



Susan  
& Me<sup>®</sup>  
A NATURAL PHILOSOPHY

# THE NEW BOSS IN CLEAN BEAUTY

MEDIA KIT





My mission is to provide women with a universal beauty regimen that is clean, safe, and effective. I entered this industry because there lacks transparency in how beauty products are made. Without a background in chemistry, it's difficult to understand ingredients we often see but can't pronounce.

When it came to skincare, I struggled to find a system that worked for my sensitive skin. My daily routine consisted of several products that I rotated monthly in frantic desperation to combat breakouts, eczema, and hyperpigmentation. A couple of mishaps in my beauty regimen led me to begin researching natural ingredients and formulating my own personal skincare.

If I could describe Susan & Me in one word, I'd say it's "ancestral." My Nana (grandmother), Susan, immigrated to the US from Nassau, Bahamas in the early 50's. She was a talented seamstress and did things with a sewing machine that I can only match with shea butter and a hand blender. Many who grow up in the Caribbean learn how to be resourceful and create things by hand. This is especially true in the Bahamas where natives are not only famous for their conch fritters, but also for having the most talented basket weavers outside of West Africa.

This artistic creativity was passed down to my Nana whose craft was in wielding a needle and to me, through what I have created with Susan & Me.

## KESHA NELSON-COFIE FOUNDER & CREATOR

# PURE HONEST ETHICAL

When considering the skin and scalp as living organisms, it is apparent that beauty products are as much a part of our diet as food choices.

As concerns about chemicals in beauty products continue to rise amongst women, holistic approaches to beauty and wellness are becoming more popular due to their safety and efficacy. A clean beauty regimen can provide lasting results without impacting your health.

Susan & Me is a woman-owned and operated business. We are committed to providing clean beauty products that support a healthy lifestyle for the everyday woman.

Our promise is to uphold the integrity of our formulas by remaining transparent and abstaining from the use of chemicals and synthetic ingredients.





# THE DAILY DOSE

The Daily Dose collection was designed to reduce exposure to chemicals we encounter in our everyday routines. Most beauty regimens consist of several steps which include a cleanser, toner, facial oil, serum, and moisturizer.

When reading the ingredients label, many of these products have synthetic materials in the formula.

What Susan & Me aspires to do is insert a 100% clean option into the multi-step beauty regimen. In doing so, we prevent women from becoming over-exposed to chemicals and toxic ingredients that pop up in each step of their routine.



## BEST SELLER



## OMEGA MOISTURE BUTTER

\$26-40 USD

Strengthen skin's moisture barrier with this non-toxic daily treatment. Evening primrose and avocado oils contain essential fatty acids that boost skin's moisture retention for lasting hydration. A blend of earthly butters provide a natural source of vitamin B and Potassium to reverse signs of damage and support skin regeneration.

### Key Features:

- EVENING PRIMROSE OIL - moisturizes skin and improves water retention.
- KOKUM BUTTER - heals damaged skin and promotes skin renewal.
- MANGO BUTTER - keeps skin soft, supple, and plump.
- AVOCADO OIL - loaded with omega fatty acids to boost skin's collagen production.

### Product Tips:

- Smooths rough patches on knees, heels, and elbows.
- Use as an overnight face mask for dull, dry skin.
- Slather on hands and cover with plastic gloves for 5 minutes for soft, smooth palms.

### INGREDIENTS:

Mangifera Indica (Mango) Seed Butter, Garcinia Indica (Kokum) Seed Butter, Persea Gratissima (Avocado) Oil, Oenothera Biennis (Evening Primrose) Oil, Argania Spinosa (Argan) Kernel Oil, Vitis Vinifera (Grape) Seed Oil, Cocos Nucifera (Coconut) Oil, Butyrospermum Parkii (Shea) Butter, Simmondsia Chinensis (Jojoba) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Olea Europaea (Olive) Oil, Camelina Sativa Seed Oil, Carnauba Wax, Lavender Essential Oil, Listea Cubeba Essential Oil.



## BEST SELLER



## SUPERSEED HYDRATING FACE OIL

\$24 USD

This balancing face oil restores moisture and suppleness to skin. A Daily Dose of Vitamins A, C, and E brightens complexion and aids in the reduction of fine lines and wrinkles. Omega-rich argan, grapeseed, and camelina seed oils replenish skin with moisture and lock-in hydration.

