



Ready to meet our class of 2023?

We're delighted to introduce the inspiring people who make up this year's exceptional 30 under 30.

One question our industry has always embraced is 'what's new?'. That's because the sector thrives on fresh ideas that generate innovative products and even conjure up entirely new retail categories. But for fresh ideas to truly flourish we need people with the talent to transform world-changing concepts into reality. And that's where our 30 under 30 hot list comes in.

If you haven't met before, then welcome. This is our annual oppor-

tunity to champion the innovators who are breaking moulds and creating something incredible from the ground up, maintaining the roots of natural health while making room for something new and exciting to grow. So while the Baby Boomers helped shape the industry in the '60s and '70s, 2023's cohort are connecting with Generation Y, Z and beyond.

Please join us in raising a glass to everyone on the list (while looking them up on LinkedIn). We believe the future of natural health is in safe hands – and we hope you agree.



The Irish entrepreneur

Aisling Tuck, founder, Oh Happy Treats and co-founder, Naked Bakes

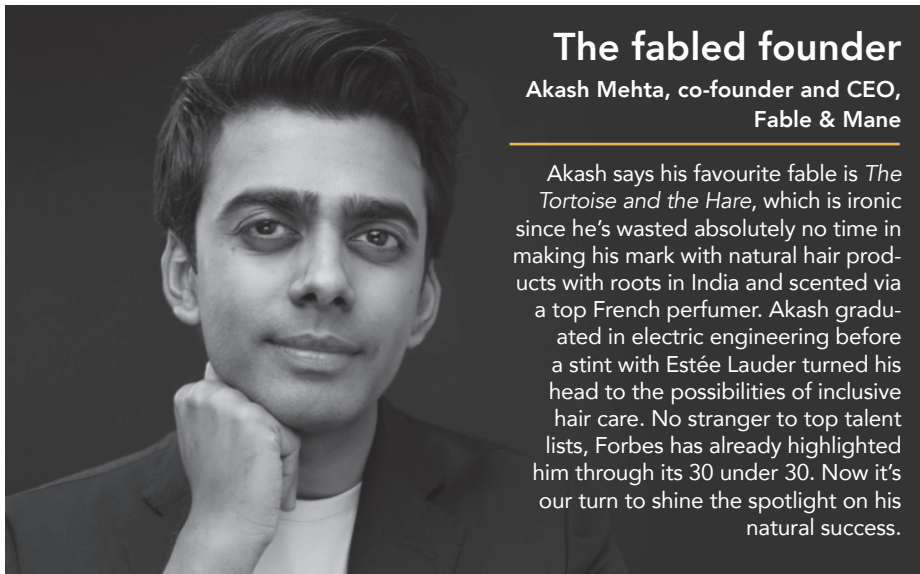
When rising star Aisling went vegan at 18 she spotted a massive gap in the market for plant-based treats in her native Dublin. Using her parents' kitchen table as her launch pad, she worked hard to transform her passion into two forward-thinking bake-based businesses with sweetness in their DNA. Both have been delighting customers through her unique take on Insta-ready treats ever since. Oh Happy Treats' Marie Antoinette-inspired tagline might well double as her mission statement for life: 'Let them eat vegan cake!'.



The rock star

Aoife Aldis, product development and innovation manager, Piping Rock UK

"Someone very wise once said 'retail is detail', and Aoife has that in spades," says Piping Rock UK's managing director Emma Cockerill. Aoife's meticulous approach allows her to assess the ever-changing world of food supplements and spot opportunities in new and emerging markets. She's not only tasked with launching innovative lines, but also seeks to improve the existing range — all with talent, creativity and a genuine love for what she does. Incredibly passionate and dedicated, Aoife is definitely one to watch.



The fabled founder

Akash Mehta, co-founder and CEO, Fable & Mane

Akash says his favourite fable is *The Tortoise and the Hare*, which is ironic since he's wasted absolutely no time in making his mark with natural hair products with roots in India and scented via a top French perfumer. Akash graduated in electric engineering before a stint with Estée Lauder turned his head to the possibilities of inclusive hair care. No stranger to top talent lists, Forbes has already highlighted him through its 30 under 30. Now it's our turn to shine the spotlight on his natural success.



The true B'liever

Aria Beheshtaein, founder, B'liev

Innovative protein-packed, plant-based shake brand B'liev has one overarching philosophy: believing in yourself without allowing anyone to limit your success. That could double as the life story of founder, Aria. He came to the UK six years ago and became obsessed with nutrition while studying at university. After applying for an innovator visa he successfully launched his vegan brand and hasn't looked back since. Expect to see him claim more of the spotlight as he continues his mission to promote healthy plant-fuelled living.



