



afri pure



TOP* FIVE

multi-cultural brands
in SOUTH AFRICA

20 000
POS points

ACROSS THE COUNTRY



Checkers

Dis-Chem +

takealot 

 **CLICKS** +

Pick n Pay

SHOPRITE



South Africa



Zambia



Lesotho



Mauritius



Eswatini

* Nielsen 2025



In a world of complicated, premiumised regimes, Afripure will win by being South Africa's first everyday **ritual-based brand** turning natural hair, body and skincare into accessible head-to-toe routines for real people.

Who we
ARE?



A Beauty led brand

AfriPure is South Africa's *A-Beauty* led natural oils and beauty care brand, rooted in the rich heritage of African beauty traditions. Natural oils have formed part of hair and skincare regimens for centuries, generations after generations have sworn by their efficacy.

└─ A-Beauty ─┐

(African Beauty) is more than a category trend it is our strategic foundation. We centre African climates, cultures, and communities in every product we create.



Modern consumers

are returning to natural products, and AfriPure makes these high-value natural ingredients affordable and accessible to consumers across Africa and around the world.

We are proudly manufactured in South Africa, with ingredient-led formulations designed for African humidity, climates, and the unique needs of melanin-rich skin.

We combine oil mastery with *proven efficacy*, delivering *premium-feel* results at accessible pricing.



Our Digital presence

Follow us for ingredient education, before-and-after results, and culturally authentic beauty content.

Social Media:

Connect with us on our active platforms where we share product education, beauty rituals, and community stories:



