

# ‘A Woman on a MISSION’...



**D O U N N E  
A L E X A N D E R. MBE. FRSA.**

**F**ounder of GRAMMA’S and ‘Joining Hands In Health’;- wife, mother, spiritual herbalist, model, publisher, author, motivational speaker, health campaigner and award winning business pioneer.

- Honoured as a **‘true pioneer & visionary’** (for her groundbreaking work, dedication, determination and vision... in natural foods, healthcare and business development).
- Honoured by **Queen Elizabeth II** - with the **MBE Medal** in 2007 (for her outstanding services to the British Food Industry).
- Voted one of the **100 greatest & most influential black people in British history** (included in the first official list for the millennium history archives 2000).
- **Most influential British women since 1945** (recognised in the BBC’s celebrated book – ‘Woman’s Hour’ in the chapter ‘Women who led the Way’).

A passionate believer in ‘Divine Purpose’ and also a strong advocate of ancient ‘self-healing’ traditions, Doune has consistently promoted the health-enhancing benefits of integrating natural foods with medicinal & culinary herbs for optimum health. In 1987, she created her herbal food manufacturing business (GRAMMA’S) and has remained a leading light in Britain, educating the nation on the importance of healing body, mind & spirit through the provisions of nature. Using personal experience (coupled with her phenomenal achievements) she provides real insight, motivation and inspiration to people from all walks of life.



2007.



## A T R U E P I O N E E R ...

**First** to integrate natural foods, medicinal & culinary herbs as one complete unit for sustainable health:- **first** to challenge the laws prohibiting health-claims on natural foods:- **first** to initiate health education & awareness campaigns on its healing benefits and the **first** to embrace all cultures, animals and the environment.

- **American Chilli Institute - 'The Hall of Fame'** - (her name was recorded in 1995, for bringing international recognition of the benefits of 'Hot-Peppers & Spicy Foods', making it the essential ingredient enjoyed today).

- **Black Businesswoman of the Millennium** - (first to establish premium quality foods, brand and label, and take 'traditional herbal foods' into the highest levels of the British mainstream markets; raising its profile, quality standards, respect, presentation and health awareness. Initially supplying prestigious department stores such as Harrods, Fortnum & Mason, Selfridges, Harvey Nichols; the top 7 supermarkets and Ireland;- exclusively mail-order from 1995).

- **British National Library** - (contribution recorded by the BBC and stored for posterity, as part of the 2000 British Millennium History Archives).

- **British Speciality Food Producer** - (first black business to gain official British business status;- first to carry the Vegetarian Society's approval logo and the first to obtain Jewish Kosher approval).

- **8 National Awards** - (1990- Women mean Business; 1990- Black Achievement Award; 1991- runner up in the British Food Processing Award (the winner was the chairman of the British Food & Drink Federation and second runner-up, the chairman of the British Meat & Livestock Commission); 1992- European Women of Achievement Award; 1993- Honorary Award; 1997- European Federation of Black Women Business-owners Award; 1999- Voice Newspaper outstanding Business Award; 1999- Windrush Business Pioneer Award; 2004 Trinidad & Tobago outstanding Service Award).

- **50 most powerful Black women in Britain** – (voted 2007).

**Woman of the Year** – (elected 1991, 1992, 2006, 2007).

**The Royal Society of Arts (FRSA)** – (became a Fellow member in 2004).

**Patron** – (4 British organisations).

**Face of the Millennium** - (1999 - one of the chosen faces for Oil-of-Olay's international advertising campaign).

- **Featured in 19 books.** (1988- BBC television series & Book 'The Perfect Pickle'; 1991- BBC television series and book 'Women mean Business'; 1991 Enterprising Women; 1991- Food Lovers London; 1991- Food by Post; 1992(USA) Peppers; 1993- By Faith & Daring; 1993- (USA) Black Women for Beginners; 1993- The Food Lovers Guide to Britain; 1993- Business Class; 1994- The Unemployables; 1994- Women In Britain (British Foreign Office); 1995- Pride of Black British Women; 1996- (BBC) Woman's Hour; 1996- Roots of the Future; 1996- Flavours of the Orient; 1997- Black Women Taking Charge; 1998- Black Londoners 1880-1990; 2001 -Portraits of Black Achievement (for UK schools).

\* Plus the highest profiled with over 400 features on television, radio, magazines and radio shows.

- **Publisher, Author & Motivational Speaker.** (wrote and self publish 'The Black Cinderella' and 'A mission of Love',- the latter was adopted by Coventry University as a course study text in leadership, entrepreneurship, personal development and social responsibility).

