television series that can be used to teach the principles of game theory and he has developed a series of teaching guides that can be adopted or adapted by any instructor anywhere around the world.

The economics profession has been notorious for its continued reliance on 'chalk and talk' to deliver lectures but a significant amount of research pioneered by Associate Professor Geerling and his colleagues has focussed on innovative ways to teach economics concepts.

"Many students struggle to think in a strategic manner when material is taught through traditional methods alone. Pop culture, such as Squid Game, can be used as an effective medium to break down barriers to learning because it taps into everyday life and allows students to see connections between abstract theory and real world applications," he says.

Squid Game revolves around 456 players, all of whom are heavily indebted, risking their lives to play a series of six children's games against each other - with a deadly twist. The reward for the winner is a sizeable bounty. For everyone else, the consolation prize is death.

In Squid Game the players are making decisions in real time without full information and to survive they must work out their optimal strategies to maximise their chances of winning.

Just like the cut-throat real world of business.

"The Netflix series focuses on six games, we've chosen three of those to represent the best practical applications of game theory for students," says Associate Professor Wayne Geerling.

Using Squid Game to teach game theory reflects Associate Professor Geerling's passion for revolutionising how we teach economics and promote active learning techniques in class using pop culture.

"Despite the growth in teaching resources and the ability for educators to integrate innovative teaching practices into their curriculum more easily, the vast majority of educators continue to teach using a traditional lecture."

Editorial credit: Faiz Zaki / Shutterstock.com





A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with ruffles, and brown boots, is sitting on a sand dune. She is holding a brown crossbody bag and sunglasses. The background shows a beach with waves and a blue sky with light clouds. Two wooden posts are visible in the sand.

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