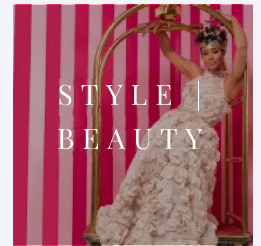




BEHIND THE HUSTLE CULTURE CREATIVE

Diana Richardson on- Phillipus: Bronzing the Beauty Industry



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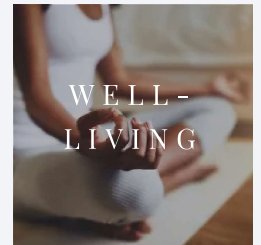


with a Natural GLO



Dr. Pamela Gurley • June 23, 2022

Being a black woman in the beauty industry can be both incredibly rewarding and extremely challenging. On the one hand, you have the opportunity to use your creativity and artistry to help others feel beautiful and confident. On the other hand, you may often feel invisible or underrepresented within the industry itself. Nevertheless, there are those like Diana Richardson-Phillipus, who found a way to thrive as a black woman in the billion-dollar beauty industry.





As the founder and creator of Bronzed GLO Beauty, Diana Richardson-Phillipus is dedicated to providing women of color with organic cosmetics that benefit the skin. Using only natural ingredients, her products are designed to help women achieve a healthy, beautiful glow. With a wide range of products to choose from, Diana created her beauty line to have something for everyone and every shade of melanin. Whether looking for a new cleanser or a natural way to moisturize your skin, Diana ensured her Bronzed GLO Beauty line would be toxin-free and affordable.

Black-owned beauty brands have begun to gain recognition and mainstream appeal, thanks in part to the efforts of Black women like Diana, who share their stories and experiences in the beauty industry with the world. In an interview, Diana explained how she started her own brand in response to the lack of diversity she saw in beauty product options. Because of women like

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Diana, Black women can now see themselves represented in the beauty industry. She is meeting the demand to have more products that naturally cater to their unique needs.



Hi, Diana. Before we jump in, I have to say the nude shade is my favorite and my go-to (which does not look like the typical nude from the bottle color but has a very nude and natural hue when applied). So, tell me about your beauty line, Bronzed GLO Beauty. What inspired it?

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Bronzed GLO Beauty, Organic Cosmetics was birthed with the mission and vision for every woman to feel beautiful in their own skin. Before BGB was launched, I had begun making my own bronzers. I found it incredibly hard to find a shade that matched my skin completion to my liking, and it seemed that each one I tried made my skin breakout. So, I decided to make my own out of natural products. I would go to work, and the women at my job would tell me how beautiful my skin was and how I had such a glow! I would tell them I made it, and they would ask me if I could make some for them. I then began making my own lotions, creams, and lip glosses, which had the same effect. I had actually started a business but didn't even realize it at the time. It wasn't until June 2019 that I woke up at 3 a.m. I tried to shake it off with the vision of starting my business, but the urge was so strong that I couldn't. I got up and immediately started researching. I had no idea what I was doing, but I was determined

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to make it happen. I made all my products by hand, and less than thirty days later, I officially launched Bronzed GLO Beauty.

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Is there significance in the name?

Yes, GLO is in honor of my late Grandmother, Gloria Johnson.

She inspired and motivated me so much, and she was such a timeless Beauty who always believed that one should always look and feel their best! I wanted to honor her; that is how Bronzed GLO beauty Organic Cosmetics received its name.

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I love the legacy you are extending with your grandmother's name. What was the process like for you developing this brand, and what did you learn the most from that experience creating it?

The process was overwhelming at times. When I started, I would work my 9 to 5, get off work, and then go straight to work on my business. I constantly educated myself on the industry while making products, creating my website, and marketing. I never knew I had that much energy! But as the



saying goes, it doesn't feel like work when you are passionate about something! I can definitely say that I learned how much drive and determination I had during this process. I was completely determined to get my line off the ground and into the hands of women everywhere, and I still carry this same drive and passion today.

The beauty industry has a lot of cosmetic products, and while there is room for everyone, there are those who say, "mine is different." What do you feel makes your brand different from the others?

Great question! The beauty industry is a billion-dollar industry! But not all who enter are truly for the betterment of the consumer. Bronzed GLO Beauty Organic Cosmetics is a brand that stands behind its name and vision. I curate my products from only the finest natural ingredients. BGB wants all who purchase to look good wearing the product and feel good! And what better way than to know that your



skin is being taken care of organically!

Without breaking the bank. BGB has created a brand that is not only quality but affordable. And that's what sets us apart.

You have many different things going on; how did you find time to work on a product line that takes much dedicated time?

Bronzed GLO Beauty was my first born! I worked during the day on my day job and worked all evening and night on BGB. It was hectic, to say the least! But you know I just



did it. I wanted to bring my vision and purpose to fruition, so I had the mentality of “whatever it takes,” which is how I operated for many years. Even today, as I have embarked on new businesses, that philosophy still holds true. I am operating for my purpose, so even when I get tired (yes, I do get tired sometimes, lol), I still feel good about what I am doing and can pull strength from knowing that what I do makes a difference.

What are your goals for Bronzed GLO Beauty?

My current goals for BGB are to continue to scale in the beauty industry.

In less than three years, BGB has entered four retailer stores in addition to our online eCommerce store. My goals are to have BGB in retail stores across the world!

How or where can people purchase Bronzed GLO Beauty?



Bronzed GLO Beauty is currently available below:

www.bronzedglobeauty.com

www.amazon.com

Yes, Queen Beauty Supply, Lawrenceville, GA

Zen Allure Beauty Supply, Lawrenceville, GA

KLuxe Beauty Bar, Oklahoma City, OK



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About Author / Dr. Pamela Gurley

Dr. Pamela Gurley is a Professional Speaker, Media Journalist, and Author. She has been featured in Forbes; on Good Morning Washington, Good Day Atlanta, and others.



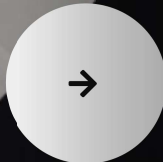
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