

MOYAMPEPHO OR IMPEPHO

MOTHER AFRICA'S HIDDEN TRANQUIL TREASURE

ORIGIN: EASTERN CAPE OF SOUTH AFRICA
AKA: HELICHRYSUM, AFRICAN SAGE



MOYAMPEPHO
INCENSE



Connecting the World to African Wellness -
MOYAMPEPHO Incense – Mother Africa's
Hidden Tranquil Treasure – 100% Pure, Unrefined
Impepho Herb Plant.

*Your Direct Equitable Access to the First Medicine
Widely Used by African Traditional Healers*

A TRUE AFRICAN BRAND FOR A GLOBAL MARKET – BRINGING THE SACRED DRIED MEDICINAL HERB
OF SOUTH AFRICA TO HOMES, WELLNESS SPACES AND SPIRITUAL CENTERS WORLDWIDE.

01

WHAT IS IMPEPHO AND MOYAMPEPHO?

Impepho is the most commonly used medicinal plant in South Africa and the first medicine widely used by African Traditional Healers. It is a very powerful herb with many uses and that has been sacred to African people for thousands of years. Referred to as "Helichrysum" or "African Sage" in English-speaking countries, it is more commonly known by its vernacular name Impepho or Impepha (Journal of Medicinal Plants Research, Vol. 7 (20), pp. 1474-1480, 25 May, 2013), and its medicinal uses are the subject of scientific study.



MOYAMPEPHO INCENSE



WHAT IS IMPEPHO ?

-  SOUTH AFRICA'S MOST WIDELY USED MEDICINAL PLANT
-  AN IMPORTANT MEDICINAL HERB USED BY AFRICAN TRADITIONAL HEALERS FOR CENTURIES
-  KNOWN TO CLEANSE, CALM, AND HEAL

Story: It is said that Impepho was the first medicine that was shown to African Traditional Healers. When they started to use this medicine rigorously, it guided them to find and learn how to use other medicinal herbs (July 2020; I. Juzang, C. Matubatuba).

MOYAMPEPHO is the registered brand name for a species of Impepho indigenous to the Eastern Cape of South Africa.

For the first time, those outside South Africa can reap the health & wellness benefits of Impepho through the Moyampepho brand.



WHAT IS THE MOYAMPEPHO BRAND?

MOYAMPEPHO is the registered brand name for a 100% pure, unrefined species of the medicinal herb Impepho, a healing plant indigenous to the Eastern Cape of South Africa, which is widely recognized as one of the earth's most fertile Impepho regions.

In South Africa, **MOYAMPEPHO** (Impepho or African Sage) is considered a healing plant with antibacterial and antiviral properties. Burned similar to incense or sage, it is used for clearing the mind and improving focus, significantly improving the quality of sleep, providing a calming and relaxing effect, and cleansing the air and eliminating odors. The burning of **MOYAMPEPHO INCENSE** (a dose of wellness) is also known to support the alleviating of coughs, fevers, and symptoms of

asthma-related diseases by opening the lungs like a natural bronchodilator. For the first time ever, those outside South Africa are now able to reap the benefits of Impepho through the **MOYAMPEPHO** brand of Incense:

- The Original Mother (OM) of all Medicinal Herbs – **MOYAMPEPHO** has proven effective over thousands of years and naturally elevates the mind, body, and soul.
- **MOYAMPEPHO** improves mental clarity and focus, thereby providing natural energy and enabling greater wellness.
- **MOYAMPEPHO** is Mother Africa's Hidden Tranquil Treasure that opens a gateway to a better life and makes you feel more connected to the greater Universe.

*As a brand, **MOYAMPEPHO** seeks to acknowledge, celebrate, and honor the inimitable strength of women throughout the world. Maya Angelou's poem "Still I Rise" embodies in prose the kind of women **MOYAMPEPHO** endeavors to support.*





WHAT IS DIFFERENT ABOUT THE IMPEPHO SPECIES SOURCED FROM THE EASTERN CAPE BY MOYAMPEPHO?



ORIGIN

EASTERN CAPE, SOUTH AFRICA

Qumbu • Tsolo • Nqanqarhu (Maclear)
Outside Mthatha

Grown in mist-covered highlands where climate and culture shape potency.



