



allure

Allure Best in Clean Beauty



Eu'Genia Shea Butter Everyday Formula

With facilities in Ghana, this organic brand harvests **shea butter** at the source. Available in Lavender, Grapefruit, and unscented, each tin of **Eu'Genia Shea Butter Everyday Formula** draws moisture into your skin — and supports shea-nut pickers in West Africa. The velvety texture will keep you coming back for more.

\$13



VANITY FAIR

Vanity Fair – Pregnancy Staple



VANITY FAIR

Eu'Genia Shea Butter Pregnancy Formula in Grapefruit

Early last fall, towards the end of her first pregnancy, **Naa-Sakle Akuete** slipped into a state of hyperbolic discomfort. “Third trimester, I was, like, ‘Get me out of this body. There’s an alien growing inside me!’” Akuete said by phone from Virginia, where she recently relocated from Brooklyn. (Baby Amele, born in November, is very much human.) “The one thing that I did not have to worry about was stretch marks because I pretty much swim in shea butter.” Akuete’s lineage with the ingredient goes back to colonial-era Ghana, where her grandmother worked as a midwife. “In Ghana, shea butter is known as women’s gold,” she said, describing its wide-ranging benefits for expanding bellies and sensitive newborn skin. In 2000, decades after the family settled in the States, Akuete’s mother, **Eugenia**, found her way back to shea butter, launching a bulk-supply business to help support small-scale women producers. When her mother temporarily fell ill in 2013, Naa-Sakle left her finance job to run the operation. Soon after came Eu'Genia: a handsomely packaged line where shea is front and center—not the 20th ingredient, added Akuete. The range includes an everyday tier (80 percent shea, found at [Credo](#) and [Follain](#)) and a pregnancy formula (90 percent), which comes in lavender, unscented, and grapefruit—the last of which has been Akuete’s go-to, with that classic nutty-citrus pairing. There’s also a [dermatologic-grade version](#) (100 percent), which makes the baby, with her small patch of eczema, something of a poster child. “I’m sorry,” she interjected with a laugh: “I’m holding my daughter and she’s going in and out of consciousness. Do you remember that Guiliani fart moment? If you hear that, it’s not me, I promise!”


\$60 at Eu'Genia

VOGUE

[Vogue – Mother Knows Best](#)

VOGUE

This Ghanaian-American Entrepreneur Started a Shea Butter Business Inspired by Her Mom

 By Baze Mpinja
May 10, 2019



32-year-old Naa-Sakle Akuete has an MBA from Harvard, but the best business professor she's ever had just might be her mother, Eugenia. In 2014, Akuete launched [Eu'Genia Shea](#), a line of high-quality shea butters that are packaged in beautiful, embossed tins. Founding her own company wasn't the path Akuete had in mind while she was in school, but the move proves that the nut doesn't fall far from the tree.

Akuete's parents and two older brothers fled to the United States in the late 1970s to escape the chaos caused by a coup in Ghana. They settled in Maryland, where Akuete was born, and worked hard to provide a good education for their children. In 2000, when Akuete went away to boarding school in Massachusetts, Eugenia moved back to Ghana to take care of her ill mother. While she was there, she launched a bulk shea butter distribution business, which she named Naasakle International, after her daughter. Eugenia also became the first president of the [Global Shea Alliance](#), an organization that advises governments and NGOs about shea butter standards, fair trade, and sustainability.



O Magazine Editor's Beauty Favorite

O, Beautiful!

One-Sentence Review
 Mix Dior Foaming Shower Gel (\$52; dior.com) Give your morning shower a luxurious upgrade with this hydrating lather, which leaves your skin silky with a hint of damask rose fragrance.

Your Treat!
 If you're anything like me (and most of my fellow beauty editors), you'll try one Fresh Sugar Lip Treatment Sunscreen SPF 15 (\$24 each; fresh.com) and develop an insatiable craving for them all. Each of the 12 shades is the kind of easy-to-wear color you can just throw on and presto! You instantly look like someone who actually made an effort. The newest, bright pink Candy (below), is full of moisturizing oils and antioxidants, just like the others. Wear it sheer as a gloss or layer it for a more opaque finish. Sweet!

Lush Life
 I'm always in the market for a beauty indulgence. So when By Terry Baume de Rose Body Cream (\$95; bamerlys.com) crossed my desk, I wasted no time dipping into the decadently rich moisturizer and smoothing a bit along my shoulders, neck, and collarbone. The scent of fresh roses followed me all day, as if an English garden were just around every corner.

Lovely and Amazing
 Shea butter is a terrific moisturizer—but I have a different kind of soft spot for Eu Genia Shea, a mom-daughter Ghanaian-American business that offers women in Ghana jobs with fair wages and donates 15 percent of profits to an education fund for those employees. Each of these cute little tins (Everyday Shea Butter Gift Pack, \$40; eugeniashea.com) is packed with two sources of moisturizing magic.

