



# Flora Africana

Flora Africana is a range of natural cosmetic ingredients drawn from the rich plant world on the African continent.

Africa, and especially South Africa where Parceval is based, is home to an exceptional and considerable wealth of plant biodiversity that is as yet untapped. South Africa alone hosts on 2% land area around 10% of the plants of the world, making it the third mega-diverse country globally. It is home to the unique Cape Floral Kingdom, which contains plants with a long history of traditional medicinal use.

The healing power of these plants are sometimes reflected in the common names. Buchu (*Agathosma betulina*), for example, in the original Western Cape Khoi and San languages translates to 'healing bush'.

Flora Africana makes use of this vast medicinal potential and brings to our customers an exciting range of ingredients that are novel to the world of cosmetics.



## *The Khoi and San people*

Africa has been called the Cradle of Mankind and the peoples of this continent have an intimate relationship with the surrounding flora and fauna of Africa's vast and diverse landscapes—a relationship which stretches back to the dawn of time.

The traditional medicinal knowledge that has been gathered and passed down from generation to generation over the millennia comes from this deep understanding of the essences contained in the plants which were to be found in their surrounding environment.

In Southern Africa, the Khoi and the San people are considered the first indigenous peoples and today a few tribes still remain. Whilst their knowledge is passed on orally and is therefore slowly disappearing,

invaluable medicinal uses for indigenous plants can be drawn from what has endured the passage of time and the upheaval of the modern world.

The Khoi and San are intimately connected to their surroundings and can read the environment in a way that has long been lost to the Western world. The flora of the African continent is their pharmacy and the cosmetic and medicinal uses that they have long identified and used to their advantage are now also being confirmed by science.

It is these healing properties which have stood the test of time which Flora Africana seeks to use in its range and bring to the world. Whilst Africa's flora has long been traditionally used, it is a largely unexplored and untapped by the modern world with many hidden gems waiting to be discovered.



# People, Planet, Product

Parceval was founded a quarter of a century ago by a horticulturalist, Ulrich Feiter, who was captivated by the medicinal herbs of South Africa. Today Ulrich Feiter continues to lead the company with the many years of experience he and his team have gathered, particularly in the field of African botanicals.

Parceval draws its name from Wolfram von Eschenbach's hero, Parzival, in the epic of the same name, who seeks the Holy Grail. In the same way, Parceval is on a quest for healing substances on the African continent.

We see our task in translating and interpreting the knowledge of old into our modern, scientific language and offer a product which takes its roots from ancient knowledge but is manufactured at high pharmaceutical standards. Through this Parceval aims to create a bridge between the past and the future.

With a team of highly-qualified and passionate individuals Parceval is committed to achieving the highest standards possible as well as doing pioneering work in the field of medicinal plants, contributing to the gathering, compiling and publishing of knowledge on African botanicals.

Parceval has sprung from and thrived on the many natural medicinal treasures found on the African continent and has a deep respect for and understanding of the rich biodiversity and promise contained here.

Parceval's practices are thus always orientated towards sustainability and benefiting both people and planet. Working hand-in-hand with government, local communities and traditional knowledge holders, Parceval ensures that all stakeholders gain from benefits from the trading with African botanicals.





Parceval owns a certified organic farm, Waterkloof, nestled in the foothills of the Hawequa mountains in the Cape Winelands. Here over 100 plants are cultivated, both under the open African skies and in a carefully maintained greenhouse.

The farm is fed by natural springs and in drier summers, a borehole is used to supplement the water supply. Waterkloof and the surrounding area is also home to a wide selection of Fynbos.

Parceval sources the plants utilised from their own farm and carefully chosen contract farmers as well as from sustainable wild harvest in other parts of South Africa and Africa. Parceval has set up projects and supply chains from the mist belt of Kwazulu Natal to the dry scrubland of Namibia, and from the verdant shores of Madagascar to the arid desert lands of Somaliland. Parceval also has access to international sources for its raw materials, which it has picked according to strict quality control standards.

Access to a rich network of experts, academics, traditional healers and people on the ground enables Parceval to open the doors wide to the African continent and the healing power of its botanicals.

## *Plant cultivation and sourcing*



# Flora Africana Products

	Organic	Wild harvested	Nagoya compliant	China compliant	Anti-oxidant	Anti-inflammatory	Anti-fungal	Anti-microbial	Anti-aging	Problem Skin	Moisturising	Soothing
<b>AGATHOSMA BETULINA</b>												
Agathosma Cape White Clay	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
Agathosma Kalahari Red Clay	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
Agathosma Hydroglycerite	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
<b>CARPOBROTUS EDULIS</b>												
Carpobrotus Cape White Clay	✓	✓	✓		✓			✓		✓		✓
Carpobrotus Kalahari Red Clay	✓	✓	✓		✓			✓		✓		✓
Carpobrotus Hydroglycerite	✓	✓	✓		✓			✓		✓		✓
<b>CYCLOPIA GENISTOIDES</b>												
Cyclopia Cape White Clay	✓						✓		✓	✓		
Cyclopia Kalahari Red Clay	✓						✓		✓	✓		
Cyclopia Hydroglycerite	✓						✓		✓	✓		
<b>GALENIA AFRICANA</b>												
GalenoSan Forte	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