BOTANICAL PROFILE

Helichrysum Cymosum

Helichrysum Odoratissimum

Helichrysum Splendidum

Specialised high-altitude *Helichrysum* species

ENVIRONMENTAL PROFILE: THE MPONDOMISE ADVANTAGE

REGION	CLIMATE	ALTITUDE AND TERRAIN	IMPACT ON THE HERB
 Mpondomise (Tsolo / Qumbu)	 Misty, cool highlands	 Rolling hills (800-1200m above sea level)	 Denser resin Slower-growing Rich aroma Deep spiritual potency

THE SENSORY EXPERIENCE



AROMA

Rich
Grounding
Lingering



BURN

Slow
Consistent
Dense smoke



EFFECT

Deep cleansing
Spiritual alignment
Collective presence



WHY MPONDOMISE IMPEPHO IS THE GOLD STANDARD

1. THE MOST POTENT & AROMATIC IMPEPHO



HIGHER RESIN CONTENT
Produces a stronger, thicker, richer smoke that lingers longer for deeper wellness work and ancestral connection.



SLOW-BURNING & LASTING FRAGRANCE
A little MoyaMpepho goes a long way (it's denser and more aromatic), making it ideal for cleansing, meditation, group work and rituals.



NATURALLY GROWN IN PRISTINE ENVIRONMENTS
No pesticides, no chemicals-just pure African nature known for its superior potency.



2. SOURCED FROM THE LAND OF AFRICAN WARRIORS & HEALERS



HARVESTED FROM THE SACRED LANDS OF AMAMPONDOMISE WARRIORS
A lineage stretching over 800 years.



MPONDOMISE MIST BELT ADVANTAGE
The unique climate of the rolling green hills of Qumbu and Tsolo produces a stronger (high-altitude, richer, denser resin) *Helichrysum* species not found anywhere else (very exclusive).



INDIGENOUS KNOWLEDGE HARVESTING
Hand-selected by traditional gatherers who know the medicinal and spiritual secrets of Mpondomise Impepho.



THE PLANT SCIENCE BEHIND MOYAMPEPHO

(PUBLISHED IMPEPHO RESEARCH/BOTANICAL JOURNAL ARTICLES)

Click on headlines to go to article/study.

Burning Sage Kills 94% of Airborne Bacteria, Disease-Causing Strains Stay Gone for 30 Days

Get Holistic Health

October 19, 2019

Impepho - Africa's Sacred Herb. (Helicrysum Species (African Sage))

Earthmedicine - Africa Mystic by Gogo Soofi

March 14, 2015

Antibacterial Activity of South African Helicrysum Species

Department of Botany, University of Pretoria

April, 1998

Plants of Xhosa people in the Transkei Region of Eastern Cape (South Africa) with Major Pharmacological and Therapeutic Properties

Journal of Medicinal Plants Research - By R.B. Bhat

March 7, 2013

Exploring the Anti-Acne Potential of Impepho [Helicrysum Odoratissimum Sweet] to Combat Cutibacterium Acne Virulence

Frontiers in Pharmacology - Ethnopharmacology

January 30, 2020



DIRECT FROM THE ORIGINAL MOYAMPEPHO PRACTITIONERS:

WHAT DO THE TRADITIONAL HEALERS IN SOUTH AFRICA SAY ABOUT IMPEPHO?

4b



Gogo Thato

"Impepho also assists us with coughs, fevers and asthma-related diseases. It's probably got the same properties as a bronchodilator, so it opens up your lungs. If you've got flu or cold it helps, especially with fever...Anyone can use it. It doesn't have to be Traditional Healers alone, but it can be anybody and you can use it anywhere."

In indigenous communities throughout the African Diaspora, Traditional Healers practice the ancient art of healing. The healer's herbs may not have western European science behind them but that does not make it less-than. What they do have is thousands of years of practical results, evidenced by the repeat clients who continue to use them.

In our MOYAMPEPHO Educational Videos, Gogo Thato and Zola Xhashimba – traditional healers – coming from the AmaXhosa healing tradition – describe the numerous benefits of using Impepho.

