

**68<sup>of</sup> 100**  
**Nomusa**  
**Khambule**



# Here to be Affirming

**Creating pathways for others to thrive: Nomusa Khambule is building beauty products with African women in mind.**

By bringing together her background in biomedical science, research and entrepreneurship, Nomusa is building a haircare brand designed around the needs, experiences and identities of African consumers.

For Nomusa, science and beauty are not separate worlds. Through iLanga Coils, she is reimagining what haircare can look like when textured hair is placed at the centre of product development. What began as a student-led venture has grown into a business developing science-informed, nature-powered products specifically for textured hair.

Behind the brand, Nomusa's experience and expertise is her understanding that effective

products should reflect the people they are created to serve. Her approach is one rooted in science, identity and lived experience.

Since iLanga Coils was developed, Nomusa has transformed an idea into a growing business that has achieved year-on-year revenue growth and is now working towards expansion. Its progress reflects a wider opportunity within the African beauty market for locally-developed products that understand textured hair and the consumers who wear it.

Nomusa's entrepreneurial journey has also taken her beyond building the brand itself. Her ability to communicate her vision has earned recognition through entrepreneurship programmes and competitions, including receiving an award for Most Compelling Pitch. She has also represented Wits in national student entrepreneurship initiatives at the University of Lincoln in London, taking an African-founded idea into international spaces. Yet her vision of entrepreneurship extends beyond her own success.

Through her leadership and involvement in university entrepreneurship ecosystems, Nomusa supports and mentors aspiring student entrepreneurs. In doing so, she is helping other young people see entrepreneurship as something they can participate in and shape for themselves.

That ability to open doors for others is an important part of the impact she hopes to create. Through iLanga Coils, Nomusa is building economic value while demonstrating the potential that exists when research, innovation and a genuine understanding of African consumers come together.

Her journey reflects a new generation of women entrepreneurs who are not simply entering existing industries, but creating products and businesses

around needs that have too often been overlooked. For Nomusa, textured hair is more than a market opportunity – it is an opportunity to use science and nature to create products that affirm identity, build confidence and make space for more African women-led innovation.

**Your  
story  
matters**

