

Wellness Warehouse celebrates a healthy decade

In 2007 brothers Sean and Carlos Gomes established health and wellness retailer Wellness Warehouse in South Africa. The retail chain, which celebrates its 10th birthday this month, has since grown to include 25 outlets across Gauteng and the Western Cape as well as an online store.



Sean and Carlos Gomes

“The wellness revolution is not a fad or a trend; it is a way of existing in the world. It influences the way we eat, exercise, sleep, work, age and think. We spend our time staying up to date with the latest trends, information and product ranges, checking labels and sourcing healthy, sustainable products. Each of our stores has qualified in-store practitioners available, ranging from naturopaths to nutritionists to help our customers make the right choices,” says Carlos.

In the aisles, shoppers can pick up products that cater to the different elements of health and wellness. From specialist nutrition, exclusion eating, superfoods, veganism, paleo, Banting, gluten, dairy and sugar-free options to eco-friendly cleaning, natural supplements and healing; natural skin and body care; yoga and fitness, the group covers all aspects of living life well.

Over the years, another key offering added is the Wellness Café’s, which allows shoppers to sample the healthy eating lifestyle that the ‘on-shelf’ products point them towards.

“We are thankful for the growth over the past ten years. When looking back at the new store openings, launching the

Wellness Magazine, establishing an e-commerce store and seeing how far we've come, I feel overwhelmed at the success of the last ten years and looking forward to what is yet to come," Carlos concludes.

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