Val's Guide to GORGEOUS
 O's beauty director, Valerie Monroe, shares a few favorite indulgences... and a heartfelt goodbye.

SWEET SORROW
 Dear readers, this is my final column at O. Over the past nearly 16 years, you have shared with me some of your most intimate feelings and asked me the most thoughtful, intelligent questions. Thank you for being my faithful collaborators and for helping me learn so much about beauty and women and life. The most important lessons: Love yourself. Love your face. Celebrate your assets, whatever they are. And, as the "O" of O said to me recently, go forth into the light.

 You can follow me on Instagram and Twitter @thevalmonroe

Val xo

APRIL PHOTO: STYLING: ALAN MELINZELLE/REQUIEM; MAKEUP: MARIUSZ BARBARA STONE

AUGUST 2017 | 65 | OPRAHMAGAZINE



marie claire

Marie Claire – Rebels with A Cause

marie claire *Rebels With A CAUSE* @WORK

They say well-behaved women seldom make history. These three took chances and bucked expectations – and it paid off. Now they're making their mark



Naa-Sakle Akuete in Brooklyn and (inset) with her mother, Eugenia Akuete, in 1961.

"FOR THE FIRST TIME IN MY LIFE, I SAID, 'SCREW IT. I'M NOT DOING THE SAFE THING.'"
— Naa-Sakle Akuete

NAA-SAKLE AKUETE
Founder and CEO,
Eu'Genia Shea
By **KELSEY MCKINNEY**

If her mom hadn't battled two serious illnesses in two years, Naa-Sakle Akuete might never have founded her beauty company. In 2013, her mother, Eugenia Akuete, took a trip to her native Ghana after winning a two-

year fight with colon cancer – only to return to Brooklyn with a serious bout of bacterial meningitis. She spent three days in the hospital, slipping in and out of a coma. "It was pretty scary," says Naa-Sakle, 50. "For the first time in my life, I said, 'Screw it. I'm not doing the safe thing.' And so, as Eugenia recovered that spring, Naa-Sakle quit her job at J.P. Morgan, leaving the stable pay-check and the suits behind, and pinned herself with her nose to help run *Reastable Ltd.*, the company Eugenia had started more than 13 years earlier that sells both quantities of Shea to global corporations, and to launch *Eu'Genia Shea*, a direct-to-consumer brand.

When it comes to Shea, a thick skin with easy moisturizing properties, the Akuete are total pros. "I spend 20 minutes every morning Shea-ing up," Reastable says, laughing. "I use it all over my body: my hands, my feet, my arms and legs, my face, even my hair." The formulation she uses isn't the store-bought lotion with a dash of natural plant fat you see on shelves in the U.S. It's the strong stuff—with a high percentage of butter that makes her skin silky and soft. Naa-Sakle got the goods from her mom, who in the decade prior to her illness had established herself as a force in Ghana's Shea butter industry. In addition to founding *Reastable Ltd.* in 2006, Eugenia was named president of the Ghana Shea Alliance in 2011, advising Ghana's then president on how to take advantage of Shea exports.

Since Eugenia had spent much of her daughter's teens and 20s overseas, Naa-Sakle used her mother's persistent return to the States as an excuse to find a way to be close to her every single day. She discussed with her husband the idea of quitting Wall Street to take over her mom's company and start her own. "He said, 'You're the boss. We don't have kids, I have a job. I trust you. This is a good product. Let's see how it goes,'" she says.

The decision to go rogue was quite a departure from Naa-Sakle's background. As the child of immigrants – her parents fled Ghana in the late '70s after a political coup – she was taught about the importance of a good education and a stable job. Naa-Sakle attended Wellesley College, then worked at Lehman Brothers and Barclays, got her MBA at Harvard, and ultimately landed at J.P. Morgan. "It was a long time coming, gives how careful I've been my entire life," she says. "I'm still kind of amazed I did this. But I'm so happy that I did." And the businesses are flourishing: *Reastable Ltd.*'s revenue has quadrupled, and *Eu'Genia Shea* recently participated in the *Leighna's Accelerate* beauty boot camp. Best of all, Naa-Sakle's mom is now healthy, and they get to share this new adventure together.



[NYTimes Must Have Mother's Day Gift](#)



Eu'Genia Shea's gift set, which includes four small tins of shea butter in mix-and-match fragrances.

A package on Mom's doorstep from Eu'Genia Shea, a company launched two months ago by the former Wall Street analyst Naa-Sakle Akuete, is a thoughtful Mother's Day gift for reasons both practical and symbolic. Yes, pure shea butter is among the best all-natural moisturizers — a luxurious present for a woman who's surely earned a little pampering. (Plus, it works wonders on stretch marks, though you didn't hear it from me.) But Eu'Genia's backstory makes the gift all the more sweetly fitting. Akuete founded the company with, and named it after, her own mother, who is herself an entrepreneur: She runs the company that supplies Eu'Genia with its shea nuts. It's a girl-power operation all the way down: Eu'Genia works with all-female cooperatives in northern Ghana, providing above-average wages and job training to the workers who harvest the nuts — many of whom are mothers themselves.