- **In 1994, discovered a 'MISSING LINK' in the food chain which could potentially restore most of today's health problems and is now set to revolutionize 21<sup>st</sup>.century healthcare.**



**OPTIMUM  
HEALTH,  
Balance & Daily  
Maintenance for  
YOU and your  
PETS**



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## The Healing Cuisine

**GRAMMA'S** is an ethical enterprise, specialising in the manufacture of Traditional Herbal Foods – based on the ancient principle that **‘Natural Foods are meant to Feed & Heal’**. The company founded in 1987 is named in loving memory of Dounne’s late grandmother (Wilhelmina Dallaway), whose cultural Caribbean background respected and embraced **‘spirituality, intuition, traditional folklore herbalism, natural foods and self-healing’**. Dounne’s unique range of premium quality *Herbal Pepper Sauces, Herbal Seasonings and Traditional Herbal Teas* (aids digestion, cleans and nourishes the blood, purifies the body, strengthens immunity, complements food nutrients and enhances overall wellbeing). Dounne is an advocate of fair trade, informed consumer choice, clear / accurate labelling, natural healthcare, mutual trust and a passionate believer in ‘Divine Purpose’. She has therefore incorporated these essential life elements into the ethos of **GRAMMA'S**.



- For more information about Gramma's Products visit [www.grammasintl.com](http://www.grammasintl.com).



# B I O G R A P H Y ...



Born (28<sup>th</sup>.Januaary 1949) in the Caribbean Island of Trinidad, Dounne was a severely premature baby with a life expectancy of only one month (with **no hope** of survival)...but thankfully her grandmother's strong faith, intuition, herbal knowledge and tender loving care, enabled her to survive against the odds.

- Under the watchful eye of her grandmother, she learnt as a child many valuable life lessons... steeped in the selfless tradition of sharing information in which to benefit others. Being raised in the Caribbean, Dounne experienced an amazing quality of life obtained through living in a pollution free environment; on a rich diet of natural foods; good old fashioned home cooking; home-made herbal remedies and on the spiritual belief that the 'universal creator' has provided adequately for all our needs through nature. Acknowledging '*food*' as their main life-source, her ancestors would pray for 'blessings & healing' at every stage of its development...from tilling the soil; planting the seeds; harvesting the crops, through to the final preparation of each meal or remedy. They also looked to God for guidance in everything they did.

## **This was the blue-print that has shaped her life.**

Dounne immigrated to Britain with her parents in 1962. Abandoning her initial vocation to become a nun, she completed secondary education and worked for over 22 years as a Chemical / Bacteriological Laboratory Technician and Housing Manager.

She married in 1971 and gave birth to two beautiful daughters. However, by 1986 after 15 years of marital abuse, she made the painful choice to leave her husband. A decision strengthened by the realisation that her children (whom she made every effort to protect) were aware of their marital problems. She will never forget her eldest daughter's profound words, "*Mum, whilst you think that we are asleep and can't hear what's going on - we've known all along because 'walls have ears'*" – when I grow up, I'll never let anyone treat me as if I have '**no value or worth**' – I fear that if you don't leave dad now, you may not reach 40 – dad is too controlling, demanding and abusive". Dounne then reflected on the strong single-mothers in the Caribbean, who were left to raise several children alone (surviving on menial, low-paid employment) and nurtured them into highly intelligent, respectful and successful adults. This inspired Dounne (an insecure, 7 stone bag-of-nerves) to immediately take up martial-arts where intense training, accelerated her confidence, physical and inner strengths – and within 6 months she was ready to take back control of her life. She moved out of her home, (leaving all their possessions behind) and began a new life with her girls (and 3 pets) in an unfurnished Council

flat. She then spent the first 6 months personally redecorating and furnishing their new home, until they were all comfortably settled. The next 6 months was spent planning their future – which saw her leave a full-time, secured job and bravely ventured into the unknown world of business. It was 1986 and Doune (like many women during the reign of Prime-Minister Margaret Thatcher), felt encouraged to seek a new ambitious career path...as an entrepreneur.

## TRAILBLAZER...

As a full time working-mother (on a low income), who has managed to raise her children on nutritious, home-cooked meals - Doune recognised that the nation was moving into a dangerously unhealthy-eating phase of artificial, processed, ready-made meals and junk foods...encouraged by manufacturers, retailers and the government. Foreseeing the long term damage to present and future generations, she chose to adopt the key elements of nature, nurture and social responsibility to formulate a unique business-plan - *“to take care of people in the same way my grandmother took care of me”*. She aimed to provide the best nature has to offer; teach basic life skills; share information to help people make informed choices about their health and to develop a close relationship built on mutual respect, trust and love. She also felt that the *‘spiritual connection between God & Life’*, as well as her ancestors ‘self-help’ practices were fast disappearing and therefore wanted to preserve these valuable traditions, in the hope that future generations could learn to appreciate *‘food as medicine’*.



A year later (1987), armed with her unique range of **Herbal Pepper Sauces** and their amazing medicinal ‘folklore’ history, Doune created **‘GRAMMAS’**. Within 3 months (and without any formal business training, experience, qualifications, collateral or finance), she single-handedly negotiated them into Britain’s most prestigious department stores **Harrods** and **Fortnum & Mason** – with extensive media coverage and was instantly hailed a national inspiration.

