



CATALOGUE of South African

Indigenous Herbal Infusions



Innovations inspired by iconic botanicals

Innovations inspired by iconic herbals and Indigenous Knowledge, value added through rigorous scientific research

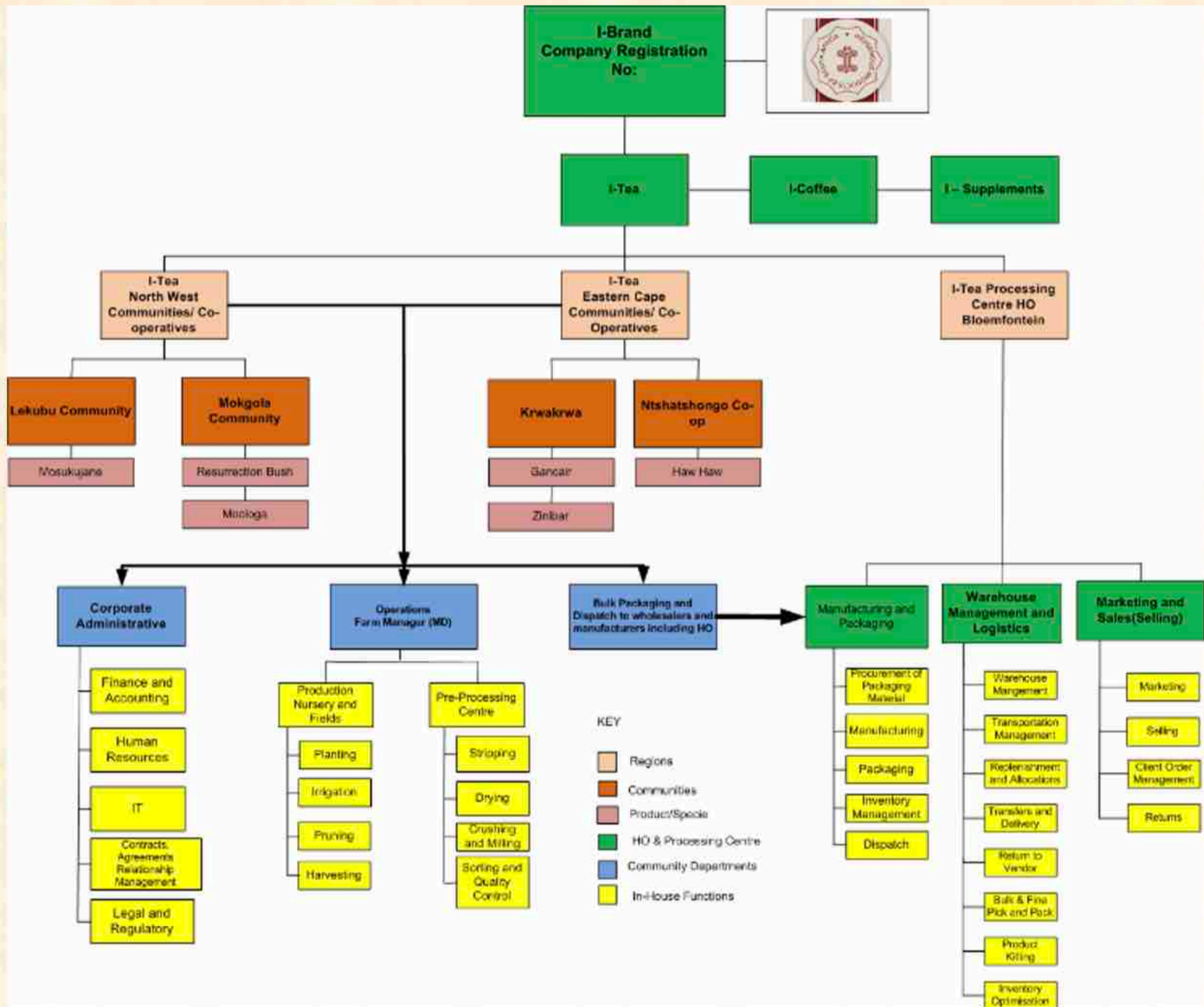
Uncompromising to good peer-reviewed science research while upholding to principles of humaneness, Ubuntu research principles, **continuous research**, development and innovativeness

