

WELLNESS WEDNESDAY:

# NUESSENCE

*organic, all-natural skincare*

## MEET CEO & FOUNDER: NURIYA MACK

Hey! My name is Nuriya Mack. I am the founder and CEO of NuEssence. We are currently embarking on our first full year of business and I am beyond ecstatic about our growth. A little bit about me, I am 23 year old from Memphis, TN and a "recent" Kent State Student-Athlete Alumna. I truly enjoyed my 4 years in Kent, OH (despite the crazy amounts of snow). I was able to not only conclude my 15 year gymnastics career, earn my Bachelors in Science Public Health (Clinical Trials Research), but also lay a foundation for what is now NuEssence.



## HOW AND WHY THE SKINCARE INDUSTRY?

I have always placed skin/body care at the top of the list. I'm sure it was a learned behavior, at the Mack House, you were expected to wash your face at the minimum twice a day, brush your lips with sugar in the winter, and going to without applying Vaseline or Cocoa butter was unacceptable. (Continued page 2).



## TELL US ABOUT NUESSENCE. WHAT MAKES IT DIFFERENT FROM OTHER SKINCARE LINES?

NuEssence is a piece of my own heart! I love knowing exactly what I am putting in and on my skin, and I truly believe knowing this information has helped transform my skin for the better. Our statement says it all, "NuEssence is home to clear skin and natural glow. We pride ourselves on being handmade with the finest butters, oils, and powders to harvest nature's true healing powers to help yield real results." NuEssence is where skin care and self-care intertwine. We believe educating and providing products that serve as a natural, organic alternative to drugstore and commercial cosmetic brands allows for each individual to make clear, concise decisions on what they're putting in and on their bodies. Therefore, allowing them to have full control of their daily routines.

So, as you can see I have always cared about my skin/body care routine. During my time at Kent, I fell in love with natural holistic skin care practices to enhance my daily routine that was already beginning to stockpile. I found great comfort in not only handcrafting products but knowing exactly what I was putting on my skin and the benefits that made me make the switch 100% natural. Now as of August 2020, I am currently enrolled at the Ivy School of Esthetics to further progress my working knowledge with state board certified credentials to further progress NuEssence.

## WHAT HAS BEEN THE MOST REWARDING THING YOU'VE EXPERIENCED IN TAKING THE RISK OF STARTING YOUR BUSINESS?

The most rewarding experience I've had is all the customer feedback. I love hearing and sharing how NuEssence products have become small parts (1-2 products) or large portions of skin/self-care routines. We love hearing how people have a new appreciation for their skin care and will be more attentive to products on labels, have had a much needed confidence booster and our products have done that for them, or seeing the before and after transformations photos. The positive feedback is reassuring and showing that we are moving in the right direction. (Continued page 3).

## WHAT HAS BEEN THE GREATEST CHALLENGE YOU'VE FACED?

The greatest challenge is handling "negative feedback" or as I prefer to call it constructive criticism. It's inevitable in business, especially in the skin care industry, where your products don't work for someone, they don't like it or prefer a different company over yours. It's the nature of the beast, but it is and always will be how you handle it. I believe my student-athlete background really prepared me for moments where you receive the product review or the email and it's not a 4 or 5 star review. For instance, you receive a correction in practice you respond yes ma'am/no ma'am - you may ask why/how to make it better - and then you go and fix it or try your best. That's my same approach for constructive criticism in my business. I respond politely and ask how we can improve or correct the problem and do our best to implement a new system, rework pre existing systems, and/or add new product ideas to the list or tweak formulas. It really depends on the situation, but being able to separate that people are speaking on the product (or it's quality) and not me as an individual has been the biggest challenge.

## HOW HAVE YOU GROWN AS A PERSON SINCE STARTING YOUR BUSINESS?

Owning a business forces you to grow in areas that you're weak in, especially if you want to consistently grow, retain customers, and become a big name. If you know me, you know I'm very direct, straight to the point and quite frank; and I don't really care to repeat myself. However, I can't be that way when it comes to NuEssence. It's as if my brain made a switch when it came to skin care and educating people on natural, holistic methods to improve and enhance their skin. I don't mind explaining, demonstrating or walking you through the process. I've found this love of going on IG Live (sometimes with a fellow business friend) and showing people my night time routine. I feel being a business owner, product formulator, lead marketer or whatever other hat I've had to wear for the last year has taught me to be more patient, understanding, and willing to go the extra 1% to help educate people on what's in their products.

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## WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN LIKE YOURSELF, WHO HAVE A DREAM OF STARTING THAT BUSINESS, BUT MAY BE AFRAID TO TAKE THAT RISK?

I love this question because it's loaded and there's nothing more I can tell you other than - jump off the porch, sis! I recently took the leap of faith to step away from my full time job to pursue a dream I had back in 2018. I'll be honest I'm doing this nervously and scared at what the future holds. And, it's not that I don't have faith but it's because I do. I have faith not only in myself but that God knows the desires of my heart; and it's truly amazing how far you can go with hard work, commitment, and a little faith. For those that want something more concrete that, please do understand acquiring the LLC and the business license is the EASY part. That's when the real work begins. Be prepared to wear all the hats for a little while and get real comfortable with stepping outside of your comfort zone. It's worth it and in the case that's not - you learned what not to do for you and your business. It's all trial and error until you find the blueprint that works for you and your business. Business is not a one size fits all customize it and make it yours!

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