Company Profile

African Alabaster

Botanical skincare



ABOUT US

African Alabaster is a premium natural skincare company rooted in the heart of KwaZulu-Natal, South Africa. Specializing in **African botanicals**, we craft luxurious soaps and skincare products using rich, nourishing butters and oil extracts sourced from the continent. Every product is **handcrafted** in small batches, ensuring the highest quality and a personal touch that reflects our commitment to excellence. Our entire line is **organic**, **preservative-free**, and cruelty-free, with essential oils providing subtle, **natural scents**.



 $F_{
m ounded}$ in 2017 by CEO, Mrs Thabisile Hlela,

African Alabaster is a proudly female-owned enterprise with a strong social mission. Thabi's journey began with her own experiences dealing with skin issues, such as acne, dryness, and sensitivity. Her passion for gentle, effective skincare drove her to develop her own formulations at home, using simple, natural ingredients. To refine her craft, Thabi travelled to the UK to study natural and organic skincare, gaining specialized knowledge that became the foundation for African Alabaster's offerings.

With a background in social work and community extension, Thabi is deeply committed to empowering her community. She shares her knowledge and skills with disadvantaged groups in rural KwaZulu-Natal, teaching soap-making to equip unemployed individuals with valuable skills that promote self-sufficiency and financial independence. This initiative uplifts the community while honoring African Alabaster's mission to make a positive impact.

As African Alabaster grows, we are driven by an ambitious vision: to become the leading South African natural skincare brand recognized both locally and internationally. By combining the richness of African ingredients with a dedication to quality, innovation, and sustainability, we aim to make African Alabaster a trusted name in natural skincare worldwide.

We are committed to expanding our reach and sharing the unique beauty and benefits of African botanicals with global markets, all while upholding our values of authenticity, integrity, and community empowerment.

African Alabaster Products Stand Out for Being:

- 100% Organic
- Handmade with natural ingredients and African plant extracts
- Completely cruelty-free
- Crafted with love in KwaZulu-Natal, South Africa

Vision

To be a globally recognized leader in natural skincare, celebrated for our authentic Africaninspired products and commitment to sustainable beauty. We aim to inspire a global shift towards natural, earth-friendly skincare solutions that nurture both people and the planet, ensuring a healthier future for generations to come.

Mission

To deliver exceptional, high-quality skincare products that honour African botanicals and empower our communities. We are committed to excellence in every product and service, bringing accessible, organic, and cruelty-free skincare to all who value nature, quality, and sustainability.

Values

- **Integrity & Responsibility:** Conducting business ethically with respect for people and the environment, ensuring the responsible sourcing and use of natural resources.
- **Quality:** Consistently delivering products of the highest standard, crafted with care and backed by rigorous quality control.
- **Efficiency:** Providing reliable, effective service and products that enhance the customer experience and build lasting trust.
- **Growth:** Fostering sustainable growth, empowering communities, and promoting the personal and professional development of all involved.
- Innovation & Adaptability: Embracing creativity and change to stay ahead, continuously innovating in the natural skincare industry.

Purpose

African Alabaster exists to create high-quality, natural, and effective skincare products that celebrate African heritage while empowering communities in South Africa. Rooted in a commitment to sustainability and social impact, our purpose goes beyond skincare. Through training and skill-sharing programs, we uplift disadvantaged communities, support female entrepreneurship, and foster economic growth, particularly in rural areas.

We are dedicated to promoting eco-friendly practices, harnessing traditional African ingredients and knowledge to create products that nourish and protect the skin. By educating our customers on the benefits of natural skincare and self-care, we inspire a community that values wellness, inclusivity, and social responsibility.

Our vision is to build a thriving, sustainable business that leaves a positive legacy—benefiting people, the planet, and our communities. Through our commitment to natural skincare, community development, and the empowerment of women, African Alabaster seeks to create lasting change that transcends generations.

