



**"Office manager by day and
Juicepreneur by night."**

PATRICIA OWUSU

Founders of Nyini The Brand

#SheDID⚡IT

Her juices bring the customers to her yard.

The idea of cold-pressed juices didn't come out of nowhere. Patricia suffers from fibroids which made her throw her unhealthy eating habits overboard. She reduced her alcohol intake, and got into juicing. She quickly learned that it's a messy and time consuming process, yet she wanted to start a healthy lifestyle. **What started as a personal, life-improving journey resulted in a flourishing company helping others.**

Nyini is derived from Twi (a language spoken in Ghana) which means growth. This way her brand still has a direct link with the motherland. Patricia wants women of colour to know that once you start taking care of the inside, the outside will follow. "Radiating beauty from the inside out". This starts with knowing what you put into your body, what you eat and the effect it has on you.

“My self-love journey was the push I needed in the right direction to start my business. Loved ones can push you but how much do you want it? YOU need to put in the work.”

— PATRICIA OWUSU

#SheDIDIT

In order to work, I need to chill.

Prior to owning a business, Patricia devoted herself to a self-love journey which gave her that last push towards entrepreneurship. Growing up in an African household isn't always easy. Judgy aunties and uncles (we all know them) have the power to make you question your whole existence, and even make your ideas feel small. **She learned to draw the line, take her power back and love herself.** You need to forgive yourself, recognize your strengths and you have to do the things you love. As she beautifully said, envision and **embody the true you.**

Being a business owner comes with insecurities, long working hours, taking many risks and all different new responsibilities. Therefore, don't go all bananas from the start. Dare to take a break every once in a while. **Because starting a business is easy, the hardest part though is to be able to maintain it.** In this day and age, working hard all the time has become the standard. Yet, Patricia says that her greatest ideas came from her regular breaks from social media where she focused on herself.