

ANNIQUE rooibos



55 Years Strong And We're Just Getting Started!

April marks **55 years** of Annique Rooibos — and this milestone belongs to you, our incredible Consultants who bring our brand to life every day.

Together we've grown, evolved and continued to innovate with skin care and wellness solutions that stay true to our roots while embracing change.

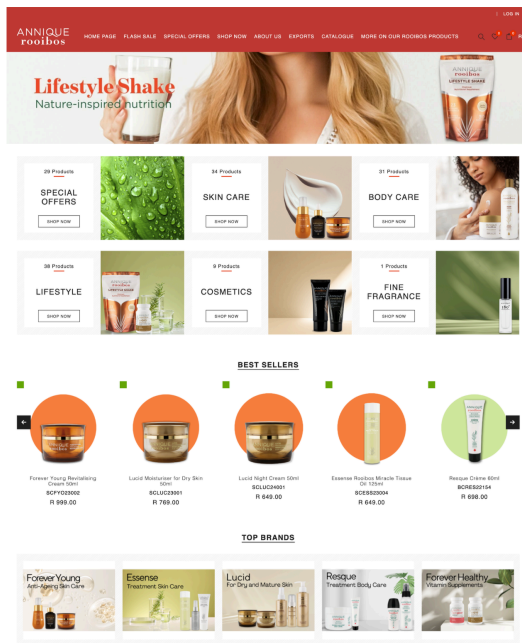
And the celebration doesn't stop here — we'll be celebrating our birthday all year long with wonderful offers and exciting moments. Keep your eyes and ears open... you won't want to miss what's coming.

**Here's to 55 years of impact
and the next 55 years of growing stronger together.**

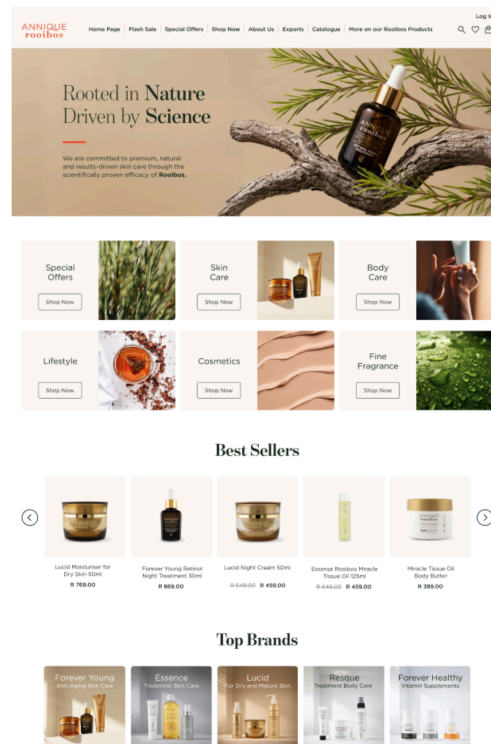
A Fresh New Look for Our Webstore

As we celebrate our upcoming birthday, we are proud to introduce an upgraded webstore designed to reflect the quality and innovation of our products. With a fresh, modern look, our new digital space makes it easier than ever to explore, shop, and connect with our Rooibos-powered range — all while staying true to the essence of our brand.

Old Webstore Look



New Webstore Look



Your Tools to Celebrate 55 Years

Don't forget to make use of the social media designs and guidelines available on the Academy to help you share and celebrate our 55th birthday. These resources are there to support you in creating consistent, beautiful content that honours our heritage while engaging your audience and growing your business.

[Find Your Tool Kit Here](#)



Mar '26 Teams Get-Together Recap



On Tuesday, 17 March, our AnniQue Rooibos family came together for an inspiring virtual Teams Get-Together under the theme “Beauty meets bigger earnings.”

The evening was filled with heartfelt testimonials, practical sales insights and exciting updates on our 55th Birthday celebrations.

From panel discussions on customer care and the power of Rooibos, to product training and pamper party ideas, the session offered valuable tools to grow your business while staying connected.

