

THE
STORY OF
TERRES
D'AFRIQUE



As

AN EXPLORER, AN ADVENTURER, AND PROUD CUSTODIAN OF TDA BRAND VALUES AND ITS ASSETS, I'M BOTH HUMBLLED AND HONOURED TO SHARE WITH YOU THE FRUITS OF OUR DISCOVERIES, WRAPPED UP IN HUMAN STORIES THAT ARE AS REAL AS LIFE ITSELF.

OUR PRODUCTS ARE THE RESULT OF A YEARNING TO KNOW AND UNDERSTAND THE FULL IMPACT OF WHAT THE AFRICAN PLANT KINGDOM HAS TO OFFER. NATURE IS OUR INSPIRATION.

AS MUCH AS THE PRODUCTS AND EXPERIENCES WE OFFER ARE OF THE EARTH, OF AFRICA, OF A WORLD THAT COMBINES SCIENCE AND TRADITION IN EQUAL MEASURE, WE ARE ALSO ABOUT FINDING NEW FRONTIERS; ARRIVING AT A PLACE WHERE THE BODY IS IN BALANCE WITH THE SOUL, WHERE MODERN BUSINESS CONNECTS WITH ANCIENT LORE, WHERE SOPHISTICATION AND LUXURY EMBRACE THE CONCEPT OF UBUNTU - "I AM BECAUSE YOU ARE".

THIS AFRICAN HUMANIST PHILOSOPHY, MADE FAMOUS BY THE LIKES OF NELSON MANDELA AND ARCHBISHOP DESMOND TUTU, IS ABOUT ENSURING A HEALTHY ECOSYSTEM; ONE THAT CREATES VALUE FOR THE COMMUNITY AS A WHOLE, WHERE GIVE AND TAKE IS SIMPLY A GIVEN.

IT GIVES ME GREAT PLEASURE TO HAVE YOU JOIN US AT THIS EXTRAORDINARY JUNCTURE IN THE LIFE OF TERRES D'AFRIQUE. WE ARE BECAUSE YOU ARE. LONG MAY WE TRAVEL TOGETHER.

Stephan Helary
FOUNDER, TERRES D'AFRIQUE



WHAT'S IN A NAME? TERRES D'AFRIQUE: THE EARTHFULNESS OF AFRICA



As a brand and a business, the provenance of the products and experiences we create is core to our essence and our stories.

Our name evokes a feeling of travel, adventure and a sensuality that is quintessentially African: an earthfulness of body, mind and spirit. Literally, the English translation of our name means the earth or the lands of Africa.

Africa talks to the imagination, to the spirit, to all the senses. The mystique of this continent is almost tangible. Unforgettable. The rumble of thunder over savannahs. The smell of rain on parched plains. The uncontested purity and fertility of virgin soil. The humbling introspection invoked by a bare-faced wilderness, the graded silhouette of towering mountainscapes.

We've worn our trekking heels thin in search of extraordinary ingredients derived from plants endemic to Africa. For decades, we've been in conversation with growers in remote regions about what we can make happen, together.

All our botanical ingredients are uniquely African; many being ancient tribal remedies. Using these in potent formulations, underpinned by scientific rigor, we've maximised their skincare benefits.

The result: a unique range of products and restorative, sensorial experiences – all created in a sustainable way. Our experiences and treatments allow the guest to journey within, to arrive at a place where the soul feels nourished, replenished and closer to home.

Africa talks to the imagination, to the spirit, to all the senses. The mystique of this continent is almost tangible.



Conscious consumers insist that brands play fair and consider themselves accountable to future generations.

THIS OLD WORLD OF OURS

Mass-ness has created a growing desire amongst aspirationalists for personalised products and bespoke services, while luxury has evolved to embrace products and services that deliver according to the spiritual needs and ethical sensibilities of this more evolved, discerning breed of customer.

Wellness tourism is sprinting ahead, growing 50% faster than regular travel, with the modern affluent consumer now placing a far higher value on experiences than material things.

The United Nations defines sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.

So humanity is at a crossroads. Conscious consumers (aspirationalists) insist that brands play fair and consider themselves accountable to both future generations and the ecosystems of which they are part.

Transparency is part of this new order. So, too, is sharing. Honesty, of course, is the only policy that has ever worked.

To be a catalyst for change, respect for both people and the environment is fundamental. Production has to be good for everybody.

The way to ensure long-term growth and prosperity is to look beyond short-term profit, and to value raw materials, makers and growers as highly – if not more highly – as status and brand.

Stir into the mix a consumer who feels that their axis has slipped, with always-on digital technology eroding their sense of serenity, and it becomes easy to understand why, for many, the quest for wellness and mindfulness has become part of the narrative of life. And why a luxury brand that listens to its heart, its intellect and its conscience is the new zenith.

