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"We're one of the most entrepreneurial and successful countries in the world and the challenge of fixing that problem is what gets me excited about South Africa." - Ludwick Marishane.

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Marishane has been selected for 21 *ICONS* South Africa Season 3 for his pursuit of a sustainable society through the development of the DryBath® Gel product, the world's first bath-substituting lotion that saves 80 litres of water every application becoming more relevant with global water scarcity, and his role in creating a mindful contribution to youth development.

The 25-year-old from Limpopo, was rated as the best student entrepreneur in the world by the Global Champion of the Global Student Entrepreneurs Awards 2011. That same year, Google named him one of the 12 brightest young minds in the world and *TIME* Magazine dubbed him one of the "Top 30 under 30 people that are changing the world" in 2013.

The innovative no-water cleansing gel is antibacterial and biodegradable. For rural residents in South Africa, where clean water is hard to come by, this has made a world of difference.

Within six months, the teenager had devised the formula for the gel and in less than a year, he had written up a 40-page business plan, applied for a patent and launched his start-up, called Headboy Industries.

As an only child and his father's economic freedom, he was fortunate enough to attend a good school in Johannesburg,

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- 1 End poverty in all its forms everywhere
- 2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- 3 Ensure healthy lives and promote well-being for all at all ages
- 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- 5 Achieve gender equality and empower all women and girls
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- 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and

and his dad pushed him to go for greatness and to achieve more and be more.

The film gives an insightful and inspiring glimpse of his belief that the most important skill that the school system can teach kids is the ability to empower themselves through learning and educating themselves. He says, "It's possible. The potential is there. We need to teach kids the value of the information they can access. The tools are there, we can't say they're not. It's the mind-set and the skill-set necessary to use these tools that's most important."

About the portrait

For the portrait '*The Solution*', season 3 photographer Gary van Wyk describes the visual elements, "Taking inspiration from the name of his invention, DryBath, Marishane is photographed seated in an empty bathtub. Located in a kraal in Crossroads in Cape Town, with cows surrounding the tub, the portrait references not only his inspired innovation but his humble beginnings in rural Limpopo."

View the video

21 Icons :...  



foster innovation

- 10 Reduce inequality within and among countries
- 11 Make cities and human settlements inclusive, safe, resilient and sustainable
- 12 Ensure sustainable consumption and production patterns
- 13 Take urgent action to combat climate change and its impacts
- 14 Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- 15 Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- 17 Strengthen the means of implementation and revitalize the global partnership for sustainable development

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About 21 Icons Season

3

The short film-series documents the conversations between Gary Van Wyk as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer's creative approach to the portrait.

Behind each portrait lies a carefully planned concept that captures not only the essence of each icon visually, but also in spirit and in terms of their unique legacy.

Season three of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa.

Social media:

21 Icons engages with the public through:

Twitter: [@21Icons](https://twitter.com/21Icons)

Website: <http://www.21icons.com>

Mobisite: www.21icons.com

Facebook:

<http://www.facebook.com/21Icons>

Pinterest:

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