



**“ In 1987 I had a dream...**

*that my Grandmother’s herbal knowledge would serve to feed and heal the world .”*

The brainchild behind **GRAMMA'S** herbal products; **Joining Hands In Health & THE NATION SPEAKS - NO! Not In My Name**; is pioneering businesswoman and passionate ‘natural’ health campaigner **Donne Alexander MBE** (61). Her Afro-Caribbean ancestry respected, embraced and looked to ‘**Natural foods, traditional folklore herbalism**, spirituality and self healing’ to maintain life long health. Donne has consistently promoted and educated the nation on the health enhancing benefits of natural foods and was the **first to integrate them with medicinal & culinary herbs**, to maintain optimum health.



(Founder of GRAMMA'S® Herbal Foods;- Joining Hands In Health® and THE NATION SPEAKS – “NO! Not In My Name”): wife, mother, spiritual herbalist, publisher, author, motivational speaker, mentor, health campaigner and award winning business pioneer).

- **1987:** I created a media frenzy and hailed a national inspiration, when (as a single-parent, without any formal business experience, qualifications, training or finance) from my tiny Council flat kitchen ... I set up **(GRAMMA'S)** and within 3 months, launched my sensational *Gramma's Herbal Pepper Sauces* into Britain's most prestigious department stores Harrods and Fortnum & Mason. A year later, they were proudly on the shelves of Harvey Nichols, Selfridges; Bentalls, Rackhams, Howells and Kendale Milne. After a two year battle with British Banks, I successfully negotiated them into the top 7 supermarket chains nationwide (Tesco, Safeway 'now called Morrisons', Asda, Waitrose, Sainsbury, WM.Low, Co-op); health stores, plus 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; inspiring others to follow suit.
- **1990:** With my sauces safely secured on the shelves, I then learnt that the British Medical Establishment believed that **hot-peppers** were dangerous to health and therefore discouraged its use in food. So I initiate the first national 'Health Education & Awareness Campaign' on the nutritional health benefits of **hot-pepper** and produced the first detailed literature on its 'folklore' medicinal history. With the backing of renowned British medical professor – Irwin Ziment (a leading specialist in respiratory disorders & head of the American UCLA School of Medicine), verified that the whole western Chemical Industry of 'cough-medicines & expectorant-drugs' was established because of the ancient folklore knowledge of the **hot pepper**. Doctors throughout the country were requesting the leaflet and within 2 years, my name was recorded in the '*Hall-of-Fame*' of the **American Chili Institute**, for bringing about international recognition of the health enhancing benefits of '*Hot Peppers & Spicy Foods*', making it the essential ingredients enjoyed in most meals today. Thereby, transforming the traditionally 'bland British palates into fiery food-lovers', plus gained the respect of the Medical Establishment, Doctors and Gourmet Connoisseurs alike. It even became a favourite of Princess Anne.
- **1992:** Despite all of my achievements, behind the scenes I faced enormous barriers blocking my path to success. So I wrote and self-published my first book ***The Black Cinderella*** ... giving a first-hand insight into British Banks insensitivity towards women; start-ups & minority businesses; institutionalized racism &

discrimination; lack of financial support & access; in-effective training; lack of legal redress; corrupt insider dealings, plus *how & why* the system was deliberately designed to guarantee failure instead of success. I was immediately headhunted by the Shadow (Labour) Government as their **business advisor** at cabinet level. My recommendations brought about the appointment of a '**Banking Ombudsman**' for small businesses (providing legal redress for the first time); **increased the Loan Guarantee Scheme from £100,000 to £250,000**; development of '**women**' focused **Enterprise Training Agencies**, plus other major policy changes still benefiting businesses today. I was frequently called to lecture in universities, schools & colleges throughout the country.

- **2000 millennium:** Honoured as a **true pioneer** and voted amongst the **100 greatest & most influential black people in British history** (contribution filmed by the BBC and archived in the **British National Library**).
- **2000: Face of the Millennium:** chosen by Oil of Olay for their international advertising campaign as the over 50's face for the millennium. This kick started a part-time career as a classical model.
- **2001:** Launched my second book **A Mission of LOVE** in the House-of-Lords, which was adopted by Coventry University as a course study text in *leadership, entrepreneurship, personal / spiritual development, natural health and social responsibility*. Plus used by individuals for self-development and by entrepreneurs as a true insight into 'what it really takes' to become your own boss, especially for minorities, females & single-parents.
- **2001:-** Launched **Joining Hands In Health Campaign...** to encourage everyone back to a more natural way of life; plus take personal responsibility and control of their own health.
- **2007:-** Honoured by the Queen with the **MBE Medal** for outstanding service to the British Food Industry.
- **2008:** my extraordinary **Traditional Herbal Teas** were approved by the Public Health Minister for use in hospitals and hospices.
- The recipient of **8 national awards**, plus elected '**Woman of the Year**' four times.
- **2010:** Launched **THE NATION SPEAKS – “NO! Not In My Name”** online petition to safeguard our *democratic freedom, human rights, health choice, natural foods & supplements, cultural traditions, natural health industry and the environment from extinction by new EU Legislations coming into force in April 2011*. The petition is rapidly gaining momentum; generating huge public and

ministerial support and in just 2 months, over 50,000 people from all walks of life have already signed. It will be going global next month. I hope to achieve 35 million UK signatures by March 2011, which will be presented to the Government as the Nation's Mandate to opt-out of these legislations and establish in its place, a new legal framework based on 'Natural Law & Common Law' that will protect us all. Please visit [www.joininghandsinhealth.com](http://www.joininghandsinhealth.com) for more details.

- **1939 CANCER ACT REFORM APPLICATION to the Law Commission.**  
In October 2010, I'd put forward a powerful (30 page) legal argument for research into cancer prevention; integration of alternative treatments, plus 'health claims' on (*safe and effective*) natural foods, herbs and supplements, which has been proven beneficial for cancer. If successful, it could block part of the above EU Legislation ('Nutrition & Health Claims Regulations').