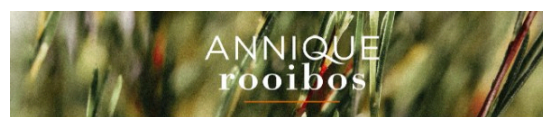
Thank you to everyone who joined and contributed, you made this event a true reflection of our passion for skin care and success.

Please download the PPT here

Please watch the Recording here

Petro Venter’s Daily, Weekly & Monthly Customer Engagement Plan

Looking for a simple, powerful way to stay connected with your customers? Petro Venter’s Client Engagement Checklist, shared during our recent Teams Get-Together, is your go-to guide for building relationships, boosting sales and creating consistent communication.



ANNIQUE ROOIBOS CONSULTANT GUIDE TO Daily, Weekly and Monthly “CUSTOMER ENGAGEMENT”

Customer Engagement & Marketing Plan

- Week 1 – Kick-off, gratitude, awareness
- Week 2 – Relationship building & reactivation
- Week 3 – Focused sales drive - including NEW clients
- Week 4 – Closing, urgency, convert conversation to cash

- 🟢 Daily: Update status and social media with latest info
- 🟢 Daily / every 2nd or 3rd day: Share advertisements/testimonial on WhatsApp groups

Week 1	Week 2
<ul style="list-style-type: none"> • 1st: Send thank-you message for previous month's support • Diarise BIRTHDAYS for the month • 1st-3rd: Remind customer of roll-over specials (last day to order) • 2nd: Circulate Beauté + mini newsletter (highlight new month's products) • Start follow-up list of people requesting product info • Begin month-end orders wish list 	<ul style="list-style-type: none"> • Follow up on client satisfaction (focus on new customer/products) • Beauté 10x10 marketing: match each product and each benefit with a customer • FOCUS SELLING FLASH SALE: Review product record cards - who is using what. Up-sell and cross-sell • Reach out to inactive customer (no orders for 2 months) • Plan next month's activities (get-togethers, pamper sessions, tea events)
Week 3	Week 4
<ul style="list-style-type: none"> • Personally contact Beauté 10x10 target market including NEW customer (take orders for month-end) • Review customer record cards – match product benefits with customer needs – including new products for existing customer • FOCUS SELLING TOP 3 PRODUCTS: Review product record cards, who is using what (Up-sell and cross-sell) • Personal checklist – Family follow-ups • Follow-up Shoplink customer from previous month 	<ul style="list-style-type: none"> • Share summary pages on groups • Personal message each customer with tailored specific recommendations • FOCUS SELLING FLASH SALE: Review product record cards who is using what (Up-sell and cross-sell) • Offer combos (seasonal/trending/request-based) Target new clients • Communicate cut-off dates (26th-27th) • Follow-up on previous requests (29th-30th) • Send "LAST CALL / FINAL CALL" reminders (29th-30th)

With weekly focus areas and daily action tips, this plan helps you turn conversations into conversions, while keeping your customer base active and inspired.

Whether you're following up, upselling or planning pamper sessions, Petro's checklist makes it easy to stay on track and grow your business with heart.

[Download the Checklist here](#)

[Petro's Video walking you through this checklist](#)

Real Results, Real Stories! Skin Stories That Inspire

From acne breakouts at 23 to radiant confidence at 80, our customers and Consultants prove that Annique Rooibos is more than skin care, it's a routine, a lifestyle and a legacy.



Real people, real success and lasting beauty... all powered by Annique Rooibos.

[Download Testimonial Slides with the Video here](#)

Product Catalogue

As we step into a new season of innovation and growth, we are excited to bring you a more accessible, up-to-date way to explore our full product range. Designed to evolve with you, our digital catalogue makes it easier than ever to discover our Rooibos-powered skin care, wellness, and lifestyle favourites — anytime, anywhere.

[Academy link high resolution](#)

[Flipsnack Link](#)

Training Articles

Beauty Meets Health: Unlock the Power of Collagen

A powerhouse blend of fermented Rooibos extract and pure hydrolysed collagen for glowing skin, strong joints and total wellness.

What's Collagen?

- A natural protein that supports skin, bones, joints and connective tissue. Collagen production declines with age, leading to visible signs of aging and reduced joint health.

