



Erica: How did you get the idea for Shifaye Organic Skin and Haircare?

Rosalind: I started Shifaye organics out of pure necessity because there were very few black owned skin care lines that were vegan friendly and organic. Shifaye is my middle name.

Erica: What products do you offer?

Rosalind: I have shampoos, conditioner, hair oil, hair gel, hair growth oil, body lotions and butters, body wash, and pure castile soap. My latest products are an activated face scrub, moisturizer and toner. I have also added an activated charcoal bar, and essential oil linen sprays.

Erica: Do you have a brick and mortar shop or are you an online business?

Rosalind: Not at the moment. I sell my products online and at craft shows.

Erica: What challenges do you face owning a Vegan Beauty product line?

Rosalind: The challenge is getting people to convert to organic products as opposed to using chemical based products like many of the brands sold at your local Walmart.

Erica: What's the difference in between natural and organic products?

Rosalind: Natural products are not always organic, but are oil and water based. Organic ingredients are purchased from chemical free farmers

Erica: What are some common myths you've heard regarding hair and skin products?

Rosalind: The main myth I always hear is that our hair needs grease. UGHH! So not true, our hair needs moisture, not grease!!

Erica: What advice do you have for anyone who would like to start a skin and hair care business?

Rosalind: My advice to someone wanting to start a business, is to be consistent and not give up. You have to know your product well, and the target group that you will be marketing to.

Erica: Are you currently vegan? If so, how did you make the change?

Rosalind: I'm vegan and my son eats mostly vegan. I started by eating meat once a week for a month, then decided to go completely without it. One of my go to meals, is a good salad!!

Erica: What's your favorite vegan meal to cook?

Rosalind: My favorite vegan meal to make is mexican quinoa.

Erica: What advice do you have for anyone who's looking to go vegan, but doesn't know where to start?

Rosalind: If you fail, just start over again. Learning to cook vegan takes a while and is a learning process.

Erica: What's next for Shifaye Organic Skin and Hair Care?

Rosalind: Right now my main goal is to get into ulta beauty and amazon. In the future i would love to go full retail!

Want to go vegan, but don't know where to start? Start with what you put on your body! You can order your Shifaye hair and skin care products by visiting www.shifaye.com.

