



SIMONÉ SCOTT

Communications Specialist | Copywriter | Editor

Turning complex information into accessible,
professional content.

CLEAR HUMAN-CENTRED COMMUNICATION

ABOUT

Communications specialist, copywriter and editor with experience across PR, long-form content, stakeholder-focused writing, educational content and brand writing.

AREAS OF WORK

- PR & publicity
- Brand & website copy
- Long-form articles
- Educational content
- Corporate communication
- Editing & restructuring

INDUSTRIES

Education | Health | Property | Lifestyle | Consumer Brands | Wellness

PR & Brand Communications

Long-form healthcare and pharmaceutical media release written for a South African pharmaceutical company, focused on translating complex women's health information into accessible, audience-focused communication while supporting broader public health awareness initiatives.

3Sixty Biomedicine's strategy to develop new products revolves around herbal extracts as key ingredients

Earlier in 2020 South African pharmaceutical company 3Sixty Biomedicine made the bold move of launching a range of products that are based on herbal extracts as the key active ingredients for management of common women's health issues. The already popular Salome range was developed based on consumer insights that South Africans were wanting more natural alternatives to assist with the management of common female health conditions. The positive response to the current Salome range has prompted the dynamic SA pharmaceutical company to continue developing additional products to assist with the management of other conditions based on this same strategy. The new products to be added to the existing Salome range are to be released to the SA public by the end of 2020.

"We are confident that women want solutions where medicinal products contain more herbal ingredients versus synthetic treatments. Our Salome products are based on herbal extracts that have been researched to show benefit for medical conditions like Polycystic Ovary Syndrome, Dysmenorrhea and Menorrhagia which affect many women. The range includes Salome Fertility (created for the management of fertility in women with Polycystic Ovary Syndrome), Salome Menstrual Pain (created for the relief of spasms associated with menstrual periods) and Salome Heavy Menstrual Bleeding (designed to provide relief for heavy menstrual bleeding). We are excited to be introducing three more products to our already popular Salome range by the end of 2020," says Walter Mbatha, CEO of 3Sixty Biomedicine.

Tendai Bbosa, experienced Consultant Pharmacist and the brains behind a social media platform aimed at educating women about their reproductive health – Thealthbae - applauds 3Sixty Biomedicine for developing the Salome range of products.

"It's fantastic to know that someone out there is listening to South African women and that they're addressing our need to have a more natural alternative for our health problems. Approximately 8 – 13% of women in our country suffer from PCOS which can result in infertility, heavy periods and cysts on their ovaries. For many years now the most popular treatment option available was contraceptive pills. Although these drugs help to manage some of the symptoms associated with PCOS, I know lots of women who are uncomfortable with the idea of having to ingest these chemicals every month. Being a PCOS sufferer, I personally was relieved when the Salome range was launched. Salome Fertility is a combination of DCI (D-chiro inositol) 150mg and MI (myo-inositol) 550mg. At this ratio, improvements of many of the functional deficiencies associated with PCOS can be expected including a reduction in hyperandrogenism, the regulation of ovulation and reduction of oxidative stress in follicular fluid," explains Bbosa.

Another common problem experienced by women is menorrhagia (abnormally heavy flow and prolonged bleeding). 3Sixty Biomedicine created their Salome HMB product to help alleviate this problem. The product also draws on herbal extracts from *Capsella Bursa-Pastoris*, a medicinal plant also sometimes known as Shepherd's purse, as an active ingredient to assist with reduction of heavy menstrual bleeding in women with regular menstrual cycles. The medicinal benefits of this plant have been scientifically proven to have smooth muscle stimulant effects. As an added bonus *Capsella* has antioxidant features that improve uterine tone, meaning that it will facilitate the regulation of menstrual blood flow. It also has anti-inflammatory properties that can have a positive impact on the management of heavy menstrual bleeding (HMB).

PR & Brand Communications

Long-form healthcare and pharmaceutical media release written for a South African pharmaceutical company, focused on translating complex women's health information into accessible, audience-focused communication while supporting broader public health awareness initiatives.

