

- **HIBISCUS-DOUM HERBAL TEA BAGS:
CLINICALLY VALIDATED SOLUTION FOR
HYPERTENSION MANAGEMENT IN NIGERIA**

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The Problem

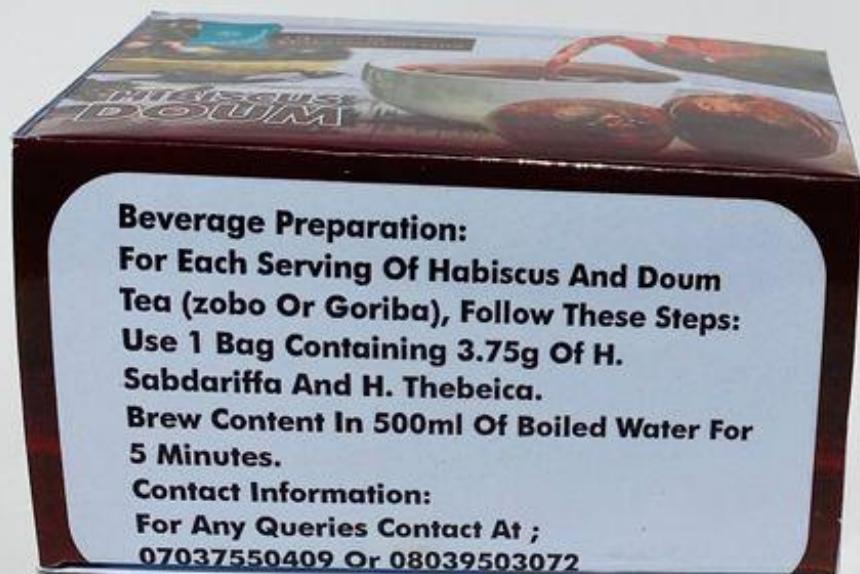
- Hypertension affects ~30% of Nigerian adults (WHO, 2021)
- Conventional drugs: expensive, side effects, limited access
- Herbal products: unstandardized, lackin clinical evidence



The Solution

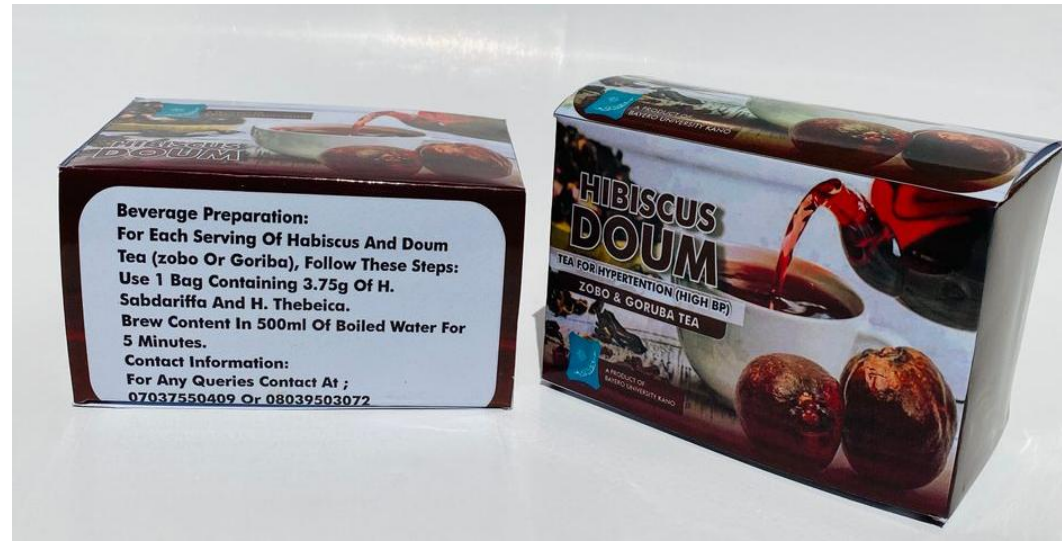
- Clinically validated tea bags combining Hibiscus sabdariffa and Hyphaene thebaica
- Reduces blood pressure effectively and safely
- Standardized, convenient tea bag format





