



INNOVATION COUNCIL

**Spotlight:**

**10 Questions for Fontis Organic Skinfood**



**1**

## **How did Fontis Organic Skinfood get its start?**

In 2015, I became disillusioned with the toxins and chemicals in mainstream skincare and I made a basic cream for myself. I gave it away as gifts toward to end of 2016 and people loved the results. In 2017 I formally turned cream making into a business.

**2**

## **What was the moment when you knew that Fontis Organic Skinfood on track for a successful future?**

Feedback from people who struggled with their skin finally felt like they found a solution after years of looking for something that actually works.

**3**

## **Name some factors behind Fontis Organic Skinfood's success to date:**

Overcoming obstacles; Passion for what I do.

**4**

## **What is the role of innovation at Fontis Organic Skinfood?**

I am constantly innovating and doing research to find better ways of doing things.

**5**

## **How much does collaboration matter for your work?**

It is important for growth.



6

## **What can governments do to foster innovation and entrepreneurship?**

They have influence to open doors. Grant funding and incubation programs help a great deal in moving to the next level. If they can in any way help to protect our intellectual property rights, it will help too as the costs are very high for a small business.

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## **Has Fontis Organic Skinfood interacted the intellectual property rights system?**

The logo is trademarked in South Africa.

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## **What are the most important lessons that your team at Fontis Organic Skinfood has learned so far?**

Always work with what you have to build what you need to move you to where you want to be. Spreading risk and adapt to change.

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## **What is the social mission and impact of Fontis Organic Skinfood?**

Improving the lives of others in my country and the Continent by supporting entrepreneurs via my supply chain. Being responsible with natural resources and making sure that where I can, to influence sustainability.

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## **What messages do you have for other start-ups like Fontis Organic Skinfood?**

Building a business is about overcoming the battle in your mind. In early stages focus on what you have and work with that and take your eyes off of what you don't have. Show up every day and don't give up. Make use of opportunities as you never know where they will lead.

**FONTIS**<sup>™</sup>  
organic skinfood



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