

# Steps to success

Annique's products and the versatile uses for Rooibos, means there are a host of markets Consultants can tap into. We spoke to Consultant Thea Kritzinger, from the Western Cape, who widened her customer base by tapping into the sport market.

"I joined Annique in April 2017 on the advice of Annemarie Cronjé. Since we were in the process of relocating to Wellington in the Western Cape, she said it would help me meet new people. Which it did!



"At the Cape Town ATM in March 2019, Prof. Simeon Davies shared with us research that was done on Rooibos and sport performance. According to his results, the antioxidants in Rooibos help with energy production and relieve oxidative stress caused by exercise. Athletes would have much better endurance and recovery after exercise.

"My daughter Madelein and I decided to explore the possibilities of this new revelation. Madelein is a fitness instructor at the CrossFit in Paarl and she decided to put out a challenge to the athletes. They had to drink Green Rooibos tea instead of water and drink an OptiRooibos before and after exercising with weekly feedback for four weeks.



WITH EXTRACT OF  
**ROOIBOS**  
MET EKSTRAK VAN

"Everyone enjoyed the tea and definitely felt the difference in performance and recovery. The Resque ZeroAche+ and Resque Crème are also huge favourites among those athletes for sore muscles and blistered hands.

"My husband, Cobus, is a keen mountain biker and since he has chosen to rather drink Green Rooibos for his hydration than water, his endurance and recovery improved significantly.

"Everyone in the morning bootcamp was curious as to what was in my water bottle, because according to them it did not seem as if I ever got tired. So one morning at 05:30 I hosted an exhibition and introduced the products through taste and experience.

"They could taste the Green Rooibos and the Shake and they could rub their sore muscles with the Resque ZeroAche+.





“Madelein also organised a hike at the beautiful Rheebooskloof and each hiker received a bottle of Green Rooibos instead of water. Everyone enjoyed it thoroughly and could not believe how good they felt afterwards. Green Rooibos tea is an excellent thirst quencher.

“Our big breakthrough came when a friend of mine asked me to assist with the arrangements when a group of 22 athletes from the University of the Free State ran from Bloemfontein to Stellenbosch over a 5-day period to support mental health awareness.

“I approached Annemarie Cronjé on the idea of sponsoring the athletes with Green Rooibos tea to help them with endurance and recovery. I was thrilled when Home Office offered to help us with sponsorship to launch our products into the sport market.

“With the help of one of my consultants, Exercise Scientist at FSSSI Dr. Celesti Janse Van Rensburg, who is also a sports scientist, we introduced the products, helped them plan their supplementation for maximum benefit and set them off on their 1 075km journey. Celesti also designed a pamphlet with a detailed description of some of the products, which was distributed to people in the towns they passed.

## The products the athletes used, were:

**Green Rooibos tea** – an excellent thirst quencher, energy booster and combats oxidative stress in the body

**Lifestyle Shake** – athletes used Shake before, during and after training

**OptiRooibos** – reduces fatigue and fights against cell damage caused by high intensity exercise

**OptiToniQ+** – Contains all the minerals (electrolytes) your body needs. Also reduces production of lactic acid which causes sore muscles

**Bone Broth** – Collagen is the building blocks of your bones, ligaments and tendons

**Resque Crème** – helps with prevention and treatment of blisters and chaffing

**Resque ZeroAche+** – a must-have for sore muscles



“The results and feedback from the athletes were incredibly positive. They enjoyed the great taste of Green Rooibos; it helped them to endure the harsh climate while running through the Karoo during the day, to recover, ease the sore muscles, prevent blisters and to run for 5 days in a row.

“Annique has some of the best products we could offer to the fitness and sport world at a time when everyone wants to perform better with natural and healthy supplements and products.”