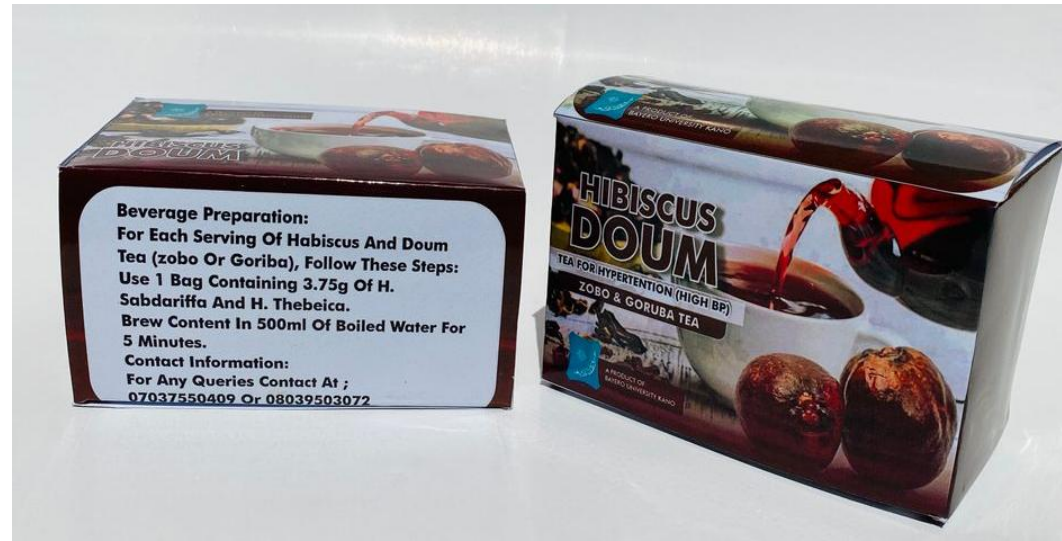
Product Overview

- Ingredients: Hibiscus leaves + Doum fruits (1:1 to 2:1 ratio)
- Preparation: Steep 5–10 min, consume 1–3 times daily
- Benefits: lowers systolic & diastolic BP, antioxidant support, safe & natural



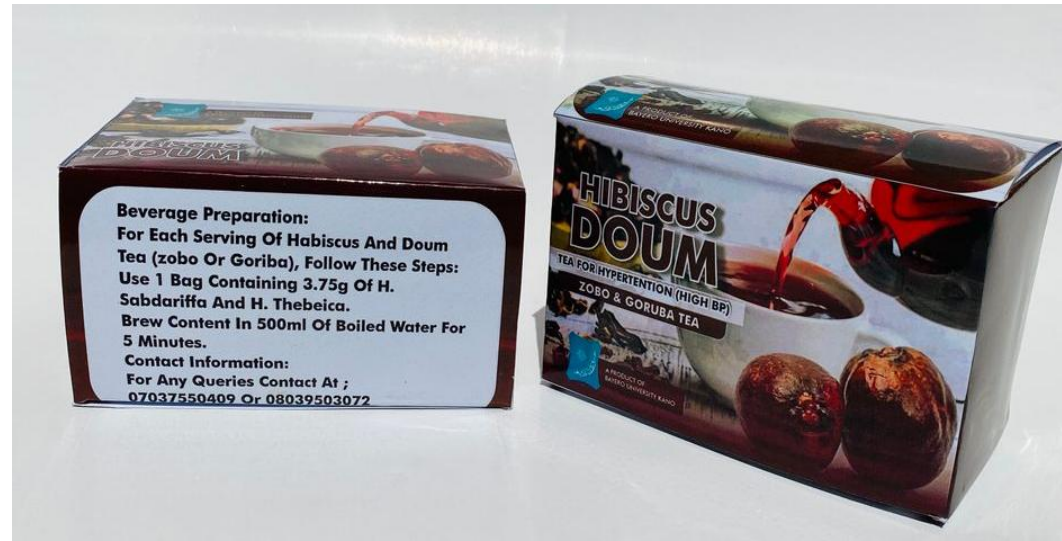
Market Opportunity

- Primary: hypertensive adults, hospitals, wellness centers
- Secondary: health-conscious consumers, corporate wellness programs
- Market gap: lack of clinically validated, branded herbal anti-hypertensives