AfriPure South Africa



@afripure_sa



@afripure



Our Sponsorship Events



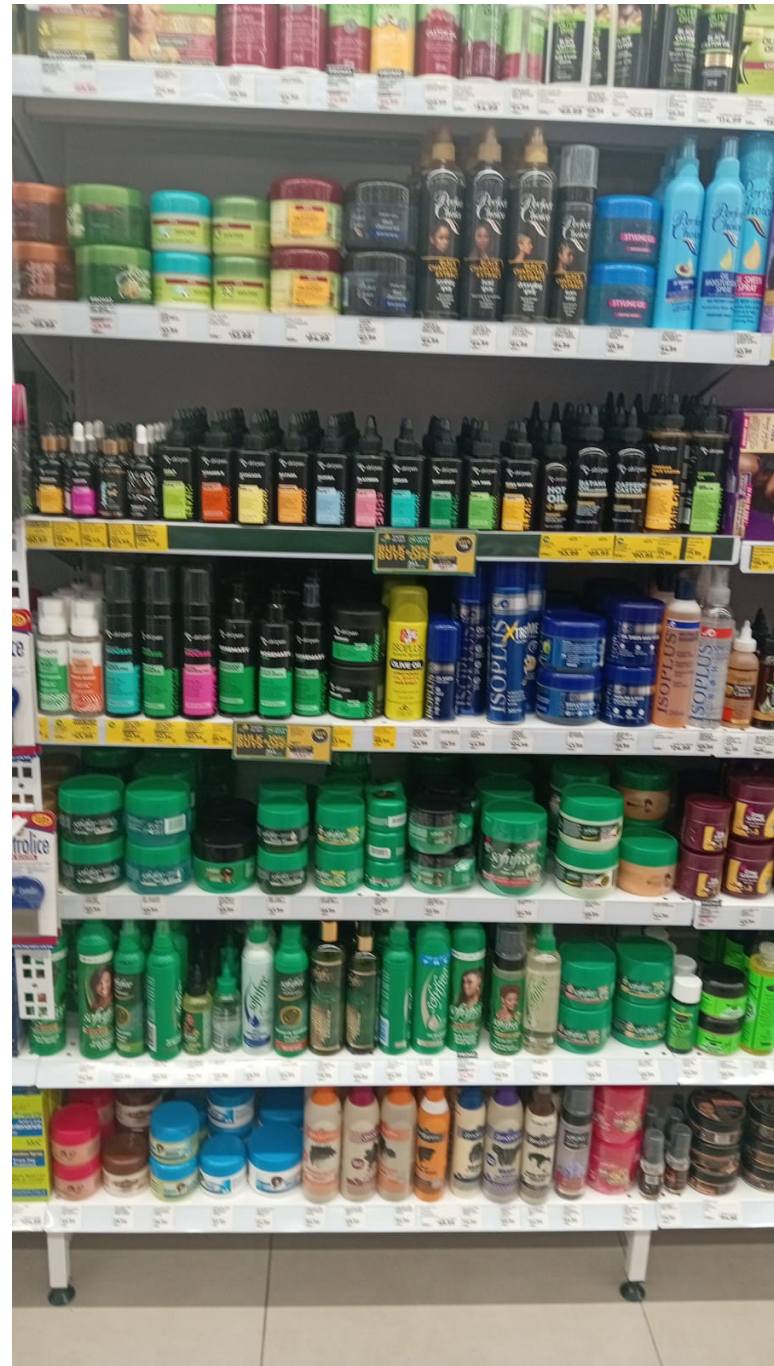
PINKDAY ODI SA V/S IND

Our Sponsorship Events



LIONS INTERNATIONAL WOMENS DAY EVENT 2025

Our Retail Precedence





Nourish.
HYDRATE.
GLOWING SKIN BODYWASH

BODY WASH RANGE



12
CASE UNITS

BRIGHT GLOW
500ML
BARCODE: 6009712250363

- ENHANCES RADIANCE**
- Pure Marula Oil
 - Deeply Nourishes
 - Vitamin C and Vitamin E

OIL + GEL



12
CASE UNITS

ARGAN & ROSE
500ML
BARCODE: 6009712250394

- NOURISHES & SOFTENS**
- Nourishes Very Dry Skin
 - Leaves Skin Feeling Softer
 - Revitalises Skin

PARFUM DE FRANCE



12
CASE UNITS

SHEA & POMEGRANATE
500ML
BARCODE: 6009712250370

- SOOTHES & CONDITIONS**
- Gently Cleanses and Replenishes
 - Leaves Skin Smooth and Soft
 - Perfect for Dry or Sensitive Skin

PARFUM DE FRANCE



12
CASE UNITS

TURMERIC & VITAMIN C
500ML
BARCODE: 6009712251421

- BRIGHTENS & EVENS SKIN**
- Rejuvenates Skin
 - Cleanses and Revitalises Dull Skin
 - Boosts Natural Glow
 - Evens and Brightens Skin Tone

PARFUM DE FRANCE



Secret to
**Brighter &
Even skin**

BODY CREAM RANGE

12
CASE UNITS



BRIGHTENING GLOW
400ML
BARCODE: 6009712253944

MARULA BODY CREAM

- Marula oil enriched
- Boosts natural glow
- Lightweight hydration

12
CASE UNITS



NOURISHING MOISTURE
400ML
BARCODE: 6009712253951

COCONUT BODY CREAM

- Coconut oil infused
- Long-lasting moisture
- Softens & smooths skin

12
CASE UNITS



EVEN TONE BOOST
400ML
BARCODE: 6009712253937

TUMERIC BODY CREAM

- Brightening & even
- Helps fade dark marks
- Smooth, glowing finish

12
CASE UNITS



TISSUE OIL THERAPY
400ML
BARCODE: 6009712253968

TISSUE OIL BODY CREAM

- Enriched with Tissue Oil
- Restores dry, damaged skin
- Intensive nourishment

BODY OIL

SILKY-SMOOTH FINISH



BODY OIL RANGE



GLOW TO GO

180ML

BARCODE: 6009712250967

GLOW ENHANCING BODY OIL

- Boosts Skin's Radiance
- Improves Skin Tone
- Smoothes Fine Lines
- Helps Skin to Retain Moisture

