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SEPT/OCT 2022



FALL BEAUTY
LONDON SUMMERS
YANDY & YELLE
DENIM ON DENIM

Masika Kalysha

THE BUSINESS WOMAN



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THE LONDON
SUMMERS BRAND



HYPE HAIR[®]

Chairman/CEO

Lia Dias

Publisher

Adrienne Moore

EDITORIAL

Editor-in-Chief:

Lia Dias

Creative Director:

Mimi Johnson

Digital Media Director:

Melissa Mixon

Contributors:

Morgan owens, dyamon Chavis, Makayla Juniel, Kourtney Flowers, Mimi Johnson

ADVERTISING

Adrienne Moore

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LETTER FROM THE EDITOR

Words cannot express the excitement I have as the new owner of HYPE HAIR MAGAZINE! HYPE HAIR has been a staple and industry leader that celebrates the uniqueness of black hair for almost 30 years.

I look forward to curating new stories, features, and relationships. I am most proud to bring this black founded magazine back to black ownership. We have assembled an amazing network of industry leaders and professionals to guide the creative process to a new level!

This edition is most special to me because we are highlighting women in the beauty industry that are defying the odds. Businesswomen from across the country are being featured because of their successes and contributions to elevating the beauty industry. All too often the successes of black creatives and business owners are overlooked ... we seek to change that! May you be inspired and encouraged by their stories.



Lia Dias

Lia Dias, Editor-In-Chief and CEO,
Hype Hair and Girl Cave LA



LONDON SUMMERS

NEW BEAUTY COLLECTION ARRIVALS



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FROM THE PUBLISHER

DEAR READERS,

As we move through our life experiences, we sometimes can't help feeling overwhelmed. Everything—from financial challenges to relationship issues—can prove to be quite daunting. And the pressures surrounding these challenges and issues can lead us to feel anxiety, stress, even fear. When these feelings begin to build, it's important to realize that God is in and around every situation, as well as in us. Even though we may feel that a particular concern is bigger than we are, it isn't—and never will be—bigger than God. When you seem to be in one of life's valleys, it's a good time to hold on to your faith and let the worry go. When we let go, we create a space for the Christ spirit to come in. After allowing this to happen, we can shift from a place of vulnerability to a place of strength. We can turn within, where the Christ spirit dwells, and know that through His Grace the answers will come and the battles will be won. In my own life, I have witnessed how God has corrected my course and enabled me to overcome some incredibly intense situations. I simply had to be open and receptive to Him. Doing this allowed Him to not only cover me but to lift me up to a level from which I could move forward. Always know that you can overcome challenging situations. You deserve joy and happiness in your life. Through Grace and God's unconditional love you are worthy, you are blessed and you are destined for greatness.

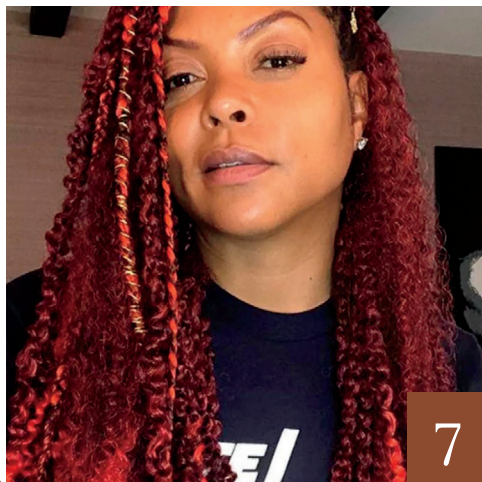
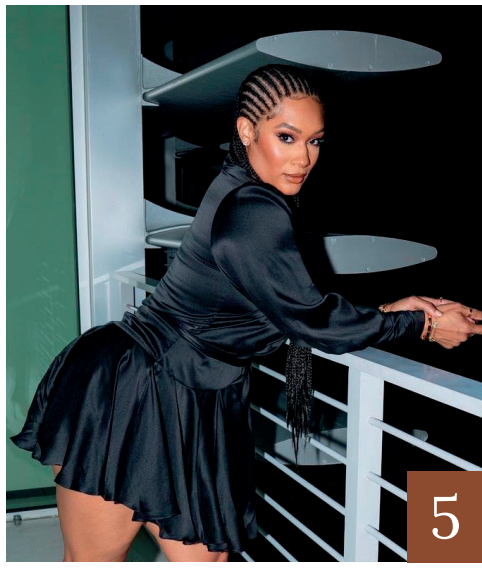


