

A magnificent bath salt cocktail of foaming & fragranced Magnesium Sulphate Bath Salts!

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National Small Business Chamber - Champion Awards – 2012 NATIONAL ENTREPRENEUR ENTRY

Section D – Question 1: Contact Details

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Section D – Question 2: What has it taken for you to be an entrepreneur?

Kiddy-Calm was created by Theri Rossouw, a mother who had a desperate need to find a solution to her daughter's attention deficit, uncontrollable behaviour and hyperactive tendencies.

Having put her daughter through remedial lessons, psychiatric evaluations, Ritalin, Straterra and bizarre organic diets of high Omega's and low glycaemic foods, Theri still needed to find something that would actually work without stressing her daughter out even more. Something that meant she did not need to force giant Omega tablets down her throat or watch her cry as she was asked to drink a revolting concoction of protein shakes infused with Omega oils. **Something that was "invisible" to her daughter but yet very visible in results!**

It was suggested to Theri that she bath her daughter in Epsom Salt as studies had shown that bathing in Magnesium Sulphate seemed to benefit children with ADHD and Autism. When Theri bathed her daughter in the salts the results were phenomenal and things very quickly started to improve with Jessey.

Until one day, Jessey realized that the salts going into her bath each day was actually a "medicine bath" and she put her foot down and refused point blank to bath again.....!
Months went by and things in the house turned back to unbearable, so Theri decided to do some research and find a way to disguise the "pea's and carrots" and she managed to turn the salts into a bright coloured, fun fragranced **BUBBLE BATH!**

Little did she know that within just a few months her home-based recipe would become a sought after product and that 8 months later she would move her production from kitchen at home into a commercial factory unit.

It's been 3 years since the first tub of Kiddy-Calm was sold to a friend and in this time Therific Naturals has spread all over South Africa and abroad. Kiddy-Calm was also awarded the certificate for MOST INNOVATIVE PRODUCT by Baba Indaba in both Pretoria and Durban this year.

Theri now runs Therific Naturals as a full-time business and has over 18 franchise owners and 90 agents selling the amazing products in all areas of South Africa. There is also interest from countries such as Ireland, Dubai and Australia to import the products from early 2013. She has 3 full-time staff working at the factory.

Theri originally was a full time international wedding and event planner, having started her own business Therific Ideas after going through a retched divorce and unexpected retrenchment. Within 3 years Theri built her events business into a recognised and sought after name BUT when she stumbled onto the salts and saw the potential in producing them and selling them, she realized that salts would have a far bigger impact on

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her life and that she would be able to empower so many people across South Africa and around the world with a product that WORKS and business of their own.

Not many people know this about Theri but she has a humble beginning to adult hood. By the time she was 24, Theri had travelled to more than 22 countries working her way as she went, she had been **married**, had her first **baby**, financed a **business**, lost the business due to her ex-husband, was declared **insolvent**, went through a retched **divorce** and was **retrenched**... yes, by the time she was only **24**... Theri had been through all this and was left as a **single mom, unemployed and 6ft deep in debt**.

All the negative experiences became her degree in life and taught her the skills of NEVER GIVE UP, ALWAYS DREAM, PERSEVERE and you WILL achieve. With that, everything since that time that Theri has had a hand in has turned from dream to reality. Theri does things differently to the normal rat-race; she experiments, fails, learns, tries again and succeeds in ways that others only dream of.

Since starting with Therific Naturals Bath Salts, people are so overwhelmed by not just the product and results seen but also the way in which Theri manages her business and the people that work for her. She is an incredibly inspirational person and is often asked to host workshops and do motivational talks for not just schools but also companies such as Coca-Cola, Discovery, Sanlam and more.

Theri has proved the philosophy of make one, sell one, make two, sell two, make four... to build a business from nothing into a mini empire. She has never borrowed money, not a single cent, to fund this business – it truly all began from the first sale and grew as sales grew.

Her passion and belief in the product – her love of creating and designing to stand out from the rest, her ability to interact with people and motivate them to become something big and her incredible honest business sense makes Theri a truly unique entrepreneur.

With the history of her beginnings being a rough journey, it was decided early 2012 that Therific Naturals would GIVE AWAY a FRANCHISE to a deserving candidate, someone like Theri that has also struggled through trials and tribulations, someone that needed to be rewarded for their efforts and someone that could be a further inspiration to the business and those they employ. The year 2012, was given the title of JOURNEY TO SUCCESS and the business has documented its success throughout the year using media such as Face Book, Survival Guide for Families and dozens of mom's forums.

On the 7th September 2012 (National Small Business Day), Theri experienced an amazing feeling of "wowness" when she called and announced the winner of the franchise... It was a truly emotional journey for her knowing that she was finally at a financial point in her career where she too could give back and reward others.

It has since been decided that every year for the next 3 years, Therific Naturals will empower someone with their own business by giving away a franchise each year.