"Currently, South African women's primary options for management of HMB included anti-inflammatory drugs, tranexamic acid or even major surgery like having a hysterectomy. But now, thanks to a growing shift and demand for more natural products by both the public and medical practitioners, I'm thrilled to see a home-grown company providing more digestible solutions," said Bbosa.

Dysmenorrhea, the technical term for extreme period pain, is also a common women's health issue that impacts up to 20% of women with their menstrual cramping being severe enough to interfere with daily activities, according to the American Academy of Family Physicians. Symptoms that may include lower abdominal or pelvic pain with or without radiation to the back, typically begin in adolescence and may lead to school and work absenteeism, as well as limitations on social, academic, and sports activities.

Salome Menstrual Pain is based on herbal extracts of yarrow (*Achillea millefolium*) which has antispasmodic, anti-inflammatory & analgesic effects, which may provide relief for spasm associated with menstrual periods known as dysmenorrhoea. Bbosa weighs in about menstrual pain saying that it is common practice for women to take nonsteroidal anti-inflammatory drugs (NSAIDs) as the first line of treatment for primary dysmenorrhoea – despite concerns about the long-term effects of taking these types of drugs regularly. "Considering that females from as young as 13 years old suffer from menstrual pain, it is a no-brainer that the public would welcome an alternative option to manage painful menstrual cramping that draws on herbal extracts," she adds.

While 3Sixty Biomedicine states that their mission is to make a difference in people's lives by providing products inspired by nature's healing properties to manage various conditions, Mbatha stresses the importance of also educating the public about common health issues and the various treatment options to make the best decisions for their personal health and well-being.

"Over the past few months we've been working hard to #BreakTheSilence around various health problems that affect many South African women. With PCOS affecting millions of women worldwide, and one in six couples in Africa being affected by infertility which sadly still carries such stigma around the condition, it's important that we start speaking openly about these conditions. People need to be educated and empowered with knowledge. That's why we have committed to continue our #BreakTheSilence campaign in the months to come and in partnership with key health experts and influencers like Dr Sindi van Zyl, Dr Lusanda Shimange-Matsose, Tendai Bbosa and more recently - Mrs SA semi-finalist Zama Bekwa," Mbatha said.

"What is also really encouraging is that our studies have shown, along with feedback we have been receiving from consumers since the launch of our products earlier this year, that women suffering from PCOS, HMB and menstrual pain have been amazed at the improvement in their symptoms when using our Salome Range. So not only is it a 'feel good' factor that our products contain herbal extracts – but they actually work and with minimal if not negligible side effects, especially when compared to using more traditional chemical products," says Mbatha.

For more information about the Salome range, go to www.3SixtyBioMedicine.co.za or connect on social media:

Facebook: Salome Range

Twitter: @SalomeRange

Instagram: SalomeRange

ENDS

Skills demonstrated:

- healthcare communication
- PR and media writing
- stakeholder-focused communication
- long-form content structure
- audience-focused educational writing
- interview and quote integration
- simplifying complex medical information
- brand and campaign communication

PR & Brand Communications

Long-form media release written for a London-based luxury candle brand launching a product focused on stress relief for brides during the pandemic period.

Calm the senses with Bride Calm a custom candle by Wynn Timer Tam Timer

It's no secret that a wedding is widely regarded as one of the most significant life events a person will ever experience. It's described as the couple's "big day" for a reason. Weddings are clearly important in today's world. And, with so much time and money being invested into one day, it's completely understandable that weddings are often associated with stress.

Now just add a global pandemic into the mix, and it's not surprising that couples are experiencing a whole new level of wedding stress at the moment! A London-based luxury candle brand called Wynn Timer Tam Timer is addressing this problem head-on with their new scented candle aptly named Bride Calm.

This particular candle has been designed to induce a feeling of tranquillity, and blends natural scents that are known for their calming properties. Each candle contains Geranium, Lavender and Ylang Ylang, each scent carefully selected for its reputation as a stress reliever.

All essential oils used are 100% natural and sourced from plants, flowers and fruits. Bride Calm soy candles are also known for the fact that they contain one of the highest oil-to-wax ratios possible with over 25 millilitres of essential oil included in each individual candle. That's approximately 500 drops per candle!