The brand offers a variety of products depending on your level of need — everyday, pregnancy and dermatological — but I think you're best off with the cute little gift tin. It allows you to mix and match fragrances (my own mom, Susan, favors grapefruit) and, if you want to really outshine your siblings, choose the subscription option and replenish it automatically as often as she pleases.

\$40, order by May 7 and select the overnight option to ensure shipping by Mother's Day, eugeniashea.org.



InStyle

InStyle Cover InStyle Amanda Seyfried's Go-To Moisturizer



beauty

More than Cosmetic

PARTIES, PRAGUE, AND A HOLLYWOOD FILM PAVED THE WAY FOR BEAUTY AMBASSADORS AND MANK CO-STARS LILY COLLINS AND AMANDA SEYFRIED TO BOND
BY HAYA ALLEN

How did you first meet?

LILY COLLINS: We were sitting near each other at the Heavenly Bodies Met Gala in 2018 and started talking about all these things we had in common. A few months later we went to Prague to do a commercial together. Four months after that we shot Mank. It was very kinetic.

AMANDA SEYFRIED: The commercial was a little intimidating since it was my first Lancôme shoot, but because I was doing it with Lily, it felt way warmer. And then we both got to do this other dream job with [director David] Fincher. Love that we are on this ride together.

What have you both been up to during quarantine?
LC: My fiancé [Charlie McDowell] taught me how to surf. I've learned to let go and be more in the moment. You need to have a certain level of confidence; otherwise, you'll fall. Surfing takes both emotional and physical core strength. It's been a fun way to get over a fear of failing publicly.

AS: God, I can't believe you were surfing—that's so hard. [laughs] Podcasts have been my lifeline. I listen to Audible because I'm always crafting, knitting, crocheting, or sewing. When you're not working, do you still wear makeup around the house?

AS: I actually put on eyeliner for the first time yesterday. I said to my husband, "Hey, look what I did. It's good, right?" [laughs] I like to spruce myself up for him, and it brightens up the way I feel too. There's a domino effect.

LC: I'll put on a matte lipstick at home. I let my brows do their own thing. I was so insecure as a kid, I used to fixate on them. It's wonderful to be at the point where I embrace them.

What did you think about Mank being set in 1930s Hollywood and shot in black and white? What do you think about the glam for the film?
LILY COLLINS:

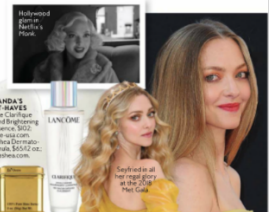
LC: It's about embracing your quirks instead of covering them up.

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LC: It's about embracing your quirks instead of covering them up. The things that make you different are beautiful.



Hollywood Glam
Lily Collins
Mank

AMANDA'S MUST-HAVES
Lancôme Clarifique Refining and Brightening Dual Essence Serum, \$115
EuGenia Shea Dermatology/Parformix, \$652 (eu-genia.com)

Lily Collins in one of her all-time favorite hair and makeup moments at the 2019 Met Gala

LC: What I admire is that our [creative] team, specifically makeup, had to think in gradations of gray, not color tones. The intricacies of thinking in black and white as opposed to the bright, bold colors we were wearing on set was interesting.

AS: Because I was playing someone so specific [actress Marion Davies], I knew it was going to be a long process to get me there. It's meditative sitting for two and a half hours and being completely transformed, with the wig, red lipstick, and false eyelashes. I'm usually attracted to roles that feel like me, pared-down and raw.

How did you end up reviving your skin?
AS: Having a routine helps with my sleep, so the rituals I do at night are really important to me. I'm using Lancôme Clarifique Refining and Brightening Dual Essence, and I'm obsessed with the smell. I used to wash my face twice a day. [Dro] because I am hydrating my skin so well at night, when I wake up, I feel beautiful.

LC: After makeup, my skin feels dry, so I love using the Génifique Face Serum for hydration and nutrients. I'll put on under-eye patches when I'm driving. I get to work and look like a crazy person, but it makes such a difference. On camera, especially in black and white, I wanted to feel as illuminated as possible.

Who has given you the best beauty advice?
AS: My mom caught me trying to wear mascara when I was in middle school, which I don't think is that young, but she just wouldn't allow it. She'd tell me less is more. I definitely get it now.

LC: My mother also always said, "The less there is on your face, the less there is to go wrong throughout the day." It's about embracing your quirks instead of covering them up. The things that make you different are beautiful.

“Because I'm hydrating my skin so well at night, when I wake up, I feel beautiful.”
—AMANDA SEYFRIED



Lily Collins in one of her all-time favorite hair and makeup moments at the 2019 Met Gala

Lily Collins in one of her all-time favorite hair and makeup moments at the 2019 Met Gala



Woman's Day

Woman's Day – Support Indie Businesses Year Round




Two Favorite Textures. One Delicious Treat!

