



## Discover the next wave of natural health heroes

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What does the future of the natural health sector look like? Over the following few pages you'll get to meet it personally, as our much-anticipated 30 under 30 rundown returns for 2022.

Nominated by colleagues and hand-picked by our panel of industry judges, dive in and discover the names and faces that will be shaping every health store category through the 2020s and beyond. Simply put, if these bright sparks aren't already on your radar, it's time to remedy that right now.

If there's ever been a period that demands fresh thinking, then we're living through it. The last few years have seen the unprecedented become

commonplace as COVID-19 transformed the industry and brought digital to the fore. More than ever, we need young talent who can bring their unique experience to the table to disrupt, innovate and deliver products that draw on the past while looking to the future.

Today's savvy consumers are better educated on health and understand the need for sustainable business. And the passion and knowledge of natural advocates like these will help steer them towards impressive lines that are better for people and the planet.

Congratulations to everyone featured – here's to an amazing career ahead!



## The sun queen

**Agatha Garcia, sales manager, Sol De Ibiza**

Natural salesperson Agatha found her place in the sun with top solar care company Sol De Ibiza. "When that job offer came up, I thought it must be for me," she says. "It seemed so exciting that I just wanted to be part of it." She lent her considerable talents to all parts of the business: from B2B sales to supporting website content. And as a result, Sol De Ibiza is soaring from strength to strength. "Being part of a company that has a real commitment to the environment and fights every day to find better solutions for our health and that of the planet makes it a marvellous experience," she says.

## The wild child

**Alexandra Summers, commercial manager, Wild Cosmetics**



Alex is on a mission to help Wild Cosmetics erase throwaway deodorants from the bathroom cabinet and inspire consumers to switch to natural and sustainable choices. Always passionate about planet-positive products, she took on a Master's in Conservation at Bristol Uni before graduating from roles at Frank Green and Ecover. On the way she supercharged Wild's journey, placing the brand on Sainsbury's Future Brand Scheme, which saw her working with retail luminaries like Boots, Waitrose and Ocado. Expect even bigger things as she continues to explore her love of all things eco.



## The social superstar

**Amy Hasell, PR and social media manager, Beauty Kitchen**

Forget linear thinking, Amy has inspired consumers to see the beauty of the circular economy as she shares the real-world impact of the high-achieving B Corp she works for. She's helped spread the news of Beauty Kitchen's award-winning initiatives, including its plastic-free product launches, to great acclaim. Championing community and collaboration are at the heart of her PR approach as she wins over influencers to illuminate new sustainable beauty solutions.



## The brilliant buyer

**Amy Richards, purchasing assistant, Skoulikas Bedford Ltd**

Amy has a natural appetite for delicious, organic, free-from and plant-based products, which makes her role at Skoulikas Bedford the perfect position from which to flex her talents. She says that she didn't have much experience when she started, but has expanded her aptitude, talent and confidence through hands-on learning with a forward-thinking ethical company. It's been a tough two years for everyone, yet Amy has worked hard to implement new processes to make the buying journey simpler. "The future in the food industry is very exciting and I can't wait to see what is next," says Amy.



## The thyme traveller

**Annie Appleby, sales specialist, Sweet Thyme Foods**

Described by her boss as a 'part-time actor and full-time foodie', Annie's role at Sweet Thyme Foods brings together all of her talents. Often busy making friends as she whizzes around London with a haul of delicious food, her outgoing and kind character makes her a natural asset to the sales team. "Annie is undoubtedly the most relentlessly energetic and positive person I know!" says founder Emily Boyce. "We started working together when she helped with sampling, but she's since become an invaluable addition to our sales-focused team."



## The effervescent entrepreneur

Ben Hopkins, co-founder and CEO, Bubbl&Co

Ben has come a long way since the days when he used to pester Whole Foods employees with endless questions about their products. After a stint in the oil industry he now helps run Bubbl&Co – an ethical start-up aiming to disrupt the \$10 billion effervescent tablet industry. Launched in February 2022, the brand’s innovative filler- and sweetener-eschewing range has won listings at Whole Foods, Planet Organic and Daylesford. Together with Charity Water and its customers, the brand has donated over 3,500 weeks of clean drinking water to those in need – showcasing Ben’s passion for driving positive change.