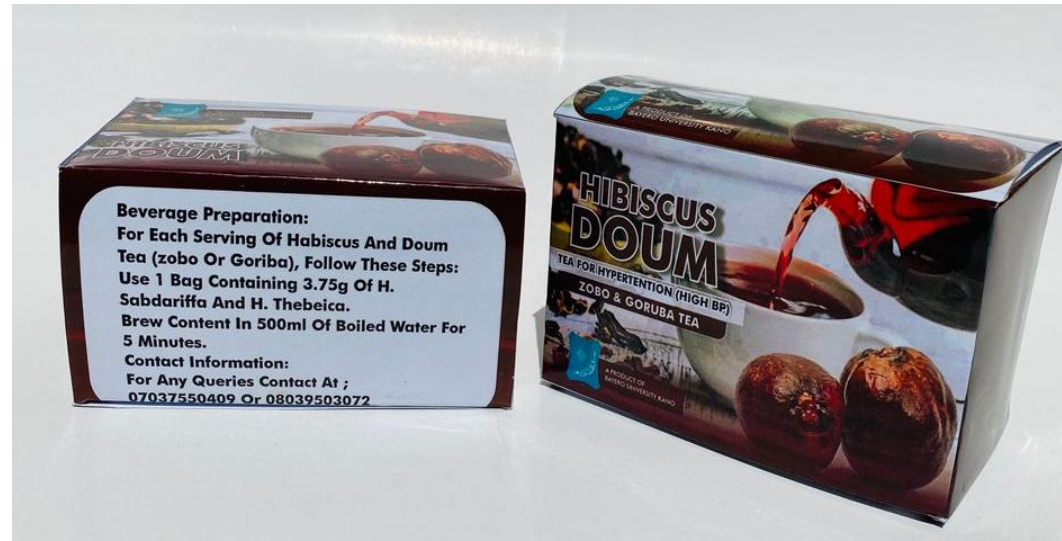
Competitive Advantage

- Clinically validated formulation
- Standardized dosage in tea bag format
- Locally sourced, reducing cost & import dependency



