

A Journey of Wellness Sparked by Sensitivities

Tebogo Moraka, founder of Home Of Nula, is redefining wellness and luxury with a harmonious blend of nature and science, coupled with sustainability and a deeper exploration of self-care.

Home Of Nula is a wellness e-commerce platform for high-quality indigenous products and services, that invites us to embrace our uniqueness, championing inclusivity and mindful living while nurturing ourselves, communities and environment.

As beauty and wellness take centre stage in our daily lives, Home Of Nula stands out as a symbol of transformative values.

Founded by Tebogo Moraka, it is more than just a marketplace for wellness products, services and consumers - it embraces the duality of heritage and innovation, as well as nature and science as a way to celebrate the rich tapestry of life, rooted in African wisdom, yet extending its' embrace to all.

Home of Nula emerged from Tebogo's own journey, which started with the challenge of a complicated skincare routine for her sensitive skin amidst an overly demanding job that left her with minimal time to her personal care. It was in her quest for a simpler, yet nourishing solution that the seeds of Home Of Nula were sown. What truly sets Home Of Nula apart are its core values, a set of principles that go beyond skincare and resonate deeply with our collective human experience.

A key pillar is the commitment to marrying the best of the ever-evolving field of science with the best of Mother Nature's medicine chest in a healthy, sustainable and balanced manner. The products and services available on the platform include lovingly made skincare, haircare, body fragrance, home fragrance, work accessories,

edible wellness products, spa services, wellness coaching, skin-sensitive clothing and much more - each of which have a unique story that is centred around a deep and sincere appreciation for sustainable wellness among today's consumers.

Inspired by Moraka's academic background, research lies at the heart of Home Of Nula's essence to prove that nature and science are designed to work together harmoniously through the products and services available on the platform.

Values like self-love, gentleness, self-awareness and heritage preservation serve as guiding stars, lighting the path toward a more balanced and holistic approach to wellness at Home Of Nula.

Home Of Nula prides itself on shining a spotlight on conservative production and consumption in its value chain as that, according to Moraka, is the true African approach that supported not only our fore- bearers, but also ourselves as the current generation.

"It has been important for us to not only prioritise sourcing indigenous produce as much as possible, but to also utilise local talent by partnering with local experts and businesses who are committed to maintaining a nurturing relationship with Mother Nature for one's personal care through the available products" says Moraka.

The name "Nula" originates from the word "Alkebulan" that means "Mother of Mankind". It is this meaning that has shaped the business' approach of providing a unique platform for divinely nurturing products and services in the overstimulating world that we tend to find ourselves in. It hopes to serve as a reminder of the necessarily creative, loving and nurturing power of Mother Nature, which is an experience that we all deserve to honourably have.

Home Of Nula, therefore serves as a symbol of gratitude and honour for all that Nature has and continues to bless us with, as well as the ever-advancing scientific breakthroughs that we get to experience in our lifetime in a healthy manner. This, however, is not withstanding the responsibility we have to ensure that the next generation gets to experience this harmonious blend similarly as we have. For Moraka, the next frontier for sustainable personal care lies in encouraging consumers to take only what is needed, as opposed to the excessive consumption patterns that have become normalised in consumer markets.

With an ever-growing range of wellness products that continue to be added on the platform, Moraka seeks to help shift the behavioural patterns of consumers from mindless consumption to a more mindful approach that supports longevity and vitality that we all deserve to enjoy.



We pride ourselves in being a premium portal for exclusively local brands who resonate with our core values & customers



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