This unique luxury candle was developed by Wynn Timer Tam Timer's founder Wynn Timer Tam after she became overwhelmed with stress while planning her own wedding in 2020.

"As a bride myself, I can relate to the anxiety and fear that brides are experiencing at the moment, especially with so much uncertainty related to the pandemic. Personally I rely heavily on scent when I need to create a more peaceful mental and physical space. When I realised I had to postpone my own wedding, and that there was still so much that I didn't have clarity on, my natural inclination was to reach for a scented candle to help alleviate my stress. But no matter where I looked I just couldn't quite find the right candle that would help me truly relax. So I created my own! I'm incredibly proud of Bride Calm because I've seen how this combination of scents actually helps melt away anxiety. I'm so excited to be able to share Bride Calm with others who are experiencing this new type of bridal stress. Armed with the right scent I truly believe you will be able to find your inner peace leading up to, on, and even after, your big day!" said Tam.

Each Bride Calm candle has a guaranteed burning time of 48 hours and is individually hand-poured using 100% natural wax.

To learn more about this product, or to order your own, visit <https://wynnietamtam.com/> or follow @wynnietamtamofficial on Instagram.

ENDS 447 words

Skills demonstrated:

- PR writing
- lifestyle brand communication
- audience-focused storytelling
- long-form structure
- media-ready copy

PR & Brand Communications

Long-form media release written for an American lifestyle and leisure brand focused on brand storytelling, audience engagement and media-ready communication.

Recreational Habits lifestyle brand gives everyone access to preppy fashion with their Varsity Collection

Recreational Habits (RH) is a new lifestyle brand and content based website that aims to give all people access to a way of life that has generally been associated with the elite. The goal is to make certain hobbies and sports that have historically been reserved for the select few accessible to everyone regardless of color, background, social or economic status. To that end RH is launching their stylish new Varsity Collection in partnership with City Kids Wilderness Project, a DC-based non-profit organization that helps young people see that life is filled with possibility. This NPO will receive a portion of all sale proceeds.

This nine-piece collection has been inspired by the classic and beloved American prep style, and is only available in classic colors including black, cream, green and grey. Each item of clothing features signature RH branding and the athleisure items are made from the finest quality 100% cotton, while the true activewear is made of a durable but soft blend of Elastane-Nylon.

RH is the brainchild of married couple Marlon and Jackie Muller who share a love for fashion and the strong belief that it's important that more people gain access to what was previously an exclusive world. This is the foundation that their brand is built on, and motivated their partnership with City Kids Wilderness Project.

“Marlon and I have shared a love for fashion since the day we met at Paris Fashion Week. It just felt like a natural next step to share the things we are so passionate about with others, and that’s why we decided to create Recreational Habits. Through this platform we hope to open up a whole new world of fashion and adventure to those who have never felt that certain styles, hobbies or ways of life were available to them. We’re thrilled that City Kids Wilderness Project will be the official beneficiaries of all proceeds generated by Varsity Collection sales. Being able to partner with an NPO that aligns so closely with our values is incredible. We love that they provide young people from the DC area with enriching life experiences, opening their eyes to what’s out there,” said Jackie Muller.

“Basically we’re all about rewriting societal ‘rules’ and eradicating those unspoken biases found in certain sectors of society. That country club lifestyle should not be exclusive to a certain type of person! We want to see people from all backgrounds hosting and attending galas, and getting involved in sports like equitation or golf. It should not just be for the select few,” said Marlon Muller. For more on their story, and to follow their journey please visit <https://recreationalhabits.com/>.

ENDS 439 words

Skills demonstrated:

- use of US English
- lifestyle/brand tone
- PR structure
- commercial communication

Website & Commercial Copy

Website and brand copy developed for a Dubai-based aesthetics business focused on clear service communication, brand positioning and audience-friendly messaging.

Home Page

Leaders Aesthetics Center Dubai

Main page header: Three options

Transform yourself at our leading aesthetic clinic in Dubai

Unlock your true beauty at this aesthetic clinic in Dubai

An aesthetic clinic in Dubai that makes you look and feel better

About Us:

A premium specialty Dubai-based cosmetic surgery and clinic, we bring together a handpicked team of experienced Dermatologists and Plastic Surgeons who will enhance your beauty! We're based in the heart of Jumeirah, Dubai.