Believing in the development of natural products that are safe, of good quality, are effective, easy to use that our consumers can have confidence in

Organically grown teas by our community farmers. Our farmers are Farmer to Farmer and Mentor to Farmer trained. Farming that practices fair labour practices. Following strict Sustainable Farming Practices



I-Brand Hierarchy Structure





I-Brand Department of Pharmacology University of Free State has over 30 years of pharmacology research in herbal products. This has made the department a nationally and internationally recognized research department in traditional and herbal medicines. The Pharmacology department boasts a modern laboratory facilities and state of the art research and development equipment to make the department be competitive in its research internationally.

Community research and participation has been the thrust of our success. Over the years we have built trust within our communities. This has seen an increased in the rates of our research lead as together with communities we are able to identify and select iconic botanicals to develop into our quality products. Our traditional communities are our equal partners in research and form part of our research laboratories.



Ethics statement

I-Brand main business is to create wealth and profits for the company. While doing so I-Brand stands by its ethics of meaningful beneficiation to communities and create sustainable business relationships with its clients and suppliers. I-Brand will continuously improve on its social responsibility towards the empowerment of communities and build human capital through training of its staff and support to postgraduate students in this field of science research.

Regulatory and Legislative Compliance Statement

I-Brand continuously strives to comply with all relevant and appropriate Legislative and Regulatory requirements to ensure production and supply of quality and safe products.

OUR INDIGENOUS TEAS ARE

Carefully selected iconic herbs used in African traditional beverages over time

Natural, proven safe and with nutritional and medicinal benefits

Naturally caffeine free and full of antioxidants and minerals

Not having any artificial or chemical preservatives

Fermented by nature and perfected by science research and innovative development for:

