

FULL
BLOODED
ÎJÈBÚ
(FBI)



HERITAGE ELEGANCE SERIES

**ADERONKE
BUSOLA ADESOYE
ADEGBITE**

"BUBU TIMARA" | WELLNESS
PIONEER | CULTURAL AMBASSADOR

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FROM THE HERITAGE DESK

Entrepreneurship with Heritage at Heart

Aderonke Busola Adesoye Adegbite, known as Bubu Timara, represents the modern Ìjẹ̀bú woman who transforms traditional values into global impact.

As granddaughter of the late Balogun Adesoye Onasanya and Publicity Secretary for the Balogun Soye Dynasty, she bridges ancestral heritage with contemporary entrepreneurship. Her journey from accountant to wellness pioneer demonstrates how cultural pride can fuel business innovation. Through her work empowering over 300,000 couples globally, she proves that Ìjẹ̀bú excellence knows no boundaries.

Full Blooded Ìjẹ̀bú.

ABOUT

Aderonke Busola Adesoye Adegbite, fondly known online as Bubu Timara, is the visionary force behind Timara Beauty Essentials and a multifaceted entrepreneur leading businesses spanning beauty, body enhancement, natural haircare, and packaged food exports.

With a strong entrepreneurial spirit and background in professional accounting, Bubu proudly hails from Ijebu Ode, Ogun State. She is the granddaughter of the late Balogun Adesoye Onasanya and currently serves as Publicity Secretary for the Media and Publicity Committee of the esteemed Balogun Soye Dynasty, playing a significant role in advancing the visibility of Ojúde Ọba Festival.

THE JOURNEY

With over 11 years of entrepreneurial experience, Bubu has emerged as a trailblazer in Nigeria's online wellness space. She is particularly recognized for her pioneering efforts in demystifying the often-misunderstood kayanmata niche, all while balancing her roles as a devoted wife and mother. Her influence has extended to over 300,000 couples globally, providing holistic solutions that promote intimacy, wellness, and body confidence. A true innovator, Bubu is Nigeria's first woman to create a Mobile Yoni Spa, travelling across states to attend to women's intimate wellness needs. Through her advocacy, she has empowered countless women to embrace their health, body, and identity with pride.



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VISION AND LEGACY

Bubu's vision is rooted in Connection - to bridge the cultural, linguistic, and geographical divides among women globally. She believes that, regardless of background, every woman speaks one universal language through her wellness journey.

Her mission is to help women rediscover their inner power and foster a lasting legacy of unity, healing, and heritage. She envisions a world where cultural pride and personal empowerment intersect to create transformative change for women everywhere.



"Ojúde Ọba is our Culture, it's who we are, our identity. We breathe it, create it, nurture it, and pass it on, just as it was handed down to us. We can't stray away from it. It would always find us."

- Aderonke Busola Adesoye Adegbite

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BUSINESS AND CULTURAL IMPACT

Bubu's influence stretches far beyond beauty. Through consistency and authenticity, she has built a trusted online community, especially via her thriving WhatsApp thrift savings group, which now disburses over ₦45 million monthly.

Her transparency and strong moral compass have made her a beacon for financial prudence, earning her the trust of thousands. Her presence in the wellness space has helped destigmatize conversations around intimacy and health, especially for African women, offering safe, non-invasive, and empowering alternatives for personal care and transformation.

THE CALL

"It gives me immense joy to be part of this beautiful movement, one that will ripple into history and make our children proud.

Culture is gold, it is joy, and it is identity. I am honoured to witness and contribute to this legacy.

To the brain behind this, my one and only Ijebu Scot, keep flying the flag. The world hasn't even seen what we Ijebu are truly made of... yet."

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BY
TIMI ADEGUNWA

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