

Bola Obileye

Presenters & Brands | Presenters

Press

Gordon Ramsay's Future Food Stars: Where to buy the contestant's products

Bola Adegbenro - Jitterbug: jitterbug.life



Bola Adegbenro is a health coach hailing from Hertfordshire. In 2016, after a recent health scare, she decided to ditch sugary soft drinks, instead blending her own alternatives at home. What she concocted was an apple cider vinegar seltzer. And in 2019, Jitterbug was born.

This premium seltzer soft drink brand merges real fruit juice with apple cider vinegar, and the website says that there's no sugar, no artificial sweeteners, no artificial flavourings and "no nasties". The drinks are sold in packs of 5 or 12, and there are three different flavours on offer: orange jive apple cider vinegar seltzer (from £14.40, jitterbug.life); lemonade swing apple cider vinegar seltzer (from £14.40, jitterbug.life); or berry hop sparkling apple cider vinegar seltzer (from £14.40, jitterbug.life). You can also buy the cans on their own from Holland & Barrett (£2.29, Hollandandbarrett.com).

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FREE METRO

HOME

CELEBRATING VEGETARIAN
With a number of new products and brands, Metro is celebrating the start of the new year with a special offer on its range of vegetarian products. From plant-based meat alternatives to dairy-free spreads, there's something for everyone. Plus, a special offer on our range of organic products. Don't miss out on these great deals. Shop now!

CELEBRATING VEGETARIAN WITH VIRTUOUS HOMEWARE, FOOD AND DRINK By Jane Cooper

SHAKING UP
With a number of new products and brands, Metro is celebrating the start of the new year with a special offer on its range of vegetarian products. From plant-based meat alternatives to dairy-free spreads, there's something for everyone. Plus, a special offer on our range of organic products. Don't miss out on these great deals. Shop now!

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Celebrate the start of the new year with a special offer on our range of indie bay products. From plant-based meat alternatives to dairy-free spreads, there's something for everyone. Plus, a special offer on our range of organic products. Don't miss out on these great deals. Shop now!

AVRTON
Replacing beautiful timber windows & doors, beautifully

POPK
Celebrate the start of the new year with a special offer on our range of Popk products. From plant-based meat alternatives to dairy-free spreads, there's something for everyone. Plus, a special offer on our range of organic products. Don't miss out on these great deals. Shop now!

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The HOT List



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best

best for REAL LIFE

Picture This 2016

I've found my fabulous!

Picture This 2016

Sum 1st 70th

"I no longer hide from view, but rather embrace my body"

Typical day, before

...and after

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Will women-led start-ups power the UK's post-Covid recovery?



Mollie Obileye, co-founder of [Jitterbug](#) drinks, which makes sparkling apple cider vinegar seltzers, told *Speciality Food* she was “driven by passion to fill the world with food goodness following a health scare”.

Over a third of women are considering supplementing their income through a 'side hustle', while 14% are reconsidering their current job as a result of the pandemic.

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Will women-led start-ups power the UK's post-Covid recovery?



Almost a fifth of women are currently considering starting their own business in what [Small Business Britain](#) says signals a potential wave of new female-led start-ups.

Two-fifths of women (42%) said they were motivated to think about starting a business out of a passion, according to the research, commissioned to mark [International Women's Day](#) on 8th March. Passion is a common driver cited by women in the food and drink sector. Mollie Obileye, co-founder of [Jitterbug](#) drinks, which makes sparkling apple cider vinegar seltzers, told *Speciality Food* she was "driven by passion to fill the world with food goodness following a health scare".

Black beauty
 & hair for women who want to look amazing

STRICTLY SPEAKING
 AJ Odudo is in a good place

214 LATEST LOOKS

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Inspirational styles for the season

www.blackbeauty.com

BBH LOVES

Pure Pop
 Apple cider vinegar has 101 health benefits, from anti-diabetic effects and lowering cholesterol to aiding digestion and warding off colds – but perhaps most famously, beyond quagga gallons of the stuff to help her dress a dress size in the run-up to filming *Orange Is the New Black*, Now ACV is taking center stage in a stylish range of soft drinks from Black-founded company Bubbly. At \$2.99 each, they are 100 per cent natural and blended with English botanicals and exotic superfoods to make a health drink that is as easy on our taste buds as it is on our health. We'd drink to that.

Pearly Pills
 We're popping up our grinders with Whitening Toothpaste Tablets (\$7.99) from our brand Hello. A plastic-free alternative to traditional pastes, these earth-kind tablets are formulated with natural peppermint and tea tree to gently whiten teeth, remove plaque and freshen breath. Now that's something to smile about.

Inside Out
 Eczema can often be misdiagnosed in Black skin – but research suggests melanin-rich tones are more likely to suffer from the condition. Want to ditch the itch? Pellamex – a new ingesterable supplement – has got the health world abuzz thanks to its boost of Omega-3 production. This is a key amino acid found to strengthen and restore a healthy barrier function in the skin from the inside-out, science-bode found a 48 per cent improvement in

Health

Sunny Isle
 JAMAICAN BLACK CASTOR OIL

Healthy Hair Growth
 Longer Thicker Hair
 Soothes the Scalp
 Dry Itchy Scalp
 Fights Dandruff
 Eczema
 Psoriasis
 Aches & Pains
 Moisturizing Skin

INFUSED WITH CHEBE POWDER

OUR STORY
 SUNNY ISLE JAMAICAN BLACK CASTOR OIL SEEDS ARE LOOSELY AND THE OIL EXTRACTED BY FRAMES IN

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Black beauty

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