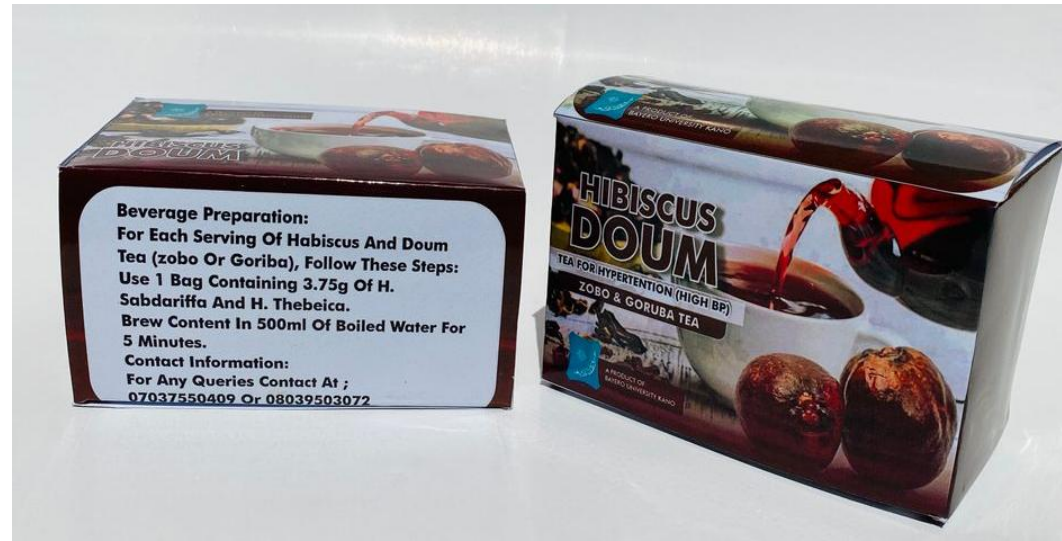
Commercialization Plan

- Scalable production: drying, milling, blending, tea bag packaging
- Quality assurance: microbial, chemical, stability testing
- Marketing & distribution: pharmacies, hospitals, wellness stores, e-commerce



Revenue Model

- Direct retail & online sales
- Institutional sales: hospitals, wellness centers, corporate programs
- Affordable pricing, profitable margins

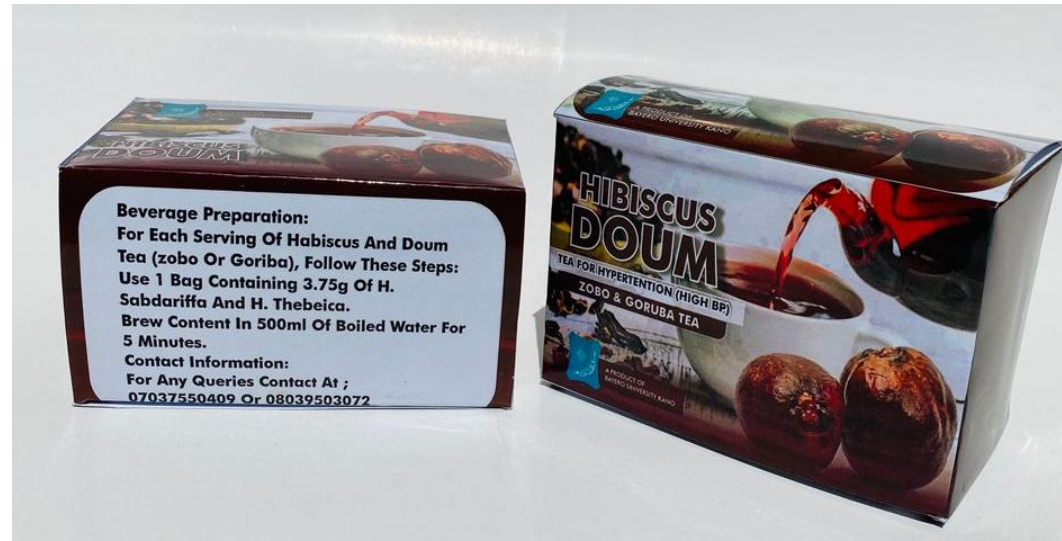


Project Timeline

- Month 1–2: Company & Regulatory Setup
- Month 1–2: Product Standardization
- Month 2–4: Quality & Regulatory Approval
- Month 4–5: Pilot Production
- Month 5–6: Branding & Marketing
- Month 7–10: Distribution & Market Launch
- Month 10–12: Scaling & Monitoring