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NATIONAL ENTREPRENEUR ENTRY

Section D – Question 3: Explain the business philosophy and values

My philosophy is simple....

Dream, try, fail, learn, grow and succeed...

I dream "realistically" of things I know that in time I can achieve.

If I don't try, I will never know and if trying succeeds first time – I celebrate, and if trying fails and fails again it merely qualifies me better for next time – and with that I celebrate every failure as a degree of qualification / success.

I learn from my mistakes but more importantly from other peoples mistakes,

I grow with everything I have, I plant everything given to me and I reap the rewards.

"if you build it – they will come" and "prepare your fields – and God will send the rain"

To succeed does not just mean a bigger salary, fancy car etc. For me my success comes from the stories I hear from desperate moms who have finally found a solution to their problematic children. On many occasions I have brought moms to tears when they tell me their success stories from using the salts. I feel an immense sense of success being able to empower others with their own business, giving them the opportunity to learn and grow.

My biggest reward is standing up on a stage with a mic in hand talking to large groups of people, knowing that in just a few minutes I have taught them valuable things about their children motivated them to try something new.

My values are even simpler...

Never borrow money or fall into debt,

Pay your bills on time,

Never crook a cent from a supplier, customer and more importantly my business,

Be myself, honest, sincere and most of all a wife and mother of three ahead of business.

Section D – Question 4: Describe any challenges

Aside from having faith in growing something from nothing?

Life in general is a challenge, what you do with the lemon is up to the hand the holds it...

They always say that those that call it sour and throw it away never become anything,

Those that take the juice and make lemonade to drink, become something small,

And those that take the seeds and plant them, to grow a tree and reap a dozen lemons to make litres of lemonade.... Build an empire and become successful entrepreneurs!

The biggest challenge is funding and finance – the decision to not borrow money and grow with every sale instead has made it extremely challenging to negotiate discounts when ordering supplies.

Costly bills for legal expenses such as trade-marking and patent protection has also crippled us at times, but everything took place, everything got paid and we just found ways to make it work.

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Section D – Question5: Explain what sets you apart from other entrepreneurs NATIONAL ENTREPRENEUR ENTRY

“I am a MOMtrepreneur!”

What makes me different from that of an entrepreneur is that a MOMtrepreneur works ten times harder and chooses to be more hands-on!

An Entrepreneur (generally perceived to be a male / father), wakes up in the morning, has his coffee, drives to work and runs the business and delegates the work to others, drives back home to dinner waiting on the table, kicks off his shoes, watches TV, maybe does some last minute deals, then goes to bed and does it all again the next day.

BUT

A Momtrepreneur, wakes up early, makes the coffee, feeds the kids breakfast, does the school drive in traffic in one direction then does the work drive in the opposite direction. Runs the business as CEO, CAO, PA and switchboard as well as production manager, quality controller and collections and delivery driver. Takes care of customer queries and complaints, markets the business and writes the advertorials, never takes lunch and always drinks cold coffee. Then at lunch time, the momtrepreneur gets in her car to drive across town to fetch the kids from school and take them to sport or home, then drives back to the office to squeeze in a final two hours of admin, filing, payments and emails. At 5pm she gets in her car and heads home via the shop to get bread and milk and groceries for supper. At 6pm, she arrives home, does home work with the older kids, plays with the younger kids and at the same time cooks a nutritious dinner while still replying to emails and enquiries received on her phone. When her husband comes home, the momtrepreneur serves him his dinner, baths the kids, reads them stories and puts them to bed. She then does the dishes, tidy's up the toys, catches up on more enquiries on her phone and eventually passes out on the couch.... Crawls to bed a midnight and does it all the next day.

As a momtrepreneur I choose to run my business hands-on to ensure every aspect of the business is run the way I want it run. I ensure the quality of the product is to my standards and that enquiries are replied to correctly, the first time. But most importantly to know when to put my family first and my business second!

There is a time when a growing business will grow to beyond a single person capability and when that time comes, the person that assumes the position being offered will see and learn from the momtrepreneur. Follow in her footsteps; learn her procedures and reasons behind the way she does things and will be able to then fulfil the role in the same professional manner as the momtrepreneur.

As a momtrepreneur and the owner of a rapidly growing business I choose to be hands-on. I find it extremely rewarding to design my own packaging and labels and write my own advertorials. It's a sense of achievement that you don't always get when someone else does it for you. To walk into the factory and be able to just slot in and help with weighing, tubbing and packing helps to keep me in touch with the staff. To know just how hard they are working, when extra breaks need to be offered, bonuses paid for hard work and commitment shown and to also get a feel for the production line – does it still work, do we need more space, should this move to make the production run smoother and be able to know and see for myself how things in the factory need to evolve to cope with the increase in production and sales.

Running a small business is never like clock-work. Everyday challenges get thrown at me and a small business is a continuous evolution of activities that need to be addressed to ensure a smooth running.