Watch Video

Gogo Thato
(Traditional Healer)
Educational Video



Zola Xhashimba

"Impepho is sacred to us African people ... because it facilitates the connecting aspect of things. Before you can learn any other medicine, as a traditional healer you have to first use Impepho, and you have to use it rigorously."

"One of the health benefits from Impepho, ... It has very good antibacterial and antimicrobial properties ... meaning its moving waste out the system. Impepho brings down the waste and pathogens in the lymph system ... in the blood ... depending on the administration method... People burn it ... smudge it. People tea with it, ... Steam with it, ... Wash with it. People make Impepho oil, using indigenous techniques of doing this. People use it in different ways, ... many other ways."

Watch Video

Zola Xhashimba
(Traditional Healer)
Educational Video



MOYAMPEPHO'S SOCIALLY RESPONSIBLE BUSINESS APPROACH:

THE WHO, WHAT, WHERE AND HOW WE HARVEST
MOYAMPEPHO'S IMPEPHO HERB

05

WHO WE WORK WITH

MOYAMPEPHO is ethically sourced through trusted, working relationships with local harvesters (women entrepreneurs) from villages outside of Mthatha. Through win-win collaborating with villagers and community leadership, **MOYAMPEPHO** works to develop an efficient supply chain of pure, raw, traditional healing herbs.

- Supporting Local Communities - Local harvesters from remote villages in the rolling green hills of the Eastern Cape are engaged and paid to wild harvest Impepho.
- Future - Once sustainable, **MOYAMPEPHO**'s long-term goal is to support local Sangomas (traditional healers) to continue their healing work in communities, wellbeing, as well as offering calming and soothing effects.

HOW WE HONOR

At **MOYAMPEPHO** we are about natural and sustainable products. **MOYAMPEPHO**'s sourced Impepho is Sustainably Sourced and Ancestrally Honored. In addition to keeping indigenous cultures intact, **MOYAMPEPHO** demonstrates that same respect for the environment. In fact, driving our eco-responsible approach is the mantra to "do no harm," because the culture is inextricably tied to the land and environment.

- Eco-Friendly & Regeneratively Harvested We honor the land by ensuring that Impepho is sustainably harvested.
- Eco-Friendly Packaging / Materials **MOYAMPEPHO** uses eco-responsible business practices throughout the entire supply chain, including using recyclable packaging.
- Formal Fair-Trade Practices Our Impepho herbs from the Eastern Cape are shipped through formal fair trade business practices.

WHAT TYPE OF SPECIES

MOYAMPEPHO INCENSE is from pure, unrefined Impepho species (*Helichrysum Cymosum*, *Helichrysum Odoratissimum*, *Helichrysum Splendidum*), grown in the rolling green hills of the Eastern Cape. The Eastern Cape is rich in biodiversity, unique ecosystems and African village culture, and **MOYAMPEPHO** partners with its local harvesters in high-altitude villages surrounding Mthatha, because the Impepho there (known locally as Mpondomise Mpepho) has the highest and densest resin content. Moreover, its slow-burning properties create a stronger and richer aroma, and it produces a longer-lasting smoke for cleansing, meditation and spiritual rituals.

Impepho is highly prized for its medicinal value, particularly in traditional South African healing practices. The Zulu, Xhosa and other South African ethnic groups, like many other Indigenous groups, have a long history of using these plants in a variety of forms, including incense, infusions, oils, and teas for their anti-inflammatory, antioxidant, and antimicrobial properties. The plant is utilized in aromatherapy and the inhalation of the smoke of the burned [dried and burned] *Helichrysum* plant is believed to support emotional wellbeing, as well as offering calming and soothing effects.

WHERE WE SOURCE

The Impepho species sourced by **MOYAMPEPHO** in the Eastern Cape are high-altitude, specialized *helichrysum* species – locally referred to as Mpondomise Impepho.

MOYAMPEPHO's sourced "Mpondomise Impepho" are from the high-altitude, rolling green hills of Qumbu, Tsolo and Nqanqarhu (Maclear) outside of Mthatha.