### Key Features:

- CAMELINA SATIVA SEED OIL - improves skin's elasticity and hydration.
- MEADOWFOAM SEED OIL - antioxidant properties protect skin from elements.
- JOJOBA SEED OIL - mimics skin's sebum production and balances complexion.
- GERANIUM -

### Product Tips:

- Apply as cuticle oil to improve appearance of nails and prevent cuticles from drying.
- Add two drops to liquid foundation for flawless coverage.
- Add four drops to a teaspoon of brown sugar and scrubs lips.

### INGREDIENTS:

Argania Spinosa (Argan) Kernel Oil, Vitis Vinifera (Grape) Seed Oil, Camelina Sativa Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Geranium Essential Oil, Lavender Essential Oil, Clary Sage Essential Oil.





# AWAKEN YOUR ROOTS

The Root Awake collection is the key to a healthy hair regimen.

Shedding and brittle ends are obvious signs of hair damage. Regular trims and avoiding chemical treatments help minimize recurring breakage.

When restoring hair with deep treatment conditioners or hair masks, use Root Awake to reduce hair fall, stimulate hair follicles and promote new growth. When combined, the two fortify the hair shaft and encourage hair to grow healthy and strong.

Healthy hair growth begins at the root.



## ROOT AWAKE: CO-CONDITION GROWTH TREATMENT

**\$36 USD**

Awaken roots with this fortifying hair and scalp treatment. Root Awake was created to enhance any deep treatment or leave-in conditioner. An all-natural blend of hair nourishing oils and amino acids help conditioner bind to hair and strengthen strands. This tingly elixir stimulates blood flow to the scalp and gets those hair follicles dancing. Rosemary and Nettle infused black cumin seed oil is rich in nigellone and silica — key nutrients that have been scientifically proven to reduce hair fall and shedding.

### Key Features:

- BLACK CUMIN SEED OIL - rich in thymoquinone, a powerful antihistamine known to treat alopecia and encourage hair growth.
- BLACK CASTOR SEED OIL - contains essential amino acids that improve blood flow to the scalp and invigorate hair follicles.
- NETTLE - Rich in silica, a micronutrient that reduces hair fall, strengthens hair from the roots, and encourages healthy hair growth

### Product Tips:

- Use with protective styles such as twists or braids to keep scalp lubricated.
- Add a drop to index finger and smooth over eyebrows for fuller brows and a longer tail.
- For men that have "beard goals," use nightly for a fuller beard in 4 weeks.

### INGREDIENTS:

Black Ricinus Communis (Castor) Seed Oil, Juglans Regia (Walnut) Oil, Argania Spinosa (Argan) Kernel Oil, Nigella Sativa (Black Cumin Seed) Oil, Triticum Vulgare (Wheat) Germ Oil, Peppermint Essential Oil, Nettle Essential Oil, Black Pepper Essential Oil, Rosemary Essential Oil, Cedarwood Essential Oil, Lavender Essential Oil, Clary Sage Essential Oil, Ylang Ylang Essential Oil.



# Coming Soon...



## ROOT AWAKE: FERTILE GROUND ESSENTIAL OIL

\$26 USD

Create a “fertile ground” for healthy hair growth. This essential oil blend naturally detoxifies the scalp when coupled with any oil, shampoo, or hair rinse. It helps stimulate hair follicles to improve hair growth and fullness.

### Key Features:

- BASIL ESSENTIAL OIL - improves blood circulation to the scalp, stimulates hair follicles and promotes the production of new healthy hair.
- TEA TREE- effectively removes any accumulation of dead skin, dirt, grease and dandruff from the scalp.
- ROSEMARY - inhibits the effect of DHT on hair follicles and encourages thicker, fuller hair.

### Product Tips:

- Pour some of your favorite leave-in conditioner into a jar or spray bottle and add a generous amount of Fertile Ground.
- Add 5-7 drops to a bowl of steaming water (3 cups). Hold face over bowl for 5-10 mins to clear up congestion and calm headaches.
- Add 8 drops to one ounce of coconut oil and store in jar. Use as a homemade vapor rub.

### INGREDIENTS:

Black Ricinus Communis (Castor) Seed Oil, Juglans Regia (Walnut) Oil, Argania Spinosa (Argan) Kernel Oil, Nigella Sativa (Black Cumin Seed) Oil, Triticum Vulgare (Wheat) Germ Oil, Peppermint Essential Oil, Nettle Essential Oil, Black Pepper Essential Oil, Rosemary Essential Oil, Cedarwood Essential Oil, Lavender Essential Oil, Clary Sage Essential Oil, Ylang Ylang Essential Oil.