Word count: 33

Our Specialists:

Our clients deserve only the best! As you'd expect from the best cosmetic clinic in Dubai we've carefully selected our team of professional plastic surgeons and dermatologists based on their experience and proven track record.

Word count: 35

Treatments

You can achieve the physical appearance you've always dreamed of. We remain at the forefront of aesthetics in Dubai and offer you a variety of treatment options.

Word count: 27

Website & Commercial Copy

Client briefed in strict word count perimeters and SEO phrases.

Dermatology

As an aesthetic clinic in Dubai our goal is to see you be comfortable in your skin! Need to be free from skin problems like melasma, acne, warts or eczema? Require surgery (reconstructive, cosmetic or laser)? We can help!

Word count: 39

Plastic Surgery

As leading experts in cosmetic surgery in Dubai we cater to all your needs. Our experienced surgeons perform everything from makeovers, implants, reductions, face-lifts and fillers to liposuction, with precision and ease. Watch yourself transform in our capable hands!

Word count: 39

Aesthetics & Surgery

Is there an area of your body that needs to be restored to its former beauty? Then we're the perfect aesthetic clinic in Dubai for the job! We perform reconstructive surgery in addition to dealing with smaller problems like scars, spider veins, wrinkles and moles.

Word count: 45

Why Choose Us

When you make the important decision to enhance your physical appearance you need to feel confident in the team you're dealing with! You owe it to yourself to use the best aesthetics clinic in Dubai. Our decades of industry experience, understanding of your needs and an unfailing commitment to your well-being, beauty and overall satisfaction is guaranteed to please and delight you!

Word count: 62

Skills demonstrated:

- shorter-form writing
- cleaner marketing communication
- web-oriented tone

SEO & Commercial Content Writing

Long-form SEO-focused commercial article written for a South African timber supplier, designed to improve online discoverability while communicating product value in an accessible and reader-friendly format.

Wholesale timber supply

This month's blogs will focus on bulk timber purchases and reliable suppliers

Keywords:

Timber Decking
Decking wood
Timber flooring
Exterior decking
Profiles
Cca poles
Wholesale
Bulk orders
Sustainable supply
Reliable timber supplier

SERP overview:

Exterior decking
Decking board
CCA treated decking
Wooden decking (confirmed by Google search)
Hardwood decking (confirmed by Google search)

Longtail keywords that come up on Google:

Timber decking prices South Africa
Timber decking suppliers
Decking wood South Africa
Wooden decking prices
Keywords focussed on:
Timber Decking
Decking wood
Timber flooring
Exterior decking
Decking board
Wholesale timber supplier
Timber decking suppliers
CCA treated decking
Wooden decking

Actual post: Five reasons why timber decking remains a great choice for any outdoor area (H1)

Timber decking is fast becoming even more popular with local homeowners. Why? Well, South Africans love outdoor living. This means that our homes often feature beautiful outdoor patios and decks. While some might choose to use tiles or stone paving, many people believe you cannot beat timber flooring. And we could not agree more!

Decking wood is plentiful in South Africa because of our thriving forestry industry. Practically this means that timber flooring can often be acquired at a rather reasonable rate. Prices become even more reasonable when large quantities are required and when dealing directly with a well-known timber manufacturer like Sabie Poles. This is an obvious choice if you are wholesale timber supplier looking to secure a large consignment of decking timber.

But now let us examine why timber decking continues to be a solid option for any outdoor area. You do not get much better than timber as long as your ensure that your customers receive only the very best product/wood! We encourage all timber decking suppliers to ensure that they always source the very finest products because that will keep demand within the local market high.

Timber flooring is visually appealing (H2)

If a person is looking to create a beautiful and functional outdoor space we honestly cannot think of a better option than timber decking! It lends a certain natural beauty to any space. The warm colour of wooden decking is perfectly suited to outside areas. It ties the deck in to its natural surroundings, making a person feel more closely connected to the outdoors while they are enjoying some sundowners or having a braai.