Peace & Blessings,

Adrienne Moore

Adrienne Moore, Publisher

Protective Styles



- 1. Meagan Good
Goddess Locs
- 2. Brandy
Passion Twist
- 3. Cynthia Bailey
Medium Box Braids
- 4. Ciara
Bonita Locs
- 5. Crystal Renee
Straight Back Braids
- 6. Gabrielle Union-Wade
Medium Knotless Braids
- 7. Taraji P. Henson
Red Passion Twist

Megan The Stallion



IMAGE SOURCE: INSTAGRAM @THEESTALLION

Hot Girl Coach is giving us "living my best life energy." In her denim crop top and short fun blonde bob. Meg is ready for some fun. Yes girl!



IMAGE SOURCE: PINTEREST

Bey, giving it to us in this summer/fall look. Crop top with a short skirt and Bomber Jacket. She never overdoes it, always giving us just enough while looking beautiful. This look can be worn throughout the year. She never misses!

Beyonce' & Ciara

DENIM ON DENIM INSPO.

Some fun, fire denim looks



Ciara is always rocking different looks sending many vibes. She never settles for one look, and we're here for them. We love this look with the accessories as the finish look.



IMAGE SOURCE: INSTAGRAM @CIARA

Winnie Harlow



IMAGE SOURCE: PINTEREST

Winnie Harlow looks beautiful in two-tone denim. Who says you need to accessorize every time? No, sometimes the attire speaks for the look. Especially when paired with a popping shoe. In Winnie's case she's winning this look!



IMAGE SOURCE: PINTEREST



IMAGE SOURCE: PINTEREST

When it comes to fashion our Bad gal Rih always makes her own set of rules. You never know what to expect from Rihanna and she always leaves you wanting more.

Rihanna & Ryan Destiny

Ryan Destiny has such a laid-back style that's intriguing and gets you every time. She rocked this Denim look topsless underneath, giving us a slightly off-the-shoulder look. The Bob compliments the look sitting off the shoulders, allowing the outfit to speak for itself. Her style is unmatched.

Created By: Melissa Mixon

BEHIND THE BRAND YELLE SKINCARE

Written by: Lia Dias | Image source: www.yelleskincare.com

Yandy Smith has solidified herself as an entrepreneur, activist, and television personality. I am always fascinated by women entrepreneurs that can be successful in multiple industries at the same time. Smith has managed to do so and has glowing skin in the process!



I started my day in Atlanta fresh off the plane from Los Angeles. My skin needed a pick-me-up from the air travel. I met Yandy at her Yelle Skin Care storefront at the Underground in Atlanta. The first thing I noticed was how AMAZING her skin is! I quickly went over my skincare concerns and asked for the remedy. Smith developed Yelle after having postpartum skin care concerns. Yelle is plant-based and formulated for melanin-rich skin. Here is what I picked up to get the pick-me-up my skin needed.



Step 1:

Awakening Milk & Honey Cleanser- Made with Coconut Milk, Natural Honey Gel, Infused with Papaya Enzymes, Apricot Kernel Oil & Vitamin E. YELLE Organic Herbal Infusion®

- Gently cleanses and removes surface oil and debris without harsh abrasives
- Formulated to balance pH levels and retain skin's natural moisture levels.



Step 2:

Awakening Milk & Honey Toner - Made with calming aloe, rose hip oil, and hyaluronic acid. YELLE Organic Herbal Infusion Gel toner

- Refreshes and restores the skin after cleansing
- Helps to alleviate stressed skin and restore tone and elasticity



Step 3:

Awakening Peptide Boosting Serum for Normal Skin- Awakens your skin to support brighter, firmer, more even-toned, younger-looking skin. A powerful peptide-boosting serum for normal skin. A healthy overdose of Vitamin C, an antioxidant that stimulates collagen and minimizes signs of aging.

- Supports the healing and repair response in the skin
- Refines the appearance of wrinkles
- Evens skin tone and texture
- Restores elasticity and firmness to the skin.

Step 4:

Awakening Daily Moisturizer - Pamper your skin and let all the goodness of this moisturizer sink in without leaving a greasy feeling. YELLE Organic Herbal Infusion® A Plant-Based daily moisturizer, the perfect companion to the complete regimen.

- Infused with honey and coconut milk for perfect pairing performance



For good measure, I added A-Dream, the eye brightening serum (I am happy I did).

