



Lala 
skin essentials

Beauty starts with
healthy skin



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Our Story

Beauty starts with healthy skin. This has been our philosophy at Lala Skin Essentials since we first began developing products, and we aim to help our customers achieve and maintain healthy, radiant skin every day through our handcrafted products.

Our brand initially began as a part of our founder; Madeline Nwokeji's mission to find natural options that were effective for her skin concerns since mainstream products would irritate her skin even more. This process led to developing Lala Skin Essentials to help fill the gap for effective natural options for sensitive skin.

As a woman of colour and entrepreneur, Madeline understands the importance of empowering and building the confidence of women. Through our brand ambassador program, which provides opportunities for women around the world to join to earn additional income while promoting products they love, Madeline saw that she could support women, communities and enhance their livelihoods.

Within each Lala Skin Essentials product, you can find the mainstays of our brand and our core principles. We've distilled them down into these seven points:

- Natural ingredients offer the best solutions to skincare concerns
- Natural ingredients can still be luxurious
- Skincare should be free from chemicals and synthetics
- Educating costumers on the importance of choosing eco-friendly products supports their wellbeing
- Empowering women entrepreneurs within communities will make a genuine difference
- Self-care is important for women and men
- Partnerships with fair trade producers is a necessity to support them and their communities

Meet Our Founder



Madeline Nwokeji

Founder & Managing Director

Madeline Nwokeji, is a certified skin care formulator, who is passionate about organic skincare and improving women's confidence through healthy skin.

Madeline struggled with skin sensitivities and irritations for much of her life. Realizing that conventional options were doing her skin more harm than good, she began creating her own products. She researched extensively to find the best ingredients to care for her skin. She paired her research with training to create effective products that truly worked and nourished her skin.

She found success in this process and began sharing her handmade products with her family and friends — who received them with joy and were pleased with the results they saw. It was these reactions that drew her towards starting Lala Skin Essentials. The products were instantly loved by customers for being eco-friendly, effective and luxurious.

All of the products from Lala Skin Essentials have been carefully curated by Madeline and her team to address a variety of skin concerns. All this and more- without compromising on the standards of purity, quality, and affordability!

Her philosophy is that “Beauty Starts with Healthy Skin”. She is passionate about formulating results driven skin care products all while maintaining her belief that natural ingredients are the best for everyone's skin and for our shared planet.

Madeline also believes in giving back to her community, she does this through strategic partnerships that empower and provide opportunities for low-income women.

Fact Sheet

- We believe organic products are safer and suitable to more skin types because they lack harmful ingredients, and instead are rich in ingredients from the earth that naturally nourish the skin.
- We believe that skincare is important for both men and women, and this is why we curated a collection of results driven skincare products just for men.
- We never test our products on animals and always look for plant-based options.
- Our Shea butter, sourced through our fair-trade partnership in West Africa is used in 50% of our products because it offers incredible healing benefits, vitamins, and antioxidants that help maintain skin's hydration.
- We source our ingredients and raw materials from growers and producers in Canada, the United States, and Nigeria to support the health and prosperity of their local economies. We are proud of our partnership with them!
- We ship to Canada, the United States, Europe, Asia, and across Africa.
- With each purchase, 5% of the net proceeds are being reinvested back in our communities to empower low-income women.
- Our brand ambassador program offers opportunities, independence, and empowerment to entrepreneurs by giving them freedom to work at their own pace, an added income, and an increased reach to share their voices through our social media pages.

Our Products



Radiant Glow Cleansing Oil

This nutrient rich oil blend deeply cleanses the skin, while working to balance its natural oil production. It works to lift impurities, remove oil, dirt, makeup, unclog pores and decongest the skin with ingredients like grapeseed oil and jojoba oil.



Rose Revive Face Serum

Revives the skin with the hydrating properties of this serum. It visibly reduces the appearance of acne, uneven skin tone, and eczema, and corrects damage to the skin with nutrient-rich ingredients like Bulgarian rose and sweet almond oil.