Unique Colour Taste Flavour Aroma

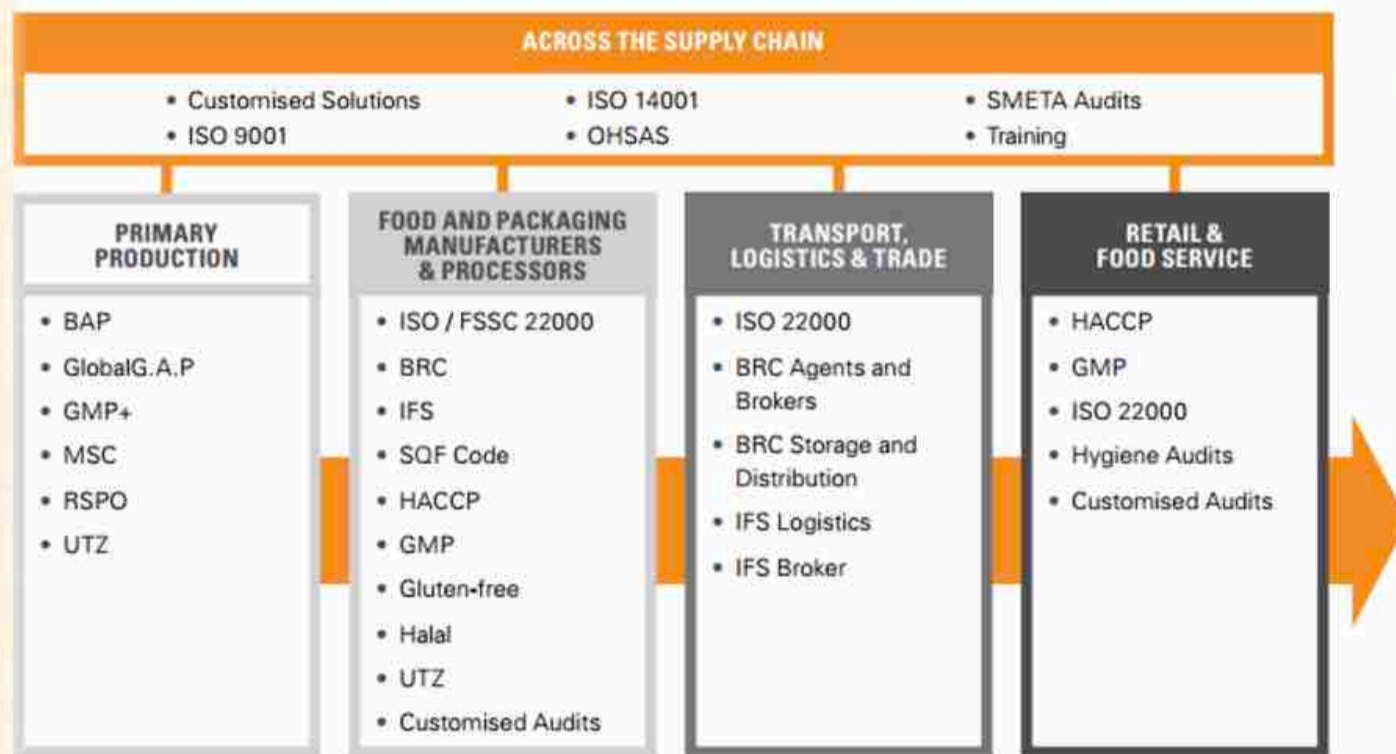


Drinking our infusions are for a purpose – nutrition and for health benefits and health maintenance.

Accreditation and Certification

From our cultivation farms to production facilities, we aim to comply with most local and international agricultural regulations and legislation - GAP, GAHP etc. Our herbal infusion production facilities and processes aim to comply with some of the food industry certifications. Our aim is to be compliant throughout the herbal infusion production supply chain.

FOOD INDUSTRY – KEY AUDIT AND CERTIFICATION SOLUTIONS





Lessons from Ancestors

In the remote past, plants were not only for food but also for medicine. From ancient times humans knew about the advantages of herbs in the fight against various diseases and health problems of the young and the old persons. Medicinal herbs and combinations of herbs, have had an advantage over synthetic pharmaceuticals. They almost completely preserve the pristine complexities of natural healing, promoting good health and good health maintenance.

It is thus that; the iconic herbs we select are the most important alternatives for promoting and maintaining human health as well as preventing common known diseases.

With increased disease incidents and shortening of life expectancy, human well-beings have largely become dependent on the quality of biological supplements, through the consumption of nutritious foods. With this in mind, human beings proceeded to recall the herbs and the use of long-tested and proven traditional recipes, in particular, began to pay deeper attention to traditional use of herbs and their use in health maintenance and disease treatment.

Scientific research value addition



Our products have been proven on key scientific tests including (full reports available on request)

| | |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Safety | Heavy metals, Pesticide contamination, aflatoxins, toxicology studies, drug-herb interaction studies (P450 Enzymes), TBC yeast, Moulds, pathogenic bacteria, <i>E.coli</i> |
| Nutritional Content | Energy (Calculated& Gross) Vit.(A, B ₁ , B ₂ C, E,), Minerals, Protein, Fat, Carbohydrates. |
| Antioxidant | Total Phenolic content, ORAC, Flavanols, Flavonols, polyphenols, FRAP, Caffeine, TEA |
| Health supporting | Tested for their effects on bacterial and fungal growth, Diabetes, Cancer, Hypertension, immune boosting & reconstitution, brain function. |



I-teas

Our Current Herbal Infusions Products



Resurrection Bush (Moritela Tshwene) *Myrothamnus flabelifolius*

Resurrection Herbal infusion is carefully produced from the naturally fermented, tiny, scented leaves of the Resurrection plant, Moritela Tshwene, as is known locally, that grows in the North West Province and Northern parts of South Africa. It grows on rocky north facing slopes to obtain the most sun to produce most nutrients needed.

The Resurrection plant is known in Mokgola, where this herbal infusion is grown, as Moritela Tshwene, Uvukabafile and as Opstandings plant. It is here that the community of Mokgola have over the years drank this nutritious herbal infusion. The herbal infusion is prepared with leaves picked when they have been naturally fermented by the sun to a golden brown colour, and it is when the herbal infusion contains its maximum flavor and aroma.

Resurrection bush has numerous traditional medicinal uses, and a cup of this herbal tea may be good for your health. It has been tested, tasted and proven over centuries by indigenous communities in Southern Africa.

BENEFITS

Resurrection Herbal tea is rich in total antioxidants and is naturally caffeine free. It contains tannins, contains polyphenols, and may have a rejuvenating effect on the body.