## Meat the future

Christopher Kong, co-founder and CEO, Better Nature

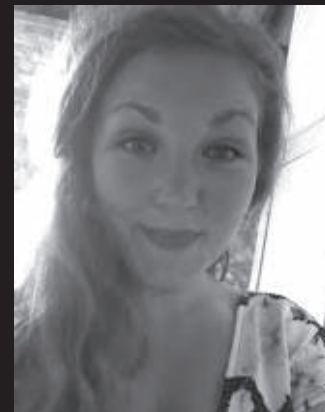
In-between running marathons and watching the boxing, Chris finds time to pursue his passion for plant-based diets at innovative all-natural meat alternative specialist Better Nature. Among his achievements, he’s helped secure £1.6 million of funding from the Good Food Fund. “Chris has more energy and determination than anyone I know!” says his colleague. “He is so incredibly passionate about creating naturally delicious products that genuinely serve people, the planet and animals, and will do anything in his power to do so.”



## The ethical foodie

Annie Cunningham-Jones, supply chain manager, Planet Organic

Being raised in rural Wales saw Annie experience first-hand how local and ethical food can benefit communities. It’s a deep appreciation she’s been drawing on throughout her career – from her award-winning dissertation on food and climate change, to working with conscious food retailer Planet Organic. Starting as an assistant, she quickly progressed to supply chain manager where she launches customer-first strategies to expand the business. Plus, as part of the Future Planet initiative, she comes together with other professionals to share knowledge and drive sustainable change – proving that in every part of her job she’s committed to saving the world.



## The legal eagle

Donia Hilal, senior regulatory affairs associate, Holland & Barrett

Navigating the ever-shifting maze of EU governance while avoiding regulatory traps takes a unique kind of talent. And Donia definitely has it in spades. Her work at Holland & Barrett helps the retail chain continue innovating while ensuring it doesn’t fall foul of the rules.

It’s a full-on role, but she manages to do it with style – whether it’s dishing out on-point regulatory advice to the web team, approving new comms or attending trade meetings to keep abreast of new developments. The rules and regs may change, but Donia’s core enthusiasm and work ethic remain the same.



## Powered by plants

Elin Roberts, co-founder and CMO, Better Nature

Elin is an experienced marketing strategist with a natural drive to make the world a happier, fairer and more sustainable place. Inspired by the positive impact of helping people eat more naturally nutritious plant-based foods, she co-founded Better Nature to get the word out on all-natural plant-based protein tempeh. Elin lives and breathes the brand at home and in the office, engaging everyone to live happier and healthier lives, beginning with what’s for dinner.





## The healthy champion

Emily Boyce, founder, Sweet Thyme Foods

Emily's innate passion helps put start-up food and drinks brands on the map. A natural champion of healthy foods, she's built Sweet Thyme Foods into a six-person-strong powerhouse in just three years. "Behind the scenes, Emily's management style is the most forward-thinking I've experienced: she makes a point of putting her team's needs first and actively involves us in strategic decision-making, helping build amazing cohesion and pride amongst the team," says her colleague.



## The French connection

Gaëlle Chatelard, co-founder, ETHOSA

From growing up in the French Alps to becoming a renowned advocate for refillable beauty, Gaëlle possesses both a passion for the environment and a dedication to doing things differently. These attributes, as well as her drive and enthusiasm, are helping her change the nation's bathrooms forever. "Gaëlle Chatelard is the heart, brain and main driver behind the whole brand and concept," says co-founder Oliver Ludwig. "She is an inspiration to many people and also involves herself within the mission to engage for a greener future and more sustainable product concepts across the industry."



## The vitamin visionary

Jack Morrison, co-founder, YourZooki

YourZooki aims to do nutrition differently – and that means having someone who can think differently leading from the top. As co-founder of the company, Jack fits the bill. He sees Zooki as more than just a brand name: it's a stamp of approval for a selection of category-leading products, which started with omega-3 five years ago. Today you'll find the range (which includes Hair Zooki and Collagen Zooki) in independents as well as Harrods, John Bell & Croyden, Selfridges and Planet Organic.