Fast forward a month later, and I am loving my results. The texture of my skin has transformed. I don't miss a day without using the peptide serum; it is magic in a bottle. The eye cream gave me immediate results by taking away the "sleepy/droopy" look. With so many skin care lines on the market, it's so important to use a product line with quality ingredients. YELLE is it!

You can order YELLE online at www.yelleskincare.com

MASIKA

Kalysha

THE BUSINESS WOMAN

Photographer : Joseph Ford | Creative Director: Von thee Don | Producer: Masika Kalysha

Hair: Damian Salter | Makeup: Darri Felder | Lashes : Nafsi Lash

Styling Team: Marchinee Lewis, Von The Don

Masika Kalysha is beautiful, ambitious, and has a go-getter mentality. Yes, she's well known for her popular TV shows, but she's also a singer/songwriter, entrepreneur, and businesswoman. Her cosmetic and hair brand company, Khari Barbie Beauty, was named after her daughter Khari Barbie Maxwell. She also has a book that teaches everyone stock marketing tips called "Stock Market Tips From A Bad Bitch."

Khari Barbie Beauty is an all vegan, cruelty-free, gluten-free, and paraben-free cosmetics line launched in December 2016. Khari Barbie Beauty sells everything from makeup, body care, and hair care. The stimulating hair

growth formula and baby hair oil are the most raved about and top sellers. Her products will soon be available in your nearest retailers. While Masika loves the beauty industry; she didn't limit herself there. She launched her stock market book, which teaches you how to secure wealth within the *Stock Market*. It's a 90-day workbook/planner that teaches you about the stock market and breaks it down to understand the market step by step.

Masika is bold and fearless. She's spreading her wings and stepping into new avenues. She's working to expand her beauty brands and dive into new things. It's safe to say Masika is making Boss moves and this is only the beginning.





1.What was the inspiration behind starting Khari Barbie Beauty?

The inspiration for launching Khari Barbie Beauty developed while I was filming a television show. As I gained popularity, I wanted to create my own product for both my daughter and myself. I wanted a lip cream that will last all day long and keep your lips nourished. After a long day, I came to the realization that the chemicals are particularly worrisome when I'm cuddling or nursing my daughter. I made sure Khari Barbie Beauty was gluten-free, vegan, and nontoxic when it was being produced.

2.Are there any plans to expand the line ? What can we expect next ?

We're super excited about expanding Khari Barbie Beauty. We're getting ready to go into some major retail stores. Soon as the ink is dry, Hype Hair will be the first to know. You'll be able to get Khari Barbie Beauty hair products especially our hair oils very soon in your local retail stores. I'm also adding organic shampoo, conditioner and styling products. The first drop that's coming very soon is the CBD hair oils & CBD Oil. These two oils will be dropping in the next few weeks. Also, Khari Barbie Beauty is looking to expand into a full cosmetic line. We will be adding products for your eyes, foundation, concealers and all sorts of things to continue our vegan, paraben free line into a full serve cosmetic line.



The half-up, half-down hairstyle is undoubtedly my signature appearance. Whether it's 6 Packs that fit in with my hair or just big, poppin' curls.



3.You being in mommy mode is what we have gotten to see so much of from you on your social media platform. What are some ways that you navigate all the responsibilities you have with being a mom?

I worked out how to balance being a terrific mother and a workaholic. Having actively involved in my business, running it, and being "a" business is rewarding but time-consuming. I complete everything during the day and then take care of my work in the evening.

4.What is your go to look/hair style while in front of the camera?

The half-up, half-down hairstyle is undoubtedly my signature appearance. Whether it's 6 Packs that fit in with my hair or just big, poppin' curls.

5. On a day off what hair looks do you tend to rock?

The Hair looks I usually serve on my off days are big and naturally curly.





6. What hair treatments or products are your must haves?

Number one go to hair care product of all time are my Khari Barbie Beauty oils. I have the stimulated growth formula for adults, The everyday baby formula for babies, kids and adults with sensitive skin. They work better than anything I've ever used. I formulated them because I had issue finding products that would moisturize, detangle, repair and grow my daughter's hair. I've been using these oils since my daughter was 9 months old. It has transformed the hair for my entire family. You can even put it on your beard, your eyebrows, but don't put it on your eye lashes. Other than Khari Barbie Beauty Hair oils, My go to products are still by Khari Barbie Beauty, which also happen to be some of our best sellers, are the brown lives matter kit and my lip care trio.