INGREDIENTS





Optimally dried and fermented leaves of *Myrothamnus flabelifollius* herba. No added artificial colorants and preservatives.

Resurrection Bush

"Resurrect, Revive and awake your soul"

An invigorating herbal infusion made from natural ingredients known to revive the body, soul and spirit. This special herbal infusion is organic, pure and carefully selected for you.

An indigenous Herbal infusion of Mokgola, Zeerust

North West Province of South Africa

Cough and Congestion relief



Moologa (Moologa) *Croton gratissimus var gratissimus*



Constipation Relief

Moologa Herbal infusion, *Croton gratissimus var gratissimus*, a bushy tree with golden yellow leaves that is packed full of medicinal benefits. Moologa has been taken as health promoting herbal infusion and has been used in traditional medicines for centuries. It continues to be grown and used in traditional medicines like it was used many centuries by the people of Mokgola. In traditional healing, Moologa is said to be good for chest pains, for coughs, fever, and respiratory disorders. It is also said to be good for abdominal disturbances, for skin inflammation and for uterine disorders.

Moologa Herbal infusion has an irresistible aroma, and it is recorded that Bushman dried its leaves and powdered them to make perfume.

BENEFITS

The calming effect of **Moologa** has found use in traditional medicines for stress management and nerve support and may assist with general body aches. The tea is said to provide the body with strength and vigor.

INGREDIENTS

Optimally sun dried leaves of *Croton gratissimus var gratissimus*. No added artificial colourants and preservatives.

Moologa

“A cup to relax your mind and soul.”

An indigenous Herbal infusion of Mokgola, Zeerust

North West Province of South Africa



Mosukujane (Mosukujane) Lippia scaberrimma



Healthy Skin and Muscle aches

Mosukujane Herbal infusion, or *Lippia scaberrimma*, or Lemon Bush, as is locally known, is well known medicinally to many healers and herbalist throughout Africa.

The leaves of Mosukujane are used in traditional medicines as infusion and herbal infusions for many health-related conditions. The leaves are used as medicinal herbal teas for coughs, colds, flu, asthma and against constipation. The tea is also claimed to be good for soothing of aching muscles. Mosukujane leaves have a strong but pleasant aroma and make a refreshing health drink which is also good for skin, for scabies and scalp problems.

The **Mosukujane Tea** is rich in polyphenols, and these may be related to its traditional claims for blood cleansing, prevention of blood clotting, lowering blood cholesterol, lower blood pressure and reduce the risk of heart diseases and cancers.

BENEFITS

Mosukujane teas are said to have anti-allergic effects, antioxidant actions and are antibacterial and antiparasitic. Mosukujane herbal infusion is naturally caffeine free. It also has health promoting polyphenolic compounds.

Mosukujane contains over 4 times the antioxidant properties of most standard commercial teas.

INGREDIENTS

Lippia scaberrimma herba. No added artificial colourants and preservatives

Mosukujane

“A cup for good health”

An indigenous Herbal infusion of Lekubu, Zeerust

Northwest Province of South Africa.



Haw Haw (Ihawa hawa) Phyla dulcis



Colds and Flu Relief

Haw Haw Herbal infusion – known locally as the Hawu Hawu tea. Tucked away in the coastal region of the Eastern Cape Province of South Africa in the Ntshatshongo Tribal Community region of the Gatyana District, the Haw Haw Herbal infusion (*Phyla dulcis*) has been used for centuries as a soothing, comforting and calming herbal health tonic. Unknown to many that this plant, *Phyla dulcis*, not only grows in South (Latin) America, but is also found in South Africa.

The plant has a very pleasant and soothing peppery taste to calm you down on hot days, but also to warm you up during those cold and chilly days.

Traditionally used for a variety of ailments such as coughs, colds, bronchitis, asthma, indigestion, skin problems, and colic, the Haw Haw plant is seen as a treasure for your health. Chew the flowers or place the crushed flowers directly on the gum to ease a toothache.

The dried leaves can be used as a sugar substitute, as they contain a natural sweetener, Hernandulin. Hernandulin is 1500 times sweeter than sugar cane and is naturally low in calories.

