

HEALTHY WEALTHY YOU FEBRUARY 2024 NEWSLETTER

Official newsletter of The Good Health and Wellness Expo

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WHY YOU NEED TO CARE ABOUT YOUR KIDNEY

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HEALTHY KIDNEY HABITS: Nurturing Your Body's Vital Filters 🌱

The kidneys, often unsung heroes of our internal systems, play pivotal roles in maintaining overall health. Beyond their primary function of filtering harmful substances through urine, these bean-shaped organs contribute significantly to fluid balance, electrolyte regulation, blood pressure maintenance, and even hormone production.

TIPS FOR OPTIMAL KIDNEY CARE 🌱

1. Eat Right

Embrace a balanced diet to support kidney health. Keep salt intake in check, as excessive sodium can disrupt the delicate balance of bodily functions regulated by the kidneys.

2. Stay Hydrated

Water is not just a thirst quencher; it's a vital component of kidney function. Monitor your hydration by observing urine color – a straw hue indicates proper hydration.

3. Maintain a Healthy Weight

Guard against kidney-related complications by keeping your weight in check. Overweight individuals are at a higher risk of kidney diseases.

4. Exercise Regularly

Physical activity, regardless of intensity, contributes to overall well-being. Choose exercises that align with your fitness level, promoting a healthy weight and reducing the risk of kidney and heart issues.

5. Say No to Smoking

Spare your kidneys and overall health by steering clear of tobacco. Smoking elevates the risk of various ailments, including kidney diseases and high blood pressure.

6. Moderate Alcohol Intake

Be mindful of alcohol consumption as excessive intake can hinder kidney function. Stay within recommended limits to maintain proper fluid balance.

7. Stay Vigilant

Scrutinize food and medication labels diligently. Follow prescribed medication instructions meticulously, reducing the risk of acute kidney failure. Regularly monitor blood pressure and sugar levels, addressing any issues promptly.

8. Recognizing Warning Signs

Be attentive to potential kidney problems signaled by symptoms such as fatigue, difficult urination, abnormal urine appearance, and swelling. Timely lifestyle adjustments and vigilant health management can minimize the risk of kidney-related complications. Your kidneys, your health – Nurture them well for a vibrant life! 🌱

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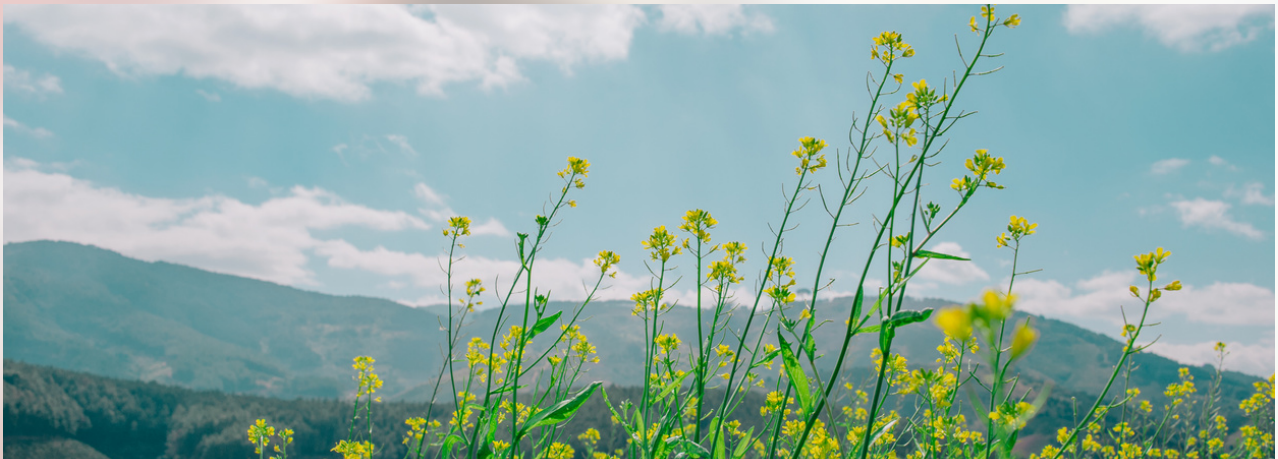
Stay Hydrated at all times, it makes the job much easier for your kidneys



Home of Nula

INTERVIEW WITH TEBOGO MORAKA FOUNDER & DIRECTOR

Welcome to Home of Nula, a haven of divinely nurturing treasures for your skin, body, and home. Their versatile products, crafted with high-quality African ingredients, bring a touch of wellness to your life. Explore their nourishing skincare and bodycare or indulge in the enchanting home fragrance range.



GHWE24: WHAT INSPIRED THE CREATION OF YOUR LUXURY FRAGRANCE AND SKINCARE PRODUCTS COMPANY, AND HOW HAS YOUR VISION EVOLVED SINCE ITS ESTABLISHMENT?