7. It's summer time! Are you rocking any protective styles to get thru the heat?

Since I did the Big Chop 3 years ago, I don't but heat in my hair and I don't straighten my hair at all. Typically, I rarely film with my natural hair or rock my natural curls. What I'll do is, just braid it down or play around with some wigs.

“ My go to products are still by Khari Barbie Beauty, which also happen to be some of our best sellers, are the brown lives matter kit and my lip care trio.





FALL INTO BEAUTY

THIS SEASON'S HOTTEST MAKEUP TRENDS

By Mimi Johnson

This fall we are bringing back creativity and pops of color and I'm here for it! From blinging embellishments to bleached brows, we are here to serve face with bold statements! Check out some of my favorite trends for this Fall!



1

Gemstone eye makeup

Bling on the face, and even hair, is here! We've seen it on runways and red carpets on queens like Sheryl Lee Ralph. Head over to the art store and grab some sticker stones and go at it!



CHRIS DELMAS/Getty Images

2

Glow From Within

If you follow my work as a makeup artist I'm all about the glow and I achieve this with Underpainting technique. This basically means you do all of the highlighting and contouring and well as cream blush underneath the foundation! Check out Skinglass facial oil and cream blushes + Danessa Myricks Contour compacts and your favorite concealer to achieve this look under your foundation!

Hot, Shiny Lips

Take the bold matte lip to the next level with adding a super glossy touch on top! It's all about vinyl lips. Try out The Glamatory Lip Potion in Cherry Bomb topped with Universal Lip drip!



3

Brow Down

Brows frame the face and this fall we are doing a lot with brows! Bleached brows and fuller brows are having a full moment this season. I'm a fan of Benefit brow pencils and anastasia dip brow gels.

4

Graphic, dramatic eyes

Bold cat eyes, dark shadows and all of the drama are here for the fall. Metallics and smoldery black are a staple for this fall. Try Mented eye shadow sticks paired with Inglot Gel Liner 77.

5

Glossed Out Berry

Berry stains and glosses are here for an effortless pout. Works great to soften the bold eye. Try The Glamatory Creator lip Drip!

Have fun this fall creating your own looks!!



For more look inspo and tutorials follow and subscribe to Mimi at @mimijonline on instagram.

MORGAN'S TOP HAIR/SKIN PRODUCTS FOR FALL

MORGAN ANGELIQUE OWENS

Fall season is approaching which means I switch up my some of my favorite hair and skin products. Here are a few of my favorites I can't live without for Fall:

Hair:

Palmer's Length Retention Collection

I know I'm supposed to pick one, but I just can't. I'm loving the Length Retention Collection, it leaves my curls moisturized, soft and lengthened. This line is packed with bitten that strengthens hair and helps brittleness, breakage and split ends. Curl Boss Babes, you know how we hate shrinkage? Well, this Length Retention Collection helps lengthen our curls without that "crunchy" feel. This line is great for all textures and curl patterns. This line includes:

- 3.5 fl oz Shampoo
- 5.1 fl oz Hair + Scalp Oil
- 12 oz Deep Conditioner
- 2.1 fl oz Biotin Pack



Head and Shoulders Royal Oils Collection, Scalp Cream

This is a leave-in, daily hair treatment to seal in moisture and prevent flakes and itch. I LOVE this scalp lotion when I have my hair in protective styles. It immediately nourished and soothes my scalp. Its gentle enough to use every day. I also love it was created by Black scientists for Black hair to help with healthy hair and a healthy scalp.





Pattern Beauty Mini Wide Tooth Comb

I'm loving this Mini Wide Tooth Comb from Pattern Beauty and look how cute it is! This Mini Wide Tooth Comb is great for a Boss Babe like me on the go (and super tender headed one) This comb is great on wet or dry hair; it literally had a girl clutching her pearls because it glided so easily through my hair while detangling.



Skin:

Bliss Rose Gold Rescue.

This Rose Gold Rescue Gentle Foaming Cleaner and Moisture Cream is perfect for sensitive skin! It has great benefits such as:

- Nourishes damaged skin
- Acts as a shield against free radicals
- Gives skin anti-inflammatory & antioxidant support
- Reinforces skin's natural protective barrier

ZO Skin Health, Bright Alive & ZO Skin Health Gentle Cleanser

Bright Alive, is a non-retinol skin brightener formulated to even skin tone, reduce dark spots and restore hydration, while calming and soothing irritated skin. The ZO Skin Health Gentle Cleanser has been awesome using, it's for all skin types designed to remove impurities and leave the skin feeling refreshed, clean and hydrated. Perfect for when I travel, it makes me skin feel refreshed and renewed.



