



## **Backgrounder**

### **Overview**

SheaMoisture is a personal care company focusing on hair care products such as shampoo, conditioner, hair masks, smoothies, gels, and leave ins and body washes, lotions, oils and scrubs. With the best, natural ingredients gathered from around the world, we leave out the harmful ingredients. SheaMoisture is the legacy of Sofi Tucker, a pioneering mother of four and entrepreneur, who sold Shea Butter, African Black Soap and homemade beauty preparations in Sierra Leone in 1912. We honor her vision by continuing to formulate with Shea Butter handcrafted by women in Africa. With every purchase you show support of our mission to reinvest back in our communities through community commerce. The legacy being to uphold a natural and sustainably produced company that has been tested and proven on the Tucker family for four generations and never on animals. All products are made organic and sulfate, paraben and cruelty free which is proudly displayed with the PETA cruelty- free bunny logo on their product packaging and website.

### **Philanthropy**

Shea Moisture is an accredited fair-trade company and as a member of the fair-trade movement, advocates for the improvement of social and environmental standards. This includes pioneering fair-trade through community exchange not just at home but around the world. By being a fair-trade company, we ethically source our famous shea butter from five different women's co-ops in Ghana. Shea moisture's manuka honey and mafura oil line participates in community commerce as ten percent of sales generated are donated to women-led businesses as well as to the communities supplying the ingredients used in a variety of products in their brand. We also provide funds in infrastructure and training so they too can produce quality goods and labor in their countries to overall earn a better living to

support their families and community. At SheaMoisture we invest proceeds from every purchase into the community. When you purchase SheaMoisture, you are investing in women globally. Our educational and entrepreneurial programs are designed to create an inclusive and thriving society from the US to Africa. To date, you have helped us fund millions in education, healthcare, safety, and fair wages. Our handcrafted shea butter is sourced directly from Ghana. Your proceeds are developing critical community infrastructure in Ghana such as a safer work environment, access to healthcare, and piped water that boosts production capacity and quality. In the U.S, investments are made in entrepreneurial and educational programs that empower women and transform communities. Shea Moisture stands for being inclusively exclusive, emphasizing that the best in personal care and beauty should not belong to a few, therefore, our accessibility comes compromise-free. We also stand for modern wisdom, through recipes handed down from a healer which makes for potent 21<sup>st</sup> century cures and sensory solutions that stimulate, sooth, surprise, and speak to all the senses. And being culturally cultivated with the best ingredients gathered from around the world and picked to complement perfectly.

## **History**

Shea Moisture was introduced in 1991 in Harlem, New York by two Liberians, Nyema Tubman and Richelieu Dennis. They were inspired by Dennis' Grandmother, Sofi Tucker, who started selling shea nuts at the village market in Bonthe, Sierra Leone in 1912. By age 19, the widowed mother of four was selling Shea Butter, African Black Soap and her homemade hair and skin preparations all over the countryside to support her family. Her salves and soaps were soon sought after across the countryside and four generations later, in the hands of her grandson Richelieu Dennis, her recipes and wisdom form the heart of Shea Moisture. In the creation of Shea Moisture, their cultural heritage and Sofi Tucker's legacy is continued by utilizing handed down recipes and gathering the best ingredients from around the world. Today, every one of the formulas harness the healing power of shea butter and the best of mother nature to nourish every member of your family, body and soul. Sofi Tucker was our Grandmother and SheaMoisture is her legacy. The legacy being to uphold a natural and sustainably produced company that has been tested and proven on the family for four generations and never on animals. Shea Moisture's inspiring story and amazing products continue to flourish, since natural is indeed the new norm, and are proud to be eco-friendly and organic since 1912.

## **Scope and Impact**

Currently, Shea Moisture has invested \$6,100,000 into Community Commerce programs, has purchased 700,000 Kilos of Shea Butter from Ghana and has 10,000 Ghanaian beneficiaries. Programs and opportunities Shea Moisture offer includes:

- Shea Moisture Community Commerce Fellowship, in partnership with Tuck School of Business, fully funds minority women executives, business owners and entrepreneurs to attend Dartmouth College's Minority Business Executive program.
- The Jackie Robinson Foundation, which is proudly supported by SheaMoisture, provides financial assistance for minority students who aspire to attend college, as well as other resources to guide them through the process of higher education.
- The Babson scholarship empowers young girls in high school to discover and strengthen the skills needed to be a successful entrepreneur. Through a one-month intensive program at Babson College, students from around the world are connected.
- Our products are made with certified, organic natural and fair-trade ingredients. We source our key ingredients, including our handcrafted shea butter, from small businesses across our global supply chain also called the Chain program.
- We also provide access and opportunities to small minority business owners. All you have to do is contact us so we can help you company grow. We host upcoming events, opportunities, and free resources to help small businesses. To learn more, please visit our website at [www.sheamoisture.com](http://www.sheamoisture.com).

## **Shea Moisture Today**

Shea moisture has expanded their natural product lines to Men, Babies & Kids. Now men too can harness the amazing benefits of Shea Moisture through there #Defineyourbeard facial hair upkeeping and maintenance products including exfoliation, balms, creams, oils, and pomades. Babies and Kids too can experience the hydration and moisturization early on, with natural products that cater to skin sensitivity that harsh ingredients can cause. This collection of hair and skincare products for babies and kids includes a variety of shampoos, soaps, lotions and more to help start your little one off with a strong foundation based in natural, sustainably produced ingredients. These nurturing remedies have been passed down and perfected over the years to make it easy to care for your baby's skin. Find the best baby and kids' products to stimulate and soothe your child when you shop at SheaMoisture. When it comes to washing baby hair or giving your child a bath, it's so important to know that the ingredients in each product are safe for their skin. Our commitment to using natural ingredients is part of what makes SheaMoisture

one of the top options for baby hair products, kids' bodywash and other bath and body items. From eucalyptus and marshmallow root to blueberries, mango, coconut and carrot, our products contain a variety of ingredients you can feel good about putting on your child's skin. We use the best ingredients gathered from around the world to ensure that your little one receives the natural, loving care they deserve during bath time. In addition to using gentle, natural ingredients in our formulas, you'll also find that we leave out any harmful substances. Each of the products in our kids and baby skincare line is free of parabens, mineral oil, formaldehyde, phthalates and petroleum. Whether you want to find the best shampoo for toddlers, the safest soap for newborns or head-to-toe lotion for kids with a soothing scent, you've come to the right place. Let SheaMoisture help you provide natural, gentle care for your child.

## **Our Mission**

SheaMoisture's mission is to invest in, support and empower black communities and is a global leader in hair care, bath, body, skin care and more, by offering sustainable, natural ingredients, made accessible to anyone. We are natural, organic, sustainably produced goodness. Made with love for you and your body. Pioneering fair trade through Community Commerce at home and abroad. We strive to be sulfate free, paraben free and more, whenever possible. Tested on our family for four generations. Never on animals. At SheaMoisture, our mission is multi-cultivated: To make better-for-you beauty, hair and skin care products with certified organic and natural ingredients, always be eco-friendly, cruelty-free, fair-trade. We give back the goodness by supporting charitable organizations and women in under-served communities globally, across the United States and in our local community.