

# Magatte: A Name to Remember

Meet Magatte Wade, an **inspirational** woman from Senegal who started her own business and is leading the way for change in her own country and around the world. We had the chance to talk to her about growing up in a foreign country and running her own company, Tiossan.

**Interviewer:** (1) \_\_\_\_\_

**Magatte:** During my early years, I lived with my grandmother. Most of the time, I was playing with other kids from my village and organizing our games. I guess that's where I first practiced my leadership skills.

**Interviewer:** (2) \_\_\_\_\_

**Magatte:** My grandmother. She was a very **wise** woman. When it was time for me to join my parents in Europe, I will never forget my grandmother's words. She explained that I was going to a place where I knew nobody. She told me that the people in my new country wouldn't look like me and wouldn't speak my language. But she told me not to be worried or afraid. "At the end of the day, what you all have in common is that you are all human beings," she said. She reminded me to believe in myself and told me that however impressive the other children may be at school, I could do the same, if not better. She was right. When I arrived, I looked and sounded different from everyone else. School was a challenge at first, but I dealt with it, and soon I was achieving good grades just like the others.

**Interviewer:** (3) \_\_\_\_\_

**Magatte:** Women in Senegal have a special way of thinking about beauty. Senegalese women are most interested in keeping their skin healthy because they believe that skin can only be beautiful if it is healthy. So, I created the skincare brand Tiossan to share this way of thinking about beauty with the world. But my goal was not only to share Senegal's beauty



▲ Magatte Wade, founder and CEO of Tiossan, a skincare company

secrets; I also wanted to help my country. Thanks to my company Tiossan, I have been able to put money into a school to teach Senegalese people how to start their own businesses. I want people to know that Tiossan products will not only bring them healthy skin but will also help create jobs and grow future **entrepreneurs** in Senegal.

**inspirational** (adj.) giving you ideas for doing or making something

**Inspire** (v.) give someone an idea for something to do or make

**inspiration** (n.) someone or something that gives you ideas for doing something

**wise** intelligent because you have learned from experience and can make good decisions

**entrepreneurs** people who start their own businesses

Source: Katrina Boratko, "Why This 'Tomboy' Started Her Own Skincare Brand," *Global Citizen*.

**A** Skim the text (read it quickly to find the main ideas). Write the letter of each question above the correct paragraph. One is not needed.

- a. Who inspired you when you were growing up?
- b. What global problems would you like to solve?
- c. What was it like growing up in Senegal?
- d. Why did you start Tiossan?

**B** Read the article again. This time, read it carefully. Answer the questions with short answers.

1. Where is Magatte from?

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2. Who did Magatte live with when she was very young?

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3. What did Magatte often do when she was a child?

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4. Where were her parents living when she was young?

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5. What kind of company is Tiossan?

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**C** Read the statements. Circle **T** for *true* or **F** for *false*. Correct the false statements.

Europe

1. Magatte moved to Senegal to join her parents.	T	<input checked="" type="radio"/> F
2. Magatte organized the games she played with other children.	T	<input type="radio"/> F
3. Magatte spoke the same language as the others at her school.	T	<input type="radio"/> F
4. Magatte felt that she was the same as the other children at her school.	T	<input type="radio"/> F
5. Magatte did well in school.	T	<input type="radio"/> F
6. Senegalese women believe that skin must be healthy in order to be beautiful.	T	<input type="radio"/> F
7. Magatte is putting money into a Senegalese art school.	T	<input type="radio"/> F

**D** Answer the questions in your notebook.

1. What challenges did Magatte face when she was growing up? Mention three.
2. Magatte describes her grandmother as *wise*. Why does she call her this?
3. What are Magatte's goals for her company, Tiossan?