By creating earthful experiences that reunite body and soul, by prioritising biodiversity, by honouring tribal intellectual property with real commercial opportunity, and by keeping our products and our stories utterly truthful, Terres d’Afrique has done more than just create a brand.

We’ve helped to fuel a revolution.

Precious and protected, the intellectual property of our farmers is sacred. What comes from them, stays with them.

OUR ETHOS & OUR ESSENCE

Authenticity – a word that perfectly describes the essence of our brand.

Authenticity and credibility are at the heart of everything we do, forming the golden thread that runs through all our stories.

We create authentic experiences and products for aspirational consumers, working with integrity, transparency and honesty.

Uncompromisingly committed to biodiversity, we exist to foster a healthy, meaningful exchange for the wellbeing and livelihood of our farmers, for the customers and patrons who are nourished by our brand, and for our partners who invest and grow with us.

Precious and protected, the intellectual property of our farmers is sacred.

What comes from them, stays with them. The more we work with them, the more we invest and the more confident we are that the communities in our ecosystem are invested with capacity and resilience.

When we began this journey, we were in it to discover, focusing on creating opportunity for African growers and bringing quality experiences and products to a more discerning, more conscious consumer.

What we have discovered, above all, is how staying the course with integrity has put us ahead of the pack as leaders in sustainable wellness. For the aspirational traveller who has embarked on an inner journey, who puts wellbeing and the desire for a gentler, fairer world at the top of their wish list, Terres d'Afrique delivers above and beyond.





A WAY OF BEING. A WAY OF SEEING. A WAY OF DOING BUSINESS WITH RESPECT.



Our offering is luxurious, natural skincare, paired with curated, customised, sensorial experiences that offer guests a glimpse of another world. What they get to see, feel and experience is the world of nature and the mystique of ancient African tribal lore – knowing also that their sense of wellbeing involves a fair recompense on the other side: the upliftment of rural African producers.

For luxury seekers who expect progressive brands to subscribe to fair-trade agreements and the philosophy of Ubuntu, Terres d'Afrique offers guests the satisfaction of being participants in a meaningful transaction, both spiritually and commercially.

Our ideology is the aperture through which we evaluate all brand behaviour at every touchpoint. Every transaction must be sincere and meaningful, from our intuitive therapists who personify the values of our

brand to the sense of wellbeing, serenity and adventure provided by our partner resorts, to our approach to doing business with and creating value for our rural growers.

Our Terres d'Afrique ideology follows the principles of the Nagoya Protocol: "Fair and equitable sharing of benefits arising from the utilisation of genetic resources, thereby contributing to the conservation and sustainable use of biodiversity." Our key values: benefit sharing, fair trade, the empowerment of African women, respect for indigenous intellectual property, sustainable harvesting, farming organically without depleting resources or impacting air and water quality.

Protection of biodiversity is key, and so too is the use of recyclable packaging and biodegradable ingredients to minimise our carbon footprint.

BESPOKE WELLNESS EXPERIENCES. SPIRITUAL TRAVEL HAS LANDED.



While our brand spirit is adventurous, earthy and soulful, our products and experiences are about holistic wellness: the belief in restoring equilibrium via the healing power of nature and science, and a gathering of all the senses involved.

Our bespoke treatments and products tell stories and invoke multiple layers of sensation, working with all five senses to awaken the sixth sense.

Importantly though, we push a little further, going well beyond products and stepping beyond the spa.

Sensorially layered, TDA experiences evoke a sense of place and culture, allowing guests to explore wellbeing beyond the physical, to feel grounded and balanced by an African journey into new tastes, fragrances and soul-spaces. We regularly partner with hotel and leisure brands to design the sensory handwriting of the resort or brand.

How does this process work?

In collaboration with the hotel or resort, we start by interrogating business challenges. Going in deep, we look at provenance, local customs, the natural environment and even the micro-climate of the resort or hotel,

while exploring specific need-states of the guests. We consider every touchpoint and guest interface.

Together, we mine insights that make it possible to curate customised experiences unique to each destination – even destinations within each resort or destination.

The result: unique tastes and fragrances including, quite possibly, scents for different times of day and night, relevant to occasion, ritual or site. We also design unique products that bring the TDA experience into room amenities.

Using ingredients like baobab, buchu, rooibos and aloe juice, we've designed health shots, welcoming virgin aperitifs and refreshments to complement customised skin and body treatments. Our award-winning African teas are part of our experiential spa offering.

Our collaboration with leisure brands has resulted in partnerships that yield extraordinary value for both the guest and the leisure destination.





OUR PHILOSOPHY. NATURE MEETS SCIENCE.

Our brand is founded on the principle of respecting the balance of ecosystems. The skin is an ecosystem too.

