

# Faithful to Nature crowns SA's favourite eco-conscious brands

By [Lauren Hartzenberg](#)

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Online retailer Faithful to Nature has revealed the winners of its inaugural Eco Awards, a competition introduced to highlight the South African brands and businesses committed to demonstrating and promoting conscious consumption and eco-friendly, ethical products.



In August, consumers were urged to nominate their favourite eco-warrior brands across six categories: Best Eco Product Innovation, Eco-Conscious Hospitality, Active Eco Warrior, Best Plastic-Free Brand, Best Grassroots Eco Initiative/Group and Best Vegan Product. They were able to vote for nominees across all categories, as many times as they liked.

Five nominees from each category were then chosen by a judging panel, after which the public voted for one winner per category.

## The greenies who took home the gold

**Best Eco Product Innovation:** [Bamboo Baby](#)

KZN-based online store specialising in modern cloth nappies and accessories.

**Eco-Conscious Hospitality:** [Kindred Kitchen](#)

Plant-based restaurant and smoothie bar located in Port Elizabeth.

**Active Eco Warrior:** [Garth Tavares \(Cape Town Vegan\)](#)

A food-loving Capetonian with a blog dedicated to all things vegan.

**Best Plastic-Free Brand:** [Back2Nature](#)

Cape Town producer of handmade natural skincare products that are organic and cruelty-free.

**Best Grassroots Eco Initiative/Group:** [The Bee Effect](#)

Addresses declining honey bee numbers and honey bee food security through urban bee farming, seed programmes and safe bee havens.

### **Best Vegan Product: [Antonia's](#)**

A producer of plant-based health foods that are handcrafted on an organic farm in South Africa.

## **Encouraging mindfulness**



On Friday, at Lourensford Wine Estate in Somerset West, recently appointed Faithful to Nature CEO Katrien Grobler presented the winners with a bamboo Eco Award plaque to recognise their pioneering efforts in the eco-conscious space.

The intimate celebration included a bountiful vegan harvest table lunch and a wine tasting at the estate's cellar.

Founder and director Robyn Smith started Faithful to Nature in 2007 with the vision to create a "Green Amazon" of Africa.

With a stringent ingredient policy filtering the brands that are included in its online marketplace, the company has become a trusted retail destination for the discerning, ethical shopper.

Commenting on the introduction of the Eco-Awards, Smith says, "We have a strong group of brands in the country who are working hard to help consumers make more environmentally-conscious decisions about the products they use every day – something heartily deserving of recognition."

"People are realising the increasing impact of their consumption decisions on the planet – the 'no straw' movement is a great example – and we want to support the brands who are helping us be more mindful about protecting the environment."

Eco-conscious consumers can look forward to the 2019 Eco Awards that will be commencing later this year – the launch of the Nomination Stage will be announced closer to the time.

[View our gallery](#) for pics of award celebrations and the winners.

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