

AMOR  VOLEZZA®
Loving Kindness

HEALTH • BEAUTY • WELLNESS

COMPANY PROFILE

Heal your body,
Free your mind,
Love your soul.

A Journey Towards
Health, Balance & Vitality



amorevolezza.com



Centurion, Gauteng, South Africa



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AMORVOLEZZA®

Loving Kindness

COMPANY OVERVIEW

Amorevolezza® (trading as AmoreVolezza™) is a South African e-commerce brand built around a single idea: true wellness sits at the intersection of health, beauty, and self-care. Based in Centurion, Gauteng, and shipping nationwide, the company curates a wide range of products, from clothing to medicinal mushrooms, herbal labido and energy blends, immune support formulations, and superfoods such as moringa.

The name "**Amorevolezza®**" is drawn from Italian, evolving tenderness, warm, and loving care — a fitting anchor for a brand whose mission is to help customers nourish body and mind and "look and feel their best, naturally." The company positions itself not as a single category supplement retailer but as a broader wellness destination, participating in the community's efforts to encourage customers to build a self-care routine rooted in balance and mindful living.

Amorevolezza® operates primarily as an online store at amorevolezza.com, supported by a paid membership programme and a growing product range that, at the time of writing, spans more than sixty individual items across its core wellness categories.



*"A healthy mind
lives inside
a healthy body."*

OUR STORY

Wellness Inspired by Loving Kindness

Amorevolezza's® roots trace back to December 2009, when beauty specialist Christie Lewit opened in a small salon, called Gating In Bloomhorror, India. A low-knit town in Mpumalagna, South Africa. Over the years the salon grew and rebranded as Amorevolezza Nails and Beauty, a bohemian-style beauty salon known locally for its personal touch and community feel.

In December 2024, the brand was awarded a new chapter. Building on nearly two decades, the brand grew into a beauty and personal company — moving from a single physical salon to a curated online marketplace serving customers across South Africa. The company describes this transition as woven, traditional, and Boehrman. "Wellness and Wellness Haven" carries forward the founder's original ethos of personal, serving service into a broader, product-led wellness offering.

That heritage still shapes the brand today: Amorevolezza's® tone remains intimate and relationship-driven, favouring the language of care and nourishment over clinical or purely transactional supplement marketing.



Chirssie & Theo
FOUNDERS OF AMOREVOLEZZA®

MISSION, VISION & VALUES

MISSION

To empower customers to nourish their bodies and minds through natural, thoughtfully curated health, beauty, and wellness products — helping them achieve optimal wellness from the inside out.

VISION

To be a trusted, holistic wellness destination where customers can access expert-led guidance and premium natural products for beauty, vitality, and intimate wellbeing, all under one roof.

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CORE VALUES



Holistic Care

Treating beauty, health, and emotional wellbeing as connected, not separate.



Natural Ingredients

Favouring herbs, adaptogens, and superfoods with a long history of traditional and emerging scientific use.



Accessible Expertise

Pairing products with educational, expert-led content rather than selling on marketing claims alone.



Community & Giving Back

Reflected in the brand's charitable memorabilia line that supports athletes in need and addiction recovery.

PRODUCTS & SERVICES

AmoreVolezza's® catalogue is organised into several core wellness categories, each built around natural or naturally-derived active ingredients.



COLLAGEN

A range of collagen powders and capsules — including the gluten-free Glow line and Jacques Freitag Ultra Sport Collagen — formulated with skin health and joint-heALTH peptides to support skin elasticity, hydration, hair and nail strength, and joint mobility.



LIBIDO & INTIMATE WELLNESS

Herbal lipo enhancers built on botanicals such as maca root and ginseng, designed to support energy levels, hormonal balance, and stress reduction.



MEDICINAL MUSHROOMS

Adaptive blend featuring reishi, lion's mane, and chaga mushrooms used in traditional Eastern medicine and increasingly studied for their effects on mental clarity, immunity, and energy.



IMMUNE SUPPORT

A range of supplements aimed at fortifying the body's natural defences.