# THE GLOW TROTTER

Hormonal changes can be detrimental to the skin; causing acne, minor breakouts, and hyperpigmentation. As we age, our bodies change, and with it, so should our skincare routine.

Simply Even Tone Perfecting Butter is an antioxidant rich super butter fortified with Vitamins A, C, & E to plump, tone, and moisturize skin.

Free of parabens and 100% natural, this decadent smelling butter leaves skin soft, hydrated, and radiant.





## SIMPLY EVEN: TONE PERFECTING BUTTER

**\$24-38 USD**

Wrap yourself in the soothing fragrance of tonka bean and sandalwood like a warm winter sweater. Simply Even is our gentle solution for healthy, radiant skin. Not your average cocoa butter, this blemish buster contains a moisturizing blend of earthly butters that restore luster to your skin and improve its overall quality and texture. Fortified with Vitamin E, wheat germ oil helps minimize imperfections and reveal a smooth, even toned complexion.

### Key Features:

- COCOA BUTTER - Rich in Vitamins B & K to help prevent and reduce the appearance of stretchmarks, scars, and blemishes.
- SHEA BUTTER - Omega -9 fatty acids found in shea butter keep skin soft, supple, and moisturized.
- WHEAT GERM OIL - a great source of Vitamin A, E, & D. Helps build collagen, even skin tone, and minimize hyperpigmentation.

### Product Tips:

- Use as part of PM skincare routine for a nightly blemish treatment.
- Use on twice daily on stretchmarks postpartum or due to weight loss or gain.
- Add to ends of hair to prevent breakage.

### INGREDIENTS:

Butyrospermum Parkii (Shea) Butter, Theobroma (Cocoa) Seed Butter, Triticum Vulgare (Wheat) Germ Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Mangifera Indica (Mango) Seed Butter, Carthamus Tinctorius (Safflower) Oil, Cocos Nucifera (Coconut) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Oryza Sativa (Rice) Bran Oil, Beeswax, Cumaru (Tonka Bean) Essential Oil, Sandalwood Essential Oil.

For  
all  
women  
kind

**INCLUSIVE For All  
Curl Patterns &  
Skin Types.**

Definitely hydrating and helped me with moisture. This left me feeling like I didn't even need a moisturizer, for once an oil did not leave me sticky. I really appreciate that as I always have issues finding one.

**Yesenia Santiago - Superseed Hydrating Face Oil**

I was using the Simply Even Tone Perfecting Butter and within three weeks now I noticed a tremendous improvement in my skin. I live in Denver so we have very dry desert heat which causes my skin to be dry. This is the only product that keeps my skin hydrated and glowing all day!

**Yanique Salmon Dunn - Simply Even: Tone Perfecting Butter**

I use these products as a moisturizer for dry areas on my feet, hand and face. It makes my skin glowing and radiant and has a buttery consistency. I would definitely recommend this product especially if you're looking for a natural moisturizer.

**Melissa Lopez - Daily Dose: Omega Moisture Butter &  
Superseed Hydrating Face Oil**

I love its floral sweet scent, how well it moisturizes, and how versatile it is. It's perfect for rough spots like elbows, knees, and hands. I also love to use it as a eye and neck cream every night and as an overnight mask a few times per week.

**Krisztina Clifton - Daily Dose: Omega Moisture Butter**



# PARTNERSHIPS & EVENTS

We partner with brands that share our passion in creating authentic experiences that speak to the lives of everyday women.



Curvy Fox is a luxury lifestyle brand committed to breaking barriers and ensuring women are represented in style, comfort and self-expression – at any size. We partnered with Curvy Fox for the company's 2019 NYC Fashion Week show highlighting "Thinness Does Not Equal Beauty."



HelloTittie is a women empowerment brand that is deeply committed to providing women artist a platform to show their creative side. Creativity is an outlet for the soul and HelloTittie creates spaces for artists to be their true authentic selves. We were happy to sponsor and be a part of the audience for Makeup Mayhem and BurtonNYC x HelloTittie 2019.

## COMMUNITY SERVICE



## POP-UP SHOPS



We launched the Jamestown Education Initiative in Accra, Ghana, West Africa. Over 300 children received book bags, school supplies, and chargeable flashlights to remain productive during power outages.



# LET'S GET CONNECTED!



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## Get to Know Us

Looking to include a new clean beauty  
brand in your faves? Want to have Susan  
& Me in your subscription box?  
Interested in bringing us on board as a  
retail partner?

Email us with more information on  
events and opportunities!



THANK YOU!



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