

Foot condition kicks starts remedy business

By: Sihle Manda

A search for solutions to a foot sweat condition has seen a Vereeniging, Gauteng woman develop a treatment product that she now sells to others facing a similar challenge. Refiloe Mohono, 27, together with her business partner Optimist Philiso, 33, first embarked on the journey in 2018.

They own O&R Products which is a company that gave birth to Complete Comfort. This business manufactures organic solutions for foot care and revitalisation. "I had a problem of not liking to wear sneakers because my feet sweat a lot and in turn smell. I needed something that would get rid of the smell and make my feet and shoes smell nice," she explained to Vuk'uzenzele.

With a business acumen engrained in her blood, backed by entrepreneurship and marketing honours degrees from the North West University between two, Mohono and Philiso poured hours into rummaging through the internet on how to produce a treatment solution. "At first, we wanted to do your normal sprays with chemicals, but while we were doing research we were advised that chemical-free products were currently in demand and we should maybe try approaching from that perspective," said Mohono, Chief Executive Officer of O&R Products. "We had to teach ourselves which ingredients would add up to the



product that we want and be appreciated by the market." After a year of trial and error, Complete Care had its prototype in 2019. With the vital guidance of mentors along the journey, the company was able to analyse its products and mitigate teething problems.

Some of the challenges that the business encountered was that the product was changing colour, it was becoming brown instead of remaining colourless. The pair were advised on natural products to use to solve the problem. Armed with this information, Mohono said last year they returned to the drawing board to reformulate the product.

As recent graduates, getting Complete Comfort off the ground initially proved a mammoth task, she said. "Funding the business has always been between my business partner and I. From the inception, we used money from our own pockets to buy raw materials. We would then sell the products and reinvest that in the business."

Funding from eKasi Labs In 2022 the start-up received a R38 000 stimulus from the Innovation Hub's eKasi Labs in Sebokeng. eKasi Labs is a programme of the Innovation Hub. The programme focuses on entrepreneurs based in Gauteng townships with the emphasis on innovative solutions with potential to impact different spheres of society such as business,

government, and civil societies. Despite significant challenges in its journey, including temporarily closing down during the COVID-19 pandemic, Complete Comfort is surging on. Defying the odds, the venture was resuscitated in November 2022. "Since then we have produced around 300 units. From then to now, we have sold around 250 units and remain with about 50. Growth has been exceptional," she said.

The shoe and foot spray comes in three fragrances - rose geranium, lemon grass and tea tree.

"The functions [of fragrances] differ. Rose geranium, for instance, helps one calm down, and relieve stress or any other mental illness, especially depression and anxiety. It's not just for the shoes but also aromatherapy.

"Growing up I always knew that I would go into business but I just didn't know what exact business it would be.

"I found out about the need for this business when I was 21 while purely googling for a solution to my problem. I also realised after doing the research that this was how I was going to start a business of my own." By the end of 2023, Complete Comfort anticipates expanding its product line with the addition of heal balm, callus removers and sea salt foot massage products.

For more information about Complete Comfort visit www.completecomfort.co.za. The Innovation Hub can be reached by logging to www.theinnovationhub.com. Visit www.seda.org.za or call 0860 103 703 for information about entrepreneurship offered by the Small Enterprise Development Agency. – SAnews.gov.za

**This story first appeared in Vuk'uzenzele newspaper.*

SANBS calls for blood donation amid dwindling stocks

The South African National Blood Service (SANBS) has appealed to all potential and existing blood donors, who are due to donate, to visit blood donation sites amid severe blood stock shortages. In a statement, the SANBS said the current weather conditions and a higher than usual demand for blood have sent blood stocks plummeting, and it needs to collect 3 500 units of blood a day.

SANBS Senior Manager for Marketing, Communication and Brand, Thandi Mosupye, said with little blood available on hand, this will have a severe impact on the patients who rely on life-saving blood transfusions. "Whenever our blood stocks reach below three days, it places the lives of patients at risk -- the lives of haemorrhaging mothers, newborn babies, accident victims, and thousands of other patients in need of a blood transfusion.

"Each blood donation gives patients a second chance with their loved ones," Mosupye said.

To become a blood donor, you must:

- Be between the ages of 16 and 75 years;
- Weigh 50kg or more;
- Be in good health;
- Lead a healthy lifestyle;
- Consider your blood safe for transfusion to a patient; and
- Commit to donating blood regularly.

To find out more about where you can donate blood, visit www.sanbs.org.za or call 0800 11 90 31. Connect with SANBS on Twitter (@theSANBS), Facebook (@SANBS) and Instagram (@thesanbs).

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Good things come in small packages

For the learners of Bekezela Primary School in Ward 23 in the Amelia section of Zamdela in Sasolburg good things came in small packages as they received a donation of school shoes from the Democratic Alliance Councillor in Metsimaholo Local Municipality, Stone Makhema. Twenty-three (23) pairs of shoes were donated to the school and learners by Makhema, who is also a Member of Mayoral Committee for Corporate Services and Organizational Development at the very same Metsimaholo Local Municipality. Speaking to parents, teachers and learners at the school, Makhema said

his party is committed to changing the lives of residents from young schooling age, and moulding them for a better future. "We are aware of the inequalities in the communities out there, that is why we have identified this area and school to give a helping hand. This will give confidence to children who come from less fortunate families to at least be same or closer to same as other children". "We at times have children quitting schools due to parents not affording certain needs and this comes as a gift from our side to assist such families" Makhema said his party through its intervention with private companies

like SASOL, Seriti and Rand water, is working together through a Public-Private-Partnership to ensure the development of ward 23. In Moodraai, were together with Rand Water ensured the erection of 5 boreholes. The project has started and more than 50 jobs have been created.

Over 100 jobs have been created through the pavement of the main road in Amelia section as well through our partnership with SASOL. This can only happen in a DA government where business have identified stability in government and have come on board to assist us.



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