

Winter health journey

Winter is coming, there is definitely a chill in the air and as temperatures drop the cold often ushers in a different set of lifestyle patterns and daily habits. The winter pyjamas are coming out and so are the blankets. The cold will obviously have an effect on our winter beauty and health schedules.

Winter health and beauty products adjust from one season to the next, category managers and buyers are fully aware that it's crucial to maintain a varied array of products on the shelves.

Collecting data and utilising analytics is vital in recognising how South Africans adapt their shopping patterns throughout the year, to implement successful marketing and communication strategies in the competition to attract and retain customers. This can be done directly through sales transactions, website interactions like online shopping and loyalty programs. Information can also be gathered through indirect sources like social media engagement, third-party analytics tools, and market research.

Amp up the vitamins

The colder environment boosts the survival and longevity of infectious cold and flu viruses, and our closer contact in indoor settings can create an easier spread of respiratory viruses. Spending less time outdoors in the sunshine, may also cause a drop in vitamin D levels which is essential to

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optimal immune system functioning. As we adapt to the changing season (and very often lack of exercise) we need to bear in mind the impact on our lifestyles and accordingly adjust our nutritional needs to face the colder months.

While a healthy diet should provide most of the necessary vitamins and minerals to support our immune system, there are times when we may experience deficiencies or require additional nutrients beyond what our diet can offer.

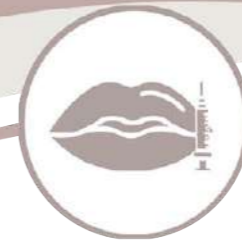
Sometimes it is just faster and easier to take a few supplements to add to a diet. For example, an immunity boosting powder or capsules contain a blend of essential vitamins and minerals like zinc, magnesium and vitamin C, which help fight free radical damage and support immune cells are freely available on the shelves at almost any store.

In South Africa, labelling laws for vitamins, like all food products, are governed by the Foodstuffs, Cosmetics and Disinfectants Act (Act No. 54 of

With winter comes cold weather which can affect the appearance of your skin, hair, makeup, and even your mood. There are a wide range of things you could be doing to keep you looking and feeling as good as ever.



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1972) and its associated regulations. These laws mandate that all food products, including vitamins, must have labels in English and include specific information like nutritional tables, ingredient lists, and any relevant claims.

It is a wise choice to stock a wide variety of winter remedies, as consumers are becoming more proactive in addressing their winter health. Products with clean labelling that clearly show ingredients are more likely to sell better. Vitamins like Vitamin C, enhancing iron absorption, Vitamin D, Vitamin A, important for respiratory health, Omega-3 Fatty Acids with anti-inflammatory properties, Probiotics and Prebiotics, supporting gut health and overall immunity and Zinc, supporting immune cell function and respiratory health.

Skincare delights

When it comes to winter, skin is the first thing that feels the change. Fortunately, winter dryness can be combated with a few simple changes to skincare routine. Switch to richer, oil based moisturisers like hyaluronic acid serums, and don't forget the sunscreen, even though it is cooler weather, sunscreen is still needed daily.



Megan Cozens

South African founder of Plaiin organic skincare formulation, Megan Cozens sums up skincare well ...

“Ultimately, you want a product with as few ingredients as possible. Simple, yet effective.”

<https://lamelle.co.za/>



She says the more we care about what we put onto our bodies, the more it will be possible to prevent harmful chemicals from entering the environment and our bodies. It is important for retailers to supply a range of products to suit each skin type, The American Academy of Dermatology (AAD) recognises five primary types of skin: oily, dry, normal, combination, and sensitive.

- **Hydration** – take care of your skin from the inside first. Drink plenty of water and maintain your electrolytes.
- **Exfoliate** – The winter months dry out our skin terribly and we're always feeling a little dull after the lack of sunshine for so long. Exfoliating with a dry brush will get rid of all the dead skin cells and make way for fresh, bright skin.

- Make your **bathing** time count – Staying in hot water may be tempting to warm up, but it can be very drying for your skin. Rather limit the time you are in your bath and shower.
- **Shave and moisturise** well – In South Africa the sun is out before midday, so skin needs to be prepped and ready.

Lush, with eight stores in South Africa, is catering to the diverse needs of our Rainbow Nation with products like Enzymic Facial Exfoliator, Cup 'o Coffee Mask, Vitamin C and Charcoal Scrub. They fully believe in 'naked' marketing; "Some time ago a TV company asked us to cost a typical shower gel for a consumer programme. In doing this it became obvious that the packaging was a larger





Contact Us

011 403 0065

www.blackforestbakery.co.za

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(Swiss-Rye 30%)

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Pure Rye

(100%)

Yeast free and wheat free. Low GI, diabetic friendly, and loads of health benefits. A hearty, everyday soft bread with a strong sourdough tang.



The packaging of a typical shower gel was a larger part of the manufacturing cost – the bottle, label and lid cost more than twice the shower gel itself.

Mark Constantine



part of the manufacturing cost than the contents, and that the bottle, label and lid cost more than twice the shower gel itself. With very little packaging, solid products like soap, bath bombs and massage bars need very little to protect or contain them,” making the products cheaper, ethical and sustainable, explains co-founder, Mark Constantine. Ethical production is something that more and more consumers are looking for.

Hair in winter

Hair is also something that changes over winter, for many, scalp and hair becomes dry and brittle, and as much care for hair is taken into consideration as with skin. Local ingredients are the prominent ingredients for South African brand, The Perfect Hair, which specialises in hair care specifically designed for African hair types. Its hair care range includes a diverse variety of shampoos, conditioners, hair oils and styling products.