## The mover and shaker

Ellie Coombs, transport supervisor, CLF Distribution

Ellie only joined CLF in 2021, but her dedication to keep the brand moving led to a promotion via a well-deserved employee of the month award. Today she uses her considerable talents supervising 17 drivers to get goods on health retailers' shelves. "She puts in additional time out of hours if a member of any team needs support, because she is dedicated to making sure the customers get the best possible service we can provide," says CLF transport manager Clare Pearce. "Nothing is ever too much for Ellie and she always performs her job with a smile!"



## The hair apparent

Joseph Poxon, CEO, Rugged Nature

Joseph co-founded this forward-thinking brand with his brother Jacob after discovering that mainstream male hair products were making his asthmatic mum ill. Swipe forward three years and his drive has fuelled global growth for Rugged Nature's 100% natural male grooming products and accessories. Plus, the invaluable insights he gained along the way inspired him to launch Gecko Works, a contract manufacturing service supporting new natural names to enter the market with minimal expense and hassle. This clever two-pronged approach has made him a name to watch for the future, whatever his next steps.



## The tea transformer

Karolina Ba, founder and CEO, THEENK TEA

Can a carefully formulated hot beverage help care for your brain? Karolina's journey shows that it can. After facing depression and anxiety in her life she embraced biohacking and natural remedies, working with a clinical herbalist and nutritionist to launch THEENK TEA. Since then she's leveraged a small start-up loan to gain listings at Selfridges, John Bell & Croyden and 400 Holland & Barrett stores. Now her goal is to show more stressed-out people how sipping the right tea can bring natural wellbeing one step closer.



## The natural upseller

Katy Pitcher, sales manager, UpCircle

In the words of her boss at UpCircle: "We are lucky to have her." And that's not surprising when you see her ambitious portfolio: managing B2B sales in the US and UK as she works to bring an UpCircle product to every home. From department stores to zero-waste refill chains, from sustainability audit companies to ground-breaking charities – Katy works with them all. "Katy is a hugely passionate, driven and enthusiastic sales manager," says her colleague. "She gives a very high level of service and care to the literally hundreds of stockists that she manages, and the outstanding results that she achieves attest to that."



## The Windmill wonder

Kelly Stalker, marketing manager, Windmill Organics

Kelly's entrepreneurial talents and know-how help power the sails of one of the UK's largest organic food and drink companies. Since joining as a brand manager in 2021, Kelly has helped Windmill grow and put its marketing team on the map. "Kelly's professional and driven nature has already had a valuable impact on our marketing department and activities," comments her colleague. "With several exciting new projects on the horizon we look forward to seeing what she will achieve over the coming year."

## The mindful marketer

Lily Owen, R&D marketing and packaging executive, Ecotone UK

Ecotone is the driving force behind some of Europe's most recognizable health store brands like Whole Earth, Kallo and Clipper. And Lily is tasked with making sure as many people know about them as possible. Her deeply-felt affinity with the ethical category has helped her creatively and innovatively meet the many challenges natural products face on the shelves (not least eco-friendly packaging). She also shares the B Corp brand's commitment to purpose-driven business that makes the world a better place one meal at a time.



## The sibling success story

Lucy Lettice, co-founder and COO, &SISTERS

With a background in buying, working for a zero-waste start-up, a health food chain and a large corporate retailer, Lucy has the inside scoop on trends and trade. Together with her mother, Claire, she founded &SISTERS out of a desire to offer women better period care with no more plastic. After launching the brand into the likes of Planet Organic and Ecovibe, Lucy now heads up operations at &SISTERS, with day-to-day responsibility for product logistics and the supply chain. Her role is all about great relationships – which has helped her hit the ground running in the FMCG world.



## The VMS innovator

Marcus Mollinga, co-founder, YourZooki

Marcus is on a journey to reinvent the vitamin market through the company he co-founded, YourZooki. Not just a brand name, his vision is that Zooki becomes a universal seal of approval, a guarantee that each pack is the best in its category. Hence, he's lent his grammar-school-shaped talents to making this line something that's fun to take as well as something that leaves you feeling great. Colleagues know that education is a passion of his – a skill honed by a stint presenting STEM science to kids.



## Sister from another mister

Megan Love, sales and marketing manager, Mr Organic

Megan believes that organic is simply 'how things should be' and says she feels 'humbled' to be working in the industry. It's an industry that's lucky to have her, as despite having a passion for the planet from a young age, she almost became a photographer. Yet, photography's loss is our gain – as she works hard with beloved brand Mr Organic to share the benefits of ethical eating. "Promoting organic and a plant-based way of living is something which means more than the food you eat, but [is] an ethos [for] life," she says.