By the end of that year, her sauces were proudly on the shelves of other department stores around the country (Selfridges, Harvey Nichols, Bentalls, Rackhams, Howells and Kendale Milne). After a 2 year battle with the British banks, in 1990 she eventually raised the finance to establish her first factory. Doune went on to surpass her natural negotiating skills, by placing the products into the top 7 mainstream supermarket chains (Tesco, Safeway – now called Morrisons, Asda, Waitrose, Sainsbury, WM.Low, Co-op); and stores in Ireland. A feat never before achieved by any small British business and the largest national distribution with listings in over 700 stores.

- **GRAMMA’S HERBAL PEPPER SAUCES are the original ancient ‘hot herbal sauces’ – never before commercialized and therefore unique to the world market.**

Prior to Doune’s revelations, the British medical establishment believed that ‘hot-peppers’ were dangerous for health and therefore discouraged its use in food. So in 1990, Doune took it upon herself to initiate the first national ‘Health Education & Awareness Campaign’ on the nutritional health benefits of *‘hot-pepper & spicy foods’*...and also produced the first detailed evidence on its medicinal ‘folklore’ history. She further gained the backing of the renowned British Medical Professor - Irwin Ziment (who is a leading specialist in respiratory disorders; head of the American UCLA School of Medicine; plus author of ‘Practical Pulmonary Disease’ - which is the first modern medical book to contain a food recipe ‘Hot Chicken Soup’, described as *‘a gourmet concoction’* as well as *‘a medicine’*). As a result, **‘hot peppers & spicy foods’** has become the essential ingredient it is today. Doune’s name was then officially recorded in the **American Chilli Institute’s Hall-of-Fame** ...gaining her the respect of many Doctors, Gourmet Connoisseurs and Food-Lovers alike. In 1991, she was head-hunted by the British Health Authority to deliver the keynote speech and launch their

new **'Look after your Heart & Food Guidelines Charter'**– introduced by Dr. Leila Less (Director of Public Health) and officially signed by Sir William Doughty (Chairman of the Regional Health Authority). Her prophetic speech (entitled **'Food for Health'**) was so well received that it left the audience of health professionals in awe. This spurred Doune on to call upon the Government to supply her 'Herbal Pepper Sauces' to vulnerable pensioners as a special *'winter warming gift'* – to help combat *hypothermia, thrombosis, poor circulation, heart disease, cancer, congestion and breathing problems (asthma, bronchitis, emphysema, colds & flu)*.. reported to kill over 40,000 pensioners annually. Later that year, she was invited by the popular television show **'This Morning'**, to demonstrate how to make her 'Caribbean Hot Toddy Drink' to aid the country's 'flu epidemic' as doctors were running out of medication. Many years later (2006), she offered her sauces to the Chancellor of the Exchequer (Gordon Brown MP) to assist his baby suffering from *'cystic fibrosis'*. Gordon Brown became the Prime Minister a year later.

## SPIRITED FIGHTER....



The mid 1980's saw the early days of Enterprising Britain – when although the Establishment encouraged everyone to go into business, they themselves did not understand business or the needs of entrepreneurs...hence *'the blind was leading the blind'*. Therefore, Doune found herself in the frontline – battling for change and acceptance in every area of business. Despite all of her achievements, behind the scenes...the combination of being black / female / single-parent / and on the breadline - meant she also faced enormous barriers blocking every path to success, forcing her to fight continuously for survival. For example;- within 6 months of launching Gramma's the 'British Medical Licensing Authority' insisted that she recalled her products from the stores; threatening heavy fines or imprisonment, if she did not withdraw the 'health claims' made on her sauces. However, the verbal request also had racist undertones. So she demanded a private meeting with the department-heads; represented herself and won the case...even though it was still illegal to make health-claims on food, Doune's became the exception to the rule. Shortly after, the American giant company Campbell's demanded that she changed her business 'trademarked' name, insisting that it encroached on their trademark 'Granny's Soup'. Doune employed the services of a Patent Attorney and won the case. Another great example was in raising finance for expansion. Although her products were in 7 department stores, selling well and had firm interest from major supermarkets such as Tesco, Safeway, Sainbury and Asda, this did not give her any credibility as an astute businesswoman, because she had the added disadvantage of having 'no money or property as collateral'. However, she needed to set-up a factory in order to supply the supermarkets, but no bank would lend her any money. So, she spent 2 years studying the various Government 'business finance legislations & schemes' and stumbled upon **'The Government Small Firms Loan Guarantee Scheme ('GSFLG')**...for women in her position. She took the information back to her bank-manager, who was completely unaware of its existence and even taught him how to make the application. Within 3 months, she secured