What Makes Hydrolysed Collagen Special?

- Collagen that is broken down into smaller particles for better absorption.
- Provides essential amino acids to boost collagen production.

Ingredients:

- Active Hydrolysed Collagen** - Supports skin, bone and muscle health.
- Fermented Rooibos Extract** - Packed with antioxidants to improve digestion, sleep, and heart health.

Key Benefits:

- Skin Health**
 - Reduces wrinkles & fine lines.
 - Boosts hydration & elasticity.
- Joint & Bone Support**
 - Strengthens cartilage & reduces joint pain.
 - Improves mobility & bone strength.
- Hair & Nail Care** - Promotes stronger hair & faster nail growth.
- Gut Health** - Strengthens the gut lining & aids digestion.
- Muscle Recovery** - Speeds recovery & builds lean muscle.
- Weight Management** - Aids & supports metabolic health.

Who Will Love This?

- Aging adults.
- Active lifestyles.
- Wetness sensitive.

1 **Great for the inside out by the Antioxidant Rooibos & Collagen Daily!**

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Multivitamin for your SKIN

Indulge your skin in a daily dose of radiance with our revolutionary **Essence Liquid Skin Nutrition**. Packed with a powerful blend of essential vitamins, this rejuvenating mist brings a burst of nourishment to your skin. Vitamin-rich goodness meets the ease of a spray, offering a quick and relaxing way to promote healthy, glowing skin.

Essence Liquid Skin Nutrition is a vitamin enriched facial spray formulated to:

- Help to eliminate skin impurities that may cause spots, pimples, blemishes, blackheads and whiteheads.
- Promote a clearer, more even complexion.
- Soothe irritated skin.
- Help to support the skin in its own natural healing and regeneration process.
- Is ideal for all skin types, especially dry, mature and problem skin.

What's inside?

- Green Rooibos:** Rich in antioxidants that promote anti-aging.
- Niacinamide:** Vitamin B3 necessary for cell metabolism and improved blood circulation.
- Vitamin B5:** Helps maintain moisture, regenerate skin and stimulates cell growth.
- Vitamin B6:** Activates skin cells.
- Vitamin C:** Aids in collagen and elastin synthesis, provides antibacterial properties, and protects against aging.
- Vitamin E:** Helps protect cell structure from free radicals, moisturises, revitalises and has anti-inflammatory effects.
- Marula essential oil:** Moisturises and acts as a natural antibiotic.

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HYDRAFINE MOISTURISER

Meet Your Skin's New Balance

Our Hydrafine range is specially formulated for normal to combination skin — the kind that changes with the seasons or misbehaves in zones. Think: normal or dry cheeks, oily T-zones and the occasional flare-up. This range brings calm, comfort and hydration to your skin — whatever mood it's in.

Normal / Combination Skin 101

- Normal and combination skin are two of the most common, yet often misunderstood, skin types.
- Normal skin is considered the ideal baseline, with minimal concerns.
- Combination skin, on the other hand, is a little more... typically oily in the T-zone (forehead, nose, chin) and drier or normal on the cheeks.

Normal & combination skin quib:

- Can't decide how to treat you (have normal or combination skin).
- Normal or sometimes dry cheeks.
- Occasional pimples or spots.
- Oily forehead, nose and chin.
- Skin is flatter and dry in winter.

Why You'll Love It

- Niacinamide** - Minimises pores, evens skin-tone, and strengthens the skin barrier.
- Green Rooibos** - Rich in antioxidants to protect and renew.
- Pro-vitamin B5** - Deeply hydrates and soothes for soft, healthy-looking skin.
- Marulanell™** - Absorbs excess oil for a refined, matte finish.

The Result?

Balanced, calm, beautifully matte skin with soft, even glow — never greasy, never tight, ideal under make-up or on its own.

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Looking for the Ultimate Anti-Ageing Secret?

Look no further. You guessed it... **Rooibos!** Rooibos is packed with potent natural antioxidants that help promote a youthful body, inside and out.