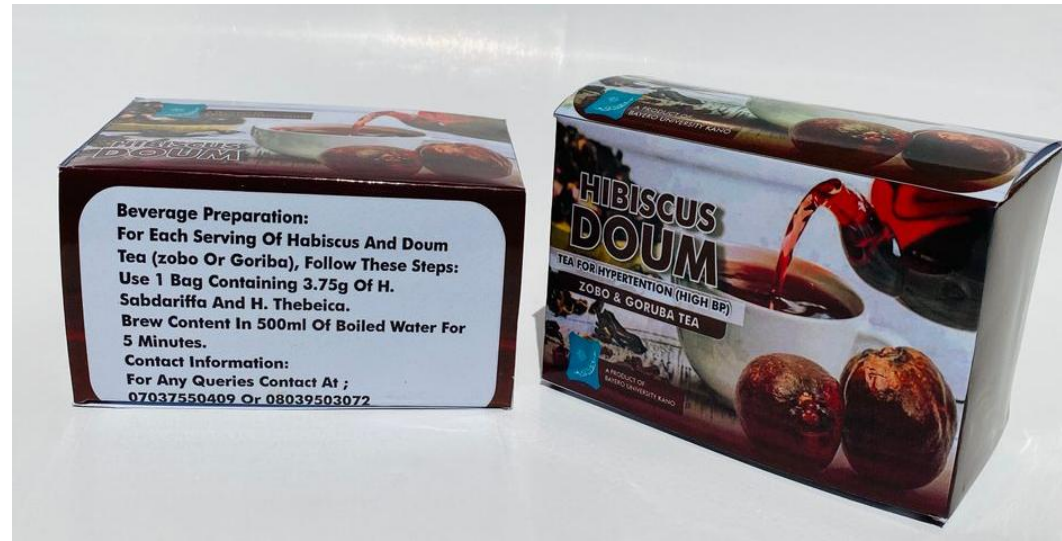
Budget Overview

- Total: ₦17,580,000
- R&D: 2.5M, Raw Materials: 2M, Equipment: 4.5M, Personnel: 2.5M, Marketing: 1.5M, Regulatory: 0.48M, Rent & Utilities: 1.2M, Contingency: 1M



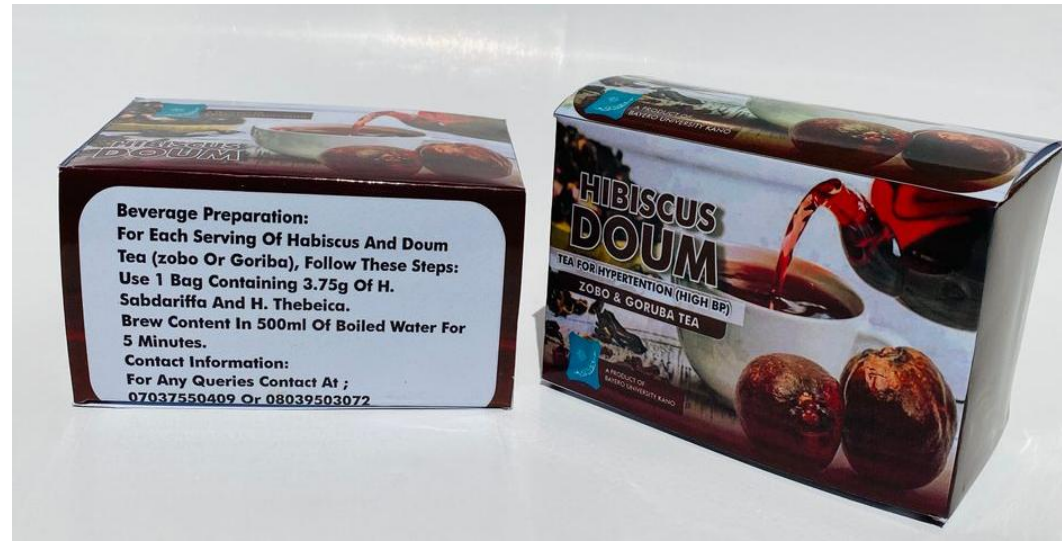
Monitoring & Evaluation

- Product quality: batch testing, NAFDAC compliance
- Sales & distribution: units sold, market penetration
- Consumer feedback: satisfaction, efficacy perception
- Continuous improvement: refine formulation, packaging, marketing



Expected Impact

- Public health: improved hypertension management, reduced cardiovascular risks
- Economic: local agriculture stimulation, job creation, herbal sector growth
- Market leadership: first clinically validated herbal tea for hypertension in Nigeria



Call to Action / Funding Request

- Funding requested: ₦17,580,000
- NASENI support enables production, regulatory approvals, marketing, and distribution
- Outcome: scalable, profitable, impactful herbal tea product