Rose Water Face Mist

Gently hydrates and soothes the skin to give the perfect glow through ingredients like rose water, and aloe vera. It's perfect to use as a toner, a refreshing mist throughout the day, and as a makeup setting spray



Radiant Glow Elixir

Hydrates and illuminates the skin, leaving a healthy radiant glow. Rich in omega fatty acids and Vitamin C, A E and F, it works to nourish, restore elasticity, improve skin tone, brighten and revitalize skin. This elixir is perfect to use on cleansed skin.

Our Products



Tea Tree Facial Cleanser

A purifying antibacterial cleanser that refreshes and improves the texture of the skin. It is formulated with organic tea tree oil to recover the clarity and radiance of your skin.



Tea Tree Facial Toner

Deeply cleanses the skin to remove toxins and combat clogging. It also leaves your skin feeling soft, fresh, and moisturized. It clarifies the skin and prevents future breakouts thanks to ingredients like tea tree oil and aloe vera.



Perfect Skin Serum

Improves the appearance of acne, scars, blemishes, and dark spots. Our serum is formulated to deeply cleanse pores and to prevent breakouts. It helps regenerate skin cells for brighter, clearer, and healthier skin with ingredients like tea tree oil.



Black Soap Cleanser

Contains traditional African black Soap sourced from fair trade producers in Nigeria. The natural skin-loving ingredients are rich in antioxidants and vitamins to promote skin cell renewal. This Cleanser also helps to brighten and tone the skin, revealing a more radiant complexion.

Our Products



Mango Papaya Body Oil

Intensely moisturizes the skin with a premium blend of natural oils for the best moisture and massage therapy at home. It's packed with ingredients like shea butter and sweet almond oil to condition dry skin and to leave you with a naturally youthful glow.



Mark & Scar Therapy

Heals and treats the appearances of scars, marks, rashes, dark spots and blemishes. It also offers skin relief of eczema, psoriasis, dermatitis and dry skin. It includes oils that are rich in nutrients and vitamins.



Mango Papaya Body Butter

A rich body butter offers a sweet and fruity scent with ingredients that naturally nourish your skin from head-to-toe. The vitamins and properties of its organic ingredients come together to soften, soothe and heal your skin for a radiant, glowing and healthy look.



Luxury Arabian Body Oil

A fast-absorbing oil blend infused with a unique mix of Arabian oils. It hydrates the skin to give you a beautiful glow while surrounding you with a scent that embodies the essence of Dubai.

Our Products



Crispy Clean Beard Oil

Smooths the beard with ingredients like tea tree oil, orange oil, and peppermint — a combination that gives this beard oil a relaxing and refreshing quality.



Citrus Fresh Beard Oil

Fresh scents like bergamot, lemongrass and orange make for a reviving aroma, and a lightweight oil that softens and moisturizes the beard.



Simply Irresistible Beard Oil

softens beards while moisturizing the skin underneath. Infused with irresistible scents like vanilla, cinnamon, amber, argan oil and jojoba oil for an inviting and masculine aroma. It conditions the hair follicles to help your beard grow faster and thicker.



Beard Butter

A hydrating and restoring formula for a thicker and healthier beard. Its ingredients help heal ingrown hairs and soothe razor bumps, for healthy skin and a healthy beard.

Our Products



Premium Gold Oil

A premium blend of oils that hydrates both the skin and hair. It is enriched with vitamins and nourishing oils to promote cell renewal and repair. It can be used for the face, body, and hair.



Re-Grow Hair Oil

An all-natural organic blend to stimulate and promote healthy hair growth. This blend can be used for scalp massages, deep conditioning and hot oil treatments.



Hair Growth Butter

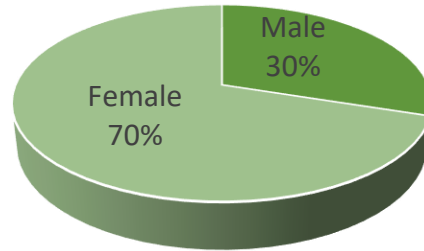
Made with argan oil, jojoba oil, and castor oil to stimulate and promote hair growth and condition the hair. It is also an effective treatment for a dry scalp, dandruff, split ends and damaged hair.



Pure Shea Butter

100% unrefined shea butter contains therapeutic properties and Vitamins A, E, and F. It makes skin look and feel soft, smooth and healthy, with the added bonus of being a great treatment for your hair.

