



NURTURE
BRANDS

Finding Our Way Back...

“
For every human illness, somewhere in the world there exists a plant which is the cure. I believe that there is a healing potential locked inside plants which is integral with their evolution, just as it is part of human evolution to learn to tap this wonderful gift of Nature.”

Rudolf Steiner – Stoicism Daily

I love this quote by Rudolf Steiner. It articulates a profound universal truth, one that Steiner understood deeply and expressed nearly a century ago. It is a truth to which I personally subscribe, and one that increasingly resonates with health-conscious consumers around the world, many of those of the nutraceutical brands within the Nurture Brands Group.

At some point in humanity's journey, we lost our way. We drifted away from the accumulated wisdom that generations before us understood instinctively. The knowledge systems that allowed human beings to survive, adapt, and flourish over thousands of years were largely forgotten and replaced with “science” on the back of a perception that was created that the medicine that nature produced, was “primitive” and belonged to an area gone by. Abandoning what sustained previous generations was never going to be a wise long-term strategy. Yet that is precisely what happened.

We became poor stewards of inherited knowledge. In many respects, we placed almost absolute faith in the science of the moment and in the industrialization of medicine itself. In doing so, we often dismissed ancient nutritional wisdom, natural remedies, and holistic approaches as outdated, unscientific, or irrelevant. Our arrogance knew no boundaries (an age-old trait of us humans) in thinking that we fully understand the complex machine we call “the human body” and how it fits into nature, the place where we come from.



But the green shoots are starting to show that perhaps humanity is beginning to remember that nature still contains much of the intelligence we have forgotten. That nature holds the answers to many, if not most of the problems we are trying to solve.

The Ancient Relationship Between Humanity and Nature

I consider myself fortunate to live in an age where many of Steiner, Jung and many other visionaries and sages' ideas are increasingly being revisited and validated by modern scientific inquiry. We are beginning to move beyond the simplistic dismissal of natural healing systems as “pseudo-science” or the domain of “snake oil salesmen,” and instead entering an era where humanity is rediscovering the profound relationship between nature, nutrition, and health.

Few people articulate this better than Zach Bush MD, who said:

“Until humans realize that they do not stand outside of nature, that they are not at war with nature, they will continue and increasingly be sick.”

This observation from Bush, who ran a palliative care clinic and accompanied thousands in their final hours, resonates deeply with me.

The explosion of chronic disease, inflammatory conditions, metabolic disorders, and lifestyle-related illness is not happening in isolation.

These conditions are emerging from somewhere. They are, at least in part, symptoms of a civilization that has distanced itself from the natural systems from which it emerged.

For too long, humanity has behaved as though we fully understand the human body — a body that evolved as part of nature itself. We increasingly assumed that healing could be reduced purely to basic biology, pharmaceuticals and chemistry, while often neglecting the foundational role of nutrition, soil quality, biodiversity, and complex natural biological relationships, far beyond our current understanding. This is not an argument against science or modern medicine. Far from it. Science and pharmaceuticals play an essential and complementary role in human wellbeing. But true progress requires humility — the humility to recognize that nature still contains answers we have not yet fully discovered or understood, and the humility that we know so very little about the human body.

The idea of “food as medicine” is not new. In many ways, it is ancient. What is new is humanity’s rediscovery of it, and our ability through technology to speed up our understanding of it.

This belief forms one of the philosophical cornerstones upon which we are building the Nurture Brands Group. We recognize that part of the problem we are trying to solve relates directly to what Steiner described as “every human illness.”

“For Every Illness” – The Meaning of Illness

Steiner’s statement must be interpreted broadly within the context of the modern world. Illness today is no longer limited to physical disease alone. Humanity increasingly suffers from a far wider spectrum of conditions, including:

- Nutritional depletion
- Anxiety and disconnection
- Educational fragmentation
- Industrialized food systems with low nutrient and sometimes toxic output
- Loss of meaning and purpose
- Depression and psychological exhaustion
- Loss of cultural continuity
- Identity confusion
- Social isolation

The list is extensive. Yet at its core, many of these modern illnesses can be traced back to a single underlying reality: humanity’s growing disconnection from nature, from food, from community, and ultimately from our own biological and spiritual foundations.

