

# An abundant source of products that heal

The Fountainhead is a vibrant young company that has entrenched itself in the holistic health arena and, with its offering of five health products, is successfully positioning itself in the retail pharmacy sector, as DEBBIE SINCLAIR reports.

**F**LORENCE Niemann, the founder and managing director of the Fountainhead, has translated her passion for health into a business that endorses bringing to market only those products that make a genuine contribution to the consumer's wellbeing. 'Though I have a background in advertising and marketing,' she says, 'my interests drew me to studying complementary health modalities, and I'm a registered therapeutic reflexologist and reiki master.' While working as a therapist, Niemann came across some exceptional health products that were unavailable in SA, and decided to introduce them to the local market under the Fountainhead trademark. Her marketing and advertising background, together with the business acumen brought to the table by her husband, the company's financial director, proved the perfect mix for a successful company.

Sales are generated by an intensive advertising strategy that aims to create brand awareness and demand. According to Niemann, 'the Fountainhead wishes to participate as much as possible in the South African economy by using local manufacturing and packaging companies. We would also like to source more innovative, locally-produced health products that could be branded under the Fountainhead name, and exported globally,' she adds.

In the meantime, however, the Fountainhead's products are doing exceptionally well. Local consumers may be familiar with a variety of detox patches available on the market, but those that are imported by the Fountainhead have one of the highest antioxidant counts. These FDA-approved patches boast an ISO number for international quality, and a Nappi Code, so their cost can be reclaimed from a medical aid scheme. They are currently under submission for an Abbreviated Complementary Medicine Registration with the MCC, and are now available in both Chi and Heat formats.

Though the patches themselves are imported, they are packed locally at Azochem Laboratories in cartons printed by Lomar Printers...

## Getting the toxins out

Many people tend to overlook the fact that a body overloaded with toxins can exhibit a number of symptoms of ill-health, including fatigue, poor concentration, headaches, weight gain, poor skin and depression. Removing toxins from the body is vital in assisting an exhausted immune system to return to its natural, balanced state. Niemann explains that there are many ways of detoxing or cleansing the system, such as fasting, special diets, exercise, herbal teas and skin brushing. 'But I can safely say that there are none as easy and effective as the Fountainhead Detox Patches.'

in the absorption of sulphate – which can assist with conditions such as autism, Alzheimer's disease, Parkinson's disease, rheumatoid arthritis, and chemical sensitivities – the product's magnesium content also has a role to play. This mineral is involved in more than 300 chemical reactions in the body, including electrolyte function, calcium absorption and digestion. Ginger offers anti-inflammatory properties, while chamomile helps ease joint pain, has an antispasmodic effect on smooth muscles, and aids sleep. Rosemary is another key ingredient, explains Niemann. 'This aromatic herb is of value as a tonic for elderly people with weak circulation, particularly after debilitating illness. It improves circulation and strengthens fragile blood vessels, and has antibacterial, antifungal and antimicrobial properties.' Above all, the Healing Bath leaves skin feeling smooth and smelling wonderfully fragrant, she says.

## Spray away bad energy

While the Healing Bath works with the power of water as a medium, the Fountainhead's Uplifting Protection Spray, made by a practitioner in the

**Clearing bad energy with Uplifting Protection Spray**



**Florence Niemann, the Fountainhead's founder and managing director**

One of the active ingredients in the patches is eucalyptus wood vinegar, which offers an excellent form of toxin extraction. 'The inclusion of far infrared rays, negative ions, potent herbs, and various stimulants differentiate our patches from others,' says Niemann. 'What's more, our patches now come in an easy-peel format that really simplifies and speeds up application.'

The Healing Bath is another unique Fountainhead product on the market. These bath salts, which also have a Nappi code, are contract manufactured by Azochem, using magnesium sulphate mined in Cullinan. Working to assist the body

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**Good for the sole: Heat Detox Patches**



Western Cape, harnesses water's ability to hold memories. Says Niemann: 'The basic property of water as a universal storage medium of vibrational energy makes it conducive to use in homeopathic remedies, flower essences, and gem elixirs.' The Uplifting Protection Spray can be used for protection from electromagnetic radiation from, for example, cell phones and computers, noise, stress and pollution, and works to clear the air of negative energies. 'Made with flower-essence vibrations, essence of diamond, sacred geometry, light and colour, and lightly scented with geranium oil, the spray gives the atmosphere an immediate lift,' Niemann adds.

The last of the Fountainhead products currently on the market is the CardioFlow pomegranate dietary supplement, which was featured in the Product News section of the January edition of PHARMACEUTICAL & COSMETIC REVIEW. This powerful antioxidant that supports healthy cardiovascular function rounds off the company's range, which is soon to be extended with at least three revolutionary new products to be launched later this year. There are, no doubt, numerous health shops, pharmacies, existing customers and on-line shoppers awaiting these introductions with much anticipation. ■

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