WITH VITAMIN C, VITAMIN E & MARULA OILS



MOISTURE BURST

180ML

BARCODE: 6009712250950

HYDRATION BOOSTING BODY OIL

- Boosts Skin Hydration
- Enhances Elasticity
- Nourishes the Skin
- Retains Moisture in the Skin

WITH COCONUT OIL, VITAMIN E OIL & SHEA BUTTER



VITA ME C+E

180ML

BARCODE: 6009712250936

MOISTURE BOOSTING BODY OIL

- Boosts Hydration
- Improves the Skin Tone
- Protects the Skin Barrier
- Aids the Skin in Retaining Moisture

WITH VITAMIN C, VITAMIN E & COCONUT OILS

BODY OIL RANGE



12
CASE UNITS

EVEN SKIN TONE 180ML

BARCODE:

NOURISH SKIN

- Helps with Uneven Skin Tone
- Retain moisture
- Assist skin regeneration

WITH TURMERIC, VITAMIN E & SANDALWOOD



12
CASE UNITS

ALL ROUNDER 180ML

BARCODE: 6009712250929

HYBRID BODY OIL

- Reduces Stretch Marks
- Helps with Uneven Skin Tone
- Improves Tissue Scarring
- Aids the Skin in Retaining Moisture

WITH ARGAN OIL, VITAMIN E OIL & ROSEHIP



12
CASE UNITS

BRIGHTEN ME UP 180ML

BARCODE: 6009712251643

BRIGHTENING BODY OIL

- Brightens and Evens Skin Tone
- Reduces Blemishes
- Boosts Radiance
- Aids the Skin in Retaining Moisture

WITH TURMERIC & VITAMIN C OILS



Brightening Range

BRIGHTENING BRANGE-WIPES SOAP

12
CASE UNITS



BRIGHTENING FACE WIPES
30 PACK
BARCODE: 6009712251407

IMPROVES SKIN TONE

- Cleanses The Skin
- Boosts Radiance
- Improves Signs of Ageing

WITH TURMERIC &
VITAMIN C

16
CASE UNITS



BRIGHTENING FACE WIPES
60 PACK
BARCODE: 6009712255498

BRIGHTEN DARK MARKS

- Soothes Skin Irritation
- Boostes Radiance
- Promotes even skin tone

WITH TURMERIC &
VITAMIN C

48
CASE UNITS



BRIGHTENING FACE SOAP
100G
BARCODE: 6009712251698

GENTLY CLEANSES SKIN

- Boosts radiance
- Brightens dark marks
- Promotes even skin tone

WITH VITAMIN C &
TURMERIC

FACE WASH + TONER CLEANSER



6
CASE UNITS

BRIGHTENING FACE CLEANSER
150ML
BARCODE: 6009712252008

BOOSTES GLOW

- Built-In Silicone Brush Exfoliates
- Brightens Dark Marks
- Promotes Even Skin Tone

**WITH VITAMIN C &
TURMERIC**



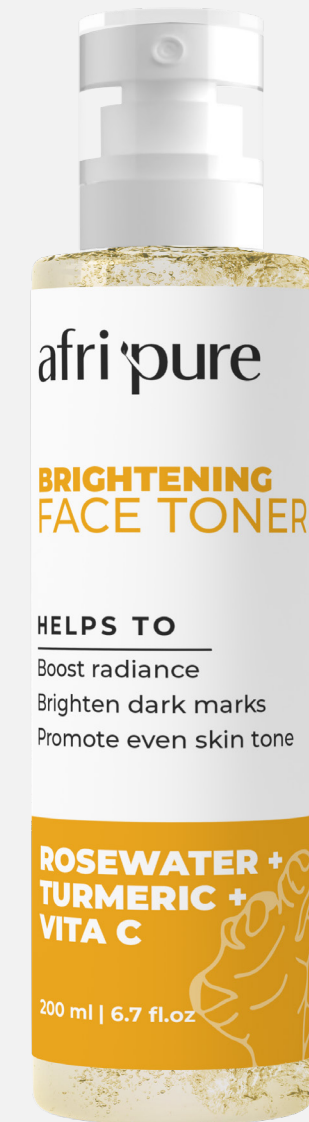
12
CASE UNITS

BRIGHT CLEANSING FACE WASH
200ML
BARCODE: 6009712254514

ENHANCES RADIANCE

- Brighten skin
- Improve skin tone
- Remove impurities & excess oil
- Hydrate and lock in moisture