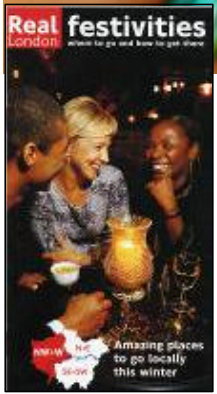
the scheme's maximum funding of £100,000 and was able to establish her first factory and supplied the supermarkets. However, realising that lack of information and awareness was putting small businesses at risk, she engaged the support of the 'Greater London Enterprise Board' to host a seminar for 50 Bank Managers (from various British banks) and questioned if any had heard of, understood or ever applied the **GSFLG** scheme...and none did. Doune then threatened to expose them to the Government and national media, if they did not start applying it immediately. From then onwards, even though hundreds of businesses were saved, no one knew who caused the change as it was never publicised. She was soon to realise that it was not in her best interest to threaten or challenge the Banking Institution and within 6 months her bank-manager who also became envious of her high profile and incredible achievements, deliberately forced the business into liquidation...commenting "*you are trying to get too big too quick – you should have stayed in your kitchen*". Fortunately, Doune understood the fundamental reasons why her experiences were so extreme and also as a lecturer, was all too aware of the desperate plight and despair of other business-owners...many driven to prostitution, mental-breakdowns or even suicide. She herself was routinely offered 'sugar daddies' in return for business finance by top Government Enterprise Agencies & financial consultants, plus others tried to steal her business. This brought about the self-publication of her first book '**The Black Cinderella**' (1992), which provided a first-hand insight into Banks insensitivity towards women; start-up & minority businesses; institutionalised racism & discrimination; lack of financial support / access / effective training or legal redress, plus corrupt insider dealings. When publishers rejected her manuscript due to its sensitive and volatile issues, she sought advice from the international writer Ken Follett who not only appraised the book but also gave his blessings. Doune then simply set up her own Publishing Company (**UNITY BOOKS**) and published it herself. She sent copies of the book to the Prime Minister and all 600 members of Parliament, which had a major impact on Government policies during that year's general-election, influencing positive changes that are still benefiting businesses today... some of which included the appointment of a '**Bank Ombudsman**' for small business' (prior to this they had no legal redress against their banks); increased the '**Government Small firms Loan Guarantee Scheme**' from **£100,000 to £250,000**; plus encouraged the development of '**female**' focused **Enterprise Agencies & Network Groups**. She was then asked to be a business-adviser to the Shadow Government (at cabinet level). She was later informed by a Government-insider that the contents of her book terrified the Government because it was the first, based on personal experience and statistical facts. The information was so damaging that a top political 'think-tank' organisation tried to use it as a tool to bring down the Government. Refusing for her book to be used in such a negative way, she opposed their actions and in doing so, prevented the exposure of one of Britain's biggest political scandals. A few years later, the Governor of the Bank-of-England (Mr. Eddie George) invited her to a private meeting to discuss eradicating discrimination of women & minority businesses within the banking institution...which was another major breakthrough.

Doune has single-handedly and repeatedly taken on the establishment and won every time...with incredible self-belief, single-mindedness, fierce determination and selfless attitude..."*if this is happening to me, then others are suffering and hurting too. So for my children's sake and theirs, I must break the mould and create a better future for all*". Although these unforeseen interruptions seriously hampered her business progress, she was more than satisfied with the outcomes.

## **ROLE-MODEL...**



Doune soon realised the importance of publicity to create public awareness in which to promote her work and business. But lack of finance, meant that she also had to take on the additional task of handling her own marketing and publicity. She swiftly became one of the highest profiled businesswomen of her time; accumulating over 400 features on television, radio, magazines, newspapers...

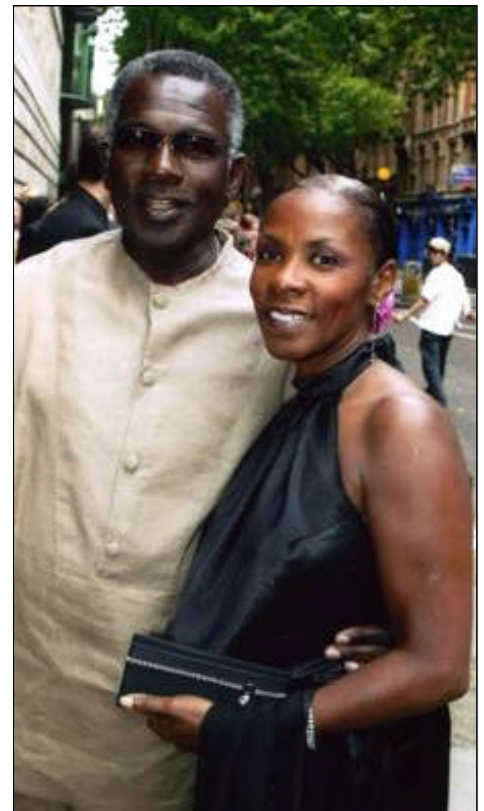


- Modelling for 'Transport for London & Specsavers'.

In 1999 (aged 50), Oil-of-Olay chose her for their international millennium adverting campaign...which kicked off a part-time career as a classical model and in 2002, she was featured in the national press amongst Hollywood actresses/models such as Andie MacDowell, Isabella Rossolini and Lauren Hutton, as one of the most beautiful women over 50.