Your cat will love our tasty new treats starting with real chicken or fish.




Learn more at BlueBursts.com

SMILE FILE
YOUR AUTUMN AGENDA

Chef's kiss!

NOVEMBER 1

National Cook for Your Pets Day is fun in theory, but the idea seems impossible when there's not even enough time to cook for yourself! We're giving you full permission to use this do-good spatula to scoop out food from a can and call it homemade! Plus, 30% of the retail price goes to nonprofit No Kid Hungry.



No Kid Hungry Tools for Change Silicone Spatula, Hosts, Kevs (\$15, kallison.com), sonoma.com



April Franino
WD Beauty
Director

Small-Biz Beauty

NOVEMBER 20

Give back to indie companies as you pamper yourself (or someone else) on **Small Business Saturday** with these sweet finds:



NECTAR BATH TREATS
"Made-in-the-U.S. bath products inspired by sweets, like these ice cream bath bombs and cupcake soaps. Yum!"

Nectar Bath Treats
Periwinkle Dream Bubble Bath, Scoop Sundae, \$20, nectarusa.com



EU'GENIA
"A mother-daughter brand. 15% of profit from the sale of its multiuse balms goes toward educating the women who produce the shea butter."

Eu'Genia Everyday Formula All Natural Shea Butter, \$13, eugeniashea.com



ROSY RINGS
"Former waitress Shannon Cumberland grew a business based on her idea to add flowers, leaves, and seeds to her handmade candles."

Rosy Rings Red Currant + Cranberry Botanical Candle, \$52, rosyrings.com

CAT: BETTY FRANCES



COSMOPOLITAN

Cosmopolitan Best Butters

≡ COSMOPOLITAN



2

The Assortment of Scents

Eu'Genia Shea Everyday Gift Set,
anthropologie.com
\$21.00

SHOP NOW

Inside this tin box gift set is a sampling of four different shea butter variations: all natural, 100 percent shea butter, essence of lavender, and essence of grapefruit — all of which are made with a highly concentrated formula to soothe even the driest skin.



ESSENCE

Essence Best Holiday Gifts

ESSENCE | 50 YEARS | CELEBRITY FASHION BEAUTY HAIR LOVE LIFESTYLE NEWS VIDEOS EVENT

05 Eu'Genia shea butters

These pint-size Eu'Genia shea butters will delight the skin care fanatic. \$13 or \$18 each, eugeniashea.com.





[MSNBC with Tamron Hall](#)

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MSNBC PLAN YOUR VACCINE RACHEL MADDOW MORNING JOE DEADLINE: WH THE BEA



SPOTLIGHTING EU'GENIA SHEA

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NEWSNATION



FAST COMPANY

Fast Company – A Labor of Love



BY ELIZABETH SEGRAN 5 MINUTE READ

Two months ago, Naa-Sakle Akuete, a Harvard Business School graduate and Wall Street analyst, launched a body cream product line **Eu'Genia Shea**, named after her mother. For Akuete, who is 28, starting this business had very little to do with money and everything to do with love, family, and passion.



Naa-Sakle Akuete and her Mother

In 1979, Akuete's parents fled Ghana because of a **coup** that had caused instability and unrest in the country. They sought asylum in the U.S., taking odd jobs—ranging from newspaper delivery to security guard positions—to earn enough money to send their children to good schools. Akuete herself flourished, attending a good New England boarding school, Wellesley College, and



ELLE

CANADA

Elle Canada Cover Elle Canada Hydrating Head to Toe



The combination of forgoing makeup and suddenly having all this extra time to devote to skincare means that many people's skin has drastically improved. Joanna Czech, a celebrity facialist with studios in Dallas and New York City, says that once she resumed giving facials at the start of June, she noticed right away that "30 percent of [her] clients' skin was better." Within four weeks of being in lockdown, many of them had changed their behaviour, whether it was focusing on a nighttime routine, using a toner for the first time or actually removing their makeup before bed. "It's been a perfect moment for them to learn new habits," she says, adding that it's these specific fits, not necessarily miracle products, that account for the change.

What's more, we're sifting through our medicine cabinets and scrutinizing our spending habits more closely. "This pause has given consumers a lot of time to research what they're using and truly find their favourites," says Hancas. So even if our skin is dry from all our crying and we have dark under-eye circles from sleepless nights, the silver lining to all of this is that we'll all be skincare scholars by the time a vaccine arrives. Says Hancas: "I think we'll come out of this a lot more informed."




New WAVE

At a time when salon tips feel like a luxury and reasons for getting a blowout are scarce, Vancouver-born celebrity hairstylist Harry Josh's hair care line has become a big win. "We have a seat on the whole planet right now, where basically everyone's like, 'Okay, what am I going to do with my hair?'" he says. Unsurprisingly, many of his clients have gone years—decades, even—without a wash. Some don't even want to touch their hair, but Josh observed that most people use a blow-dryer to tame their hair, so he decided to create a line that would help them to wash, style, and care for their hair at home. "It's an opportunity to really change your regimen at home," he says. And the key to getting any wave of cuticles into hair that doesn't blow out for so long? "Hydration, moisture and good products," he says. "That's going to make a big impact on the end result."