## The organic champion

Paige Tracey, business development and marketing officer, Soil Association

Paige is on a mission to make the beauty industry more sustainable. The stats show she's doing a beautiful job: her hard work helped the certified organic beauty and wellbeing market grow 15% in 2021 to £138.23 million in the UK. Well-known across the sector, you're as likely to find her chairing a lively talk at NOPEX as forging strong relationships with brands like *Marie Claire*, Wolf & Badger and others to showcase the importance of organic beauty.



## The natural star

Pamela Newton, key account administrator, BetterYou

Described as 'a star in the making', Pam's hard work helps keep this key health store brand flying high. She's well-known in the industry for her friendly, cheerful and professional attitude with which she advises and supports UK trade customers. Her approach is working too – she joined back in 2019, and despite the pandemic, remains one of the company's key staff members. "Pam is a star in the making and we are looking forward to helping her develop her career at BetterYou," says the brand's marketing director Jen Julian.



## The beauty insider

Ruby Sterland, brand manager, Beauty Kitchen

A self-confessed 'skincare junkie', Ruby is a woman dedicated to sharing the word about Beauty Kitchen and showing the industry that great skincare doesn't have to cost the earth. She firmly believes that no change is too small to make an impact and wants to use her role at Beauty Kitchen to help make sustainability that little bit less scary for everyone. Known as a knowledgeable and enthusiastic eco advocate, she loves myth-busting and shedding light on murky greenwashing tactics to help shoppers truly understand what they're buying for their bathroom cabinet.



## The fizz whizz

Sam Hogan, co-founder and COO, Bubbl&Co

Effervescent tablets are a key health store staple – yet they've stayed pretty much the same for over 40 years. Through Bubbl&Co, Sam's driving desire is to change all that by adding some disruptive fizz to the market. His big idea is using natural ingredients, adaptogens and a unique lubrication process to create a tablet fit for 2022. And he's already succeeding; since launching earlier this year the brand has won listings from credible names like Whole Foods, Planet Organic, Daylesford, Harrods and The Vegan Kind.



## The customers' choice

Sophie Lyons,  
head of customer service, UpCircle

One of Sophie's best customers raves that she's 'an absolute diamond, the embodiment of perfect customer service' – and her colleagues agree. For the past two years she's gone above and beyond to ensure customers have the best experience possible with UpCircle. Alongside her customer care duties Sophie writes the UpCircle marketing emails and works on larger projects such as creating the 'return + refill' scheme (described by *Marie Claire* as 'the best refill scheme' it's ever seen). Most importantly, she also brings the team together for lively social events.



## The content queen

Sophie Crichton, campaign and content manager, Bodywise (UK)

Described as 'a pleasure to work with' by colleagues, Sophie is a creative force in the industry, using her comms expertise to disrupt the period care market and make it more planet-positive all round. At Bodywise, she has spearheaded some inspirational and attention-grabbing campaigns and blogs designed to challenge the status quo and spread the word about Natracare. A friend sums her up perfectly: "Above all, she has the kindest heart and in her spare time volunteers to clean up the streets of Bristol. An all-round inspirational lady for anyone wanting to make a difference!"



## The marketing maestro

Zoe Cooper, marketing manager, Get More Vits

Zoe harnesses her psychology background to excel in this marketing role at Get More Vits. She's adept at mastering anything a typical day can throw at her: from penning advertorials to managing social content and supporting the sales team. In her spare time you'll find Zoe being cat parent to her beloved Sassy, and baking (ask her about her Easter Crème Egg brownies). She also does her bit for charity Grocery Aid, which spreads awareness of the help and support on offer in times of need to people working in the industry.



## The genetics graduate

Sophie-Jane West, co-founder, NKD Living

Inspired by her student nutrigenomics research, Sophie founded NKD Living and incorporated it as a company the day she graduated. Since then she's steadily grown her passion project, serving 100% natural plant-based sugar alternatives and low-carb baking ingredient essentials to the growing sugar-sensitive population. And despite this meteoric rise she's not slowing down anytime soon. "We're putting a lot of work into measuring our climate impact and we have lots of exciting things to announce this year!" she says.