Turmeric, Vitamin C and Niacinamide



12
CASE UNITS

BRIGHTENING FACE TONER
200ML
BARCODE: 6009712251773

SKIN EVEN TONE

- Boosts Radiance
- Brightens Dark Marks
- Promotes Even Skin Tone

**WITH ROSEWATER, TURMERIC &
VITAMIN C**

FACE SERUM + OIL RANGE

48
CASE UNITS



BRIGHTENING FACE SERUM 30ML

BARCODE: 6009712251834

ENHANCES SKIN RADIANCE

- Boosts Radiance
- Brightens Dark Marks
- Promotes Even Skin Tone

WITH VITAMIN C, HYALURONIC ACID
MARULA AND TURMERIC

12
CASE UNITS



BRIGHTENING FACE OIL 30ML

BARCODE: 6009712251728

RADIANT SKIN

- Boostes Radiance
- Brighten Dark Marks
- Promote Even Skin Tone

WITH MARULA, VITAMIN C
& TURMERIC

FACE SERUM + FACE CREAM

12
CASE UNITS



VITAMIN C BOOST FACE SERUM 30ML

BARCODE: 6009712255481

BOOST NATURAL RADIANCE

- Promote even tone skin
- Improve skin tone

Vitamin C

12
CASE UNITS



BRIGHTENING FACE CREAM 200ML

BARCODE: 6009712254507

ENHANCES RADIANCE

- Brighten skin
- Improve skin tone
- Hydrate and lock in moisture

Turmeric, Vitamin C and Niacinamide

A close-up photograph of a woman with freckles and a joyful expression, winking and smiling broadly while applying a thick, white foam to her cheeks with her fingers. She is wearing a small gold hoop earring. The background is a plain, light color.

Regenerating Range

REGENERATING RANGE- WIPES + SOAP, TONER



12
CASE UNITS

REGENERATING FACE WIPES
30 PACK
BARCODE: 6009712251414

BOOSTES RADIANCE

- Soothes Skin Irritation
- Minimises Excess Oil From Skin
- Improves Skin Tone and Reduces Blemishes