The pantry producer

Anastasia Safonova, founder, Anastasia's Pantry

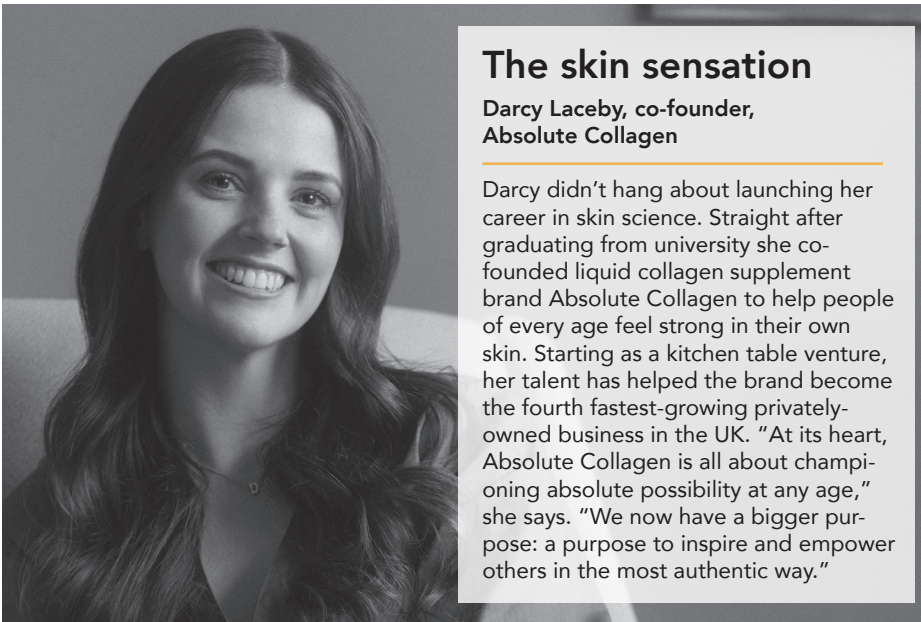
While most of us were piling on the pounds during lockdown, Anastasia Safonova was busy losing them thanks to her healthy diet. Inspired by her weight-loss journey and motivated by honest ingredients, she poured her energy into Anastasia's Pantry and created a full range of nutty granolas and protein balls. Today her products are available everywhere, from delis to Deliveroo — and she has no plans to slow down anytime soon. A self-described 'dog mum' who loves hiking and sustainability, she's busy building a world in which tomorrow's pups (and their humans) can prosper.



The form-setter

Brooke Medhurst, formulation tutor, Formula Botanica

Brooke launched her career at the tender age of two when she combined shampoo and conditioner to create something brand new (much to her mum's horror). A graduate of Formula Botanica's International Organic Skincare Entrepreneur Programme, she decided that her talents lay in formulation rather than in starting a brand. She's been inspiring students to follow their own dreams ever since. "We think Brooke is amazing," says Lorraine Dallmeier, Formula Botanica founder. "It's rare to find someone so young who knows exactly what they want to do."



The skin sensation

Darcy Laceby, co-founder, Absolute Collagen

Darcy didn't hang about launching her career in skin science. Straight after graduating from university she co-founded liquid collagen supplement brand Absolute Collagen to help people of every age feel strong in their own skin. Starting as a kitchen table venture, her talent has helped the brand become the fourth fastest-growing privately-owned business in the UK. "At its heart, Absolute Collagen is all about championing absolute possibility at any age," she says. "We now have a bigger purpose: a purpose to inspire and empower others in the most authentic way."



The world leader

Ellie Clifton, manager, Out of this World

Entrepreneurial Ellie first cut her teeth on ethical retail in junior school when she ran a healthy tuck shop for pupils and parents. Today she may be much more experienced, but her core principle remains the same: selling healthy products with the healthiest values for the planet. "Working at Out of this World is not just a job, it's a lifestyle choice," she explains. "I love finding new brands around the world. It is one of my favourite jobs to do – it's exciting to see what's available and trying to find the next big thing."

The Rheal deal

Charlotte Ali, co-founder/chief brand officer, Rheal

Charlotte never shies away from a challenge – as anyone who saw her successful skirmish with the panel on *Dragons' Den* will know. Her knowledge and enthusiasm for health has helped her biz – co-founded with husband Sean – achieve triple-digit growth, while her eco-nurturing nature has been instrumental in making it a certified B Corp. "This [is] something very close to Charlotte's heart, as she is a massive believer of business being a force for good," explains colleague, Matt Long. No stranger to the Forbes 30 under 30 list, expect to see a very long and healthy career for her in the future.