A deck can connect the outside with the inside (H2)

It really is up to the individual homeowner how they utilise their deck. However, many people choose to add a deck directly to an indoor living space. That way you can easily spill out of your home and create a lovely connection between your indoor and outdoor areas. In South Africa we are lucky to have many beautiful days each year. This is why it makes perfect sense to create an outdoor area that can be used to host events or just to relax with loved ones.

SEO & Commercial Content Writing

SEO research was conducted and search terms incorporated into the blog post.

Your deck can express your personal style (H3)

There are as many different decks as there are people. It is wonderful to know that there are so many exterior decking options available, and that different types of wood create different looks. Some might opt for a lighter wood while others love a dark colour. The best thing about it is that it is all beautiful!

When it comes to furnishing the space options are also rather extensive. Some people choose to kit it out with outdoor furniture while others prefer a more rustic look, and opt for wooden benches and cushions. Whatever décor route they take we bet no one has regretted adding an amazingly versatile space like this to their home!

Exterior decking creates the perfect party area (H3)

Whether a person is looking to have a few friends around for a braai or if they just want to enjoy some outdoor drinks a deck is the perfect spot for that. It suits our lifestyles. Spending time outdoors with friends has always been a favourite South African pastime. At the moment it is also the safest way to entertain. There is so much more space to spread out and room to breathe when hosting an event outside. This is a great reason for homeowners to choose only CCA treated decking that they can acquire from a reputable wholesale timber supplier. After all a deck will experience high foot traffic during its lifetime!

A properly constructed deck adds value to any home (H2)

An attractive deck constructed from high quality decking board will improve a homeowner's quality of life in leaps in bounds. It will also increase the resale value of that home. Most people enjoy the idea of relaxing and enjoying the garden after a long day at work. There are few better places to do that than your own personal deck! Plus, if it ever becomes time to sell, a gorgeous deck will most definitely make an attractive selling point. This is another reason to choose the finest timber decking when you construct your deck.

Use premium decking wood for maximum value (H3)

If a person is looking to add resale value to a home it is very important to note that not just any old timber decking will do the job. Wise homeowners or contractors would opt to buy their wood from only the best wholesale timber suppliers that stock superior CCA treated decking. This is essential in order to keep, and grow, a steady client base. At Sabie Poles we are proud to truly offer the finest CCA treated decking directly to all timber decking suppliers. And this leads very well into our next point.

Wooden decking is long-lasting (H2)

There are quite a few different options available when it comes to choosing the right decking board that would suit a variety of building projects. Popular choices include Rhodesian teak, Garapa , Karri Gum, Selinga or Pine. While some people may choose to construct their deck by making use of untreated wood we absolutely would not recommend that at Sabie Poles.

SEO & Commercial Content Writing

All posts created for client contain a call-to-action as per client brief.

Choose CCA treated decking for maximum durability (H3)

Why would we not take that route? We just believe that customers should always get the most out of any product they buy from a wholesale timber supplier. That cannot happen if untreated timber is used. The maximum lifespan of an untreated wooden deck is only around 30 years. However, if a person chooses to use treated exterior decking they will be buying themselves around 20 more years. When using treated wood the deck is protected from things like cracking, attacks by insects or wood rot.

Imagine how many memories will be made on a fantastic deck area that will last for 50 years! So many incredible moments will be shared in this beautiful outdoor space. That is why the country's foremost timber decking suppliers choose to partner with us at Sabie Poles when it comes to their wooden decking needs. We are a well-known timber manufacturer. We have more than twenty-five years of industry experience, and we provide top-class decking wood.

Exterior decking can be customised (H2)

One of the most exciting aspects of working with decking board is that customers can tailor-make their decks to suit their needs. Although it is always important to be aware that timber comes in standard sizes, you are able to join the timber decking in such a way that you can create a uniquely-sized deck that would be perfect for a particular space or purpose. Remember that wood can also be stained, and even painted, if customers are after a particular shade. This can be handled professionally or it can be a fun DIY project.

All things considered it is completely understandable why sales of decking wood in South Africa remain high/steady/profitable. A deck is truly the perfect accompaniment to a South African home.