WITH ROSEWATER & ROSEHIP



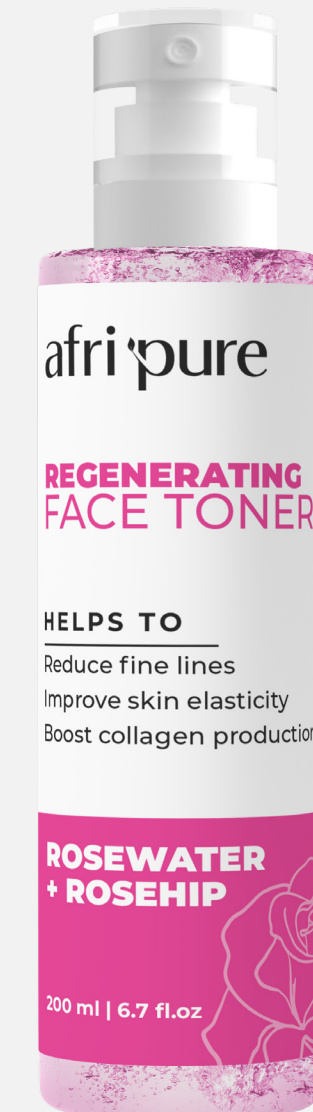
48
CASE UNITS

REGENERATING FACE SOAP
100G
BARCODE: 6009712251414

BOOSTES RADIANCE

- Reduces fine lines
- Improves skin elasticity
- Boosts collagen production

WITH ROSEWATER &
ROSEHIP



12
CASE UNITS

REGENERATING FACE TONER
200ML
BARCODE: 6009712251766

ENHANCES SKIN RADIANCE

- Reduce Fine Line
- Improves Elastocity
- Promotes Cell Regeneration

WITH ROSEWATER &
ROSEHIP

REGENERATING OIL RANGE- FACE +FACE SERUM

12
CASE UNITS



REGENERATING FACE OIL 30ML

BARCODE: 6009712251735

FIRM, SMOOTH COMPLEXION

- Reduces Fine Lines
- Improves Skin Elasticity
- Boost Collagen Production

ROSEHIP, CASTOR &
FRANKINCENSE

48
CASE UNITS



REGENERATING FACE SERUM 30ML

BARCODE: 6009712251841

NOURISHES SKIN

- Reduces fine lines
- Improves skin elasticity
- Boost collagen production

NIACINAMIDE, ROSEHIP, CASTOR OIL
& FRANKINCENSE

BOOSTS Radiance



FACE TONER RANGE



12
CASE UNITS

ROSE WATER TONER
200ML
BARCODE: 6009712251186

- Reduces redness
- Boost radiance
- Refresh skin tone
- Boost hydration

DEMASK DEWINESS



12
CASE UNITS

ROSE WATER TONER
WITH GLYCERINE
200ML
BARCODE: 6009712251193

- Boost hydration
- Protects skin barrier
- Improve skin tone

REFRESHED AND RADIANT



12
CASE UNITS

ROSE WATER TONER
200ML
BARCODE: 6009712251209

- Boost Hydration
- Helps Soothes Sensitive Skin
- Helps Maintain Skin Ph Balance

PETALS OF ROSE PORE-FECTION

YOUR SCENT,
Your Signature



HAIR & BODY MIST RANGE



12
CASE UNITS

GLOW GODDESS

125ML

BARCODE: 6009712251902

RADIANT HAIR & BODY MIST

- Infused with Marula Oil
- Lightweight and Hydrating
- Captivating, Long-lasting Scent
- Safe for Hair & Body

INFUSED WITH MARULA OIL



12
CASE UNITS

HYDRATION ISLAND

125ML

BARCODE: 6009712251896

HYDRATING HAIR & BODY MIST

- Infused with Coconut Oil
- Nourishing and Refreshing
- Leaves Skin Soft with a Coconut Scent
- Safe for Hair & Body

INFUSED WITH COCONUT OIL



12
CASE UNITS

SOFT SERENTIY

125ML

BARCODE: 6009712251889

CALMING HAIR & BODY MIST

- Infused with Castor Oil
- Calming and Nourishing
- Refreshes with a Gentle,
- Calming Scent
- Safe for Hair & Body

INFUSED WITH CASTOR OIL



12
CASE UNITS

REVIVE BLISS

125ML

BARCODE: 6009712251872

NOURISHING HAIR & BODY MIST

- Infused with Argan Oil
- Revitalising and Hydrating
- Offers a Fresh, Subtle Scent
- Safe for Hair & Body

INFUSED WITH ARGAN OIL



Hair Growth Oil with
Sun-flower
Power

KIDDIES HAIR CARE RANGE



12
CASE UNITS

DETANGLING MOISTURISER 250ML

BARCODE: 6009712252213

KIDDIES DETANGLING MOISTURISER

- Releases Knots and Tangles
- Minimises Breakage
- Makes Combing Easy
- Adds Shine and Softness to Hair

VEGAN & CRUELTY FREE



12
CASE UNITS

HAIR GROWTH OIL 100ML

BARCODE: 6009712252190

KIDDIES HAIR GROWTH OIL

- Nourishes Hair and Scalp
- Stimulates Hair Growth
- Gets Rid of Flaky Scalp
- Improves Hair Elasticity