Not only am I involved with the day to day running of the business but I also host workshops for my agents. I do workshops which I call “Bath your kids to better behaviour” and get invited to ladies functions, school fundraisers, corporate events etc. It's something I enjoy doing and I get such a sense of reward from talking to large groups. As time passes my dream would be to become a truly motivational speaker – not just talking about the products but telling the story of my “Journey to Success” and what it is to be a Momtrepreneur!

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This is what some current franchise owners have to say about Their Rossouw:

Janine Der Kinderen

My Therific Naturals journey only officially begun earlier this month, with the purchase of my franchise. But the seed has been planed 4 years ago. I met Theri, a mom facing an obstacle and a mom not willing to back down or give up. And then one day I got an email with lovely cheerful looking product, she was off and I kept an eye as more and more interesting bits of information started coming through.. new products, new packaging, better business ideas, better organisation and I smiled inwardly every time. This lady was going places and I knew her! Fast-forward three years... My elderly mother in law is plying everyone with buckets and buckets of bath salts. My sister in law have MS and can't sleep, the other has very active kids and suddenly all the ladies in the line- dancing class are saying their hubbies are complaining that they snore as they sleep so well and their aches and pains are gone. A request for Agent information, became a Franchise agreement within 10 minutes. Theri has turned the lemon life gave her, into lovely smelling bath salts that makes life better, much better than lemonade if you ask me... Her business acumen is sharp and smart. Her instincts spot on, her love and believe for her product unwavering and her enthusiasm contagious. Who doesn't want to be part of something so magical with its feet soundly on the business ground?

Lizaan Blumenthal

When I first received an email advertising Kiddy-Calm I was very sceptic. Here is a product claiming to make my child sleep better and curb his attention deficit tendencies... I read through all the info on the website and was fascinated. It made so much sense and I knew lots of moms who could do with a nights sleep, a less active child, a healthy alternative to Ritalin and similar drugs, etc.I saw the potential in this product and business and was delighted to see that the Garden Route Franchise was still available. I couldn't believe my luck and immediately decided to invest in this fantastic opportunity. This was Feb 2012 and I haven't looked back. The feedback from my clients and agents is amazing! And I have seen the benefits in my own son. Even his teacher commented on how he improved. His 'brag book' this semester, was the best she has seen in 7 years from a child his age! When he started school this year, he was stubborn and self-centred. Not interested in the teachers instructions - when she says 'draw a person' and he wants to draw a spider, that's what he'll do. He wouldn't hold the crayon properly and only used one colour at a time... he was just being difficult. She commented on his change about a month after I started using the bath salt and I was amazed when she told me all this. She asked me what I have been doing at home, because he blossomed into a different child, he is respectful, wants to be part of everything and involved in his work! I said... I have been bathing him in Kiddy-Calm - she has been marketing it to the other moms ever since :)At the moment I have 9 agents operating in my district and I am doing this full-time. I am proud to be part of Therific Naturals and with an amazing person such as you at the wheel, we can only go from strength to strength!

Andrea Jones

I saw the product at a parent talk and bought some specifically for my son who had night terrors and concentration problems. He started sleeping better immediately. A month later I became an agent and about two months after that i bought a franchise. Also received my son's report card which blew me away, from being angry when not getting something right to calm and very hard working. This were very slow at the beginning but soon we started expanding and it happened very quickly. Theri started doing expo's and with very little money to go on all the expo's were a success because of the great bunch of people that is Therific Naturals. Theri is very very devoted to Therific Naturals and helpful when it comes to stuff that is needed or quick stock that agents/franchise owners need. I have had only good experiences and with the way the Company is growing I am VERY HAPPY that i joined more than a year ago.

Zola Bester

I joined Therific Naturals for me an my family. This is my nest egg that I am trying to grow into something that I can benefit from and be able to afford a better school for my son. I don't have any experience in this and it is growing me as a person as well to think of simple ideas to get sales and make people aware of this truly truly amazing product. For me it is also a challenge I'm very shy and drawn back so being around other moms and women has taken me out of my comfort zone and in a way make me feel better about myself as a person . The feedback from the mommies are so positive that I can say im truly blessed to be part of Therific Naturals and know someone like Theri where nothing is too much effort for her to do. And for her to

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give me my own space to let me explore. Thank you Theri you and your product is truly amazing and for giving me the chance to be part of this all.

Alisha Delport

I have been apart of this business for a short time. I started as an agent in July 2012, as something extra to do. Being a mother of two, anything that is a work from home concept is appealing. With my first stock order I took some for my own use and fell in love with it. Such an easy simple concept that has been made into a beautiful and accessible product for everyone. I decided in September 2012 that I wanted to play a bigger part in this business where I feel like I belong so I have bought a franchise. I can not explain how at home Theri and her staff have made me feel, we are like a little family that is growing bigger every day. Like any business there is room to grow and not everything is "perfect" but I believe that when you perceive something to be perfect you have hit the roof. But I believe that Theri is very open to change and growth of her product and her systems so watch this space!!!!