Dounne has met seven members of the Royal family – the Queen’s mother, Princess Margaret, Prince Charles (invited to judge and present the Prince’s Trust Business Awards in 1994), Princess Anne (loved her pepper sauces and became a private customer), the Duchess of York, the Duchess of Kent and in 2004, invited by Buckingham Palace to the Royal Garden Party where she met the Queen. It is believed that **Dounne and her husband may be the first married couple independently honoured by the Queen for service in their respective fields (OBE for the Arts and MBE for the British Food Industry).**

as well as, appeared in 19 inspirational books (including ‘**Women’s Hour**’ by BBC Radio 4 – celebrating influential British women since 1945 – in the chapter ‘*Women Who Led The Way*’ and **Business Class** (an educational university book for professionals and advanced business students), in the entire chapter ‘*The Entrepreneur*’. Dounne went on to become a Business Adviser to Enterprise Agencies and motivational speaker. Within Gramma’s, she also provides a support-network for customers who have their own businesses, plus works in partnership with other businesses whose products complements her own. Since 1988, she’s been a ‘child sponsor’ with Plan International, caring for disadvantaged children in undeveloped countries. In 1998, she was invited to launch BBC’s Diversity Data Base. That same year, she married actor Rudolph Walker OBE who later became a Patron for one of her charities ‘The Little Haven Children’s Hospice’.







A selection of media features 1987 to 1996



## A SENSE OF PURPOSE...

In 1992, at the height of her ambitious career Doune became gravely ill - suffering **severe spinal damage** (unable to stand or walk for more than 5 minutes), **repetitive strain injury (RSI)** in both hands and suspected '**breast cancer**' (*benign lumps*) with a warning that they could turn cancerous. Medical specialists recommended spinal fusion, lumber puncture and a lifetime on strong pain-killers...but she rejected them all. The following year, her mother was diagnosed with '**ovarian cancer**' and died within 10 days. A loss made even more painful as they worked closely together. However, continuous and often excruciating pain meant Doune could no longer manage the demands of supplying the stores, therefore she withdrew the products and transformed GRAMMA'S into an exclusive mail-order company.

Reflecting on her traditional roots, Dounne embarked on a personal journey of self-healing combining prayer, meditation, exercise and natural foods. A quest for further answers also led her back to her Caribbean homeland, where she unearthed the ancient super-foods that kept her ancestors incredibly healthy, youthful and strong. To her complete surprise, these foods and herbs not only restored her health but also that of her daughter's 10 year old dog 'ZARA' who was diagnosed the following year (1994) with terminal '**mammary cancer**' and given only two weeks to live. The Vet confirmed that there was '**no hope**', as the cancer was too advanced, too aggressive, inoperable and that no existing medication or treatment could possibly save her - hence advised euthanasia as the only option. But when her daughter asked this thought provoking question "*Mum! If I became terminally ill like Zara, could you have me killed?*" This was the wake-up call that made Dounne realise how easily disposable animals are in our society today. So with nothing to lose or no one else to turn too, she **turned to God for help** and was guided through meditative prayer to take Zara off all commercial dog foods; put her on a home-made vegan / vegetarian diet and to also brew a special '*blood cleansing herbal tea*' using 15 specific herbs and give it to Zara 3 times daily. Within 24 hours, Zara's breathing had improved; pain and fever stopped. A week later, incontinence stopped and from being unable to crawl or walk unassisted – she was now up, standing freely, alert, bright eyed, wagging tailed and running around like a puppy again. After six weeks, the Vet confirmed that all (but one) of the cancerous lumps had completely disappeared (the one remaining had reduced to the size of a small pea); her damaged organs (lungs, liver & kidneys) were all restored; her weak heart was now very strong; blood cells were 'cancer-free' and she was generally in excellent health. Amazed, the Vet asked if she could give the tea to another cancer stricken dog. When she had the same results, she advised Dounne to inform the British Medical Association, who unfortunately lacked interest and simply dismissed her with the statement – "*If it worked on an animal, it doesn't mean that it would work on humans as our systems are different*". To which Dounne questioned - "*If this is true, why then are you spending billions to make, research and test synthetic drugs on animals for use as human medicines?*"

Determined to get the tea medically researched, Dounne then sought guidance from several doctors and medical professionals, who believed that the tea should be taken seriously as it had potential and warranted further investigations - but warned that the cost of medical trials would be far above her means (in excess of £500,000). However, as a trained 'Laboratory Technician', she could set up her own independent research to determine the tea's full effectiveness. She did so immediately...using herself, family, customers and their pets as test cases – collecting written and oral testimonial evidence. She then made a conscious decision to put her business on hold devoting all her energy and time researching this seemingly miraculous product.

## **RESEARCH FINDINGS...**

The results of the research (ongoing since 1995) proved even more astonishing, showing positive benefits on a much wider range of other conditions relating to humans and animals - including *heart disease, strokes, seizures, diabetes, high cholesterol & blood pressure, arthritis, incontinence, food poisoning, weight control, fluid retention, irregular & painful periods, premenstrual syndrome, menopause, fibroids, congestion & breathing problems (colds, flu, asthma, bronchitis, emphysema), skin disorders & allergies, tiredness, indigestion, constipation. It's so **non-toxic** that even pregnant mothers and babies had no adverse side-effects with the added bonus of increasing their breast milk. Additionally, it helped animals with itchy skin, fur loss (restoring growth, making it reconditioned, thick & glossy), kidney infections, irritable bowel & auto-immune syndromes, colitis, calming aggression & hyperactivity, nervousness (increasing confidence), kept gums and teeth healthy. It also strengthened the immune system, increased energy, speeded up recovery, prolonged life expectancy and improved overall wellbeing* **In many cases, 'Zara's Herbal Tea' healed where medication failed.**

