

Nubian Seed;

It's no secret that for far too long a time, there has been minimal representation of Indigenous people in the small enterprise business world, particularly in the skincare and green or organic beauty industry. Global beauty standards remain unshakably Eurocentric and no one knew this better than African women. Heeding to a call for diversity and the lack of sheer butter in Botswana markets, Ms. Tduetso Tebape fearlessly birthed Nubian Seed, unlocking tremendous societal and economic value.

Nubian Seed is a green beauty manufacturer of authentic natural and organic personal care products made from indigenous raw materials, sustainably sourced from around Africa; to make high quality, toxin free products.

Other than being just a cosmetic brand, Nubian Seed tells a rich story about Africa and her beauty. Tduetso narrates, "Nubian Seed is a celebration of a fusion of biotechnology using indigenous plants and shining a spotlight on Africa's rich indigenous raw material. We source our raw material from all over Africa, for example, the hibiscus flower from Ghana that we combine with Morula kernels right from home-Botswana".

She further highlights the role that BIH has played in Nubian Seed's journey. "BIH has been instrumental in Nubian's development and growth. We are in the BIH Acceleration programme where we are receiving coaching, mentorship, access to partner programmes such as the Females in Biosciences Businesses. Through BIH, we have been to international pitching competitions that exposed us to potential markets. The skills we have acquired in the BIH Acceleration programme are attributable to the sales we have achieved so far," concludes Ms. Tebape.

Nubian Seed currently employs three (3) Botswana citizens on a full-time basis. With a long-term plan to venture into raw material processing, so as to reduce production costs. They are optimistic that their human and socio-economic impact will increase for the development and betterment of Botswana's economy.

