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Local news

WATCH: 21 ICONS – Ludwick Marishane short film

JOHANNESBURG – THE 21 ICONS South Africa Season III, The Future of a Nation, has revealed its eighth icon – Ludwick Marishane, founder of Headboy Industries Inc. and inventor of DryBath.

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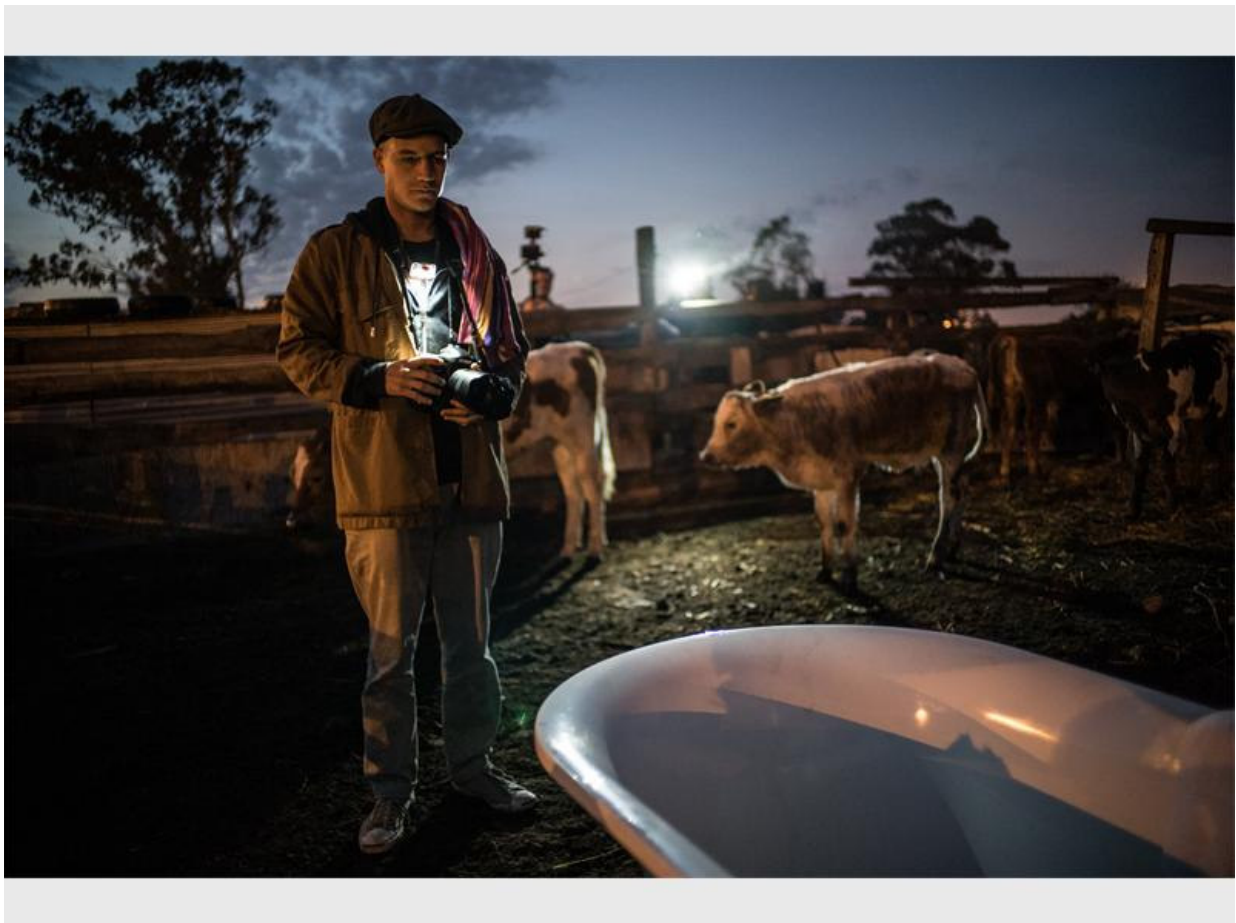


Photo: Adrian Steirn CONTEMPLATION: Photographer Gary Van Wyk gets ready for Ludwick Marishane's portrait shoot in Cape Town as part of Adrian Steirn's 21 Icons South Africa Project.

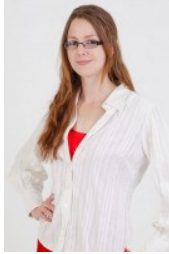
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The 21 Icons series was inspired by the life of Nelson Mandela and has grown into a highly anticipated photo and, now, video series.

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Journalist



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Adrian Steirn, who was the principal photographer for the first two seasons explained, "As an Australian living here, I've experienced just incredible people and I wanted to showcase this back to the world because all I heard was negativity. And this was a focus on the positive."

Marishane is a 25-year-old award-winning social entrepreneur from Limpopo. He was selected for the project because of his pursuit of a sustainable society through the development of the DryBath Gel, which he created at just 17 years old. The idea came to him when he was sunbathing with friends who joked about how they were too lazy to bath, and that it was crazy how no one had come up with something that one could apply to the skin that would eliminate the need to bathe.

[Check out a preview for Ludwick Marishane short film:](#)



DryBath is the world's first bath substitute lotion and saves 40 litres of water for every DryBath session, making it relevant to global water scarcity. It is an antibacterial and biodegradable cleansing gel and has made a world of difference for rural residents in South Africa, where clean water is often hard to come by.

Marishane's portrait is titled, The Solution. Gary Van Wyk, the principal photographer for Season III stated that he took inspiration from Marishane's DryBath for the shoot.

"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," said Van Wyk.

Steirn added, "The whole production is something South Africa can be very proud of ... the people involved, the people photographing – because we have a future. We have a present and we have a future in this country."

21 Icons will release a short film every Sunday at 7.30pm on SABC 3.

Details: www.21icons.com

Who do you think 21 Icons should approach next to be part of the 21 Icons project?

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Photo: Adrian Steirn. **CLEANS UP NICELY:** Ludwick Marishane sits in a bath tub during the portrait shoot with photographer Gary Van Wyk in Cape Town as part of Adrian Steirn's 21 Icons South Africa Project.

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