- 1. FLEXIBLE DEFINITION**
Curl-defining cream that works on all hair types. It's a lightweight formula that provides moisture and definition without weighing hair down. It's perfect for all hair types, from straight to curly. It's also great for protecting hair from heat damage.
- 2. BOUNCE NOT CRUNCH**
A lightweight, non-crunchy hair cream that provides moisture and definition without weighing hair down. It's perfect for all hair types, from straight to curly. It's also great for protecting hair from heat damage.
- 3. A HIT OF MOISTURE**
A lightweight, non-crunchy hair cream that provides moisture and definition without weighing hair down. It's perfect for all hair types, from straight to curly. It's also great for protecting hair from heat damage.

ELLE BEAUTY



Look AHEAD

"Growing up in Canada, I rarely saw someone in a magazine or on television who reflected the way I looked. Now, the beauty industry is taking active steps to become more diverse and [portray] what people around the world look like, and that inclusive approach is going to help redefine beauty. For me to be a face of CoverGirl a brand I've always used, I hope it shows Canadians that no matter your culture, religion, age, orientation or skin tone, we can all be recognized as beautiful."

—Tali Lennox, spokesperson for COVERGIRL, and the first of her kind to be named a Canadian CoverGirl ambassador

ELLE ♥ LOVES

For REFLECTIVE SHINE
Try Christophe Robin Regenerating Serum With Prickly Pear Oil (\$98). Why? The silicone-free formula is scented with yasmine, ylang-ylang and Italian bergamot leaves, and it features fatty-acid-rich prickly-pear oil to coat strands in weightless moisture.



For STIMULATING YOUR SENSES
Try Bastide Lavande in Love Eau de Toilette Spray (\$165 for 100 mL). Why? Frozen lime, sea salt, cypress and birch give this lavender-drenched juice a crisp effervescence that complements the stark brilliance of a sunny winter morning.



For HYDRATING HEAD TO TOE
Try EuGenia Shea Every Day Shea Butter Balm in Grapefruit (Some Shea) (\$18). Why? A bit of this balm, composed mostly of unrefined shea-nut butter and a touch of grapefruit, goes a long way toward softening hair, healing chapped cheeks and soothing thirsty hands.




For A THROTTING THERMODYNAMIC
Try Surface Lift Off Peel Strips (\$3). Why? This spatulate, exfoliating balm contains a helping of witch-hazel extract and tea-tree oil along with a soothing aloe-leaf extract to lift dirt from clogged pores without causing irritation. For details, see Shopping Guide.



HELLO!

CANADA

Hello! Magazine Body Talk

HELLO! beauty

Cozy CURE-ALLS

Your guide to embracing winter's cold comforts *By Michael Ozzani*

A temperature drop and the first sneezes indicating indoors once more, antibiotic ointment, stands at the top of mind. It's the perfect time to indulge in feel-good cosmetics, whether that means delving into a heavy body lotion or turning to the natural and physical benefits of aromatherapy. Let's continue all that the colder months have to offer, and taking these cues and cold remedies, we can have all the coziness.

SERENE SCENTS

Work-from-home life means you want your space to smell great, whether it's with a candle, diffuser or reed. "It's not a beautiful day, but it's a beautiful way to add coziness to your three-day life and make your space feel special, even more than ever," says Sara Parson, co-founder of Vancouver-based aromatherapy brand Vitae. "During the time for home use, you can feel an aroma can help you fall asleep, get ready in the morning, or relax with a specific scent or blend for your day, or use work-from-home, or use that to calm on the dinner or for bedtime or have before bed and close the door." When it comes to using the candle, "It's not the only candle to use." That's not the only candle to use. "That's not the only candle to use." That's not the only candle to use.

Home Front

Warm up to cozy essentials all season long!

Add an artistic flourish to your bedroom with a beautifully crafted pillow and throw. The blue and white tones from traditional Indian textile patterns, featuring intricate geometric patterns and patterns in a variety of colors.

Elegant, your home decor is a great way to add a touch of coziness for maximum comfort.

The weighted blanket is not like the others. Handmade from 100 per cent cotton, it gives you all the security and coziness of a heavy blanket without the weight. The second throw is the ideal couch companion for all your TV binge-watching.

It's not just your feet that need to be cozy, but also your back, neck, and head. The weighted blanket is a great way to add a touch of coziness for maximum comfort.