Company Products

Body Creams





Oils





African Alabaster Botanical skincare

Serums



Butters





Variety





Soaps



Chocolate, Honey & Coconutmilk



Red Clay and Charcoal



Charcoal



MariGold Flower & Cinamon





Lavender Pure Rose

Product Overview

Skincare Range



Moisture Boost Creame

Ingredients

Aqua, Macadamia, Shea butter, Argan oil, Vegetable Glycerine, Cetearyl and Sorbitan Olivate, Cetyl alcohol, Hyaluronic acid, aloe vera extract, (Vitamin E), Phenoxyethanol, Ethylhxylglyecrin, cetearyl Olivate, Frankisense, Citrus Bergamont) leaf oil, citrus sinensis peel oil.

Size: 50ml

Description

Our **Moisture Boost Cream** is a deeply hydrating, nutrient-rich moisturizer crafted to rejuvenate and revitalize the skin. Infused with a powerful blend of natural ingredients like <u>Macadamia</u>, <u>Shea Butter</u>, and <u>Argan Oil</u>, this cream delivers lasting hydration while nourishing the skin barrier. <u>Hyaluronic Acid</u> and <u>Aloe Vera</u> extract work together to lock in moisture and soothe dryness, leaving the skin plump, smooth, and radiant. Enhanced with Vitamin E and delicately scented with Frankincense and Citrus Bergamot, our Moisture Boost Cream provides an uplifting sensory experience. Ideal for all skin types, this lightweight, fast-absorbing formula offers a luxurious touch of nature with every application.



Hydrating Rose Body Cream

Ingredients

Aqua, Butyrospermum Parkii (Shea)Butter, Theobroma (Cocoa)Butter, Macademia integrifolia (Macademia)Nut Oil, Adansonia Digitata (Baobab) Seed oil, Sclerocarya Birrea (Marula)Seed oil, Simmondsia Chinensis (Jojoba) Oil, Cetearyl Olivate, Sorbitan Olivate, (Vegetable) Glycerine, Tocopherol (Vitamin E), Aloe extract, Tocopherol (Vitamin E), Rose blend oil, Vanilla.

Size: 200ml

Description

Our **Hydrating Rose Body Cream** is a luxurious, deeply nourishing formula designed to pamper and restore the skin. Enriched with Shea Butter, Cocoa Butter, and a blend of exotic African oils like Baobab, Marula, and Macadamia, this cream provides intense hydration and locks in moisture for velvety-soft skin. Aloe extract and Vitamin E soothe and protect, while the delicate scent of rose and vanilla creates a calming, spa-like experience with each use. Ideal for all skin types, this body cream combines rich botanical ingredients to deliver lasting hydration and a radiant glow, celebrating the best of natural skincare.



AHA - Serum

Ingredients

Aqua (Water), Rosa Damascena (Rosewater) Sodium hyaluronate (Plant derived hyaluronic acid), Vegetable Glycerine, Acidum Lacticum (Lactic acid), D Panthenol, Fruit extract, Citric Acid, Potassium Sorbate.

Size: 30ml

Description

Our **AHA Serum** is a revitalizing, skin-smoothing formula designed to enhance radiance and refine texture. Powered by Lactic Acid and Citric Acid, this serum gently exfoliates to reveal a brighter, more even complexion. Rosewater and plant-derived Hyaluronic

Acid deliver intense hydration, helping to plump and soothe the skin, while D-Panthenol and Fruit Extracts provide additional nourishment and antioxidant protection. Ideal for dull, uneven, or dry skin, this lightweight, fast-absorbing serum offers a gentle yet effective way to achieve a fresh, glowing complexion.



Niacinamide Serum

Ingredients

Aqua (Water), Rosa Damascena (Rose water), Sodium hyaluronate (Plant derived hyaluronic acid), Vegetable Glycerine, Niacinamide, D Panthenol, Citric Acid, Potassium Sorbate.

Size: 30ml

Description

Our **Niacinamide Serum** is a powerful, lightweight formula designed to improve skin tone, texture, and radiance. Featuring Niacinamide (Vitamin B3), this serum helps to minimize pores, reduce redness, and balance oil production, making it ideal for all skin types, including sensitive and acne-prone skin. Infused with Rose Water and plant-derived Hyaluronic Acid, it

provides a boost of hydration, plumping and revitalizing the skin for a smoother, more radiant appearance. Enhanced with D-Panthenol for added moisture retention and skin barrier support, this serum is a refreshing, daily essential for achieving clear, healthy-looking skin.