Tebogo Moraka: Home Of Nula was inspired by my own skincare journey of growing up with sensitive skin that affected my own self-confidence as a girl child. My mom would take me from one dermatologist to the next, with the intention to find me a relief for my skin issues. This journey exposed me to several skincare brands that I tried, and the older and more independent I became, the more I sought convenient solutions for my already busy working life. I realised that the multiple-step skincare routine was not entirely practical for me and even my own psyche around it was not healthy as it felt like a constant reminder of my imperfections. I then thought to create a conveniently nourishing solution for others who, like myself, struggle with sensitive skin and value convenient yet effective solutions. The fragrance element came about as a result of my love for fragrance and perfumery, as I have quite a strong sense of smell. Unfortunately, because of how reactive my skin is to even perfumed skincare, I could never quite enjoy fragrance directly on my skin, and so it encouraged me to feed my love for fragrance in other ways because I enjoy the feel-good effect it has on my mood. That is how the Fragranced Mists, Room Sprays and Reed Diffusers then came about. As a person who does try to be holistically healthy, it was important that the fragranced products that are introduced have a health function to them too. So, our Face, Body & Hair Mists are incredibly nourishing for the skin, whilst our Nafasi Range of Diffusers & Room Sprays bring a calming and uplifting effect thanks to the aromatherapy elements from the essential oils used. With regards to our vision evolving, we are currently in the process of trialling out a variety of other products that align with our brand ethos of being Divinely Nurturing. This has been done by opening up our e-commerce platform to other likeminded brands to sell their products on our platform too. We did this after realising that there are a number of amazing products in the informal sector that are not being found by their target consumers in this digital age and so it was a golden opportunity for us to explore this, since we too, have walked a similar path. It also makes our vision has remained the same, though we have expanded into collaborating with brands aligned with it to best serve our customers.



GHWE24: CAN YOU SHARE INSIGHTS INTO THE METICULOUS PROCESS BEHIND FORMULATING YOUR SIGNATURE FRAGRANCES AND SKINCARE PRODUCTS, EMPHASIZING THE COMMITMENT TO QUALITY AND EXCLUSIVITY?



Tebogo Moraka: Firstly, the research that has gone into the business is quite extensive and initially started informally with my own skincare journey. It was only in January 2020 that I decided to formally experiment the product concept through a variety of local manufacturers. The process of finding the right manufacturers was quite extensive as it really is a trial-and-error process that takes time. Once we found a suitably qualified manufacturing partner, it was then that the correct formulation could be developed in a way that matched my desired outcome for our skincare products. Thereafter, we proceeded with the necessary lab tests where both the product and its packaging are vigorously examined for safety purposes. I was very particular with the kind of skincare and fragrance products we wanted to launch and made sure to spend enough time testing them on myself first for several months instead of just relying on the lab tests. I do not believe in selling something that I myself, do not consume and so it was important that the quality and uniqueness of our products are easy to champion.

GHWE24: IN THE EVER-EVOLVING BEAUTY INDUSTRY, HOW DO YOU STAY AHEAD OF TRENDS AND ENSURE YOUR PRODUCTS REMAIN BOTH TIMELESS AND INNOVATIVE?

Tebogo Moraka: As much as trends keep our industry exciting, I am a big believer of ensuring that the core principles and foundation of our offering as a brand are enduring and timeless. This has filtered out a lot of unnecessary efforts in the name of trends, because I do believe that life is already complicated, but one's personal care shouldn't be. Ensuring that our skincare needs are met in the most holistic and sustainable way, therefore, is how we continue to stay relevant. Nourishment and nurture are critical components of each of our offerings, and so the quality of our ingredients are of paramount importance to us remaining relevant.

SHOP ONLINE
[HTTPS://WWW.HOMEOFNULA.COM/](https://www.homeofnula.com/)



GHWE24: WHAT ROLE DOES SUSTAINABILITY PLAY IN YOUR BRAND'S ETHOS, AND HOW DO YOU INCORPORATE ECO-FRIENDLY PRACTICES INTO THE PRODUCTION AND PACKAGING OF YOUR PRODUCTS?

Tebogo Moraka: Sustainability lies at the core of our identity. This is because our product ingredients are drawn from Mother Nature's medicine chest, and as such (as I imagine it is the case for those with nurturing mother-figures) it is important to show considerable care and appreciation for this divinely natural produce. We ensure to use only what the skin needs in a manner that is not excessive or exploitative. We also use only recyclable and re-usable packaging to further honour this belief. It is, after all the truest and most reliable way of healthy living - in moderation.



GHWE24: GIVEN THE GROWING IMPORTANCE OF ONLINE PRESENCE, WHAT STRATEGIES DO YOU EMPLOY TO MAINTAIN A STRONG DIGITAL PRESENCE AND CONNECT WITH YOUR DISCERNING CLIENTELE IN THE DIGITAL LANDSCAPE?

Tebogo Moraka: Our business has been 100% online since its' inception, and as such, we have only aligned ourselves to strategies that align with the digital world given the extensive reach it gives us that a physical store would take time to establish as a new brand. As such, we aim to be as educational and relatable as possible with our online audience where we show how we personally use our products on a daily basis. This has gained us both a strong brand trust and returning customer base for us so far due to how the digital space enables us to familiarise ourselves in our audience's world. Encouraging healthy living in an appealing way has worked well for us so far.