If you are a wholesale timber supplier looking to start a relationship with a well-known timber manufacturer look no further. Please reach out to us so we can discuss your decking board needs. Fill out our [contact form](#) or send us an email on (Sales@Sabietimber.co.za). We offer some of the most competitive/best/reasonable timber decking prices in South Africa.

Sabie Poles are also proud timber exporters. We are able to provide CCA treated decking to suppliers from various SADC countries. So if you are a wholesale timber supplier in search of superior quality timber flooring and you are based in any of the SADC countries please get in touch with us as well. We have a fantastic track record having provided wooden decking to numerous timber decking suppliers based within South Africa and in other countries.

1315 words

Skills demonstrated:

- SEO-informed writing
- long-form content structure
- commercial communication
- keyword integration
- audience-focused writing
- informational storytelling

Editorial & Lifestyle Writing

Long-form lifestyle and architectural content written during the shift toward remote work in 2020, focused on translating practical design and workplace concepts into accessible consumer-focused communication.

Would a home office work for you?

Even if you've never worked from home in your life, chances are you've probably had to do a stint from the comfort/discomfort of your own house in recent months.

Some of you may have loved the experience! No commute to work means so much time saved. And time is more than just money, having time available to you gives you more choice, more opportunity. That time you saved could be dedicated to doing yoga, reading a great book, perfecting your banana bread recipe, spending quality time with your family or doing just about anything you feel like doing...

Interestingly many South Africans didn't love working from home all that much! According to a June 2020 survey conducted by one of SA's largest workplace consultancies called Giant Leap, a massive 86% of the workforce couldn't wait to get back into the office after our first (and hopefully only) national lockdown earlier this year.

As this [IOL article](#) explains, the novelty of living and working in one space started to wear off quickly. People were struggling to find balance. And who can blame us? After so many years of leaving one space and then actively travelling to another where we would spend our time focussing on the task at hand, it's no wonder we were struggling to adapt.

But all the positives that come with working from home might make it worth trying to adapt. So what do you do if you want to enjoy all of those benefits (time saved, petrol saved, makeup saved, the freedom to wear comfy clothes in meetings) while still enjoying your house as a home too? You create a home office of course!

If you have enough space and you can easily get away from noisy kids, animals or neighbours then you may only need to make a few small adjustments to create a comfortable home office.

Quick Tips/Fixes

- Set aside one space as your workspace (preferably an area you can cordon off in some way).
- Choose an area that has enough natural light, or install some lamps.
- Set up your computer so it's at the right height for you (just slightly below eye level).
- Make sure you have enough space so that you can sit about an arm's length away from your computer screen.
- Get a comfortable office chair with an adjustable back rest and armrests. It must also allow your feet to rest on the floor comfortably. A good chair is a worthy investment because it will save you hours spent at physio later!
- Ensure you have all your stationery/physical files handy.
- Add elements of you to your space – make it both as comfortable and visually pleasing as possible!

While these small changes won't get you a Pinterest-worthy permanent new office space, they should help make working from home more comfortable in the short- to medium-term.

However, what if you find that you want to make working from home a permanent part of your new normal? Then it might be better to completely renovate a space, or even extend your home to allow for something more lasting and formal.

Architectural professionals can quickly analyse a space, finding the ideal area for your new home office. They will consider your comfort, as well as what will work along with your existing structure. For example, if you need to block out the noise then there are some great noise-cancelling glass panels that can be used to create the quiet space you need.

Looking for a home office solution? Why not set up a free meet and greet with the Platform Architects team today?

Skills demonstrated:

- editorial writing
- consumer-focused communication
- long-form storytelling
- accessible informational writing
- lifestyle content development
- audience engagement

Educational & Consumer Health Content

Educational health and wellness content developed to simplify complex medical and nutritional information into accessible, audience-friendly communication for a broader consumer readership.

Follow your gut when it comes to probiotics

By now many of us are familiar with the benefits probiotic cultures can have on our overall health. And I think we can all agree that the most well-known food or drink source of these cultures is definitely yoghurt, but if you really want to get serious about gut health there are a few other key role players you need to know about? So let's take a look at the benefits of including Water Kefir, Milk Kefir and Kombucha in your diet.