Hydrating Facial Oil

Ingredients

Rosa Canina (Rosehip oil) Fruit oil, Argania Spinosa Kernel oil (Argan oil), Simmondsia Chinensis (Jojoba), Squalene, Sclerocarya Birrea (Marula) seed oil, Helianthus Annuus (Sunflower)seed oil, Burdock oil extract, Cannabis Sativa (Hemp) seed oil, Tocopherol (vitamin E), Rosmarinus Officinalis (Rosemary) leaf extract, Anthemis Nobilis (Chamomile) flower oil, Pelargonium Roseum (Rose Geranium) leaf oil, Citrus Aurantium (Neroli) Oil

Size: 30ml

Description

Our **Hydrating Facial Oil** is a luxurious blend of carefully selected oils crafted to deliver deep hydration, nourishment, and a radiant glow to the skin. This lightweight, non-greasy formula combines powerful botanicals like Rosehip, Marula, and Argan oils, which are rich in essential fatty acids and antioxidants to support skin's natural moisture barrier.

Enhanced with soothing Chamomile, calming Rose Geranium, and brightening Neroli, this facial oil helps to smooth, balance, and revitalize the complexion. Ideal for all skin types, it absorbs effortlessly, leaving the skin soft, supple, and radiant with a beautiful, natural glow.



Anti-Ageing Facial Oil

Ingredients

Rosa Canina (Rosehip oil) Fruit oil ,Sclerocarya Birrea (Marula)seed oil , Simmondsia Chinensis (Jojoba), Macademia integrifolia(Macademia)Nut Oil, Persea Gratissima(Avocado)Oil, Oenothera Beinnis(Evening Primrose)Oil, Adansonia Digitata (Baobab) Seed oil, Hippophae Rhamnoides (Sea buckthorn)Fruit extract, Tocopherol (vitamin E), Rosmarinus Officinalis (Rosemary)Leaf Extract, Canaga Odorata (Ylang Ylang) Flower Oil Boswellia carterii Oil(frankincense) Oil, Citrus Aurantium (Neroli)Oil.

Size: 30ml

Description

Our **Anti-Ageing Facial Oil** is a powerful blend of nutrient-rich botanical oils designed to rejuvenate and protect aging skin. Crafted with potent ingredients like Rosehip, Marula, and Baobab oils, this facial oil delivers essential fatty acids and antioxidants to improve elasticity, reduce fine lines, and promote a youthful glow. Sea Buckthorn and Evening Primrose oils work in harmony to nourish and restore, while Avocado and Jojoba oils deeply moisturize without clogging pores. Enhanced with Vitamin E and calming essential oils like Neroli, Frankincense, and Ylang Ylang, this luxurious facial oil provides both anti-aging benefits and a soothing, spa-like experience. Ideal for mature and sensitive skin, it leaves a smooth, radiant finish with every use.



Mango Butter

Ingredients

Butyrospermum Parkii (shea butter), Mangifera indica (Mango)seed butter, Theobroma (cocoa butter), Persea Gratissima (Avocado oil), Simmondsia Chinensis (Jojoba) Oil, Tocopherol (Vitamin E), Citrus aurantium bergamia (Bergamot) Fruit Oil, Citrus Aurantium (Neroli)Oil, Lavandula Angustifolia (Lavender)oi

Size: 100ml

Description

Butyrospermum Parkii (shea butter), Mangifera indica (Mango)seed butter, Theobroma (cocoa butter), Persea Gratissima (Avocado oil), Simmondsia Chinensis (Jojoba) Oil, Tocopherol (Vitamin E), Citrus aurantium bergamia (Bergamot) Fruit Oil, Citrus Aurantium (Neroli)Oil, Lavandula Angustifolia (Lavender)oi

Hair Range



Hair Goddess Butter

Ingredients

Coconut oil, Shea butter, Mangongo oil, Jojoba, Rosemary, Peppermint

Size:200ml

Description

Our **Hair Goddess Butter** is a luxurious, allnatural hair treatment designed to nourish and revitalize your hair from root to tip. Crafted with a blend of 100% organic ingredients, including

Coconut Oil, Shea Butter, Mangongo Oil, and Jojoba, this rich, moisturizing butter deeply hydrates and strengthens hair, promoting softness and shine. Infused with Rosemary and Peppermint oils, it also stimulates the scalp, promoting healthy hair growth. Perfect for all hair types, **Hair Goddess Butter** provides intense moisture, helping to reduce frizz and enhance manageability while leaving your hair smelling fresh and invigorated.



