



# FUNLAYO ALABI

FOUNDER, SHEA RADIANCE

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Titled by Inc.Com as “The Power Mom that Disrupted the \$121 Billion Skin Care Industry From Her Kitchen.” **Funlayo Alabi**, the co-founder and CEO of **Shea Radiance**, believes that a jar of cream can change the world. Her business was born while trying to find a natural solution to her son’s dry and eczema prone skin. She re-discovered Shea Butter; a natural healing balm sourced from the Shea fields of West Africa. Soon, her interest in the efficacy and sustainability of Shea Butter would lead her back to West Africa. In West Africa, Shea Butter is called “Women’s Gold,” because women use the proceeds to feed, clothe and educate their children. After realizing the impact Shea Butter could have on alleviating poverty for 16 million Women Shea Producers and their communities, the focus of her business shifted. Shea Radiance has since championed the cause of Women’s Gold.

**Funlayo** holds a BA in International Business from Howard University and an MBA from Regent University. Her speaking and training engagements have included: USAID/West Africa Trade Hub – Shea Financing Seminar, USAID/Global Shea Alliance Conference (Abuja, Nigeria), HBA Global Educational series NY 2013 and the Global Shea Alliance Inaugural Event in NYC.

Her company, **Shea Radiance**, has been featured by notable press including: Inc.com, Essence Magazine, Organic Spa magazine, Massage and Body Work, New Hope magazine, The Baltimore Sun, and Beauty Packaging Magazine.

Passionate and committed to poverty alleviation among rural West African communities, Funlayo supports economic empowerment through trade as the key to uplifting women and their families. And that is why she believes a jar of cream can change the world!

**Shea Radiance** is sold in Target, Wal-Mart, and other major retail outlets.