

# The Rooibos Connection

Charlize Theron might not be the only valuable South African export in the spotlight; Rooibos tea already has a major celebrity following with big names such as Anthony Hopkins, Angelina Jolie, Hugh Jackman and Gwyneth Paltrow already taking advantage of its many health and beauty benefits.

## Rooibos behind the Stars' Flawless Looks

Here's how Rooibos is helping the stars to get svelte, lean and red carpet-ready:

Angelina Jolie lathers her perfect pout with a lip balm that boasts Rooibos and a variety of other unusual ingredients; Gwyneth Paltrow and supermodel, Miranda Kerr drink Rooibos to detox and stay in shape; Charlize Theron, Jessica Alba, Hugh Jackman and model Candice Swanepoel all indulge in Rooibos salon treatments which revitalise the skin and leave an illuminating glow.

The beautiful Salma Hayek and Victoria-secret model, Adriana Lima both swear by a Rooibos beauty beverage that purifies the skin from the inside out; Academy Award winner, Helen Mirren takes her teabags wherever she goes, and Model Josie Maran swears by a Rooibos-enriched hair detox blend for beautiful cascading locks.



Already loved by South Africans, it's not difficult to see why Hollywood's rich and famous are clamouring for every bit of this trend-setting treasure of ours.



The Rooibos Council says it's no wonder that Rooibos is a hit among celebrities and health-conscious consumers in the US.

Since Rooibos first made its debut in the US in the early 1990s, sales to the country have tripled and every year more cosmetics houses – local and international – are cottoning on to the nourishing and anti-ageing properties found in Rooibos.



Rooibos is also known to have anti-viral, anti-fungal and antibacterial properties, making it ideal for those with acne, eczema, psoriasis and other difficult skin conditions.

It is also known to be hypoallergenic, helping to calm reactive and sensitive skin and soothe redness, itching and rashes.



"South Africa now exports a vast array of different Rooibos products to the US, from the traditional unflavoured tea to flavoured teas, cappuccinos and cosmetics, which ranges from make-up to skin, hair, perfume and nail-care products.

"Its use in cosmetics has increased rapidly and garnered much attention over the last few years, as more research proving the plethora of health and beauty benefits of Rooibos has become better known. Rooibos' high flavonoid content makes it a powerful anti-ageing ingredient for skincare formulas. Since much of skin-aging is caused by exposure to UV rays, pollution and other environmental contaminants, Rooibos' free-radical destroying abilities help to protect the skin and to preserve a more youthful look."



Annique's own Brand Ambassador **Carine Rouse** says:

"I always have Annique Resque Crème in my baby bag or handbag. I love this Annique product. Resque Crème relieves everyday skin care conditions. This product is a 'must' for skin emergencies, bringing relief from many everyday skin conditions. Resque Crème contains the highest percentage of Rooibos extract of all the Annique products. It is ideal for bringing relief to itchy skin resulting from allergies, dryness, insect bites, sunburn, heat rash and chafing and is gentle enough for the most sensitive skins, including babies and children. It can also help relieve symptoms of eczema, cuts and grass burns and pimples."