

# GOOD

## SALON GUIDE

### *Introducing The Natural Africa*

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Responding to the growing desire for trusted vegan and organic skincare, The Natural Africa™ is proud to announce the launch of its exclusive African Botanical capsule skincare collection in the UK.



Under the brilliant South African sun, rooted in the resilient terrain, grows abundant, hardy fauna trusted for its healing properties. Introducing The Natural Africa: a small batch, luxury skincare range harnessing the power of these highly concentrated medicinal plants for maximum results. This organic, plant-based skincare is inspired by time-honoured botanical knowledge and proudly formulated by a team of pharmaceutical and dermatological specialists with impeccable quality, efficacy, and purity standards.

Designed by nature and certified by science, the capsule collection includes Rooibos Cleansing Cream, Cape Aloe Serum, Resurrection Moisturiser, and Rosehip Oil – each thoughtfully crafted to protect, nourish, and renew all skin types. The vegan and cruelty-free, dermatologically approved range contains botanicals which have been sustainably wild-harvested from across Sub-Saharan Africa and packaged in eco-friendly boxes and recyclable glass bottles – ensuring they are as gentle on the environment as they are on your skin.

Each product has been uniquely formulated and produced in small batches for effective results. The sustainably sourced ingredients are rich in natural oils, vitamins, antioxidants, and omegas, creating an amalgamation of natural nourishment.

#### The Natural Africa Story...

In 2020, Andrew Franks and Catarina de Avillez joined forces to cofound The Natural Africa™ with the vision to share and protect the healing wisdom of the land's indigenous botanicals through potent skincare formulations.

As passionate and creative cofounders interested in the rich heritage of African pharmacology, they combined their experience in luxury skincare, marketing, and innovation to create and form the capsule collection.

Catarina, an experienced luxury beauty professional who spent several years on the L'Oréal Luxe team, understands the challenge of finding skincare that packs in ingredients at the highest concentration levels to deliver maximum results – all without artificial chemicals. With relatives who are descendants of the original rooibos farmers in South Africa, Catarina grew up visiting the Cape each year, steeped in the knowledge that the region's trees, flowers, and plants make up the most phenomenal medicine cabinet. Andrew, a natural entrepreneur with strong roots in Africa, discovered the power of African medicinal plants on his travels through the country. He then founded Feel Better Naturally™ launching an exclusively African Herbal supplement range alongside African Botanical skincare ranges.

Catarina and Andrew came together – harnessing the spirit of their shared culture and heritage – to introduce Southern Africa's nourishing medicinal plants to skincare.

Recognising a gap in the market for luxury skincare made from African botanicals, the duo developed Natural Africa's organic, plant-based range, which will never make you choose between natural and high-performance or between health and results. This small batch collection is designed by nature and powered by science, with highly concentrated formulas centred around Southern African medicinal plants to naturally keep skin healthy and beautiful.

The Natural Africa™ skincare is currently available via [www.thenaturalafrica.com](http://www.thenaturalafrica.com).