



'A Woman on a MISSION'...

DOUNNE ALEXANDER. MBE. FRSA.

Founder of GRAMMA'S® and Joining Hands In Health® - wife, mother, spiritual herbalist, publisher, author, motivational speaker, mentor, health campaigner and award winning business pioneer.

- Honoured as a **'true pioneer & visionary'** (for her groundbreaking work, dedication, determination and vision...in natural healthcare and business development).
- Honoured by **Queen Elizabeth II** - with the **MBE Medal** in 2007 (for her outstanding service 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 2000 British millennium history archives, plus her contribution recorded by the BBC and is stored for posterity in the **British National Library**).

FOUNDER'S PROFILE.



REVOLUTIONIZING 21st.CENTURY HEALTHCARE:

Long before the invention of synthetic drugs and artificial foods, Dounne's Afro-Caribbean ancestors relied solely on nature for their 'food, cosmetics & medicine' to maintain life long health based on the universal Laws-of-Life (i.e. LOVE).

Dounne (60) is a passionate believer in 'Divine Purpose, Spiritual Consciousness and a strong advocate of Traditional Self Healing'; based on the ancient principle that **Natural Foods are meant to Feed & Heal**.

For over 20 years, she has been spearheading 'traditional natural healthcare' emphasizing the importance of healing mind, body & spirit through the provisions of nature;- home-cooking and the essential role it plays in maintaining overall (whole body) health. In 1987, she established **GRAMMA'S** (an ethical herbal-food manufacturing business) specifically to serve this purpose... and is the first to integrate 'natural foods with medicinal & culinary herbs' for optimum / sustainable health.

In 1994, Dounne discovered *A Missing Link* in the food chain which healed herself and family pet from terminal cancer and was the inspiration behind her **Joining Hands In Health** awareness campaign. Through it, she hopes to revolutionize 21st.century healthcare by taking 'food & medicine' to the next level. Her ultimate dream is to re-educate and empower everyone to manage their own health; plus join forces with the National Health Service, Doctors, Health Practitioners & Carers to provide cost-effective healthcare solutions, as well as integrate animal health & welfare. In 2008, The Minister for Public Health finally approved her extraordinary herbal-products for use in hospitals and hospices. In 2009, The Royal College of Obstetricians & Gynaecologists approved her 'Organic Omega Oils 3,6,7,9' for pregnant women throughout the UK. In 2009, she took up the quest to protect God's healing foods from the clutches of the European Union to safeguard and preserve natural

healthcare for future generations. In November'09, she was invited to personally present her case to the 700 members of the European Parliament in Brussels.

TRAILBLAZER: Dounne has remained a leading light (beacon-of-HOPE)... blazing the trail for natural healthcare and disadvantaged businesses (women, men & minorities). Through personal experience she provides real insight, motivation and inspiration to people from all walks of life.

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Born (1949) in the beautiful Caribbean Island of Trinidad – as a severely premature baby with a life expectancy of only one month. Thankfully her late grandmother’s strong faith, intuition, tender loving care and incredible knowledge on the health benefits of natural foods and folklore herbal remedies... enabled her to survive against the odds.

As a child, under her watchful eyes, she learnt many valuable life lessons... steeped in the selfless tradition of sharing information and knowledge 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 abundantly for all our needs through nature. Respecting **Mother Earth** and 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. Their belief was simple:- **‘GOD is LOVE’** and therefore trusted & looked to Him each day for guidance on life. Hence, *traditional self-healing* (i.e. mind, body & spirit) has always been linked to spirituality.

This was the blue-print that has shaped her life and later realized that it was also the purpose for which she was Sent-to-Serve.