If this diagnosis is correct, then “healing” cannot simply involve treating symptoms in isolation. Healing will require the rebuilding of systems — food systems, educational systems, community systems, and health systems — that restore human beings to greater alignment with nature and with themselves.

“For much of the past half-century, modern society has focused overwhelmingly on symptom management.”

The challenge of the next fifty years may well be learning how to restore the conditions for genuine human flourishing again.

Food as the Foundation of Civilization

Food is not merely fuel. It is civilization itself.

Every great civilization in human history was built first upon its relationship with animals, soil, agriculture, nourishment, and the natural systems that sustained life. Long before finance, technology, or industrialization, there was food. So what we are realizing in a most painful way, when food systems deteriorate, societies eventually deteriorate with them.

Modern humanity has achieved extraordinary abundance, yet paradoxically we are becoming increasingly malnourished. Much of the industrial food system has become optimized for scale, efficiency, shelf life, and profitability; more often than not, at the expense of nutritional density, biological integrity, and long-term human health.

The consequences are increasingly visible around us: rising obesity, chronic inflammation, metabolic disease, digestive disorders, autoimmune conditions, and escalating mental health challenges. We are over-fed in calories, yet undernourished in vitality and sustainability, and dare I say it...happiness.

This realization has profoundly shaped our thinking within Nurture Brands. We do not simply view food and nutraceuticals as consumer categories. We increasingly see them as part of a much larger global movement toward preventative wellness, biological resilience, and human flourishing.

The future of healthcare will not primarily begin in hospitals treating symptoms, it will be in what people ingest. What they consume every day – food, nutraceuticals and their “daily dose of happiness, purpose and wholesome information”

Nutraceuticals and the Return to Preventative Health

For most of modern history, healthcare systems have largely been designed around intervention rather than prevention. We wait for disease to emerge, and only then mobilize immense financial and scientific



resources to combat it. Healthcare and pharma, some of the world's largest industries, are mostly built on treating symptoms.

And this model is becoming increasingly under pressure; economically, socially, and biologically.

The rise of nutraceuticals, supplementation, functional foods, and preventative wellness regimes (think exercise, fasting and many more re-discoveries) reflects something far deeper than a passing consumer trend. It reflects how humanity is beginning to ask a different question: not “How do we treat illness?” but “How do we prevent illness and preserve health and vitality?”

This shift is significant.

It represents a movement away from reactive medicine toward resilience. Away from symptom management toward biological optimization. Away from fragmented healthcare toward a more integrated understanding of the human organism.

This is why I believe the wellness and nutraceutical sectors will become increasingly central to the future global economy. Not because they are fashionable, but because modern civilization is searching, consciously or unconsciously, for ways to restore equilibrium between the human body and the environment in which it evolved.

In many respects, humanity is trying to find its way back home biologically.

The Intelligence Embedded in Nature

One of the greatest mistakes modern civilization has made is assuming that nature is primitive.



Nature is not primitive. Nature is extraordinarily sophisticated. It is a quantum computer way beyond our human understanding. Capable of coordinating immeasurable numbers of processes that sustain all life on this planet. And we as humanity are, to echo Zack Bush, an integral part of it. We cannot remove ourselves from it without dire consequences for our health.

A single plant contains layers of biological intelligence, adaptive chemistry, ecological relationships, and healing compounds that humanity is only beginning to understand. Entire pharmaceutical industries have ultimately originated from compounds first discovered within nature itself.

Our gut microbiome mirrors this complexity of nature. Immeasurable quantities of symbiotic organism are alive in each of us. With interactions we are decades from understanding fully.

The tragedy is that modern society often attempted to industrialize isolated components of nature while losing sight of the holistic systems from which those components emerged.

This is partly why I find the world of botanicals, natural compounds, herbal systems, and plant-based wellness so fascinating. Whether one studies traditional Chinese medicine, Ayurveda, ancient Mediterranean herbal traditions, African plant medicine, or the extraordinary biodiversity of the Cape floral kingdom, one begins to realize that humanity inherited an immense library of biological wisdom.

