

African Women Entrepreneurs Set Their Sights on Taking Wellness Businesses Global

South African women are using entrepreneurship, community and network-powered business models to build new opportunities beyond traditional markets

JOHANNESBURG, SOUTH AFRICA, August 14, 2026 /EINPresswire.com/ -- As conversations around women's economic participation and entrepreneurship take centre stage during Women's Month, a group of South African entrepreneurs is turning its attention beyond the country's borders, exploring how an African wellness business can create new opportunities for people across the continent and internationally.

At the centre of the movement is Mamas Flat Stomach Tea (FST), a South African wellness and lifestyle brand built around the belief that wellness should be accessible, practical and rooted in the power of nature. Its mission extends beyond products, with a focus on helping men and women take greater control of their health, confidence and lifestyle, while creating a community where people can connect, grow and access opportunities through its distribution network.

The brand's vision is to become a leading wellness and lifestyle brand in South Africa and beyond, while creating a movement centred on healthier bodies, stronger minds and brighter futures.

For trailblazers Phindile Nxumalo and Suzannah Johnson, that vision presents an opportunity that extends beyond selling wellness products. They believe the model can provide a platform through which women and men can develop entrepreneurial skills, build networks and participate in a business opportunity without necessarily having to start a business entirely from



Phindile Nxumalo, Strategic Communications & Brand Growth Executive | Suzannah Johnson, Strategic Supply Chain and Procurement Leader

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Johnson, a strategic Supply Chain and Procurement leader with more than 20 years' experience across mining, banking and insurance, brings extensive corporate leadership and commercial experience to her entrepreneurial journey.

"I have spent more than 20 years working in demanding corporate environments across mining, banking and insurance, so I understand what it means to build a career and create value within established organisations. What has excited me about this journey is the opportunity to apply that experience differently," says Johnson. "FST has shown me that entrepreneurship does not have to mean starting completely from scratch. There is an opportunity to build alongside other people, learn from one another and create something that can grow beyond your immediate environment. The conversations I have already had with people in other African markets have made me realise just how much potential there is to take this further."

That international interest is already emerging through conversations with people in markets including Nigeria, Zimbabwe and Zambia, where there has been interest in the possibility of accessing the FST business opportunity.

For Nxumalo, who has two decades wealth of experience in strategic communications, brand growth and reputation management across African and international markets, the next step is to build visibility around the people and entrepreneurial stories behind the opportunity.

"What we are seeing is bigger than a traditional network marketing opportunity. There is an emerging generation of African entrepreneurs who are looking beyond geographical boundaries and traditional definitions of how a business can be built," says Nxumalo. "The opportunity is to build visibility around African entrepreneurs, connect them to new markets and create a platform where people can develop the confidence, commercial skills and networks to build something of their own. For me, that is where the real potential lies."

FST's organic wellness range includes Moringa, Green Tea, Tummy Fat Destroyer and Capsicum blends, combining natural herbs, green tea leaves and plant extracts to support metabolism and digestion, ease bloating and promote overall wellbeing.

The emerging movement is not limited to women. While Women's Month provides a timely platform to spotlight female entrepreneurship, FST's broader mission is focused on empowering both women and men through wellness, community and entrepreneurial opportunity.

For Nxumalo and Johnson, the ambition is ultimately bigger than expanding individual distributor networks. It is about demonstrating how African entrepreneurs can build visibility, relationships and commercial opportunities across borders, while contributing to a wellness movement that aims to uplift people physically, mentally and economically.

As more people seek alternative pathways into entrepreneurship, these women believe the next generation of African business growth may increasingly be built not only in boardrooms, but through the power of networks, collaboration and the willingness to think beyond borders.

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