VEGAN & CRUELTY FREE



12
CASE UNITS

HYDRATING HAIR SPRAY 150ML

BARCODE: 6009712252206

KIDDIES HYDRATING HAIR SPRAY

- Combats Dry Hair and Scalp
- Prevents Hair Breakage
- Tames Frizz
- Grows Hair and Improves Scalp Health

VEGAN & CRUELTY FREE

WRAP & SET MOUSSE



12
CASE UNITS

OLIVE & CASTOR
200ML
BARCODE: 6009712251391

CURL ENHANCING

- Enhances Curls
- Adds Fullness
- Provides Hold
- Reduces Frizz

100% VEGAN & CRUELTY FREE

YOUR WEEKLY OIL RITUAL



BLEND^{ED} OILS

100 ML



12
CASE UNITS

ARGAN
100ML
BARCODE: 6009694914598

HYDRATING HAIR OIL

- Deeply Nourishes
- Hydrates
- Boosts Shine
- Reduces Split Ends

99% NATURAL OILS
FRAGRANCE FREE



12
CASE UNITS

JAMAICAN BLACK CASTOR
100ML
BARCODE: 6009712250561

NOURISHING HAIR OIL

- Nourishes Scalp
- Reduces Dandruff
- Promotes Hair Growth
- Strengthens Fine Hair

99% NATURAL OILS
FRAGRANCE FREE



12
CASE UNITS

BLACK CUMIN SEED
100ML
BARCODE: 6009712251971

HAIR VOLUME OIL

- Conditions Hair
- Aids in preventing Hair Fall
- Increases Volume
- Strengthens

99% NATURAL OILS
FRAGRANCE FREE



12
CASE UNITS

JOJOBA
100ML
BARCODE: 6009694914581

BALANCING HAIR OIL

- Balances Oil Production
- Reduces Hair Loss
- Soothes Inflammation
- Conditions

99% NATURAL OILS
FRAGRANCE FREE

BLEND^{ED} OILS

100 ML



12
CASE UNITS

PEPPERMINT
100ML
BARCODE: 6009694918497

- Soothes Irritated Scalps
- Reduces Dandruff
- Relieves Itchy Scalp
- Prevents Hair Loss

99% NATURAL OILS
FRAGRANCE FREE



12
CASE UNITS

BATANA OIL
100ML
BARCODE: 6009712253753

- ANTI THINNING HAIR OIL
- Promotes Hair Growth
 - Strengthens Damaged Hair
 - Controls Frizz
 - Deeply Hydrates Hair and Skin

FRAGRANCE FREE



12
CASE UNITS

TEA TREE
100ML
BARCODE: 6009694914574

- HAIR DETOX OIL
- Soothes Dry and Itchy Scalp
 - Fights Fungus
 - Prevents Dry Scalp
 - Reduces Hair Fall

99% NATURAL OILS
FRAGRANCE FREE

ELIXIRS

100 ML



12
CASE UNITS

AMLA AND CASTOR
100ML
BARCODE: 6009712251131

STRENGTHENING HAIR OIL

- Strengthens Scalp and Hair
- Stimulates Hair Growth
- Prevents Premature Greying
- Prevents Dandruff and Dry Scalp

HAIR & SCALP OIL



12
CASE UNITS

ROSEMARY & MINT
100ML
BARCODE:6009712251162

HAIR GROWTH OIL

- Reduces Hair Loss
- Soothes Scalp
- Provides Itch Relief
- Prevents Dandruff
- Promotes Hair Growth

HAIR & SCALP OIL

100% PURE OIL 50ML



12
CASE UNITS

MIRACLE HAIR GROWTH OIL
50ML
BARCODE: 6009712250530

PURE OIL

- Nourishes the hair follicle
- Soothes & conditions dry scalp
- Stimulates hair growth
- Reduces shedding

100% PURE OIL



12
CASE UNITS

JAMAICAN BLACK CASTOR
50ML
BARCODE: 6009712250103

PURE OIL

- Moisturises Hair & Scalp
- Promotes Eyebrow & Eyelash Growth
- Prevents Hair Breakage
- Reduces Dandruff

