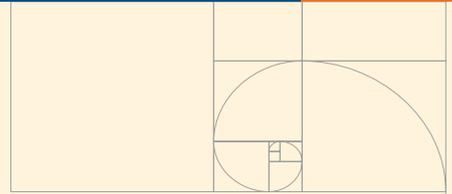


Health Heritage Innovations

Category: Product

Stage: Scaling

Country (region): South Africa (Africa)



Indigenous herbal teas

Going back to our roots to find innovative health solutions

The I-Brand indigenous tea collection presents six unique herbal teas, developed in inclusive partnership with South African rural communities whose generational knowledge forms the foundation of each product. These tea blends are derived from sustainably sourced *Lippia scaberrima*, *Croton gratissimus*, *Phyla dulcis* and *Myrothamnus flabellifolius herba*, cultivated in regions where knowledge of these plants has been preserved for generations.

The range of teas includes naturally caffeine-free green, red and iced teas, scientifically researched for enhanced aroma and flavour. Each tea blend provides unique health benefits, such as relief from muscle aches, sinusitis, constipation, colds and coughs, as well as relaxation of the mind. The teas contain high levels of antioxidants and polyphenols and are scientifically proven to assist in managing diabetes and hypertension.

Our innovation bridges Indigenous wisdom with contemporary science to deliver effective, tradition-inspired solutions for current health needs. The blends cover niche markets for the tea lover: hot red tea beverages for the elderly, natural green teas for the health-conscious consumer, and iced teas for youth that want their teas on the go.

Investment will help to commercialize our teas globally, with impacts on wealth generation, skills development and job creation for communities. The teas have been developed in the spirit of inclusivity, cocreation, codevelopment and co-ownership with communities.



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AMITD
website



Tea
selection



Disclaimer: WHO played no role in the development of this innovation.