WHO ARE WE?
**Nalane ea Afrika** meaning African Heritage in Sesotho is a haircare range infused with a unique blend of indigenous African oils that nourish and strengthen natural coils; leaving hair moisturised, soft and easily manageable. We believe that our hair is part of your heritage and that nature caters for all our beauty needs.
Vision

It is our vision is to create a product that leaves African ethnic hair more healthy and manageable, whilst also empowering our employees, shareholders, fellow business partners and our communities in general by:

- Only using “Natural products” which are products derived from plants indigenous to Africa;
- Only using suppliers that promotes sustainable production and fair trade, contributing to the economic development of African countries;
- Encourage more African to wear their hair naturally by educating them on how to manage and grow healthy ethnic African hair naturally without chemically processing it;
- Demystifying misconception of what African Beauty is; and
- Using only natural and non-harmful ingredients such as parabens or sulphates that are damaging to the hair, skin and the environment in general.
Mission

Our Mission is to provide every ethnic African with the means to wear their hair naturally without having to chemically process it for it to be manageable. We wish to demonstrate that with our products it is possible to have healthy growing ethic African hair without having to put harmful chemicals to it. We plan to do this by developing a hair care range made from a unique blend of African indigenous oils and butters. We focus on mainly using indigenous oils and butters as we believe your hair is part of your heritage and that nature and the environment around us caters for all our beauty needs.
• Use of the seeds and fruits to cold press into Oils and Butter

• Benefits

• Challenges
Thank You