BENEFITS

Haw Haw Herbal infusion is rich in total antioxidants and is caffeine free. Contains no astringent tannins, but does contain sesquiterpene, flavonoids and polyphenols which are good for your overall health.

INGREDIENTS

Phyla dulcis herba containing flavonoids, sesquiterpene and peroxyllipidulcines. No added artificial colourants and preservatives.

Haw Haw

"Sweetened by Nature for you"

An indigenous Herbal infusion of Ntshatshongo Tribal Authority,
Gatyana

in

Eastern Cape Province of South Africa.



Zinibar (Inzininiba) Lippia javanica



Sinusitis Relief

Zinibar Herbal infusion, known locally as Inzininiba (*Lippia javanica*), is a traditional herbal tea infusion that has stood the test of time. The herbal infusion known mainly for its medicinal uses but with a secret only known in the valleys of the Amabhele ase Thyume Tribal Authority in the Eastern Cape Province, for its use as a health herbal infusion for many years.

Inzininiba has been reported to be used as a nutritious tea during the World Wars periods and was adopted as a substitute for commercial teas as the tea supplies diminished locally because of the war.

The use of Inzininiba as an herbal tea infusion have gained interest locally and regionally. Inzininiba is a strong substitute for common available herbal infusions.

Health Benefits

Zinibar is full of nutrients and antioxidants that support good health. It has no caffeine and has a calming effect on the body.

Traditionally, Inzininiba has been successfully used in the treatment of fevers, coughs, bronchitis, stomach irritations, influenza, and may help to relieve pressure and congestion associated with sinus issues.

INGREDIENTS

Lippia javanica herbal leaves. No added artificial colourants and preservatives.

Zinibar Herbal infusion

“a cupful for complete relaxation and rejuvenation.”

An indigenous herbal infusion of the Amabhele ase Thyume Tribal Authority, Alice, in

Eastern Cape Province of South Africa



Gancair (Igqange) *Buddleia salviifolia*



Gancair Herbal infusion (*Buddleia salviifolia*), locally known as Igqange a traditional herbal tea infusion and medicinal plant growing in the valleys and forest of the Amabhele ase Thyume Tribal Authority near Alice in the Eastern Cape Province of South Africa. It has been used by local communities for centuries. Igqange, also widely known as Buddleia salviifolia, is widely harvested and wild picked not only for its potent medicinal properties which have now earned its place in our selection of South African botanical treasures but also for delicious herbal infusions.

Health Benefits

Gancair is a tea prepared for you by mother nature over many years. It contains no caffeine no tannins but contains natural vitamins and minerals in balanced amounts for your overall health. Igqange has antioxidants, flavonoids, and flavanols for good health maintenance.

Traditionally Igqange is said to be good for coughs, relief of colic and as a calmative herbal Tea.

INGREDIENTS

Buddleia salviifolia herbal leaves. No added artificial colourants and preservatives.

Gancair Herbal infusion

“A cup full of health for you specially”

An indigenous Herbal infusion of the Amabhele ase Thyume Tribal Authority, Alice, in
Eastern Cape Province of South Africa

Anti-bloatedness and Colic relief



Community Beneficiation and Development – Our key goal



Our partners in I-Brand and I-Tea Development

Partners in I-Herbal infusion Development

Who is involved?

- University of Free State (UFS) - IKS Research Lead Programme, Department of Pharmacology
- Gatyana Community through Chief Dr M Bikitsha (Zanokhanyo)
- Community of Krwa-Krwa Location near Alice, through Chief JT Mabandla (Jongilizwe)
- Lekubu Community through Kgosi Ntjanyana Papsy Sebogodi
- Mokgola Community through Kgosi Bonnabothata S Moilwa



For I-Brand research is not simply about graduates and publications, while for private business is not merely about the triple bottom-line and shareholder profits

It's all about research and business ethics – it's about human capital development and community benefits



7-Brand Product Lines



Product Line Extensions in the pipeline

1. Iced Herbal infusions





2. Iced Lollipops, Iced licks and Dollies licks



Try our herbal infusions and our herbal infusion blends - Iced or hot - Taste the difference



PHARMACOLOGY FACILITIES





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