Basically water kefir, milk kefir and kombucha are all probiotic tonics that you could make at home by fermenting liquid with bacteria and yeast components. However there are basic differences between the three tonics as they each contain different ingredients. Milk kefir is made by fermenting milk and kefir grains whereas water kefir is made by fermenting water, sugar and special water kefir grains. You could also make water kefir by fermenting coconut water or juice with water kefir grains. It is important to note that the grains used to make these different types of kefir are not interchangeable. Kombucha, on the other hand, is made by fermenting green or black tea with the help of a SCOBY (symbiotic culture of bacteria and yeast).

Water and milk kefir are both fizzy drinks that have a slightly sour taste but milk kefir is a bit thicker in consistency and contains more calcium and magnesium. Kombucha has a stronger more vinegar-like taste and also contains other enzymes and acids that can be useful during the digestion process.

So why should you consider including kefir or kombucha in your diet? The answer is simple: all three of these products contain good bacteria, as well as various other elements like yeast, minerals and enzymes, that can help to improve your overall health and wellbeing. This means that each of these tonics offer additional health benefits that you won't get from eating store bought yoghurt.

Water kefir, milk kefir and kombucha also leave yoghurt in the dust when it comes to home preparation. It is easier to make any of these products at home than it is to cultivate yoghurt. The probiotic cultures found in these tonics can also colonise the gut and do not leave the system after the digestion process like the bacteria found in many store bought yoghurts. Another added benefit is that people who are lactose intolerant can also enjoy the health benefits of water kefir or kombucha!

For some detailed instructions on how to make each of these powerful probiotic tonics at home see The Kitchen's [milk kefir recipe](#), their [kombucha recipe](#) and Wellness Mama's [water kefir soda recipe](#).

Keep in mind that probiotic cultures contained in supplements, even in store bought formulas, can die off after the manufacturing process, so be sure to store your probiotics in a cool place like your refrigerator to prevent this. On the plus side you have the benefit of knowing that your probiotic tonic is fresh if you prepared it yourself!

But for those of you who would like to have your probiotic tonic sooner rather than later, take a look at our range of ready-made probiotic tonics: (insert link)

It is clear that water kefir, milk kefir and kombucha can go some way towards improving and restoring gut health. In fact, some users claim to have seen a significant improvement in their overall health, becoming ill less often when these tonics form a regular part of their diet. As it depends on individual taste which of these products you prefer I encourage you to find the one that works best for you and to please share your stories with me at (insert email address).

Skills demonstrated:

- translating complex health information for a lay audience
- integrating scientific and nutritional information into accessible content
- audience-focused educational communication
- long-form health and wellness writing
- consumer-friendly informational storytelling

Client/Collaborator feedback

"Simoné, thanks so much. Your work did not need much revision and nothing that I had to send back to you. Excellent work thanks so much." – **Nicole Godfrey**

Marketing and Communications Manager
at Compass

"Simoné's copywriting skills are exceptional and versatile across multiple disciplines. Whether working on campaigns, brand messaging, digital content, or day-to-day communications, she brought clarity, creativity, and a strong understanding of audience and tone to every piece of work."

Beyond her talent, Simoné was incredibly reliable, hardworking, and always willing to go above and beyond when needed. She was an absolute pleasure to work with — collaborative, positive, easy to manage, and someone who brought calm professionalism to the team." – **Kirstie Saunders**
Head of Brand Marketing at Hollywoodbets

"Simoné has demonstrated that she is thorough, assertive, and well-organised. She manages her time effectively, communicates clearly, and consistently delivers on deadlines. She takes initiative when problem-solving and is willing to test different solutions to improve outcomes."

Simoné works well both collaboratively and independently; once a task is entrusted to her, she completes it thoroughly, correctly, and on schedule." – **Claudette Leppan**
Learning Experience Designer at Noroff Education

"Simoné provided expert editing for my Master's thesis in 2023. Her feedback was impressively clear and concise, directing me toward specific improvements that polished my final document. I felt much more confident heading into my final submission thanks to her work. I recommend her to any student or professional looking to elevate their writing." – **Stephanie Simpson**
Illustrator and Illustration Lecturer at Red & Yellow

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