The research also uncovered further devastating evidence of wide spread cancer and other chronic illnesses in the animal population – mirroring the exact same illnesses found in humans. However, as most Vets rely mainly on conventional treatments, when these fail '**euthanasia**' is the only option offered to owners – who out of love (and to

prevent unnecessary suffering) reluctantly put their pets down. So each year thousands die prematurely. Even more frightening, the research also discovered the horrifying side-effects from using two common household conveniences **'micro-wave ovens & plastics'**, which contains the 'cancer' causing poison **'dioxin'** that drastically increases our risk. Like most people, Dounne's family (including her parents) used both items daily to store, freeze and heat food...and could have therefore contributed to her father's death from **'prostate cancer'**. However, Dounne also has a strong family history of cancer (mother died from **'ovarian cancer'**, grandfather from **'bowel cancer'**, **uncle** from **'lung cancer'** and aunt from **'brain tumour'**), which makes herself and daughters extremely vulnerable to the disease, but thankfully her work and 'Zara's Herbal Tea' gives them real **'hope'** for the future.

## **PREVENTION IS BETTER THAN CURE:**

In 2001, two British 'Noble Prize' cancer research scientists (Sir Paul Nurse & Tim Hunt) revealed that there is **'no single cure for cancer'** and many more years of research was still required. Gordon McVie (head of Cancer Research UK) stated in the Observer magazine that – "Many promising new drugs have arrived on a wave of hype in the past 30 years and almost all have disappointed. Often it has been **'natural products derived from plants and fungi'** that have proved most effective".

Spiritual Guidance confirmed that there were and is **'no drug cures' for cancer or any other disease**. All drugs are still scientific experiments. Most of the drugs like chemotherapy and antibiotics are toxic poisons which destroys both 'good & bad' cells and also the immune system, thus weakening the body's ability to fight the disease, repair and heal itself. If a 'cure' existed then scientists, doctors (their families) or millionaires would not be dying from the disease. Cancer kills some 3000 people in Britain per week. Once the cancer develops, it never leaves the body and simply lays dormant during remission (suppressed by the drugs) only to return even more ferocious within one to two years. The continuous use of stronger 'anti-cancer drugs' causes greater damage which eventually leads to death. More deaths are caused from these drugs than the cancer itself. And it is for this reason scientists have now moved into the research of 'gene therapy' in the hope that this could provide some answers. But again, many years of research are needed to prove whether or not it is of any benefit. In December 2003, Dr Allen Roses (Vice President of GlaxoSmithKline – the world's largest drugs company) confirmed on the national news that *"90% of modern drugs only works in about 30% of patients"*. According to Mr. Craig Sams (Chairman of the British Soil Association) - *"Every year the National Health Service spends £7.2 billion on drugs. Each year 40,000 Britons and 105,000 Americans die from taking prescription drugs, correctly administered. These drugs are now the sixth largest cause of death in the USA (where the average 60 year old regularly takes five different medications). According to Dr. Roses figures – 70% of these deaths could be caused by drugs that never had a hope of working in the first place. So why do Doctors prescribe drugs that do so little good and so much harm"*. Dounne's research further revealed other chronic health problems causing substantial premature deaths annually, for which there also appears to be no medical solutions...such as 'hypothermia' (over 20,000 pensioners); 'flu' (over 10,000 pensioners); 'thrombosis' (over 60,000 hospital in-patients); 'pain-killers' (over 10,000) and provides simple life-saving answers using natural foods. For more information read 'Health Alert' and her campaign speech on the website.

## **HAPPY ENDINGS...**

Since Dounne's diagnosis in 1992, she has been drinking 'Zara's Herbal Tea' daily and recent ultra-sound scans, mammogram and physical examinations showed that the breasts lumps have completely disappeared and she was still in good health. The tea has also helped her to manage the menopause without resorting to Hormone Replacement Therapy (HRT).

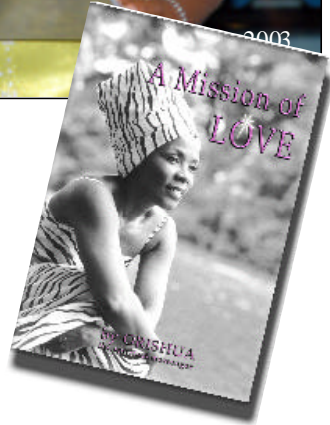
Happily, Zara survived for an additional 5 years maintaining a good quality of life...the tea kept her cancer contained, under control and benign; no secondary cancers ever developed and she eventually died peacefully and pain-free from old age at 15. This in itself was remarkable, as the average life span for Labradors is only 12 years. Dounne named the tea in her loving memory **'Zara's Herbal Tea'** as a fitting tribute to a beautiful angel who has left a precious 'gift-of-life' for the world.

