



# PILLAR OF BUSINESS

The Maisie Dunbar Beauty Brands revolves two primary pillars:

## 1. **Bluffajo Cosmetics:**

A holistic clean beauty makeup brand that is a hybrid of makeup and skincare. I help beauty enthusiasts enhance their beauty and wellness journey by confidently loving the skin they are in.

## 2. **Maisie Dunbar Global Experience:**

Provides technical and entrepreneurial training at a variety of Women and Youth Empowerment Organizations, beauty schools and fashion schools (nationally as well as internationally) these pillars serve as the channels through which products and services are delivered. We empower our communities through beauty.

## PILLAR ONE

### **The Bluffajo Cosmetic Brand:**

Is an exclusive holistic comprehensive hybrid make-up and skin care beauty brand tailored to discerning women who desire premium pigments without compromising luxury. Bluffajo Cosmetics does not contain any parabens, dyes, or harmful chemicals and more importantly (does not test on animals). Bluffajo Cosmetics preferences in color, texture, mood, lifestyle, and overall presentation of physical appearance are essential to our beauty brand. Every Bluffajo Cosmetics client makes an individual statement when using our brand. We are clean beauty obsessed! Through this pillar we have an e-commerce store, we work with established media, exporters, upcoming retailers, distributors, event managers and planners, to showcase and distribute our brand through multiple channels. We partner with designers at specialty events such as fashion shows (e.g., The Mercedes-Benz Fashion Week Brand, Runway Ghana, Runway Liberia, Nigerian Fashion Week, Ghana Fashion Week, etc.) private social events, award shows and other media outlets.

## PILLAR TWO

### **Women And Youth Empowerment, Public Speaking, Training & Consulting:**

Based on nearly 30 years of industry experience, Maisie Dunbar, a business proprietress, trained and licensed celebrity make-up artist, massage therapist, master skin-care therapist, and manicurist provides women and youths with skillful training to increase their capacity and sustainability. A United Nations Goodwill Ambassador, A true Global Citizen and beauty change agent, Maisie has provided technical and entrepreneurial training to youths and women at a variety of beauty schools (Nationally and Internationally), trade high schools, under-served communities, professional beauty schools, industry events and beauty enterprises (e.g., spas, retailers, hotels). She works with individuals and companies looking to grow their business and achieve their strategic goals. As part of this endeavor, Ms. Dunbar is heavily focused on developing youth and women-owned businesses. Sharing her vast knowledge she offer her services to entrepreneurs around the globe, in her travels to parts of Africa: Liberia, Ghana, and Nigeria, as well as South America, Canada, Cuba and Mexico to mention a few.

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