

THE DIGITAL NEWSPAPER
Voyage ATL

Community Highlights:
Meet Bria Clark of Atlanta, GA

Hi Bria, thanks for joining us today. We'd love for you to start by introducing yourself. This journey didn't begin with a young girl finding her voice. It began with a grown woman choosing to make an impact by offering a solution. My relationship with shaving, waxing, depilatory creams, and even the natural "let it be free" phase eventually led me to stepping fully into womanhood and committing to becoming the best version of myself. While living in Washington, D.C., MSI Beauty Studio was the place I birthed this business idea. During a routine wax, my esthetician looked me in the eye and said something that changed everything: "You don't have bumps because of your wax. You have bumps because you don't exfoliate."

It was honest. Direct. True. And I heard it.

I wanted a pretty bikini line—flawless skin. But I wasn't putting just anything on my lady parts. I needed something natural. Something gentle. Something that wouldn't throw off my pH or cause irritation. So I made it myself. A scrub that was pure, clean, and complete.

That creation showed me I wasn't just beauty—I was brains, too. I discovered that I could not only build a product but also successfully run a financial services business at the same time. Stepping into both roles allowed me to tap into a deeper sense of personal power. What Alexyss K. Tylor describes as "vagina power" captures this perfectly — the sacred self-care, discipline, and inner support I poured into myself became the force that transformed my circumstances and positioned me to impact the lives of others.

I committed to the process and officially launched RUBSCRUBS later that year. After testing and refining, wellness spas began carrying it. Waxing salons added it to their retail shelves. Beauty supply stores across D.C. welcomed it in. When I launched RUBSCRUBS, I ordered over a thousand labels. Today, we are jars away from selling out. Finishing what I start has become a promise to myself. Although I'm not done, I'm proud of myself.

Today, RUBSCRUBS has found its way into households EVERYWHERE—by the kitchen and bathroom sinks, in travel bags, in shaving kits, in waxing studios, and in every room where self-care has a home. It has become a modern staple, sitting right alongside baking soda, peroxide, and witch hazel.

And the mission continues to expand. We are deepening retail partnerships with beauty stores, preparing for vendor opportunities in 2026, strengthening our online presence, connecting with salon owners for demos, building social media visibility, developing distribution channels, and shipping worldwide to reach new consumers. Growth is always at the forefront.

Beauty isn't about looks—it's about how you care for yourself. That's why I created RUBSCRUBS—an exfoliating body scrub that helps you renew, restore, and show up as your best self.

Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?

The success of RUBSCRUBS lies in its simplicity. The formula is pure, natural, and honest—only three ingredients, so clean you could eat them. Nothing hidden, nothing complicated. A body scrub that works for everyone. RUBSCRUBS returns skincare to the basics: nature, nourishment, and intention.

RUBSCRUBS is a passion project, but it carries deep emotional meaning and mirrors the very process of exfoliation—shedding old layers to reveal what is true.

The journey of growing this business has been anything but effortless. As demand increased, so did the obstacles—each one revealing where I needed to refine, adjust, and evolve to better serve my customers. From navigating industry giants to rethinking how my products fit into everyday beauty routines, these challenges became turning points that ultimately strengthened the brand and elevated the customer experience.

One of the biggest challenges was competing with Amazon's free shipping. Customers didn't feel good adding a product to their cart only to have an unexpected \$7.99 fee appear. I listened, adapted, and chose to take on that cost myself. Shipping is now included, seamlessly



built into operations so customers experience the standard they're accustomed to. Another problem came with price-points inside salons, spas, and beauty supply stores. When my prices overlapped with the cost of their key services, customers felt like they had to choose between the service and RUBSCRUBS, and that created missed opportunities. To solve that, I introduced sample sizes—still the same quality, still the same natural formula, but more accessible and easier to incorporate into any routine.

Alright, so let's switch gears a bit and talk business. What should we know about your work? My work—whether through financial planning services or RUBSCRUBS product development—has always been about making people feel good. I provide self-care experiences, and RUBSCRUBS is the product that carries that mission into your home.

—I'm in the skin business—making sure your best accessory, the one you wear every day, stays polished and pampered.

—I'm in the relaxation business—helping you extend your shower time with extra moments of peace as warm water washes away old skin and old energy.

—I'm in the travel business—keeping your skin soft and glow-ready despite dry airplane air, long hours, and changing climates.

—I'm in the storage business—giving you a product that fits easily in your bag without needing to bring half the bathroom with you.

And just to be clear: we are not in the free-sample business. You cannot take without intention. If you want the experience, place your order at: www.RUBSCRUBS.com

We'd love to hear about any fond memories you have from when you were growing up? My favorite childhood memories include moments when my family showed up for me—fully, consistently, and without hesitation. They made sure I always felt seen, capable, and celebrated. This foundation was instrumental in everything I became.

Our family is in the business of supporting our own. My earliest clients were my own people—the men, women and even children. They were the first people to listen while I pitched my services, the first ones to pull money from their wallets and place it in my hands. The first ones to clap for me.

My mother was the strongest force in shaping me. She didn't just encourage my imagination—she invested in it. She poured into me with intention, with patience, and with a belief so steady, it became the foundation I stand on today. She showed me what it looked like to dream boldly; but more importantly, she taught me how to take those dreams out of my head and build them with my own hands. Every step, every idea, every little business I created as a child was nurtured by her guidance. She didn't just raise me—she raised my confidence, my work ethic, and my understanding that dreams don't become real by accident. Dreams become real through love, support, and action. And for that, my mother, Shalona Chester, truly deserves the light God shines in her direction.

I was a preteen running a beauty business, charging ten dollars for a pedicure or a manicure. The highlight of my day was “getting to my hustle”. Each client I serviced meant potentially walking away with twenty dollars plus tips. That money had me lit back then; whether at corner store, the beauty supply house, or the mall—I felt like I was somebody.

As a little entrepreneur, I carried around a foot massager, nail polishes, and exfoliation tools. I even handed out business cards. That was my joy. My family seen how excited I was, and they poured into me. Purchasing supplies, running me back and forth to different supply stores, and letting me turn their living rooms into mini spas.

Now, as an adult, I see that same generational support continuing as we pour into the younger generation of kids. That memory—our family supporting our own—is both the sweetest part of my childhood and the clearest confirmation of who I've always been.

My business is spiritual + intentional: RUBSCRUBS was created to help you release what no longer serves you and uncover the glow you already possess. Beauty has never been about looks. Beauty is the daily practice of caring for your body and renewing your spirit.

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