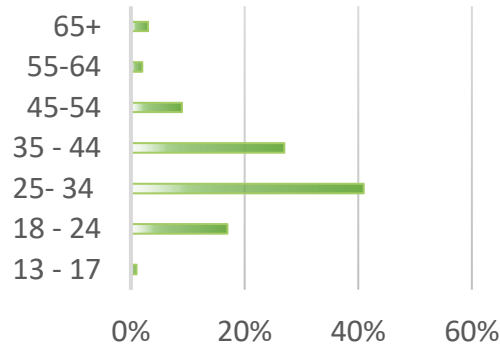
Customer Profile



Our customers are seeking high-quality, natural body care products. Our customers value environmental and social equity and are interested in supporting local businesses that support positive global and local change.

The men's beauty and gender-neutral beauty sectors are showing huge growth potential. This is why we strive to emphasize that our face care and body care products are for *everyone*.

AGE RANGE



In addition to this emphasis, through our continued focus on promoting skincare and selfcare for all through our social platforms and website, we expect a rise in customers interested in men's and gender-neutral skincare and grooming options — we truly believe that skincare is for everyone regardless of gender, and our marketing reflects this, and will continue to reflect this.

Online Presence



Instagram

11k Followers



Facebook

1035 Page Likes

12k reach



Pinterest

78k Monthly Viewers

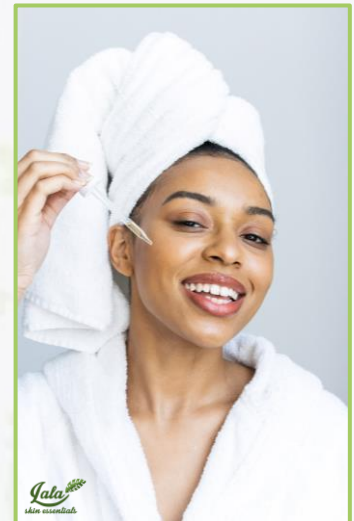
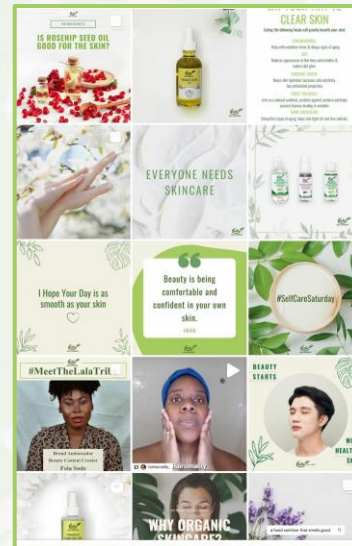
84.8k Impressions



Website

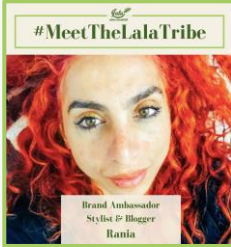
3,150 Monthly Visitors

3,900 Email Subscribers



Lala
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#LalaTribe



We have a wonderful community of brand ambassador's with various passions, jobs, and lifestyles. Each of them creates incredible content for their followers, and frequently show their support for our products, and natural, organic skincare in general. We refer to this community as the #LalaTribe.

We love seeing these woman achieve their goals and dreams,. We're incredibly proud and grateful to have them represent our brand.

Some general facts about our ambassadors:

- One of our brand ambassadors is a Medal Earning Canadian Olympian
- Most reached out to us after trying (and loving) our products
- We receive applications from all over the world and are proud to continue building a community of empowered, confident women

Here's what our brand ambassador's shared with us:

"My favorite [Lala Skin Essentials] product is definitely the Shea Skin Therapy. My skin has never been so soft and hydrated. I love that it goes on like a body oil and I'm definitely adding it to my list of skincare holy grails.."

- @aiyannastiverne

"When I love a brand and enjoy using their products, becoming an ambassador is a great way for me to share that love with others."

-@Hairsonality_



Brand Partners



Nicious

An online marketplace for Canadian-made health and wellness products.



Green Living Store

An online marketplace for Canadian-made, natural, and eco-friendly products.



Beauty Supply Warehouse

A retailer of beauty products ranging from hair care to skincare and more. Lala Skin Essential products retail in 8 of their locations



The Balanced Company

A subscription box for products that are made for the mind, body and soul with an emphasis on products for self-care and healthy living.