By this means, her ancestors were able to maintain **Good Health** from creation over billions-of-years and only became ill when they disobeyed the **Laws-of-Life & Nature**. Dounne explains:- “I was 5 years old when my great-grandmother (an African spiritual-herbalist & midwife) died at the age of 113 – from old age and not sickness. She had impeccable memory; excellent eye sight; no age related conditions; aches, pain or feebleness; all her own teeth (perfectly strong, clean & white, using only the Hibiscus plant as a natural toothbrush) and was in the best of health. **This was considered normal - SICKNESS was RARE in those days...** it was

natural to feel WELL all the time. But a generation later, after Western scientists began using us as experimental guinea-pigs (i.e. vaccinations & other synthetic drug-medications), my family's 'life span' fell by over 40 years; all dying from chronic illnesses... my grandmother (73) from heart-disease; grandfather from bowel cancer; my mother (68) from ovarian-cancer; father (83) from prostate-cancer, plus many, many others". Dounne believes that by "abandoning our 'faith & trust' in God and His Healing Foods, we have lost our 'Divine connection' with the universe... and by putting this trust-in-doctors has resulted in a world where **sickness has now become the NORM.**

"Recognizing that scientific interference; lack of education & misinformation is the root cause of chronic illness; prolonged poor health and premature death, I chose to follow in my ancestors footsteps, plus those of the two most respected fathers-of-medicine - HIPPOCRATES who 2500 years ago famously quoted '*Let thy Food be thy Medicine and thy Medicine be thy Food*', and PARACELSUS who 500 years ago stated '*all that man needs for health & healing has been provided by God in nature, the challenge for science is to find it*'. Therefore, GRAMMA'S (named in loving memory of my late grandmother) was established to re-educate & encourage everyone back to a more natural way of life, in order to regain the knowledge of these ancient practices and also experience 'self-healing' (first hand); and in this way restore HEALTH, as well as *faith, trust & respect for God's Healing Foods*. I hope this will enable everyone to reconnect with the **Universal-Power-of-Love** and their **Divine Spiritual**.

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ACHIEVEMENTS

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 optimum / sustainable health for both humans & animals:- **first** to challenge the laws prohibiting 'health-claims' on natural foods:- **first** to initiate health education & awareness campaigns on its healing benefits:- **first** to embrace all cultures, animals and the environment:- **first** to initiate major Government policy changes for disadvantages businesses (women, men & minorities).

A NATIONAL INSPIRATION – After leaving secondary school at 17, Dounne worked for over 22 years as a Bacteriological & Chemical Technician and Housing Manager. She got married in 1971, had 2 daughters but by 1986, to escape marital abuse, she took up martial arts and within 6 months took back complete control of her life; moved out of her home into a Council flat and started a new life as a single-parent. This was the period of Britain's new Enterprise Culture and she decided that the best way of securing herself and children's future would be to start up her own business. As a full time working-mother (on a low income), who has managed to raise her children on nutritious, home-cooked meals - Dounne recognized 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 recognized a unique niche in the 'speciality health-food market' and six months later, GRAMMA'S was born from the tiny kitchen of her flat.

Without any formal business training, experience, qualifications, collateral or finance - Downne personally created, designed, packaged and promoted her now famous '**Gramma's Herbal Pepper Sauces**'. And within 3 months, single-handedly negotiated them into Britain's most prestigious department stores **Harrods** and **Fortnum & Mason**... creating a media frenzy with extensive coverage and was instantly hailed a national inspiration. By the end of that year, her sauces also took pride of place on the shelves of other department stores around the country (Selfridges, Harvey Nichols, Bentalls, Rackhams, Howells and Kendale Milne). After a 2 year difficult battle with British Banks, in 1990 she eventually raised the finance required via the 'Government's Small Firms Loan Guarantee Scheme' to established her first factory. And went on to surpass her natural skills by successfully negotiating them 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 single-handedly by any small British business-owner with the largest national distribution (listings in over 700 stores) Thereby, effectively opening the mainstream doors for small businesses in the UK. However, in 1994 - after healing her dog from terminal cancer, she realized that the spiritual ethos of GRAMMA'S set her products apart from those on the commercial market and decided to withdraw them from the stores and transformed the business into a mail-order service.