## THE MISSING LINK...

Spiritual guidance also confirmed that ‘good or bad health’ has nothing to do with ‘genes’ but with ‘what we eat’...and that the one thing we all have in common (including animals) is **BLOOD**...which needs to be kept constantly **clean, nourished and alkaline** to maintain good-health, prevent illness and stave off long term problems. *The main cause of ‘disease or illness’ is due to ‘excessive acidity’ in the blood.* This simply means that we all need to eat the same nutritious ‘alkalizing’ foods in order to obtain optimum / sustainable health. Hence, the tea not only **cleans & nourishes the blood** but (for the first time) actually **FEEDS THE BLOOD**. It also compliments food nutrients by providing **the balance between what we ‘eat & drink’**. Proving that the key to good-health is ... ‘**Healthy Blood = a Healthy body**’.



Dounne then realised that through the creation of ‘Zara’s Herbal Tea’, she had accidentally discovered a ‘missing link’ in the food chain which could play a vital role in eliminating many of our modern day health problems. So with renewed energy and a sense of purpose, her next challenge was focussed on getting this important information across to the general public and the Government.



## A MISSION OF LOVE...

In 2001, Dounne emerged self-healed and fighting fit for the launch of her breathtaking autobiography 'A Mission of Love' in the House-of-Lords. This 800 page *'inspirational masterpiece'* took 5 years to write and reveals her amazing life; spiritual messages & beliefs; Zara's full story (including special recipes & testimonies). It also exposes commercial hype, exploitation & hidden agendas (profits before consumer health & safety); global pollution; scientific interference; the interconnected dependence we share with each other, animals and the universe, plus an in-depth insight into the causes and solutions of our poor health. 'A Mission of Love' proves that Dounne was and still is years ahead of our time, as her predictions are only now being realised and reported as new scientific findings. The book was instantly adopted by Coventry University as a course study text in *leadership, entrepreneurship, personal development and social responsibility.*



## JOINING HANDS IN HEALTH.

*(national health awareness campaign)...*



Zara’s recovery, the resultant research and spiritual messages, was the inspiration behind the launch of her second campaign ‘**Joining Hands In Health**’ in 2003 – held in the Mayor-of-London’s office, with yet another profound, awe inspiring speech. An independent, self funded, voluntary campaign - its powerful statement ‘**HEALTH is the only universal issue that unites us all as one**’ - is the first of its kind to embrace all cultures, animals and the environment...and aims to encourage everyone back to a more natural way of life and to take responsibility for their own health. Dounne says – “**Sickness is not selective or discriminatory, when it strikes we are all in the same boat. Sickness does not care if you are black or white, male or female, baby or pensioner, royalty, politician, celebrity or vagrant, homosexual, bisexual or heterosexual, atheist or religious, animal or human. So it is extremely important for everyone to realise that no matter ‘who or what’ we are...we are all equally susceptible and vulnerable to illness. Therefore, by sharing this amazing story, vital messages and testimonies, I hope to make people consciously aware that ‘natural foods are our best medicines’; revive these simple ancient ‘self-help’ practices and in this way... heal the nation**”.



In addition, the campaign aims to raise awareness & funds for charities caring for terminally ill children and sick animals. Currently supporting ‘**The Little Haven Children’s Hospice** and **The African Caribbean Leukaemia Trust (ACLT)**’...and in the future plans to support orphans with HIV/Aids. So far over 100 ‘A’ List celebrities have ‘**JOINED HANDS**’ including *Eric Clapton, Madonna, Sir Trevor McDonald, Twiggy, George Michael, Jamie Oliver, Trudie Styler, Sir Steve Redgrave, Chris Tarrant, Barry & Robin Gibb (Bee Gees), Linford Christie, Shane Richie, Graham Norton* - to name a few. Celebrity contributions are doing a great job of highlighting the campaign but for it to truly succeed she needs everyone to ‘**JOIN HANDS**’ with her. To support, simply trace your hand, write a personal health message in the palm, include a £1.00 donation, and return it by post. A portion (10%) of all funds raised will be donated to the charities.



Described as a historic journey to **self discovery, empowerment, restoration** and **HOPE**, the campaign will come to life in 2010 with an exciting ‘**show of hands**’ health exhibition...show-casing all the hand-tracings, plus the celebrity ‘hand-tracings & memorabilia’ will be auctioned at the grand-finale for the charities. The goal is to create the most peaceful, pro-active and powerful statement on healthcare and natural foods. After which the ‘public hand-tracings’ will be presented to the Government in the hope that the **nations’ views will be taken into consideration when making future healthcare policies – plus open doors and pave the way for other herbal food products, remedies and practices...ultimately giving consumers greater choice and control over their own personal healthcare.**

Celebrity support: Barry Gibb, Twiggy, Jill Halfpenny, below carer looking after sick baby at Little Haven’s Hospice and Founder of ACLT, Beverley De-Cole with son Daniel

# BUILDING A HEALTHIER FUTURE.

## Creating a sick-free nation and healthy economy:

50 years ago **'home-cooking'** was the norm, which gave parents personal responsibility as the caretakers of their families and pets health. It also encouraged self-awareness, observation and stimulated health education. They were knowledgeable about the benefits of **'natural foods'** and many **'safe' herbal-remedies'** which they expertly prepared and successfully treated all forms of ailments. In those days cancer and other chronic illnesses were **'rare'** conditions... making **'drug medication'** the last resort. However, nowadays the balance of control has shifted and people are now more reliant on **'commercial ready-meals, junk-foods & synthetic drug medication'**, causing what is being witnessed today (i.e. escalating chronic health, mental & physical breakdown with aggression, crime and anti-social behaviour spiralling out of control). Hence, the reasons why Dounne believes that we need to revive these **'basic life-skills'** and put the control back into peoples' hands.