The probiotic pro

Emily Simpson, NPF specialist, BetterYou

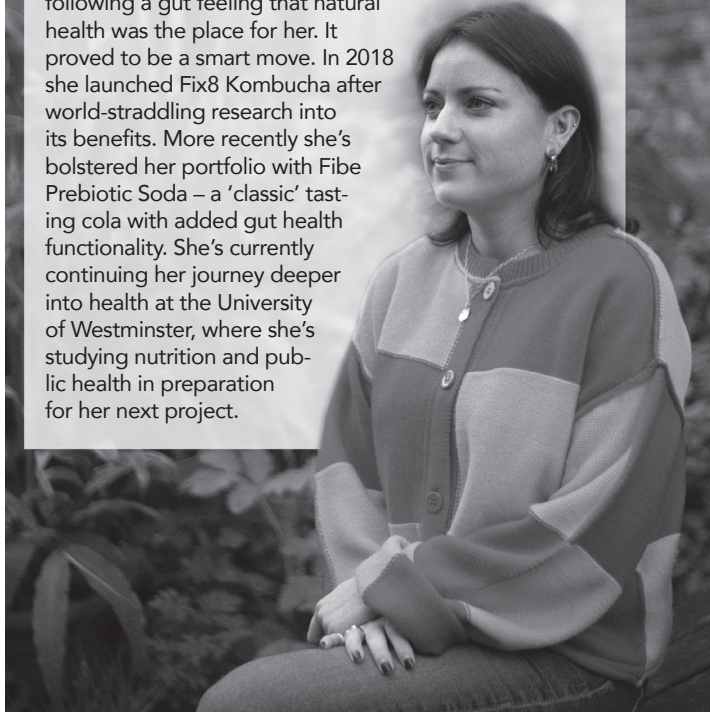
Ask any retailer for their top products and chances are most will mention BetterYou. It's Emily's job to make sure it stays that way. A scientific scholar and first-class biological sciences graduate, Emily studied at Durham University before joining the brand's busy product development team. She makes sure innovation is at the heart of everything the brand achieves, while keeping products safe and effective. "Emily has played an important role in both new product development and quality and regulatory processes, and continues to work at a level well beyond her years," says her colleague Jen Julian.



The effervescent entrepreneur

Freya Twigden, founder, Fix8 Kombucha and Fibe Soda

After graduating from Edinburgh University, Freya quickly eschewed a career in the city in favour of following a gut feeling that natural health was the place for her. It proved to be a smart move. In 2018 she launched Fix8 Kombucha after world-straddling research into its benefits. More recently she's bolstered her portfolio with Fibe Prebiotic Soda – a 'classic' tasting cola with added gut health functionality. She's currently continuing her journey deeper into health at the University of Westminster, where she's studying nutrition and public health in preparation for her next project.



The bar-raiser

Henry Skinner, UK & ROI commercial account manager, Ombar Chocolate

Top retailers already recognize Henry as the face of Ombar in the UK. Inside the brand he's also known as a friendly and positive all-rounder who's helped grow sales by 55% – and is happy to get hands-on with the cacao refiner when required. "His passion for sustainable, ethical, purpose-driven trading is second to none and he swapped an early career in corporate chocolate for ethical chocolate," says Stephen Hannah from Mood Foods. "Not only this, but he fits being part of Team GB Dodgeball in and around his busy work life."



The breakfast champion

Hugh Hamilton-Green, co-founder, ELEAT

For most people the only thing that grew in their student flat was unidentified mould. Yet Hugh definitely had more get-up-and-go than most students. At university, he and his team spent 18 months creating ELEAT, a high-protein healthy cereal designed to disrupt the moribund breakfast market. This July the brand celebrated a successful first year in business – and, thanks to Hugh's acumen, the products he's passionate about are spreading to more bowls across the UK as the business expands.



The health store heir

Holly Thallon Steenson, next generation manager, Viridian Nutrition

"There really is nothing more important than health, and to work in a business that is genuinely having an impact is a privilege," says Holly. And she should know. Since toiling in the family health store from a young age she understands exactly the challenges and opportunities facing the supplements market in 2023. Like her mum, Cheryl, she has a passion for experiential retail and community engagement, but she's determined to bring her own insight and talent to make Viridian as relevant to the next generation as it is right now.





The cereal thriller

Hywel Rose, co-founder, ELEAT

A keen Rugby player, Hywel has harnessed his sporting talent to tackle the boring breakfast category as co-founder of ELEAT. As an active person he's seen first-hand how healthy food can combine with exercise to power all-over wellbeing. Now he's funnelling those personal insights into creating cereals that are both fun to eat and packed full of protein. Captain of his rugby club, his success on the field is set to be replicated on health store shelves nationwide.



