



A Better Way to Beautiful since 1912

FACT SHEET

Our 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.

Partnerships and Opportunities

- 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.
- We also provide access and opportunities to small minority business owners. All you have to do is contact us so we can help your 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/communitycommerce.

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.

\$6,100,000

**Invested in Community
Commerce Programs**

700,000

**Kilos of Shea
Butter Purchased**

10,000

**Ghanaian
Beneficiaries**

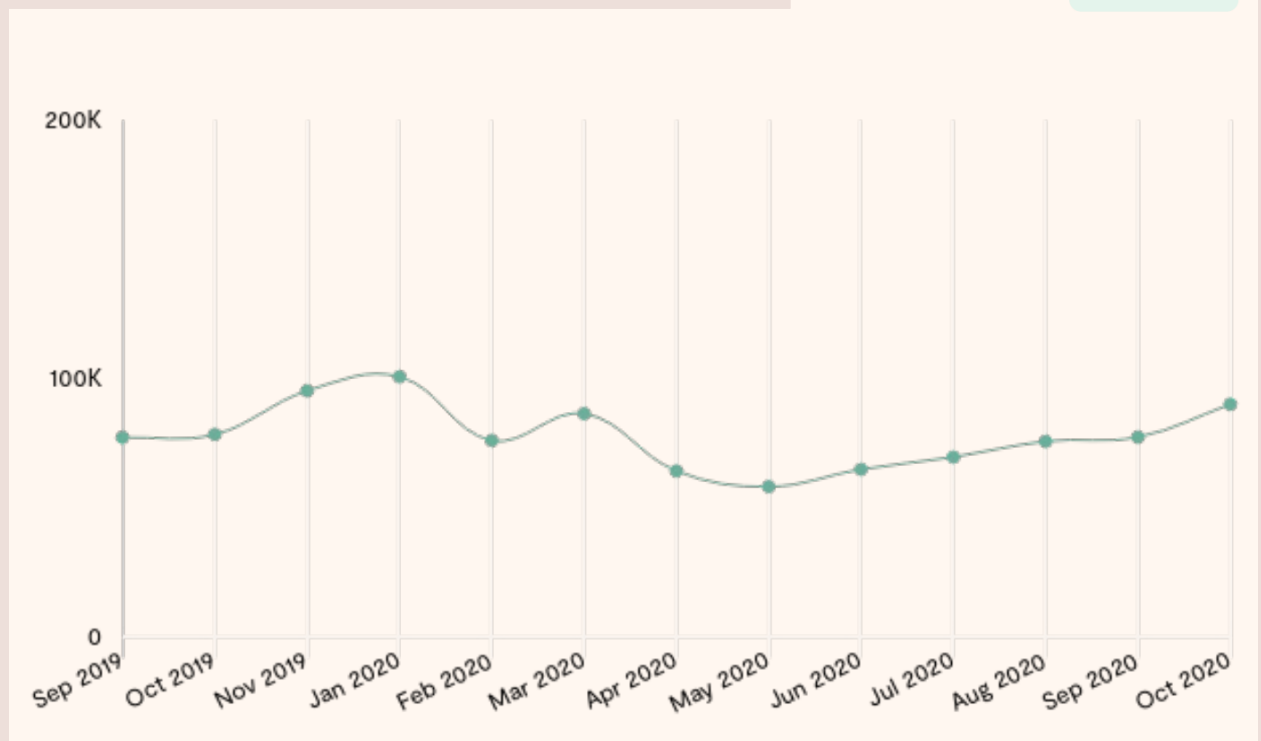
Philanthropy

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 21st 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.

SheaMoisture Traffic Rank

112,486

↑ 16.37%



**Gross merchandise volume from
Sheamoisture.com:
\$25-50M**

**Orders shipped from website:
10,000-50,000**



905K



854K



84K

Social Media Impact/ Followers