- **THE FIRST BLACK BUSINESSWOMAN** - to establish a premium brand, label & quality foods, plus take 'traditional herbal foods' into the highest levels of the British mainstream markets; raising its profile, quality standards, respect, presentation and health awareness.
- **UNIQUE PRODUCTS** – derived from Divine intervention. Downne has developed the most unique range of extraordinary Herbal Products, which crosses over all cultural divisions, suitable for humans & animals alike and also kind to the environment.
- **AMERICAN CHILLI INSTITUTE ('The Hall of Fame')** - first to introduce the '**Caribbean Scotch Bonnet Hot Peppers**' to the UK's bland palates with the **original ancient Hot-Herbal Sauces**;-never before commercialized and unique to the world markets. Prior to Downne's revelations, the British Medical Establishment believed that '**hot-peppers**' were dangerous to health and therefore discouraged its use in food. So in 1990, Downne took it upon herself to initiate the first national 'Health Education & Awareness Campaign' on the nutritional health benefits of 'hot-pepper & spicy foods'; produced the first detailed literature on its medicinal 'folklore' history. She further gained the backing of renowned British Medical Professor - Irwin Ziment (a leading specialist in respiratory disorders; head of the American UCLA School of Medicine and author of 'Practical Pulmonary Disease'). As a result, '**hot peppers & spicy foods**' became the essential ingredient enjoyed today. Downne'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. However, she received no recognition in Britain. Downne was the first to reveal that '**Hot-Peppers**' were cancer and stomach ulcer preventatives – verified by British & American scientists in 2007 (20 years later). In 2008, she re-launched her **Winter Warming Initiative** using her sauces to help save the lives of vulnerable pensioners (over 20,000 die each year from cold related conditions).
- **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.

- **MOST INFLUENTIAL BRITISH WOMEN since 1945** (recognized in the BBC's celebrated book – *Woman's Hour*, in the chapter 'Women Who Led the Way').

* **WOMAN OF THE YEAR** – elected 1991, 1992, 2006, 2007.

50 MOST POWERFUL BLACK WOMEN IN BRITAIN – voted 2007.

THE ROYAL SOCIETY OF ARTS (FRSA) – a Fellow member in 2004.

PATRON - 2 British organisations.

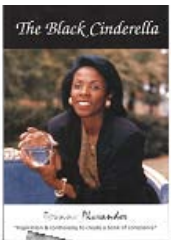
FACE OF THE MILLENNIUM - 1999, after a worldwide search, she was chosen by Oil-of-Olay for their over 50's international advertising campaign.

- **HIGHEST PROFILED – over 400 features on television, radio, magazines and 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)*).

- **PUBLISHER, AUTHOR, MENTOR & MOTIVATIONAL SPEAKER** – 1990, wrote and self publish her first book

'The Black Cinderella' (giving a first-hand insight into British Banks insensitivity towards women; start-ups & minority businesses; institutionalised racism & discrimination; lack of financial support & access; in-effective training or legal redress; corrupt insider dealings, plus how the system is deliberately designed to guarantee failure instead of success). She was then headhunted by the 'Shadow Government' as business advisor at cabinet level. Her recommendations for change brought about the appointment of a **'Banking Ombudsman'** for small businesses, plus other major policy changes still benefiting businesses today. In 2001, her second book *'A mission of Love'*- described as inspirational masterpiece, where she shares her conversations with God; secrets-of-life; an in-depth insight into the causes and solutions of our poor health today; how to become masters of our destiny; plus powerful messages for the 21st.century. It transcends culture, race, class, gender, politics & religion; explaining what 'life' is all about; giving deeper meaning and greater purpose. Adopted by Coventry University as a course study text in *leadership, entrepreneurship, personal / spiritual development, natural health and social responsibility*, plus used by entrepreneurs as a true insight into 'what it really takes' to become your own boss, especially if you are black, female & single-parent. Dounne still speaks in schools, universities and privately mentors individuals...forever encouraging, motivating and inspiring others to have faith & believe in themselves; rise above their own expectations and become the greatest person they can BE...(their authentic DIVINE-SELF).



Now at the glorious age of 60, she says... ***“I hope my ongoing work, dedication, determination and commitment will inspire others to realise that - you are never TOO OLD to be Ambitious; to Dream; to Achieve or to Work.***