The up-seller

Iza Berghoef, global sales manager, UpCircle Beauty

"We wouldn't be global without Iza!" enthuses colleague Sophie Jones, as she explains how Iza has taken the brand into over 40 countries and made sure it captures plenty of media attention in the process. Friends say her success is down to a strategic approach to business, plus a natural work ethic that drives her to create positive relationships while concentrating on expanding revenue. For a fast-growing sustainable brand her efforts certainly make sense as she gets more products into the make-up bags of shoppers determined to make an ethical difference.



The surplus food seller

James Barthorpe, co-founder, Food Circle Supermarket

James has helped square the circle between surplus food and healthy snacking through a business that connects both. At Food Circle customers get cut-price products from forward-thinking brands drawn from excess and redundant stock. It's up to James to make sure his business runs as smoothly and efficiently as possible – a job to which he gives his all. "Our messaging to the end consumer is centred around how surplus food works and the positive environmental impact they are contributing by shopping with us," he says.



The natural leader

Joe Contomichalos, key account manager, Creative Nature

This summer Joe celebrated his first year with Creative Nature – and what a stunning start he's had. Since joining the free-from brand he's overseen its launch into key territories like Singapore, Israel and Iceland. Never one to rest on his laurels, he's also worked hard studying for a politics, philosophy and economics degree at the Open University. "To have such a crucial role in the business at his young age shows how much confidence owner Julianne Ponan has in his abilities, essentially leading the sales team," says colleague Matthew Ford.



The diamond Jubilee

Jubilee Fox, founder, The Good Grain

Jubilee kicked off 2023 by completing a major personal goal: getting her healthy overnight oats brand into Whole Foods Market.

It's the latest milestone in an epic journey that has seen her discover the benefits (and sales potential) of her oats, which she originally made for friends who were feeling lethargic during lockdown.

And it's just the start of her mission to get the unique products, which promote the growth of healthy gut bacteria, onto more people's breakfast tables nationwide.



The organic orchestrator

Margaux Jacquot, junior national account manager, Mr Organic

From France to London, Margaux has been orchestrating what her colleagues call an 'organic symphony', sharing the best Italian produce with shoppers from around the world. Her reach extends from the UK to the Middle East, fueled by the focused camaraderie of her team and love for organic culture. It's part of Mr Organic's vision towards a sustainable, healthier world for everyone. With Margaux in the mix, that future feels closer than ever.



The positive force

Meg Kay, technical manager, Rude Health

Described as a 'super-talented glass-half-fuller', Meg's planet-friendly positivity shines through in everything she does. She's a people person too – as one supplier told her: "Among professional relationships it's easy to get overwhelmed, but you have always kept a human approach, and this represents enormous added value." As befits a foodie business, Meg is crazy about cooking, creating masterpieces in the kitchen when she's not making sure Rude Health keeps its reputation for the highest standards of safety and quality.

The matcha maven

Marisa Poster, co-founder, PerfectTed

Twenty-six-year-old Marisa didn't just impress the *Dragons' Den* panel with her 'crash-free' green tea, she also won their admiration for her honesty about her ADHD and anxiety, helping destigmatize the conditions on TV. This is vital, since a key selling point is that the brand's consumers don't experience the same anxious effects of traditional caffeine. Her openness and drive have paid dividends; since launch, the tea has reached over 3,000 retail locations – and the multi-million pound business is brewing nicely.