BODY TALK

While we prioritize skin care for our face, our bodies need TLC, too. Cold weather conditions and indoor heating systems can wreak havoc on our skin, causing it to become parched, itchy and flake. And if finding an effective skin care doesn't sound like fun, what do we do? Take a tip from David Dabrowski and turn your heater into a misty spa. "The good news is that you can use the same products you use on your face on your body," says the Toronto-based makeup artist and founder of Kosmetik by David. "My go-to treatment uses the Hydrating + Soothing Body Cream, which is a lightweight, non-greasy cream that hydrates and soothes dry skin. It's a great way to keep your skin hydrated and healthy during the winter months." The Hydrating + Soothing Body Cream is a lightweight, non-greasy cream that hydrates and soothes dry skin. It's a great way to keep your skin hydrated and healthy during the winter months.

LIQUID ASSETS

None is more delicate and beautiful than skin care products that are "oil-free" or "oil-free." Oil-free products are those that do not contain any oil. They are often recommended for those with oily skin, but they can also be used for those with dry skin. The Hydrating + Soothing Body Cream is a great example of an oil-free product that is both hydrating and soothing.

Arctic Apple Aromatique Candle

100% soy wax

Arctic Apple Aromatique Candle, 100% soy wax

Arctic Apple Aromatique Candle, 100% soy wax

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100% soy wax

Arctic Apple Aromatique Candle, 100% soy wax

Arctic Apple Aromatique Candle, 100% soy wax

Arctic Apple Aromatique Candle

100% soy wax

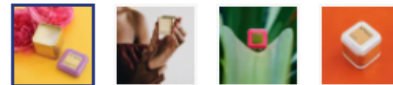
Arctic Apple Aromatique Candle, 100% soy wax

Arctic Apple Aromatique Candle, 100% soy wax





F Project Mention 2021



Wouldn't it be great to have an intensive moisturizer that wasn't bad for the earth, something that felt like it healed as it moisturized, and actively did good for the world as well? The answer is Eu'Genia Shea. Our line of clean multi-purpose moisturizing balms is the perfect replacement for the chemical based or petroleum jelly based product in your purse.



Osmia Mention 2020

KIN HEALTH ▾ ABOUT US ▾ SKIN QUIZ



EU'GENIA SHEA

"Green beauty is about making good decisions," says Naa-Sakle Akuete, CEO & Founder of Eu'Genia Shea. "Buying green means resisting calls for ethereal and amorphous positivity and focusing your dollars on change you can see (both in the mirror and in the world around you)." I first discovered Eu'Genia Shea at Anthropologie, where the little tins of ethically sourced shea butter tempted me by the cash wrap. The more I researched the brand, the more I fell in love with their top-to-bottom sustainable business model, plus the lovely shea butter helps their products





mindbodygreen

Mind Body Green Mention Dec 2019

[mbglifestyle](#)

[functional nutrition coaching](#) [classes](#) [supplements](#)

Products we love.

Not interested in going the DIY route? We get it—especially since there are so many excellent products that use the ingredient already. Here, a few for hair and body.





THE ZOE REPORT

[The Zoe Report – If You Hate Greasy Moisturizers, Try This](#)



TZR

(Beauty)

If You Hate Greasy Moisturizers, Try This

BY JESSICA DEFINO
6.9.2019

Menu



@eugeniashea

american spa



American Spa Mention April/May 2019



1

COMPANY: EuGenia
PRODUCT: EuGenia 100% Shea Butter is a demulcent formula. It can be used on sensitive skin and treats rough skin on elbows and knees. www.eugeniacos.com

2

COMPANY: Pevonia
PRODUCT: Radiance Energizing 2 minute Polishing Peel uses beet, glycolic acid, hyaluronic, watermelon extract, and more to gently exfoliate and lighten skin. It is cruelty-free. www.pevonia.com

3

COMPANY: Skin Owl
PRODUCT: Baby & Rose Quartz Inspired Illuminating Soother Sun with plant extracts. The gentle formula also includes loose rose quartz. Shaking the bottle helps to energize the crystals. www.skinowl.com

4

COMPANY: Pevonia
PRODUCT: The Pevonia Body Perfection Collection Limited Edition Box includes five products that help reduce the appearance of cellulite and firm skin. All products are eco-friendly. www.pevonia.com

5

COMPANY: Farmhouse Fresh
PRODUCT: Sweet Tea Shea Butter Soap is fragrant with grape, peach, and white tea extracts. The vegetable formula contains a sustainable palm oil. www.farmhousefreshgoods.com

Bustle

Bustle Mention March 2019



Eu'Genia
Shea



Eu'Genia Shea Everyday Shea Butter in Grapefruit

Eu'Genia Shea

The lotion at most hotels doesn't do much for my dry skin, so I like bringing a small tin of Eu'Genia Shea Butter with me to avoid unsightly ash.