Taryn Gill, founder of The Perfect Hair, explains, “We support and empower African women on their journey to natural hair, with only the best in curl



Taryn Gill

care products, designed to make styling easier and effective. Our products contain NO petroleum, parabens, silicone or sulphates.”

When it comes to winter hair products, Gill explains, “All our hair care works effectively for curls and coils to treat winter dryness and damage, the deep conditioners, masks and protein treatments are packaged in easy-to-use tubs for big scoops of creamy goodness for curls.” She further adds, “Hair, just like skin, needs to be well cleansed, moisturised and protected as the new season sets in. Winter is particularly challenging and that’s where our all-natural affordable curl care works for the shopper.” Her sustainable products can be found in Clicks, Dischem, Checkers, Spar, Pick n Pay, Take A Lot, Foschini and more!

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Six great local food trends to keep us winter healthy

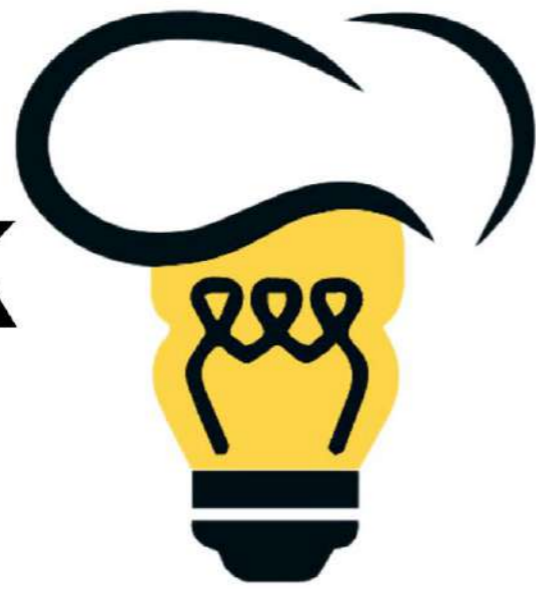
One effective way to support our immune system is by incorporating a variety of superfoods and seasonal produce into our daily meals. We fortunately have a rich biodiversity which offers a diverse array of local ingredients and superfoods that can provide a significant nutritional boost during winter.

The African market wants brands and products that support locally, embrace diversity and include indigenous ingredients. Acknowledging the complexity and strength of this consumer demographic is crucial for retailers, wholesalers, suppliers, and manufacturers.

Rooibos tea: Provides a multitude of health benefits that make it a true superfood. This herbal tea is rich in antioxidants, including aspalathin and nothofagin, which strengthen the immune system, and contains some vitamin C, along with minerals like calcium, iron, magnesium, fluoride and zinc. Rooibos tea also contains polyphenols that possess anti-inflammatory and antimicrobial properties. To add to the health benefits, drink with fresh lemon, ginger and raw honey.

Buchu: Indigenous to South Africa, buchu is a medicinal plant that has been used for years, known for its immune-boosting effects. It is used to aid digestion, acts as a diuretic to help flush out toxins, and relieve inflammation and pain. It’s also believed to help with urinary tract and prostate infections, along with PMS and arthritis..

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- *Cost effective - No milk required.*
- *Sets quickly - around 1 hour.*
- *Lacto-Vegetarian friendly.*
- *Rich chocolate flavour.*





Baobab is beneficial for its nutritional content, which includes vitamins, minerals and antioxidants, as well as its potential to aid in digestion, blood sugar regulation and weight management. Baobab powder is also known for its versatility and ease of use in various dietary applications. Additionally, Baobab can be used topically for its anti-inflammatory and moisturising properties. www.bio-innovation.org/

Baobab: The iconic baobab tree, a symbol of Africa, is a source of a superfood with exceptional nutritional value. Baobab powder, a rich source of nutrients, offers numerous health benefits, including boosting the immune system, supporting gut health, and managing blood sugar levels, thanks to its high fibre, vitamin C, and antioxidant content. It also offers significant amounts of essential minerals such as potassium and magnesium.

Citrus fruits: Citrus fruits such as oranges, lemons, and grapefruits are rich in vitamin C, which plays a crucial role in supporting the immune system.

Leafy greens: Such as spinach and kale are excellent sources of vitamins A, C, and K, as well as other essential minerals like iron. Brussel sprouts, not everyone's favourite mini cabbages, are packed with vitamins K and C. fennel, this liquorice-flavoured vegetable is rich in vitamin C, fibre and potassium.

Butternut squash and fennel: This winter squash is rich in vitamins A and C.

Checkers in collaboration with Discovery Vitality has a 'HealthyFood' initiative focused on promoting healthier food choices and lifestyle practices, particularly during the winter months. This includes offering a variety of products aligned with the HealthyFood benefit, such as whole grains, high-fibre foods, and options low in salt, sugar, and saturated fat. Checkers also provides promotions and deals on various items, which are marked instore, to help customers make healthier choices during winter.

Keeping winter products first and foremost in store for consumers to see, will have products flying off the shelves as people are consciously caring for themselves and their families. **SR**

 A circular infographic with 10 segments, each showing a different food item and a corresponding health tip. The center features the Vitality logo. The tips are:

- Enjoy cooking and preparing your own food.
- Eat plenty of vegetables in a variety of colours every day.
- Control your portion sizes.
- Give preference to whole grains.
- Limit sugary drinks (including fruit juice) and foods high in sugar.
- Include fruit in your diet every day, in a variety of colours.
- Use salt and salty foods sparingly.
- Eat beans, split peas, lentils and chickpeas regularly.
- Include healthy fats and oils in your diet every day.
- Fish, seafood, chicken, lean meat, or eggs can be eaten daily.
- Have unflavoured milk.



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