Hair Goddess Oil

Ingredients

Olea Europaea (Extra Virgin Olive) Fruit Oil, Cocos Nucifera (Coconut) Oil, Persea Gratissima (Avocado) Oil, Vitis Vinifera (Grapeseed) Oil, Adansonia Digitata (Baobab) Seed Oil, Argania Spinosa Kernel (Argan) Oil, Sclerocarya Birrea (Marula) Oil, Simmondsia Chinensis (Jojoba) Oil, Aloe Oil, Lavendula Angustifolia (Lavender) Oil, Geranium (Pelargonium Graveolens) Oil, Citrus Limon Peel (Lemon) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil.

Size:100ml

Description

Our **Hair Goddess Oil** is a luxurious, nutrient-dense blend crafted to nourish, strengthen, and revitalize all hair types. Featuring a powerful combination of Extra Virgin Olive, Coconut, Avocado, and Grapeseed oils, this formula penetrates deeply to condition and fortify strands from root to tip. Infused with African botanicals like Baobab, Marula, and Argan oils, it provides essential hydration and helps restore elasticity for softer, more manageable hair. Aromatic notes of Lavender, Geranium, and Rosemary create a soothing experience, while Aloe Oil adds extra moisture and shine. Perfect as a pre-wash treatment, leave-in, or finishing touch, **Hair Goddess Oil** promotes healthier, more radiant hair with each application.

The Lady Behind the Brand



Thabisile Hlela, the visionary behind

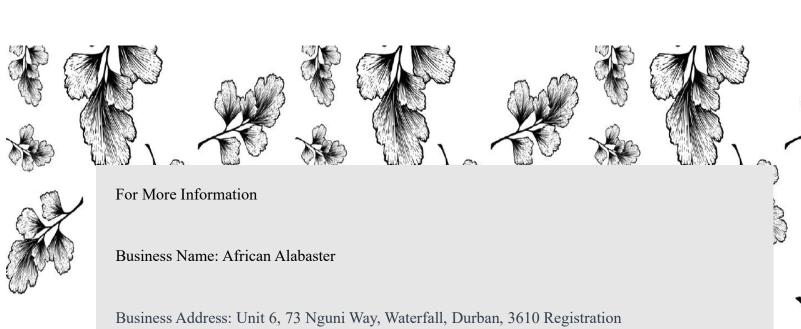
African Alabaster, has always held a deep passion for skincare. Her personal journey with skin challenges—including acne, dryness, and sensitivity—sparked her desire to create products that would be gentle, nourishing, and entirely natural. This drive led her to begin crafting organic soaps and skincare products in her kitchen, blending ingredients with the goal of developing formulas that offer effective, skin-friendly care.

With a commitment to excellence, Thabi knew she needed to expand her expertise, prompting her to study natural and organic skincare in the United Kingdom. This specialized education deepened her knowledge of formulating and manufacturing quality skincare products. Upon returning to South Africa, she officially launched African Alabaster, blending her newfound expertise with a love for African botanicals and natural ingredients.

Beyond skincare, Thabi is deeply dedicated to uplifting disadvantaged communities. With an Honours degree in Social Work from the University of KwaZulu-Natal and a National Diploma in Community Extension from Mangosuthu University of Technology, Thabi's social mission is woven into her business. She trains and shares her soap-making skills with

unemployed individuals in rural KwaZulu-Natal, helping them gain valuable skills for self-sufficiency and financial support.

Today, Thabi's vision of African Alabaster combines a commitment to natural beauty and wellness with a strong dedication to community empowerment and social impact.



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