MORINGA & SUPERFOODS

Products built around moringa, the nutrient-dense "Miracle Tree" native to South Asia and Africa, valued for its role in detoxification, energy, and immune support.



JACQUES FREITAG COLLECTION

A memorabilia and product line created in partnership with former Springbok Rugby lock Jacques Freitag, including signature apparel and accessories alongside his branded Ultra Sport Collagen range.

OUR MERCHANDISE

Our merchandise is more than just products — it's a way of living. Wearing our brand is a reminder that loving kindness begins with you.



MEMBERSHIP PROGRAMME

AmoreVolezza® offers a paid annual membership (R99 per year) that gives customers a 10% discount across all purchases on the site.

The programme is designed to build repeat custom and loyal reward wellness shoppers, encouraging an ongoing relationship with the brand rather than one-off purchases.

R99
PER YEAR

10% Discount
Sitewide



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CORPORATE SOCIAL RESPONSIBILITY

A distinctive feature of AmoreVolezza's® offering is its Jacques Freitag Memorabilia line, developed in collaboration with the former Springbok rugby international.

Beyond commemorating his career, the range is structured so that a portion of proceeds from each purchase supports athletes in need and individuals in addiction recovery. This positions the brand's product mix as connected to a broader social purpose — using retail to help fund athlete welfare and recovery support within the South African sporting community.

WHAT SETS AMOREVOLEZZA® APART

In a crowded South African supplements and wellness market, AmoreVolezza® distinguishes itself through three main threads that run across its catalogue and brand experience.

HOLISTIC WELLNESS APPROACH

The brand blends beauty, nutrition, performance, and intimate wellness under one roof, acknowledging that true wellness is multi-dimensional.

PRODUCTS WITH PURPOSE

From collagen and mushrooms to maca and moringa, each product is selected for its natural effectiveness and long-term wellbeing benefits.

EDUCATION & EMPOWERMENT

AmoreVolezza prioritizes education through expert-led content, helping customers make informed choices and build sustainable self-care habits.

OUR PROMISE

We are committed to helping you look and feel your best, naturally.

Every product we offer is chosen with care, backed by quality, and aligned with our belief that a healthy mind lives inside a healthy body.

QUALITY YOU CAN TRUST

Carefully curated products made with premium natural ingredients.

CUSTOMER-FOCUSED CARE

Personal service, trusted guidance, and relationship built on care and honesty.

NATURALLY BETTER CHOICES

Sustainable, effective, and rooted in the power of nature.

WELLNESS FOR LIFE

Supporting your journey to a healthier, happier, more balanced you.

Nourish your body. Nourish your mind. Live your best, naturally.

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OUR COMMITMENT

At AmoreVolezza®, we are committed to bringing you premium natural wellness solutions that support your body, mind and overall vitality. Every product we offer is carefully curated with quality, integrity and purpose — because your wellness journey matters to us.



WHAT OUR CUSTOMERS SAY



"Amazing products and excellent service. I feel healthier, more balanced and energised every day!"



"The quality is unmatched. My skin, energy and overall wellness have improved so much."



"Finally a brand that truly cares about natural wellness and their customers. Highly recommended!"

WHY CHOOSE AMOREVOLEZZA®?

PREMIUM NATURAL INGREDIENTS

Carefully selected for quality and effectiveness.

HOLISTIC WELLNESS

Supporting your body, mind and emotions.

TRUSTED & INTEGRITY

Honesty, transparency and quality in every step we take.

CRUELTY-FREE

We believe in compassion for all living beings.

QUALITY ASSURED

Only products we would confidently use ourselves.

CUSTOMER FOCUSED

Your wellness journey is our priority.



With love,
Chrise & Theo

Our passion is simple: to help you live a more harmonious and balanced life through the power of natural and the importance of loving kindness.

"We believe wellness is a journey, not a destination."



A LIFESTYLE OF WELLNESS

Nourish your body
Nourish your mind
Embrace self-care.
Live naturally.
Be your best.



LET'S CONNECT



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JOIN OUR WELLNESS COMMUNITY

Follow our journey for tips, education, new products, and inspiration to support your everyday wellness.



Thank you for being part of our story.