Annique's best-selling **Forever Young Revitalising Cream** is the ideal anti-ageing cream for the restoration, renewal and rejuvenation of skin cells. It combines the proven anti-ageing properties of Rooibos with the plant-based extract, **VIA101** from the Mexican 'Skin Tree', into a quality eye delecting product.

"The BEST I have seen using the Revitalising Cream for over 8 years and I still love it. Not only does it keep my skin looking amazing - I'll have light pimples, I can see it! But once I start using this cream, I can see it! More like a miracle product for overall anti-ageing."

Maryke

Thousands of people across South Africa have tried and trusted this skin care phenomenon.

Key Features:

- Paraben free
- Formalin free
- Recommended from 25 years

A 4-week independent panel test with 59 participants revealed the following amazing results:

- 93% said their skin felt in good condition
- 93% said their skin looked and felt nourished
- 85% said their skin looked and felt renewed
- 85% said their skin looked visibly restored
- 75% said that after using the product their skin looked plumper!

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ROOIBOS LIFESTYLE SHAKE

A Legacy of Wellness, Reimagined for Today

The **Rooibos Lifestyle Shake** holds a special place in Annique Rooibos history — first launched in 1971 as **Wonder Slim**. It was the very first product introduced to the market. Over the decades, it earned its reputation as a life-enhancing supplement with thousands of testimonials celebrating improved energy, weight management and wellness.

Now, backed by the latest nutritional research and guided by updated SAHPRA regulations, we're proud to reintroduce the **new and improved Rooibos Lifestyle Shake** — a trusted classic made even better.

What's New? Why It's Better

- Palm oil removed** - Creamier texture and better nutrient profile
- New sweetener blend** - No bitterness — just balanced, enjoyable flavour
- Higher protein** - Helps keep you full, fuels recovery, and builds lean muscle
- Softer carb balance** - Steady energy release — perfect for busy days or workouts

WHY THIS SHAKE IS A GAME CHANGER

- A single, daily wellness fluid — for the health-conscious, fitness-minded, or anyone seeking balance.
- Packed with 23 essential vitamins and minerals.
- Gluten-free, preservative-free.
- High protein for sustained energy and fullness.
- Easy to prepare with milk, water, Rooibos or yogurt.
- Safe for pregnant/breastfeeding women and children 4+

"I tried this new Rooibos Shake and was genuinely impressed. It's smooth, tasty and doesn't affect my gut — all in one, which is a huge win! I've been struggling with my gut health for years, and this shake has been a game-changer for me. I've noticed a significant improvement in my digestion and overall well-being. My youngest, including intense energy, started taking this shake. It's a great way to get your whole family on the go nutrition."

Margie Schiller

From our Blog



ROOIBOS SCORES A CAMEO IN GLOBAL APPLE TV+ HIT "DOWN CEMETERY ROAD"

Down Cemetery Road, the much-anticipated Apple TV+ thriller starring screen legends, Emma Thompson and Ruth Wilson, has put a spotlight on our unique, world-celebrated herbal infusion, Rooibos.

[Read more ...](#)

Cut-Off Dates

Dear Annique Consultant,

We kindly ask that you take careful note of the cut-off dates for March 2026, to ensure that your order is processed and fulfilled to your expectation.

Please also find the April calendar below and download it by clicking on the link provided.

Cut-off Dates for March 2026

Tuesday, 31 March 2026

All paid Annique.com orders received on **31 March, before 10:00** will count for your March figure.

All orders received **after 10:00** will count towards your April sales figure.

New registrations received **before 10:00** with their successful first annique.com order (and payment received) will count for your March recruits.

New registrations received **after 10:00**, with their successful first annique.com order (and payment received) will count towards your April recruitment target.

Wednesday, 01 April 2026

Please note, the annique.com Rooibos webstore will open for (Campaign 10) April at 08:00 am.

The ABC Plan figures will be available from 09:00 am.

Thursday, 02 April 2026

Continue your shopping on annique.com Rooibos webstore from the March Beautè (Campaign 9) until 23:59. The order will count towards your April sales figure.

[April Calendar](#)

Our Roots. **Your Radiance.**



