

SheaMoisture Newsletter

A Better Way to Beautiful since 1912



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Letter from CEO, Cara Sabin

By Melody Zenck, Public Relations Specialist

As the new CEO of Sundial Brands, I am honored to be leading a family of brands built on a rich foundation of family legacy, culturally inspired ingredients and a strong commitment to our community. I will passionately keep an entrepreneurial spirit and vision thriving throughout our company so we can continue to serve you handcrafted natural products made for your hair, skin, body, baby and men's needs while standing with you through community investment efforts that truly make a difference.

From our humble beginnings almost 30 years ago, our pioneering founder Richelieu Dennis, imbued Sundial Brands and the SheaMoisture brand with natural hair and skin care recipes passed down from his grandmother, Sofi Tucker. These ingredient-led products and strong commitment to community is and will always be the heritage of this brand.

In addition to product innovation, SheaMoisture was built on the core belief that only commerce can bring true economic independence to our communities and empower women to break the cycles of wealth disparity. Our Community Commerce business model is our purpose-driven way of doing business and how we invest in creating a fairer world by overserving those who have been underserved.

At SheaMoisture we invest proceeds from each and every purchase directly 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 United States to Africa. To date, you have helped fund millions in education, healthcare, safety and fair wages. As I continue to hear stories of individuals and families that have benefited from this impact, I am proudly assured that together we are transforming lives. Together, we are sustaining communities. Together, we are stronger.

SheaMoisture has always been defined and inspired by the communities we serve. We invite you to continue with us on this journey.