Feel Good Natural Health Store

A health and supplement store, that offers shopping online and in store.





Testimonials

"These products knocked my socks off! They are luxury in a bottle/jar! Not only does the body butter and oil leave your skin soft, but they absolutely smell AMAZING! I literally cannot get enough!"

— **Jamyka of Money Conscious Mom**
Lifestyle Blogger

"After a few weeks of using these products on body, I can say I have seen some great improvements in my skin. It feels much smoother and softer. Also, the scent of each product is everything!"

— **The AfroFusion Spot**
Award Winning Blogger

"The effectiveness was so good it [Lala Skin Essentials Beard Butter] changed my entire beard...No patches, it's not breaking, it's moisturized, it feels soft to the touch, it's amazing...Wow, wow, and wow again, My final thoughts: this is an amazing product."

— **DeAngilo Valentine of After Drk**
Lifestyle YouTuber

"Anytime I'm breaking out or feel like I need to refresh my skin because it's dull or doesn't feel good, I use this Tea Tree Face Mask. It has a cooling effect to calm redness. It helps my pores and makes my skin feel healthy and clean."

— **Laura**
Lala Skin Essentials Customer





Testimonials

"During the summertime, my skin gets quite oily because of the heat and sweat. When I wash my face morning and night, I look forward to it because my skin feels so fresh and clean immediately after. I've been using this product Tea Tree Facial Cleanser for years now and I don't think I'll ever try anything else. What I love most about it, is that the cleaner doesn't foam up like crazy which is great since it won't strip my skin of its moisture."

— Keily Jones

Lala Skin Essentials Costumer

"I wish I had a before and after pictures to share. I have a lot of dark purple scars all over my legs. I have been using this Mark and Scar Therapy twice a day for a few months and all of my scars have gotten so much lighter, some of the small ones are almost gone. It's not a quick fix, it requires patience, but this stuff works!"

—Ensley Wong

Lala Skin Essentials Costumer

"I have very sensitive skin and can't use a lot of products. The Perfect Skin Serum is amazing. Not only did it not irritate my skin, but I noticed a difference after the first time I used it. The fine lines around my eyes and mouth are much less noticeable. It makes your skin feel soft and makeup goes on smoothly after you apply it. Plus, it's a great price!"

—Malvi

Lala Skin Essentials Costumer





Features & Reviews

[Sensitive skin does best with organic, all natural solutions](#) — Jared Kligerman

[8 Organic Beauty Brands Looking for Influencers in 2020](#) — Natalie Weber of Afluencer

[Vote with Your Dollar: Support Black-Owned Businesses](#) — Concepcion Paez of Holr Magazine

[111+ Black Owned Businesses to Discover and Support in Toronto](#) — Noel Smith/Tiffany Lovestick of The In Feature, Fashion and Lifestyle Blogger

[It is summertime – are you taking care of your skin?](#) — GTA Weekly, GTA Online Publication

[Product Review: Lala Skin Essentials](#) — Shauna of ShaunaKay.com, Inspirational, Lifestyle, and Business Blogger

[Lala Skin Essentials Review](#) — Jamyka of Money Conscious Mom, Lifestyle Blogger

[Beauty: Lala Skin Essentials Organic Skin Care Product Review](#) —The AfroFusion Spot, Award Winning Blogger

[Beard Butter Review on the Lala Skin Essentials](#) —DeAngilo Valentine of After Drk, Lifestyle YouTuber

[Lala Skin Essentials Review](#) —Eboni Curls Blog, Lifestyle Blogger & YouTuber

[Lala Skin Essentials | Natural Skin Care](#) —Leeshy Animated, Lifestyle Blogger & YouTuber

[Skin Care Routine for Acne Prone Skin | 100% Natural + Giveaway!!](#) —Sherrese & Nana, Beauty YouTuber

[100% Organic Skin Care Product From Lala Skin Essentials UNBOXING+DEMO](#) — Oh Nana!,Beauty & Lifestyle YouTuber

[MY SKINCARE ROUTINE FOR CLEAR GLOWY SKIN | FT LALA SKIN ESSENTIALS](#) — Hearnmela A, Lifestyle YouTuber



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