100% NATURAL OIL



12
CASE UNITS

ORGANIC CASTOR
50ML
BARCODE: 6009712251988

PURE OIL

- Deeply Moisturises & Soothes Skin
- Promotes Hair Growth
- Promotes Eyelash Growth

100% NATURAL OIL

BLENDING OILS

200 ML



12
CASE UNITS

JAMAICAN BLACK CASTOR
200ML
BARCODE: 6009712251155

NOURISHING HAIR OIL

- Nourishes Scalp and Moisturises Dry Hair
- Reduces Dandruff
- Promotes Hair Growth
- Strengthens and Softens Fine Hair

99% NATURAL OILS
FRAGRANCE FREE



12
CASE UNITS

CASTOR OIL
200ML
BARCODE: 6009712251179

NOURISHING HAIR OIL

- Nourishes Scalp and Prevents Split Ends
- Reduces Dandruff and Increases Shine
- Promotes Hair Growth and Prevents Breakage
- Strengthens and Thickens Fine Hair

99% NATURAL OILS
FRAGRANCE FREE



ROOTED IN STRENGTH

ROSEMARY & MINT

ROSEMARY & MINT HAIR RANGE



SHAMPOO
250ML
BARCODE: 6009712251926

- CLEANSING SHAMPOO**
- Refreshes Scalp
 - Reduces Dandruff
 - Prevents Hair Thinning
 - Strengthens Hair Roots

SULPHATE & PARABEN FREE



ANTI ITCH SPRAY
200ML
BARCODE: 6009712251957

- BRAID SPRAY**
- Relieves Dry Itchy Scalp
 - Prevents Hair Loss
 - Promotes Healthy Scalp
 - Relieves Tension

100% VEGAN & CRUELTY FREE



- HAIR REPAIR**
50ML
BARCODE:
- SERUM**
- Promote hair growth
 - Add shine to hair
 - Smooth and eliminate frizz



- HAIR MASQUE**
250ML
BARCODE: 6009712252749
- ROSEMARY MINT with BIOTIN**
- Repair dry damaged hair
 - Increase softness and hydration
 - Encourage longer healthy hair

A close-up, side-profile shot of a woman with dark, curly hair. She is wearing a light blue tank top and is applying a substance from a small green bottle to her hair. Her hands are visible, and she is looking down at her hair. The background is a soft, out-of-focus white.

**UNLOCK FULLER,
Healthier Hair with
Batana Oil**

BATANA OIL RANGE



12
CASE UNITS

BATANA OIL WITH JBCO & BIOTIN
200ML
BARCODE: 6009712254880

HAIR GROWTH OIL

- Reduce Breakage
- Strengthens Hair
- Moisturise Hair
- Protect Hair



12
CASE UNITS

CAFFEINE + CASTOR
200ML
BARCODE: 6009712254897

HAIR GROWTH OIL

- Stimulate Hair Growth



12
CASE UNITS

HOT OIL CASTOR OIL BLEND
100ML
BARCODE: 6009712254903

NOURISH HAIR

- Repair Dry and damaged hair
- Add Healthy Shine

BATANA OIL RANGE



12
CASE UNITS

BATANA OIL WITH BIOTIN
400ML
BARCODE: 6009712254866

CONDITIONER

- Promotes Hair Growth
- Growth Thicker & Healthier Hair
- Nourish+ Shine

SULPHATE FREE



6
CASE UNITS

MOISTURISING SHAMPOO
WITH BIOTIN
1L
BARCODE: 6009712254842

SHAMPOO

- Strengthen
- Moisturise
- Nourish



12
CASE UNITS

BATANA OIL HAIR MASK
200ML
BARCODE: 6009712254873

PRO GROWTH

- Repair Dry + Damaged Hair
- Promote Hair Growth



Contact details

🌐 Karann@greatafricagroup.com
🌐 Exports@greatafricagroup.com
☎️ +27 11 524 6457 / +44 7971 380229