\$12

[Buy Now On Eu'Genia Shea](#)

You've likely used at least one product in your life that's contained the miraculous, skin-softening ingredient that is shea butter. But it was probably nothing like the shea butter that the mother-daughter team behind Eu'Genia Shea creates. First of all, the body moisturizers are made with sustainably-sourced, natural shea butter and includes other soothing ingredients like moringa oil and baobab oil. More importantly, however, the brand donates 15



FOUR SEASONS
Hotels and Resorts





[The 4 Seasons Mention Feb 2019](#)

lasvegas
MAGAZINE

ENTERTAINMENT INTERVIEWS - DINING NIGHTLIFE VEGAS A HOME

Specialty Products

Mariani has carefully and thoughtfully curated the spa's retail space with interesting and unique products. Three of her favorites include Freedom all-natural deodorant, which is made locally and actually works, says Mariani. The Hangover Soap Co. is also a local business of hand soap and bath bombs that are visually appealing. The third product line that Mariani highlights is the shea butter from Eu'Genia, a company run by a mother-daughter team that works with a co-op in Ghana. That co-op provides education to women and children who work on the farm. Plus, Mariani says the product—that can be used all over the body—completely changed and moisturized her skin.

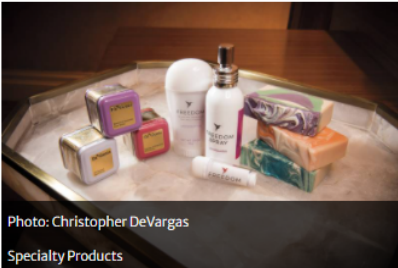


Photo: Christopher DeVargas
Specialty Products



[Well Insiders Mention Feb 2019](#)



Eu'Genia



BALANCED HUSTLER

Balanced Hustler: Meet Naa-Sakle Akuete, CEO of Eu'Genia Shea

well insiders

BEAUTY FOOD HEALTH

How Naa-Sakle Balances the Hustle

You left a career in finance to start Eu'Genia. What was that transition like and how did you deal with the change in atmosphere (I assume there's a big difference between a JP Morgan office and working on your own skincare line)?

There is almost nothing similar about my time in finance and my current work! I think the biggest positive gut reactions were not having to wear a suit every day and not having to wake up before 6 a.m.

There have been a few negatives—I made some of my best friends on the job and it's difficult to keep in touch when I'm so far removed from the equities world, but I'm managing. And I've found a really great network of entrepreneurs who have been integral to me maintaining my sanity.

What skills transferred from your first career? What did you have to learn when you started Eu'Genia Shea?

I'm not sure where I got this, but (for better or worse) I am capable of working for 12 hours without moving (save for the occasional bathroom break!). That has definitely come in handy as when you run your own business, work is never over and there is always more to do.

I had some experience with marketing in school, but theories are a lot different than spending your own money and expecting (slash desperately hoping for) results, so that's definitely something I had to learn on the job as well.



4 New York Mention Dec 2018

The screenshot shows a video player interface for a segment on Eu'Genia products. The video title is "CREDO BEAUTY - 99 N 6TH STREET, BK" and the video has a duration of 2:40, with 0:14 shown. The video content displays several Eu'Genia products, including "Essence of Lavender Shea Butter" and "All Natural Shea Butter".

On the right sidebar, there is a section titled "Merry Must-Haves This Season" dated "DECEMBER 11, 2018 7:49 PM". The text below the title reads: "Ashley meets up with Beauty Expert Sarah Eggenberger at Credo Beauty for some beauty products that will help you thrive this season." There are also social media sharing icons for Facebook, Twitter, and Messenger.

The top navigation bar of the website includes "4 NEW YORK", "LOCAL", "WEATHER", "INVESTIGATIONS", "BAQUERO", "VIDEO", "TV LISTINGS", "TRAFFIC", and a weather widget showing "38° LIVE TV".



[Burt's Bees Launchpad Mention Aug 2018](#)



[Who We Are](#) [Brands](#) [Corporate Responsibility](#) [Investors](#) [Careers](#) [Good Growth Blog](#)

Meet Burt's Bees Natural Launchpad cohort No. 3

Reducing food waste, supporting regenerative agriculture and rethinking packaging forms are just a few of the ways companies in this third cohort are addressing people's needs and taking on global issues. Here are this year's winning thinkers, dreamers, midnight-oil-burning innovators in the natural products space.

[Best Nest Wellness Vitamins](#)

[Big Spoon Roasters](#)

[Birdie by OLIKA Sanitizer](#)

[Eu'Genia Shea Skincare](#)

[Fran Ngong FreeMe Natural Deodorant](#)

[Pulp Pantry This Is Not Granola Snacks](#)

[Shaka Ready to Drink Teas](#)

[Smart Sweets Natural Gummy Bears](#)



INSIDER

[Business Insider Mention May 2018](#)

INSIDER

Eu'Genia Shea has streamlined the shea-butter production process, 'from the tree to customers'

Eu'Genia Shea's mission is to harness the power of shea butter to, in Akuete's words, "support as many women as possible, as holistically as possible."

The story starts with Akuete's mother, Eugenia Akuete. She was born in Ghana, left for the United States in 1979, and then returned in 2000, which is when she rediscovered her love of shea butter.