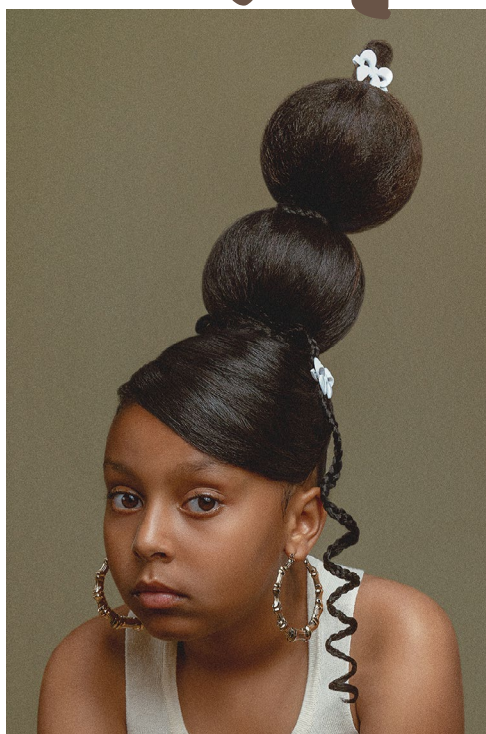
Palmer's Hemp Oil Calming Relief Body Oil

Winter months are ahead of us, but that doesn't mean we slack on the moisture for our skin. What I love about this product is the convenience of stepping out of a bath/shower and applying the oils, even on damp skin. After applying the body oil my skin immediately soaks it in and I can see an immediate glowing difference without any greasy residue. It's packed with 48-hour moisture that instantly helps dry skin, gives a youthful radiance, improves texture and soothes irritation. What else does a girl need?

Hemp Oil Calming Relief Benefits:

- Soothes irritation
- Increases hydration
- Improves texture and radiance
- Clinically Proven Results*: 96% agreed skin texture improved, 100% agreed skin was more moisturized and felt smoother
- 48 Hour Moisture
- Dermatologist Approved, Hypoallergenic, For Sensitive Skin

HAIR Artwork



Hair Artist: Yodit Michele @yoyodidit

Produced by: La Rue Inspire @larueinspire

Photographer: Sam Karimi @by.es.Kay

Editing: Paulo Vivanco @paulo.vivanco

My goal is to inspire young black girls to be proud of their hair. I want them to value how unique, creative and versatile their hair can be.

For the series, I used gold accessories as a symbol of royalty, pearls as a symbol of purity and strength & flowers as a symbol of natural beauty. Lastly, it was important for me include the map of Africa in a couple of styles to remind us that we are all connected as an African diaspora.



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With Quinoa Amino Acids, Panthenol, Phytantriol and PCA.

Work through Damp Hair then diffuse or Air Dry
For Fine, medium or Coarse Wavy to Coily Hair types.

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UNTANGLED

MEET

Kamia Adams

Mother of 2, wife, boss, and CEO of Untangled Hair Care. Untangled was born out of a desire to get her hair back to a healthy state. She had been wearing weaves off and on for years, and around 2015, she had decided no more. Underneath the weave, her hair was damaged and broken off. As a result, she promised herself she would never wear a weave again. She started researching ways to get her hair back healthy quickly. She incorporated taking vitamins and switching up her hair care routine. She found stylists who didn't use a lot of heat

on her hair and started getting oxygen treatments and giving herself daily scalp massages to stimulate growth. She also formulated a hair growth oil that helped her grandmother's hair grow back after her grandmother experienced hair loss from a medication she was taking. That's when she realized she might be onto something special. She was then motivated by this positive experience to create a product line to share with the world.

The initial line consists of ten products designed to address different hair types and textures. These products include shampoo "Nothing But Shine," conditioner "Tangle Me Out," a deep conditioning hair mask, a leave-in conditioner "Knot At All," a scalp scrub called "Detoxify Scalp Scrub," edge controls called "Simply Laid," a hair growth oil called "Overnight," hair growth vitamins called "iGrow," and a styling gel called "Hold, Shine, & Define." All Untangled Hair Care

products are natural and free of sulfates, silicones, and parabens. Our hope is that once you try our products, you'll also fall in love with the ease of styling and maintaining the health of your tresses.