The high roller

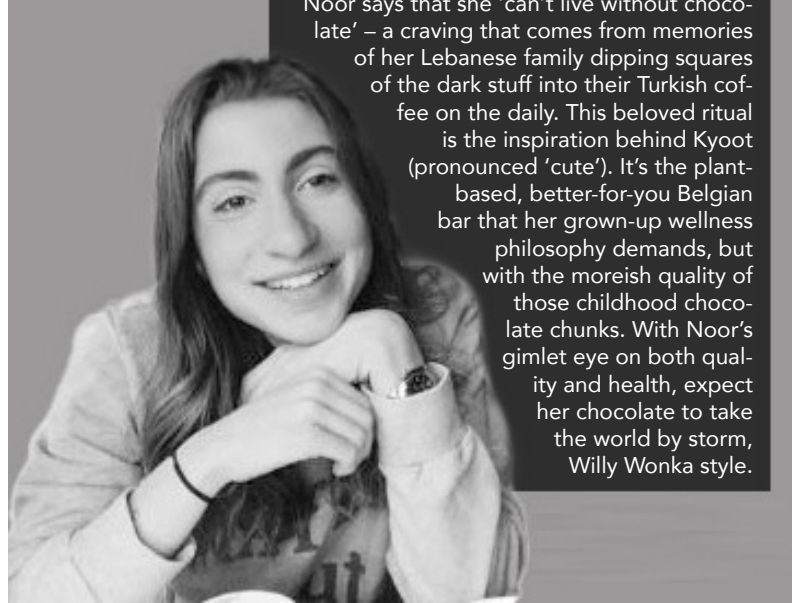
Milo Pinkey, founder, Rollr



As the brains behind Rollr, Milo is on a mission to reinvent deodorant as we know it. His innovative take transforms a functional single-use product into a beautiful refillable concept that's kind to the planet as well as underarms. "I know he could have launched a few months ago but was determined not to because he wanted to make a product that is as good as it could be – maximizing user uptake, retention and Rollr's positive impact on our environment," enthuses Jess Borrill from Broody London, who nominated Milo for the 30 under 30.

The chocolate connoisseur

Noor Freiha, founder and CEO, Kyoot



Noor says that she 'can't live without chocolate' – a craving that comes from memories of her Lebanese family dipping squares of the dark stuff into their Turkish coffee on the daily. This beloved ritual is the inspiration behind Kyoot (pronounced 'cute'). It's the plant-based, better-for-you Belgian bar that her grown-up wellness philosophy demands, but with the moreish quality of those childhood chocolate chunks. With Noor's gimlet eye on both quality and health, expect her chocolate to take the world by storm, Willy Wonka style.

The organic talent

Paige Tracey, business development manager, non-food, Soil Association

Paige is well known for taking care of business at the Soil Association, where she's just been promoted to a fresh role incorporating her twin loves: organic textiles and beauty. This means successfully coming up with creative and innovative comms, showcasing to the public the connection between organic certification and climate action. No stranger to industry panels, she's a leading judge for The *Marie Claire* Sustainability Awards as well as a reliable regular on this list and *Who's Who* in Natural Beauty.



The fantasy founder

Raphael Nahoum, co-founder, Crispy Fantasy

It's no surprise that the founders of revolutionary better-for-you ice cream brand Halo Top back the entrepreneurial ventures of Raphael Nahoum. As the co-founder of healthy cereal brand Crispy Fantasy, his product aims to upturn the nation's breakfast bowls in pursuit of more nutritious mornings. Since launching in 2022 the company has already become an Amazon best-seller and the most followed breakfast brand on TikTok. Raphael loves storytelling, and with fans all over Europe who are rooting for him to take on the cereal establishment, we predict a happy ending.





The sauce savant

Simona Deifta, founder, NOJO

After gaining a degree in management, Simona made a brave switch away from the corporate whirl to start-up life with NOJO – her trail-blazing vegan condiments brand. A huge foodie (and enthusiastic parent) she pours her love for nutritious and healthy ingredients into everything she does. Her passion has paid dividends, with NOJO becoming a best-seller on key platforms like Ocado and Whole Foods Market. In addition to being a canny entrepreneur, Simona says she's living a very important life lesson for her child: the power of chasing your dreams.

The energetic entrepreneur

Teddie Levenfiche, co-founder, PerfectTed

Can you really have a naturally energizing drink that doesn't give consumers the jitters? Teddie believes he's found just that with PerfectTed's ceremonial grade 'crash-free' matcha green tea. Investors seem to agree: the brand won £200k of sales in its first year of trading and is on course to capture over £5 million in revenue for its second. Part of this winning approach is choosing strategic hospitality partners, supplying prominent High Street chains like Joe & The Juice and Blank Street to push quality matcha further into the mainstream.



The retail revolutionary

Sonny Drinkwater, co-founder, WellEasy

Sonny's personal mission is to make healthy living easy and accessible for everyone, whatever their budget. So he's stepped up with WellEasy, a fresh retail concept where members can get keen deals on a raft of everyday natural products. And the idea's catching on: in the last 18 months his business has attracted nearly a million pounds in funding from both angel investors and capital funds. Will it be giving Amazon some healthy competition soon? Watch this space for Sonny's next move.



The coffee crusader

Victoria Halina Poon, founder, Alpaca Coffee

When Victoria founded Alpaca Coffee she didn't want it to be just another java brand that contributed to the 320 million tonnes of plastic pollution the industry generates each year. Instead, Alpaca offers a top-quality product (described on its site as 'awkwardly good') that promises to be better for consumers and the planet. It's the natural next step in her journey, which has seen her facilitate fresh ideas for everyone from nexplorers to Samaritans. In 2023, Victoria is doubling down on her determination to create positive social change through ethical business – one espresso at a time.