The more we learn, the more humility becomes necessary. Perhaps Steiner understood this deeply when he suggested that somewhere in nature lies the cure for every human illness. Not because nature is magical, but because humanity itself emerged from nature and remains inseparable from it.





Business as Stewardship

This philosophy inevitably influences how one thinks about business itself.

Too much of modern capitalism has become extractive. Businesses often optimize for short-term profit while externalizing the long-term consequences onto society, health systems, ecosystems, and future generations.

“ I deeply believe that enduring businesses will be those that strengthen life rather than weaken it. ”

Businesses should nourish. They should educate. They should preserve trust. They should improve the resilience of the societies within which they operate.

This does not mean profitability is unimportant. Sustainable businesses must generate strong economic returns in order to survive and grow. But profit should be the outcome of creating genuine long-term value — not the sole purpose of existence itself.

At Nurture Brands, we think in terms of stewardship rather than extraction. We are trying to build businesses that endure, businesses rooted in coherence, responsibility, and long-term human longevity and vitality.

This is simply a return to older principles of commerce — where reputation, quality, trust, and contribution mattered first and foremostly.

Our Crisis

We all sense that modern civilization is entering a period of deep transition.

The symptoms are everywhere: aging populations, declining birth rates, rising

chronic illness, mental health crises, social fragmentation, declining trust in institutions, loneliness, and a growing sense of cultural exhaustion.

Materially, humanity has never been more advanced. Yet spiritually, psychologically, and biologically, many societies appear increasingly fragile.

This contradiction is important.

It suggests that economic growth and technological advancement alone are insufficient foundations for human flourishing.

“ Something deeper is required — meaning, belonging, health, culture, identity, and connection to enduring truths. ”

In many ways, modern civilization appears to be searching for rebalancing. And perhaps this explains the growing global interest in wellness, natural health, regenerative agriculture, mindfulness, longevity, nutrition, and human optimization.

These movements ultimately reflect a civilization attempting to heal itself.

Why Legacy Matters

This realization has increasingly shaped how I think about business ownership and investment.

I find myself drawn toward legacy businesses — businesses rooted in heritage, craftsmanship, authenticity, and intergenerational continuity. Family businesses often represent something far greater than commercial entities. They are repositories of accumulated wisdom. And these legacies need to be preserved as many families battle with succession and transition of knowledge and traditions.

“ In an increasingly disposable world, legacy matters more than ever.

Preserving and strengthening these businesses is not simply an economic exercise. It is also a cultural one.



“ The future will not belong to societies who destroy tradition, it will belong to those who modernize and preserve it responsibly.

A Vision for the Future

I believe the next great economic era will increasingly revolve around human vitality.

The businesses that will matter most in the coming decades will likely be those that help restore health, resilience, education, meaning, biological wellbeing, and social and societal cohesion.

This creates extraordinary opportunities!

The convergence of nutrition, preventative healthcare, education, biotechnology, wellness, longevity science, regenerative agriculture, and natural compounds will ultimately reshape large parts of the global economy.

But this future will require balance. We cannot just romanticize nature while rejecting science. Nor can we blindly pursue industrialization while ignoring biology.

The future will belong to those capable of integrating both — combining scientific advancement with humility about our interactive role, technology with stewardship, and innovation with ancient wisdom. Rudolf Steiner understood this.

His statement was not merely about plants or medicine. It was about humility. It was about recognizing that humanity does not stand above creation, but within it.

That, at least in part, is the future we are trying to help build at Nurture Brands.

And so, the role of business in the twenty-first century is finally beginning to change as well;

“ From extraction toward stewardship, from exploitation toward restoration, and from short-term consumption toward long-term flourishing.

If we can make this shift in ourselves, and accelerate our journey on this path, then the future of capitalism will ultimately become far more human, far more regenerative, far more sustainable and ultimately, far more aligned with life and nature itself.

And if we can make this shift, we will find our way back to purpose and wholeness — on every level of our existence.