

The Organics life experience unlocked

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With 2019 in full swing, we're all setting intentions for a successful new year. For many, balance and mindfulness top the list for a prosperous personal revolution. Through small changes and creating healthier habits, we all seek to cultivate a more harmonious life.



The Organics Life Scavenger Hunt Chad Saainman, Lee Fraser and Sue Duminy

This balanced approach is core to #TheOrganicsLife ethos. It's this power of the natural that's informed Organics haircare to find solutions rooted in nature.

On Thursday, 31 January 2019, Organics launched the new Anti-Hair Fall range to a group of beauty, health and lifestyle influencers who embody a healthy and organic way of life including professional surfer Teal Hogg, Beauty & lifestyle blogger Dhanusha Dhoorgalu, Mompreneur Buhle Mabanga, Food Sociologist Chesney Van Niekerk, Singer-songwriter, Chad Saaiman and Travel Blogger Sue Duminy. TV and fitness personalities Ryle De Morny and Stacey Holland hosted the occasion.

Hair fall is not something we can hide from, it affects both men and women on a daily basis. The reality is that the average person loses between 100-120 hairs a day. There are several things that can cause hair fall: such as hormonal changes, stress, change in diet, damage to hair/scalp and many more.

"Our hair has a huge influence on our confidence and how we present ourselves to the world. Hence, the new Organics Anti-Hair Fall unlocks the nourishing power of nature to bring you solutions, which provide nourishment from root to tip, leaving hair healthy and shiny," says Senior PR Manager Sphelele Mjadu.



Team Almond Dhanusha Dhoorgalu, Le'Chelle Aldridge, Lee Fraser, Chad Saaiman, Monica Pienaar, Kat Escreet, Nicole Currie, Sphe Mjadu, Christina Pitt and Nuzhah Jacobs

The morning saw these environmentally conscious thought leaders relish in the breathtaking scenery of one of the oldest Cape Dutch farms, Babylonstoren, as they participated in an outdoor scavenger hunt in which four teams, Aloe, Almond, Green Tea, and Shea Butter, followed clues inspired by these four key Organics ingredients.

The immersive experience, capturing the ethos of Organics which finds solutions rooted in nature, was the ideal precursor to the reveal of the brand's new innovation, the Anti-Hair Fall range that gives tired and stressed hair a new lease of life.

With this new Anti-Hair, fall consumers can give their tired and distressed hair a new lease on life with nature's own remedy of energising ginseng and nourishing almond oil, which are well-known for their strengthening and nourishing benefits.

When the Organics brand first launched in South Africa in 1995, it instantly became a market leader with a wide product range that caters for all hair types, including: normal, dry and damaged and anti-dandruff. The brand continues to harness the goodness of natural ingredients to give consumers the haircare they need to feel reassured, beautiful and complete.

Twenty-three years later, the brand still harnesses the goodness of natural ingredients to give consumers the best haircare they need. The benefits delivered by the variant ingredients of its products stem from a formulation inspired directly by mother nature. This winning combination of ginseng and almond oil cements the powerful role of Organics in the hair care space.



New Anti-Hair Fall Panel Discussion - Moderator Stacey Holland, Food Sociologist Chesney van Niekerk, Organics Research and Development Storme Illingworth, Organics Brand Lead Sipelele Njokweni

Powerful benefits of these ingredients

In a study conducted by Nielsen Nov 2017, almonds have been valued in many ancient cultures for their healing and health properties, including high levels of protein, omega-9 fatty acids, and vitamin E. These properties suggest that almond oil can improve the shine and strength of your hair. The lubricating properties of nut oils, like almond oil, strengthens and repairs hair.

Almond oil can make hair stronger and less prone to split ends, which means your hair growth won't be stunted by damaged hair. Almond oil is rich in Vitamin E, a natural antioxidant that combats the environmental stress around your hair, making it look younger and healthier.

Ginseng helps increase the dermal cells on the scalp which strengthens the follicles and roots of the hair. This not only encourages the new growth of strands but also prevents hair thinning and breakage, thanks to its nourishing capabilities: ginseng, which is an herbal plant that helps both the roots and length of the hair.

The product is now available in all major retail outlets: Clicks, Pick n Pay, Dischem and Shoprite Checkers.

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