WHOLESALE OPTIONS AND BULK PURCHASE OPTIONS TO ACQUIRE MOYAMPEPHO

Shop wholesale online from over 100,000 brands. [Sign up](#)

FAIRE

EN-US Blog Sign up to sell Sign in Sign up to buy

Featured New Home decor Food & drink Women Beauty & wellness Jewelry Paper & novelty Kids & baby Pets Men Books

MoyaMpepho Incense wholesale
Bala Cymeyd, PA
Delivers by Jun 11-22

[Unlock wholesale pricing](#)

About MoyaMpepho Incense
MoyaMpepho is the registered brand name for a 100% pure, unrefined species of the medicinal herb impepho, a healing plant indigenous to the Eastern Cape of South Africa, which is widely recognized as one of the earth's most fertile Impepho regions. In South Africa, MoyaMpepho (Impepho, referred to as "Helichrysum" or "African Sage" in English-speaking countries. [Read their story](#)

All products New Home fragrances Fragrance

\$ **MoyaMpepho Incense (135 grams)**
[Unlock wholesale price →](#)

\$ **MoyaMpepho Incense (45 grams)**
[Unlock wholesale price →](#)

\$ **MoyaMpepho Incense (15 grams)**
[Unlock wholesale price →](#)

\$ **MoyaMpepho Incense (7 grams)**
[Unlock wholesale price →](#)

FAIRE Link

- Bulk Impepho for (Healing) Group Work
- Raw Wild Harvested Impepho Sustainably Sourced
- Mostly Clean Flower; Leaves; and With Some Stems
- Grounded & Bundled Using Eco-Friendly, Recyclable Packaging

From the rolling green hills and high-altitude villages surrounding Mthatha, we sustainably source high-quality, unrefined Impepho medicinal herb (African Sage known locally as Mpondomise Mpepho) specific to the Eastern Cape.

Our raw wild Impepho herbs consists of clean flowers and leaves, with a some stems and few small sticks. It is bundled using eco-friendly, recyclable packaging.

MOYAMPEPHO wholesales (B2B) this pure, bulk Impepho for wellness/healing group work, spiritual rituals, group use, and personal use (as an ingredient for your own products/brand).





THE KNOWN WELLNESS BENEFITS OF MOYAMPEPHO (IMPEPHO)



MOYAMPEPHO's 100% natural, all-plant incense is for people seeking health and wellness in all facets of life, including those seeking relief when the day gets stressful with "a dose of wellness." MOYAMPEPHO INCENSE (Impepho) provides a myriad of health and functional wellness benefits, including:

- Feelings of calm and relaxation
- Better sleep and improved quality of rest
- Clearing your mind and improving focus and clarity

MOYAMPEPHO INCENSE is an aromatherapy used to cleanse unwanted odors and purify the air in your room. It is also burned as an insect repellent. The burning of MOYAMPEPHO INCENSE is also known for alleviating coughs, fevers and the symptoms of asthma related diseases by opening lungs like a natural bronchodilator.

A 2019 study in India showed that the burning of Impepho herbs reduced airborne bacteria within a confined space by 94% ("Get Holistic Health", Oct. 2019, National Botanical Institute of India Study).

*BETTER
SLEEP
QUALITY*

**WELLNESS
PRACTICES**

*IMPROVED
FOCUS*

REDUCES STRESS

MENTAL CLARITY

AIR PURIFICATION



**MOYAMPEPHO
INCENSE**

ANCESTRAL CONNECTION

**NATURAL
AROMATHERAPY**



*CALM AND
RELAXATION*

**OPENS
THE LUNGS**

*INSECT
REPELLENT*





THE FUTURE OF MOYAMPEPHO - OTHER WAYS YOU WILL BE ABLE TO USE THE HERB

While MOYAMPEPHO is currently provided as an incense or sage for burning, we are developing future MOYAMPEPHO products that include:

- Tea for helping with the adverse effects of colds, flu and COVID.
- Aromatherapy candles for relaxing, cleansing the air and improving air quality.
- Oils and soaps used for cleansing and soothing the skin from insect bites, burns and other forms of irritation.

By 2027, MOYAMPEPHO will make available a pure, organic, carefully distilled essential oil for natural product formulation (butters, candles, soaps), group rituals or personal use (as a base or ingredient for your own products/brands).