In Africa, shea butter has been used for years to reduce the appearance of stretch marks, soothe rashes, and as a cooking oil, according to the website for [Naasakle International](#), the company Eugenia founded to import shea butter from Ghana to the US.



[Sophie Uliano Review Jan 2018](#)

A screenshot of a YouTube video player. The video shows a person's hands holding several small, gold-colored product boxes wrapped in white tissue paper. The video player interface includes a search bar at the top, a play button, a progress bar showing 5:45 / 12:59, and a video title: "My Favorite New Beauty Products | Best Travel & Skin Care Products January 2018". The video has 4,170 views and was posted on 30 Jan 2018. The channel name "Sophie Uliano" is visible at the bottom.



TORY BURCH FOUNDATION

Tory Burch Foundation Mention 2018



I was inspired to launch Eu'Genia Shea because...

My mother, who has overcome cancer, and given my family the best opportunities she could, is the inspiration behind [Eu'Genia Shea](#).

Our mission is...

To support as many women as holistically possible, while providing high quality, all natural, and ethically sourced shea products to consumers.

What I did prior to starting my business...

Before I started [Eu'Genia Shea](#), I was doing finance work as a Wall Street analyst. I pitched European stocks to investors in the United States then wrote research on American and European airlines.

Ways that I stay creative...

I stay creative by writing. (Not that I'm particularly good at it, but it's fun!)

What being a woman entrepreneur means to me...

Being a woman entrepreneur means being part of a strong, supportive and conscientious





MAXIM

[Maxim Mention Sept 2017](#)



Eu'Genia Shea Butter Gift Pack - It's no secret: women love a man who looks, feels, and smells good. This all-natural line of raw Shea butter products from Ghana will give you skin she can't keep her hands off with subtle, chemical-free scents. \$12.50-\$40.00

Women's Health



Women's Health Mention Dec 2016

≡ Women'sHealth

Karissa Bodnar, founder of Thrive Causemetics



KARISA BODNAR

“In the morning, I cleanse with the [Clarisonic Smart Profile](#) using their [Gentle Hydro Cleanser](#); it is my absolute favorite cleanser! Then I apply [Sahajan Protective Face Serum](#) all over my face, including my undereyes, followed by [La Mer Eye Balm](#) under my eyes and on my eyelids using my Clarisonic Opal to infuse the formula into my skin. Next, I gently massage [Sahajan Nourish Face Cream](#) into my skin, wait two to three minutes for the products to absorb, and then apply [Skinceuticals Physical Fusion tinted SPF 50](#). I put [Eu Genia Shea Butter](#) all over my lips before applying makeup. In the evening, I use a cleansing towelette to remove makeup, cleanse with the Clarisonic using the Gentle Hydro Cleanser, apply Clarisonic's [anti-aging sea serum](#) all over my face, apply La Mer Eye Balm under my eyes and on my eyelids using my Clarisonic Opal to infuse the formula into my skin. Then, I gently massage Sahajan Nourish Face Cream into my skin and put Eu Genia Shea Butter all over my lips again before going to bed.”



[Huffpost Feature Dec 2016](#)

Naa-Sakle Akuete, Contributor

Founder & CEO of Eu'Genia Shea, a mother/daughter-run social enterprise dedicated to empowering women. www.eugeniashea.org

When Work Defines You

01/14/2016 03:00 pm ET | Updated Dec 06, 2017



Like many women, each aspect of my life is defined by perspective. Growing up in an immigrant family, my parents saved every penny to send me to the best schools — which left few pennies available for Christmas. I carry two passports, which means I sometimes feel I don't "belong" to any one country. I'm lucky enough to have those passports _____



[AmEx Feature Now Oct 2016](#)

SS



Akuete's social mission is ingrained in her business model. Eu'Genia Shea's sales help fund the education of her suppliers' children.

Back in Akuete's basement-turned-production center, the smell of shea butter envelops you as soon as you open the door. There are framed photos of some of the children Eu'Genia Shea has sent to school hanging on the walls. Akuete met them and their mothers during her first visit to the production center in Damonqo—a trip,



SEPHORA

[Sephora Accelerate Mention March 2016](#)

SEPHORA Announces The
Female Entrepreneurs Selected
To Participate In Its Inaugural
SEPHORA Accelerate Cohort

SEPHORA

NEWS PROVIDED BY
SEPHORA →
Mar 08, 2016, 01:03 ET



Naa-Sakle Akuete, Eu'Genia Shea

Eu'Genia Shea makes shea-based products with at least 95% pure shea content. Their fully transparent supply chain empowers women and their families in Ghana.

"If you've been given the resources and opportunities to work for yourself, making sure your business supports the entire chain is an obligation not a choice; I couldn't live with myself any other way."

THE ROOT



Root Mention

Eu'Genia Shea



Eu'Genia Shea

Naa-Sackle Akuete creates soothing shea products for her business, Eu'Genia Shea. Named for Akuete's mother, Eu'Genia specializes in shea butters for midwifery, so consider a gift for a new mother in your life.