



Novellá Wellness

PR 1076132

Novel Wellness Solutions Inc.

t/a Novellá Wellness

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Dietetics and Human Nutrition Practice

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Contents

- Company & Founder’s Introduction 3
 - 1. Section A: Who We Are 3
 - 2. Section B: Why “Novel”? 3
 - 3. Section C: Founder’s Journey 3
- Philosophy, vision & mission 4
 - 4. Philosophy 4
 - 5. Vision 4
 - 6. Mission 4
 - 7. Values 4
- Our Services 5
 - 1. Hospital Medical Nutrition Therapy 5
 - 2. Hospital Nutrition Support Therapy 5
 - 3. Outpatient Preventive Care & Chronic Disease Management 5
 - 4. Health Education & Advocacy 5
 - 5. Future/Expansion 6
- Early Impact 6
- Future Prospects 6
- Work with us: 6

Company & Founder’s Introduction

1. Section A: Who We Are

- **Name and Core Focus**

Novel Wellness Solutions Inc. is a specialist provider of **dietetics and human nutrition services**, with a primary focus on hospital-based medical nutrition therapy and outpatient care. We address both preventive health and chronic disease management.

- **Future Prospects:**

Our vision extends into long-term healthcare programs, nutrition-focused products, and expanded services designed to transform how South Africa approaches health and well-being.

2. Section B: Why “Novel”?

The name “Novel” was inspired during our founder’s research journey. In science, a “novel” idea is not unique for its own sake—it is new because it contributes something meaningful to knowledge, to practice and to people’s lives. At **Novel Wellness Solutions Inc.**, we embrace this philosophy: to pioneer solutions, treatments, and standards that address South African health challenges with integrity.

3. Section C: Founder’s Journey

From Humble beginnings (Nongoma, KZN, South Africa):



Born in a rural town, neither poor nor rich, but deeply aware of the limitations around lifestyle, healthcare, and dreams. These early observations sparked an ambition: to one day be a doctor and to bring quality to spaces that lacked exposure to it.

Choosing dietetics (University of KZN)

At university, the path shifted. Instead of medicine, dietetics revealed itself as a “strange, yet inviting” profession. It became a calling to heal through food, knowledge, and advocacy.



The Free State, 2020: First Community Dietitian



Assigned to a regional hospital in a new province, during the year of the COVID-19 pandemic. Faced with a system unprepared, a profession under-recognised, and a community lacking strong nutrition advocacy, gaps in South Africa’s health system became strikingly clear.

Guided by Christian roots and a respectful upbringing, the philosophy of care matured: service before profit, patients before numbers. In a noisy space of misinformation and exploitation, the calling became clear —to pioneer a voice of integrity, advocacy, and trust through dietetics and human nutrition.



This journey is the heartbeat of Novel Wellness Solutions Inc. It is a road shaped by personal conviction, professional exposure, and a vision for South African healthcare: to bring novel ideas and genuine solutions to the people who need them most, building a culture of service, advocacy, and trust for future generations.

Philosophy, vision & mission

4. Philosophy

We believe nutrition is more than food—it is a pathway to wholeness. By integrating evidence-based science with cultural relevance and economic inclusivity, we seek to restore body, mind, and spirit balance. Our care recognised the deep link between physical health and emotional well-being, creating space for healing and transformation.

5. Vision

To inspire a future where nutrition care restores hope, cultivates resilience, and empowers individuals to live with health, joy, and optimism.

6. Mission

To provide personalised, evidence-based nutrition care that is holistic, culturally sensitive, and accessible, addressing both physical and emotional health. Through this, we aim to guide individuals towards restored wellness, renewed confidence, and sustained lifestyle change.

7. Values

We are driven by servitude, and our interest is to **“SERVE”**

- **S – Service before Profit**

We act with integrity and honesty, prioritising the well-being of people above financial gain. Our service-first philosophy ensures transparency and fairness in all we do.