The symbiotic relationship between the skin and its microflora is crucial for optimal functioning, preventing toxin attacks while regulating the movement of water and other molecules through the epidermis.

pH balance

pH maintains the acid mantle, facilitating optimal skin functioning and product performance. TDA formulates at a pH similar to the skin's pH, to help maintain a healthy skin ecosystem.

Omegas

One of TDA's unique scientific product benefits is its ability to provide high levels of

stable omegas, found in our chosen African oils – like marula, manketti and yangu – helping control the lipid phases of the upper epidermis, facilitating hydration through the epidermis, fighting inflammation and restructuring and regenerating cell walls.

Antioxidants

These are absorbed in high concentrations through the superficial layers of the skin to fight free radicals in the deeper layers. Terres d'Afrique has scientifically selected key African indigenous plants, containing potent antioxidants such as baobab, superoxide dismutase, flavonoids, polyphenols and maruline. Baobab, for instance, has 10 times more Vitamin C than an orange, and three times the antioxidant potency of goji berries.

A combination of a pH similar to the skin's pH and high levels of stable omegas, particularly Omega 3, together with potent antioxidants makes TDA products extremely efficient at anti-ageing and maintaining skin equilibrium.

Our formulations also focus on fighting inflammation, improving hydration and producing collagen as well as protecting cellular DNA from UV damage.

Natural solutions to inflammation

Active ingredients such as Trichilin A, Vitamins K and E in Kigelia, Mafura and Aloe Ferox have powerful anti-inflammatory properties to fight toxicity, free radicals and UV damage.

Our brand is founded on the principle of respecting the balance of ecosystems. The skin is an ecosystem too.

Collagen boosting

Essential amino acids, polysaccharides and glycoproteins are among numerous active molecules used in TDA products to aid natural synthesis of collagen.

Natural protection against UV damage

DN-AGETM, a plant extract from the candle tree (Cassia Alata), protects two types of DNA from UV damage: it protects nuclear DNA against UVB and mitochondrial DNA (mtDNA) against UVA. Additionally, DN-AGETM supports the endogenous repair process of the cells. This combination of protection and repair prevents UV-induced skin change. DN-AGETM is nature's way of protecting DNA and preserving youthfulness.

Nature gives us genius solutions. Science perfects them. Scientific rigor maximises the efficacy of these and other plant-based ancient indigenous traditional elixirs. The upshot: a sophisticated luxury range that is satisfyingly benefit-driven and powerful in its ability to restore and protect the natural balance of the skin.

Only a modern scientific approach can provide assurance that the end product is certified safe and well balanced.



MADE BY ALL OF US.



ANNAH MENDELA

Baobab Harvester
Muswodi Dipeni Village, Limpopo

"When I first heard we could sell Baobab fruit, I went to my field and I gathered much fruit – still I wondered what all of this was about.

Then I was paid for my fruit and I got R500! It was such a gift, I was so happy, I couldn't believe what I was holding in my hands. And I ran home, showing the money to everybody from door to door – look what a wonderful thing I had received today – and told everybody they must go out and collect Baobab fruit, because they have a great value.

My Baobab money has bought me a stand and built my house and bought me a cooking pot. I also bought corrugated iron and built my child a house close to where I live.

And there is money over to save for the end of the year. During the times that it is Baobab harvesting season we are never short of anything. And at the end of this year the Baobab fruit is buying me a carpet for my house. The Baobab fruit has changed my life."

SELINA NDLOVU

Baobab Harvester
Muswodi Dipeni Village, Limpopo

"I have lived in this village since I was ten. I got married here, I had my children here, and I will grow old here.

I have been collecting Baobab fruit for some time now. First I used the money for food, for buying clothes, blankets, for many different things.

Later I went and bought wire and fencing poles and I fenced my fields with that. Buying the fencing for my field helped me a lot. When it is raining I plant millet and sorghum, and also in another season I plant watermelon and squashes. It's really good, the fencing, otherwise the cows and goats eat my crops.

With the money I got this year I bought more fencing, and I am just waiting for the next Baobab season so that I can employ someone to fence an even bigger field for me. The one that I use is a bit too small for me as my farming business is growing. I am now like the Baobab – bringing a new harvest every year"





SOPHIE THANDAVHATHA

Baobab Harvester
Muswodi Dipeni Village, Limpopo

"I have seven children. When I started to sell Baobab fruit, I didn't even have plates and knives in my home. That's what I used the first money for. After that I could buy school uniforms for my children.

After a while my children got older. And I could pay the fees for my first born to study catering. Another child needed to get a drivers licence and the money from my Baobab sales paid for the driving school.

The oldest one is now working in a catering job. And my child with the drivers license is working in a shop and wants to continue his studies. So when the Baobab fruit comes again, I will be saving to pay for his further education to become a paramedic.