MOYAMPEPHO is also assessing the next African healing and medicinal herbs (indigenous to the Eastern Cape) to collaborate with villages to harvest and distribute.





BRAND SUMMARY / BRAND LOVER, WHY MAYA ANGELOU



MOYAMPEPHO INCENSE

A BRAND OF TRADITIONAL LOOSE IMPEPHO CURATED SOCIALLY RESPONSIBLY

WHAT IT IS	100% Raw/Unrefined, Dried Impepho (Medicinal) Herb from the Eastern Cape
PLANT SPECIES	Helichrysum Odoratissimum, African Sage
SOURCE	Wild-Harvested, Raw Herb, Ethically Sourced (Tsolo/Qumbu), Curated Batches from Mpondomise
FORM	Loose Flowers, Leaves, Stems (cleaned/inspected, processed, ready-to-burn)
CONSISTENCY	High Potency, Rich Aroma (higher/denser resin content), Freshness (quality control)
PRIMARY USE	Burned Like Incense for Aromatherapy, Relaxation, Group Wellness, Natural Sleep Aid, Cleanse Space or Energy, Ancestral Connection/Rituals, Calms the Nervous System
CULTURAL FRAMING	A Blend of Modern Wellness + African Spirituality (Accessed Responsibly)
KNOWN FOR	Calming/Relaxing, Focus/Clarity, Meditation, Sleep, Aroma, Deep Cleansing, Ancestral Communication
AS A BRAND (BRAND LOVER)	MOYAMPEPHO seeks to acknowledge, celebrate, and honor the inimitable strength of women throughout the world. Maya Angelou's poem "Still I Rise" embodies in prose the kind of women MOYAMPEPHO endeavors to support, for they carry the world on their shoulders.

[Link To Poem](#)

Maya Angelo - Still I Rise



Album 7 Track 20 - Brands, Meet Humanology w/Ivan Juzang

Brands, Beats & Bytes

[Link To Pod](#)

[Link to Brand Positioning Doctors Podcast with Brand Team Talking About MoyaMpepho \(BPD and Ivan Album 7 Track 20; 10/30/2025\)](#)

MoyaMpepho Summary from Ivan Juzang BB&B Episode

MOYAMPEPHO, is literally something. I just learned about it in the last 10 years. Even though I have been going to South Africa for more than 30 years.

I was going to this area called the Eastern Cape, and I'm telling you this, it is pristine. This is going to an area that ecologically, the ecosystem is intact. So, anything that comes out of this biodiversity is amazing. Anyway, culturally, there's this whole group of traditional healers and folks who rely on traditional medicine.

Impepho being the first one, that the traditional healers learned about that. Then they say by learning about

Impepho, they then learned about other medicinal herbs. And Impepho is an amazing sage, incense. You can use it a number of ways. We're launching the **MOYAMPEPHO** brand of Impepho as an incense for now, but there will be other variations down the line.

MOYAMPEPHO is just an amazing opportunity to combine a real wellness product that has all of these true medicinal benefits along with the fact that you're actually hiring Black women to harvest it in a way that keeps it safe and keeps it fresh. The **MOYAMPEPHO** brand unapologetically acknowledges African science, African wellness, and traditional African healers because Impepho has been used for thousands of years.

Album 7 Track 20 - Brands, Meet Humanology w/Ivan Juzang

In this thought-provoking episode of Brands, Beats & Bytes, the Brand Nerds sit down with Ivan Juzang, founder of MEE Productions, to explore how heart and humanity drive meaningful impact in marketing, storytelling, and social change.

Ivan shares lessons from his unique journey—bridging private and public sectors, blending technology with "humanology," and using emotional connection to make brands and messages resonate deeply. From his early work crafting shareable film trailers for New Line Cinema to developing campaigns that spark

authentic word-of-mouth in underserved communities, Ivan unpacks how behavior change happens in a social context—and why marketers must understand the environments their audiences live in.

Hosts **Darryl "DC" Cobbin** and **Larry Taman** reflect on key takeaways, including:

- Leading with purpose, not money.
- Building emotional connection between brands and audiences.
- Balancing data-driven strategy with empathy and integrity.
- The importance of humanology in brand and marketing.



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