- **E – Excellence in Standards**

We uphold the highest ethical standards in dietetics and human nutrition. Through professionalism, accountability, and continuous learning, we set a benchmark of trust for patients and stakeholders.

- **R – Respect & Compassion**

We treat individuals with dignity and without discrimination. Compassion guides our care, ensuring all patients feel seen, valued and understood.

- **V – Visionary Innovation**

We pioneer solutions that matter. By being transparent in our methods and genuine in our purpose, we create novel approaches that improve health while staying rooted in honesty and responsibility.

- **E – Education & Advocacy**

We empower patients and communities with knowledge, reducing fear and misconceptions. Through clear communication and openness, we advocate for nutrition as a trusted cornerstone of health.

Our Services

Appendix A: Provides a structured catalogue of our services with estimated fees for respective services.

1. Hospital Medical Nutrition Therapy

- Comprehensive clinical nutrition support for inpatients.
- Personalised diet plans aligned with medical treatments for conditions such as diabetes, hypertension, cardiovascular diseases, renal issues, and gastrointestinal disorders
- Collaboration with multidisciplinary healthcare teams to optimise patient recovery
- Monitoring and evaluation of nutritional progress to ensure effective outcomes

2. Hospital Nutrition Support Therapy

- Specialised clinical nutrition support for patients requiring enteral and parenteral feeding, tailored to their medical needs.
- Pre-, peri, and post-operative nutritional management to optimise recovery and improve surgical outcomes.
- Outpatient nutrition support, including Percutaneous Endoscopic Gastrostomy (PEG) feeding and home-based therapy programs.
- Close monitoring of nutrient intake, fluid balance, and metabolic status to ensure safety and effectiveness.
- Collaboration with healthcare teams to provide personalised, evidence-based nutrition care for complex medical conditions
- Patient and caregiver education on the safe use of feeding methods and management of nutrition-related complications.

3. Outpatient Preventive Care & Chronic Disease Management

- Individualised consultations to prevent and manage chronic diseases through nutrition
- Nutritional counselling, lifestyle planning, and goal setting for long-term health
- Programs designed to reduce risk factors, enhance wellness, and promote sustainable lifestyle changes
- Support for weight management, metabolic health and overall well-being

4. Health Education & Advocacy

In partnership with **The_ZA_Dietician**, we commit to serving the public.

- Community and patient education to empower informed choices about nutrition and health
- Workshops, seminars, and digital content aimed at reducing misconceptions and fear around chronic conditions
- Advocacy for nutrition as a central component of health, bridging gaps between patients and healthcare systems
- Tools and resources for schools, workplaces, and community organisations

5. Future/Expansion

- Long-Term healthcare programs (e.g., **mi.evolution** brand which focuses on starting afresh for health and fitness).
- Nutrition-focused products tailored to support healthy living
- Research partnerships and collaborative projects to advance nutrition knowledge.

Early Impact

We are still early in our exploits; however, the impact is already noticeable. Of the few clients we have serviced, they have already expressed their gratitude, pointing out that our practice provides hope and confidence in their abilities to manage their conditions.

This is a testament to our client-first attitude, expressing compassion and personal connection over clinical interactions. This is the first fruit of what is to come.

Future Prospects

1. Long-term healthcare programs
 - a. **Mi.evolution** – this is a conceptualised plan for clients who are determined to transform their lives, from weight loss to fitness control. This could extend to individuals who believe they may achieve diabetes remission with robust lifestyle changes and more. The plan is to provide a long-term treatment or management plan, with a pre-paid or notarised commitment to pay for the program in instalments.
 - b. **Nutr-ed Live** – An on-person workshop-like event or conference open for learning or discussing nutrition concepts for cultural relevance and upliftment.
2. Nutrition-focused products.
 - a. The goal is to offer essential products. These may be nutrition supplements, utensils to aid changes in lifestyles, aid for dietary education/advocacy, equipment for dietetics work, etc.
3. Potential new services, collaborations, or research partnerships
4. This section is in development, and initial steps will be made in 2026, starting from January.

Work with us:



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