Every time the Baobab time comes, we can buy those things we could never have before. All problems are so much smaller when you have the joy of working."

KHELINA MAGAGULA

Marula Harvester
Ka-ben Village, Swaziland

"I am a widow and most of my children died, so I live with my grandchildren. To keep this homestead alive and the kids at home, I harvest and sell Marula kernels.

I was the first one to start selling kernels in this community and make a reasonable income in a short time. Because of this, I got more people to join in, to learn eco harvesting, and to become members and crack more kernels.

Before I started selling my Marula kernels I was the poorest of the poor. Now I make a good income and I can even save from selling Marula kernels. Everything changed. From being so poor, I was able to build a house and a shelter where I crack and store my Marula nuts and kernels.

Because of all the things I am doing, I now think myself a business woman. I am proud to be able of make my family's life better."



NDODA MAZIYA

Marula Harvester
Ka-ben Village, Swaziland

"My husband died some years ago. I have 10 children. For survival I brew traditional beer called Mkomboti and if it's Marula season I brew some Marula beer and sell it.

I saw some women around the community carrying lots of cash and they said they were selling Marula kernels. And I thought because I am poor and I don't have a husband to help me, I can make another income from selling Marula kernels, because I am good in cracking the kernels.

All of us in my village have learned how to do the organic harvesting and processing. We crack for a month then we have to sell fresh in the next month. I was able to buy many things from Marula, I was able to buy a goat, and that goat now has some little babies. I can say my life and my children's lives are sweeter because of the fruit of the Marula."

THE HIMBA WOMEN

Omumbiri Harvesters Kavevarekua Tlivinda & Kambepa Tlivinda From the Kunene Region of Namibia

We became resin harvesters by becoming members of the conservancy. We signed up then trained in responsible harvesting methods. There are about 500 – 600 of us who do this work, and the money helps pay school fees and buys food and medical help, if we need it.

Before the season, we meet to discuss any new issues then we trek in small groups to higher areas, where we harvest Omumbiri resin – a beautiful traditional perfume. We pick it as it oozes from the tree bark, each taking about 1kg a day – sometimes more, if it's very dry and hot.

We camp for a few days before bringing home our harvest. The season luckily always comes at a time of the year when we need money the most.

Most of the time, we drink milk and eat meat – when the grass is green. But from September, before the rains, milk is scarce and we then need money to buy maize. Harvest season is a blessing.

Terres d'Afrique is committed to ethical fair trade sourcing and our wild harvesting uses methods that will not lead to a decline of ecosystems.



STEPHANE HELARY

CEO & Co-founder

Madagascan-born Dr Stephan Helary is architect-in-chief of the Terres d'Afrique brand. He is a traveller, an intuitive, a scientist, a man of nature, and a full-hearted explorer of African culture, traditions and stories.

Stephan's progressive approach to business, and his commitment to constructing a more meaningful future for health and wellness products and experiences, have provided a strong ethical foundation for the TDA brand.

He surrounds himself with a network of likeminded others, and is unwavering in his goal to fulfil the unmet needs of travellers and customers seeking products and experiential opportunity for self-actualisation and meaningful connection.

He believes that personal engagement, ethical conduct and enhanced consciousness are key to the winning luxury brands of the future.

Stephan's lifework has focused on building his knowledge of African culture and indigenous plants, their biochemistry and commercial potential, and the founding vision for his business was to create commercial opportunity for African raw material suppliers.

GREG CAMERON

Creative Director and filmmaker

A Zimbabwean native with strong roots in South Africa and a soft spot for New York and Dubai, Greg is the creative mind and craftsman behind the TDA brand persona, its design language and its storytelling.

An eminent advertising Creative Director in the South African advertising industry, Greg has created brand DNA and visualised award-winning stories for dozens of international brands across all categories, guiding multi-disciplinary teams to achieve his vision of creative excellence.

Greg took a mid-career break to study film in New York, fine-tuning his skill as an accomplished director/cinematographer.

Returning to South Africa, he travelled extensively to remote rural parts of the continent, mining evocative human stories through his lens and getting under the skin of the communities and producers who are part of the TDA supply chain.







**WE ARE
BECAUSE
OF YOU.**

INTERNATIONAL

TERRES D'AFRIQUE INTERNATIONAL LIMITED
019 EBENE JUNCTION, RUE DE LA DÉMOCRATIE,
EBENE, 72201
MAURITIUS
TEL: (230) 454 1024
EMAIL: INFO@TERRES-DAFRIQUE.COM

SOUTH AFRICA

TERRES AUSTRALES (PTY) LTD
DUNKELD COURT, 16TH NORTH ROAD DUNKELD,
JOHANNESBURG, 2196
SOUTH AFRICA
TEL: (27) 268 2443
EMAIL: INFO@TERRES-DAFRIQUE.COM