Statistics confirms that both the nation's health and Health Service are in serious crisis. The exceedingly high ratio of chronic illnesses such as 'heart-disease, cancer, HIV/aids, high blood pressure, high cholesterol, diabetes, obesity' etc – affecting **1 in 3** of the population (over 20 million people), means that the likelihood of one member in every family falling prey to a terminal condition is extremely high. Although most people have lost confidence in their doctors, but having also lost the knowledge of these simple **'self healing'** practices, leaves them helpless and at the mercy of a **'Health Service'** which can no longer cope or afford to adequately take care of them. Like the tens-of-thousands who die prematurely, Dounne knows that she too could have been just another annual death statistic. The average cost of current cancer-drugs alone is estimated at £20,000 per person annually (subjected to postcode rationing) – whereas 3 cups of **'Zara's Herbal Tea'** daily, cost only £500 per person annually. This works out to less than the retail price of a normal cup of tea or coffee. Consider the possibilities of giving the tea to pregnant mothers and their babies throughout life; it could potentially prevent the development of most (if not all minor or major illnesses), which simply means that we could be looking at a **'sick-free' nation** within the next decade.

Hence, **'one cup-of-tea' could literally heal the nation, and also save the NHS and the national economy billions.**

Confident that her work promises to be one of the biggest breakthroughs in overall healthcare for both humans and animals, Dounne plans to submit her research evidence to the Government and cross-party leaders, asking them not only to **'JOIN HANDS'**, but to also **'PARTNER'** ongoing research, in the hope that by 2010 **'Zara's Herbal Tea'** will be made available in hospitals via the National Health Service for... the sick, pregnant women, children under 16 and vulnerable pensioners; plus animals via veterinary centres.



Dounne has been approached to trial the tea in hospitals in Sweden and Finland. Unlike Britain, these European countries are more interested in **'natural remedies'** (80% of the population) than synthetic drug medication. This might encourage the British Government to take her work more seriously and follow suit.

- Dounne's unprecedented work holds some amazing answers for the future of national and global healthcare.

*"Let thy Food be thy Medicine and  
thy Medicine be thy Food"*

(Hippocrates – known as the ancient father of medicine).

## A 21<sup>st</sup>. C e n t u r y V I S I O N A R Y ...

Over the past 20 years, Dounne's profound predictions have now become reality and are being vigorously tackled by many in the public-eye such as **Jamie Oliver** (School Dinners); **Dr. Gillian Mckeith** (You Are What You Eat); **Patrick Holford** (Food is Better Medicine than Drugs): the new sector of '**Functional Super-Foods**' (which legalised 'health claims' on certain natural foods), plus **scientific vindication** that 'Hot Peppers' are cancer preventatives. However, there are many more predictions still waiting for the world to catch up.

Dounne is now satisfied that her research findings to-date has sufficiently laid the foundations for her work to be taken seriously, coupled with the surprise MBE honour in 2007 to cement her place in history.



Dounne receiving her MBE in February 2007.

### Dounne's dream is to...

- Continue developing her ethical business based on spiritual consciousness, mutual respect, trust, shared responsibility and love;-
- Be a catalyst for positive change.
- Challenge the status quo.
- Empower the nation to take responsible control of their health.
- Make a DIFFERENCE.

It is little wonder that she is often referred to as a **beacon-of-HOPE** and a true pioneer for positive change.

**She says:-** *“My life, health and blessings is a direct result of a strong faith in God & in myself. I've always worked with Him; for Him and through Him. I believe that ‘God's Foods’ were and still are our best medicines and that most of today's health problems can be restored if we understood how to use them correctly. Furthermore, I have had no previous experience, training or qualifications in all the things I've achieved...God has been and still is my only ‘teacher’, which goes to prove that ‘He is the greatest MASTER and shows what can be achieved if only WE BELIEVE. The MBE Medal is my ultimate accolade to-date, which I am proud to share with my daughters - for having faith in me; believing in my dreams; and for their steadfast support, dedication, hard-work and genuine love. They are truly my greatest blessings, for without them, I would not have achieved so much or reached this far. It is also a fitting tribute and legacy in recognition of my ancestors ‘self healing’ traditions and valuable contribution to the world of natural foods and healthcare”.*



For more information on Doune's work; campaigns, speeches, testimonies, products,  
mail order purchases, etc . Please either –

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