Kamia was born and raised in Compton, California. She is also the founder of iWork Employment Services, which offers job training and coaching to adults with intellectual disabilities. This woman is perseverance personified. Though she makes it look easy, it was no small feat to get to where she is today. She lost her father when she was a teenager and is a domestic violence survivor. She's had multiple businesses that didn't stand the test of time but still managed to dig deep and try again, which is how she's come to find success today. Faith and diligence are her mainstays. Follow Untangled Hair Care on Instagram @Untangledhaircare for information on her upcoming launch and to learn more about untangled products.





THE LONDON SUMMERS BRAND

Photography credit: Deidhra Fahey
Article credit: Nicco Atkinson

London Summers is a woman of many talents and titles: Miss Hollywood Hills USA[®], actress, model, entrepreneur and founder/CEO of London Summers brand.

London Summers has become known for her glamour, beauty, and style. Now she's stepping into the beauty world with the launch of her own luxury lifestyle brand.

London has modeled for major brands such as HypeHair, Mac Duggal, Oldnavy, Gap, Athleta and worked on major productions such as CBS, VH1, Drumline, A new beat, and more. She started her career as a former teen beauty queen and won modeling competitions, including being selected by celebrity photographer Derek Blanks as the chosen prize winner for the "Derek Blanks Photoshoot" at Cynthia Bailey Model Search.

She is also known for starring as the leading lady in Yung Bleu's viral "Miss it" music video reaching over 92+ million Vevo views, competing in the Miss Georgia USA[®] pageant as Miss Peach State USA and playing as Theresa in the major motion picture Saving Zoe based on the New York Times bestseller plus more.

Within 12 months of launching the popular online retailer store

LondonSummersBrand.com, London expanded her shipping from local to nationwide, including Hawaii. London Summers brand is black-owned, female-driven, and offers new luxury product brand lines: London Summers[®] beauty and London Summers[®] boutique for teen girls/women.

Besides her career in entertainment and entrepreneurship, London is highly passionate about promoting women empowerment, she partnered with Lighthouse women's shelter to give back to homeless women and teen girls. Most recently, London donated \$4K worth of SKIMS to the shelter for those in need alongside her philanthropy partners and mother-manager/business partner (Nicco).

As Miss Hollywood Hills USA[®] London is currently training at the MISS academy to prepare for Miss California USA[®] with the goal to win the pageantry competition to become the next crowned Miss California USA[®]. Her mission is to make a big positive impact by promoting black female entrepreneurship, women empowerment, body positivity, self-love, and more.



Q & A

1. London, you've had quite a journey in the beauty, fashion, and entertainment industries. What made you decide to take this route with your career?

I decided to pursue what I'm naturally great at and passionate about. I believe if you invest time into yourself and your career, doing what you love will bring true happiness.

2. What challenges were you faced when starting your career and what made you feel the most confident?

Stepping out of my comfort zone by relocating from my hometown (Rochester, NY) and moving to different states for work were my biggest challenges. I experienced feeling homesick when I took a big leap of faith.

What made me feel most confident was seeing my dreams manifest and become a reality. It's one of the greatest feelings in the world to see the power of believing in yourself.

3. Our readers want to know: what is your best seller from the London Summers Beauty collection?

My bestseller from the London Summers beauty collection is the London Summers signature lip kit. It's luxurious, high quality, long-lasting and affordable. The ladies love it.

4. While keeping busy with traveling, What do you do for self-care?

I created my self-care routine that keeps me balanced: I always pray/meditate to stay centered, work out to invest in my health, and have fun to remain youthful. Lastly, I keep positive people in my life that align with my lifestyle.

5. As we transition into Fall, what are your go-to hairstyles?

My go-to hairstyle is long, luxurious and voluminous hair. Another go-to style is healthy natural hair; I've been using the black-owned brand Design Essentials hair care products for the best hair growth results.

6. What are your top 3 products you can't leave at home?

London Summers beauty for touch-ups throughout the day, SmartWater to stay hydrated, and of course, my iPhone to keep in touch with my friends, family, and business partners.

7. Could you let us know what's next for London Summers in the future?

I've recently received my pageantry title as Miss Hollywood Hills USA®. I'll be training for 6+ months to compete in Miss California USA®. My goal is to win the crown and use the platform to inspire other young aspiring black beauty queens to follow their dreams.

What's next in the future is also to continue to expand my career in the beauty, fashion, and entertainment industries.



What's next in the future is also to continue to expand my career in the beauty, fashion, and entertainment industries.

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