

AUTOBIOGRAPHY: USHA HUNSAJ MIRACLE TOUCH PRODUCTS



I was born on the 16th November, in the small town, Sea Cow Lake where the only memories that I have are of the beauty of the rich green vegetation, the trees that danced with ripe mango, guavas, bananas, avocados, prickly pears, jack fruits and grandalas, when Umgeni Business Park, Durban was emerging as an Industrial Area.

I was fortunate to be born in the Hemraj Sarjoo Singh family and spent my humble childhood in a close knitted neighbourhood where we lived as one big family. My siblings made up of four brothers and three sisters had always filled the house with laughter and the walls echoed with love and warmth. As I was the second youngest child in the house, I was showered with the best and learnt to live with what we had. We just had each other and that was all we needed.

Like everyone has a dream in their lives of what they want to achieve when they grew up, I too had big dreams, dreams of overcoming poverty, owning my own house, dreams of being a business woman and seeing the world. I got married in 1990 and this didn't stop me from chasing my dreams.

In 1991, I studied Fashion Designing and Beauty Therapy at Maritaaz College of Careers and received a Diploma. Being passionate to achieve my dreams in life, I opened my own company, "UV Fashions" in Victoria Heights, Durban CBD. With the little profits I had made, I began travelling to India where I bought clothing, beauty products and equipment for resale. I became a life time member of the Cosmetology Society of India and started short courses to empower young ladies.

Being persuaded by my dreams I began studying Beauty Therapy, Aroma Therapy and Reflexology in 2002 at International Health and Beauty College where I received three diplomas. After completing the course, I applied to register with the Allied Health Professions Council of South Africa (AHPCSA) and was informed that the college was not recognised by them.

Thereafter I trained at Jasmins Institute of Natural Healing and studied Aromatherapy and Reflexology. Again, I was misled as the owner of the Institute was accredited with AHPCSA and not the college. Despite the college not being recognised by the AHPCA, it was the skills and the knowledge that I learnt, I will always have.

In 2005, I studied with Natural Health and Beauty which was accredited with Allied Health Professions Council of South Africa (AHPCSA) where I studied, Aromatherapy, Reflexology, Pathology and Human Anatomy.

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After sixteen years of studying and being inspired by the many testimonies of my formulators of natural health and body care products, in 2007, it was a dream come true when I registered, Miracle Touch Products, my very own company.

I started blending and packaging my products from home.

By word of mouth my business started to grow. The sale grew and I started selling my products at Health and Beauty Fairs, exhibitions, at co-operates and hospitals.

The company was gaining momentum and I was introduced to national fairs and exhibitions. The products were sold in the Mind Body and Soul Fairs, Professional Beauty Exhibition, House and Garden Show, Decorex and many more health and beauty fairs.

I am very grateful to the Department of Trade and Industry for sponsoring Miracle Touch Products to exhibit my products at international fairs and exhibitions namely: Maritime Silk Road Trade Fair – Dongguan City, China (2016 & 2017), CBH Beauty Expo – Morocco (2018), Beauty West Africa – Lagos (2018), Pro Beauty - Mumbai (2018), Beauty Expo Asia – Malaysia (2019) and Professional Beauty – Dubai (2019).

The most memorable day of my life was in 2016 whilst I was at the exhibition at Maritime Silk Road Trade Fair – Dongguan City, China, when I represented my company during a live interview on national television by a reporter of DG News Chanel, Dongguan.

My lifetime dream is to manufacture products of international standards and to be able to distribute it internationally.