

# Maisie Dunbar

The Maisie Dunbar Global Inc. Three Pillars



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## The Maisie Dunbar Global Inc. Revolves Around Three Pillars:

### Bluffajo Cosmetics:

#### Skincare Meets Style, A Hybrid Revolution in Clean Beauty

Rooted in Liberian vernacular, *Bluffajo* means to show up bold and confident, regardless of gender. As our first pillar, Bluffajo Cosmetics is a clean, vegan, halal beauty brand that fuses skincare and makeup to promote **holistic wellness, self-expression, and inner strength**. More than beauty, it's a global movement of **confidence, healing, and purpose**, powered by our roots.

### Maisie Dunbar Consulting Group:

#### Global Solutions | Human-Centered Growth | Lead with Vision

**Maisie Dunbar Consulting Group** is a global firm delivering **innovative strategies and transformational solutions** across industries. While rooted in the wellness and beauty sectors, our expertise extends far beyond, offering services in **hospitality, customer service excellence, workforce development, leadership training, and business coaching**.

We deliver tailored solutions to **governments, organizations, and entrepreneurs** with a growth mindset, unlocking potential, elevating service standards, and building resilient, future-ready teams. Our holistic approach blends industry knowledge with human-centered coaching to drive sustainable impact, from boardrooms to communities.

### The Maisie Dunbar Foundation:

#### Rebuilding Lives | Empowering Futures.

At the heart of **The Maisie Dunbar Foundation** are two transformative pillars that drive our mission to **rebuild, empower, and uplift women and youth, both locally and globally**. These pillars are a forward-thinking empowerment platform that offers **technical training, entrepreneurial development, and essential soft skills** to women and youth, not limited to the beauty and wellness industries.

**When you rebuild a woman, you rebuild a community. When you empower youth, you shape the future.**

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## PILLAR ONE:

**Bluffajo Cosmetics** born from rich Liberian roots, **Bluffajo** is more than a name, it's a statement of **confidence, self-expression, and unapologetic authenticity**. Rooted in the spirit of empowerment, Bluffajo Cosmetics is an **exclusive, holistic, and eco-conscious beauty brand** that seamlessly blends makeup with skincare, curated for the modern beauty enthusiast. Our clean beauty formulations deliver **luxurious, high-performance pigments** without compromising health or ethics. We believe beauty should be clean, bold, and reflective of your true essence.

Our products are **eco-conscious, cruelty-free, free of parabens, dyes, no-animal testing, and no-harmful chemicals**.

We celebrate individuality, color, texture, mood, and lifestyle to help you show up fully in your truth. Every client who wears **Bluffajo**, wears a canvas of confidence, making a unique statement through every application.

**Bluffajo** is making a personal statement: **conscious beauty with purpose**.

Our reach extends globally through our e-commerce platform to collaborations with global designers, award shows, and prestigious events like **Mercedes-Benz Fashion Week, Africa Fashion Week, and Ghana Glitz Fashion Week**. Bluffajo Cosmetics is a brand that transcends borders. We proudly partner with **retailers, distributors, media outlets, exporters, and event planners** to bring clean, confident beauty to the world stage.

At Bluffajo, it's not just about looking good. We are **Beauty Rooted in Confidence. Powered by Purpose**.

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## PILLAR TWO:

### Maisie Dunbar Consulting Group: Global Expertise | Local Impact | Sustainable Growth.

We don't just consult, we **build capacity, inspire innovation, and create pathways to sustainable success**

With over three decades of entrepreneurial excellence, **Maisie Dunbar** stands as a global force in **women and youth empowerment, business strategy, and leadership development**. A self-made, multi-business mogul and licensed celebrity beauty professional, Maisie is a **UN Goodwill Ambassador, TEDx Speaker, Author**, and transformational change agent with a mission to **ignite human potential and drive sustainable growth across industries**.

**Maisie Dunbar is a dynamic force reshaping industries and empowering organizations to reach peak performance.** As the visionary founder of **Maisie Dunbar Consulting**, she leads a results-driven global firm with core competency in **business strategy, leadership development, workforce optimization, and soft skills training**. With over thirty-three years of proven success, she brings unmatched expertise in **organizational transformation**, working with **government agencies, corporations, institutions, and entrepreneurs** that are committed to growth, innovation, and sustainable impact.

Maisie's approach is **hands-on, data-informed, and performance-focused**, with a proven ability to align human potential with organizational goals. Her consulting reach spans **wellness, beauty, hospitality, and customer experience**, yet her influence extends well beyond industry lines. She delivers **customized, performance-enhancing solutions** that build internal capacity, strengthen human capital, and accelerate business outcomes to create measurable, long-term success.

Whether advising national leadership, training emerging entrepreneurs, or equipping corporate teams with competitive strategies, **Maisie Dunbar is a catalyst for transformation**, bringing clarity, execution, and lasting value to every partnership

Maisie Dunbar is a globally recognized thought leader, transformation strategist, and empowerment architect with over three decades of real-world experience advancing women, youth, and organizations worldwide. Her commitment to **capacity building and inclusive growth** is at the heart of her mission, to equip emerging and established leaders with the skills, mindset, and strategy to thrive in today's competitive global economy.

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Through **Maisie Dunbar Consulting**, she delivers high-impact **technical and entrepreneurial training** across a wide range of platforms, from beauty academies and trade schools to international conferences and corporate boardrooms. Her work centers on **elevating women-owned businesses and underrepresented talent**, ensuring they have the skills, confidence, and strategic insight to lead, grow, and scale with sustainability and purpose.

With a global footprint that extends across **Liberia, Ghana, Nigeria, Gambia, the Caribbean, South America, Canada, the UK, Cuba, and Mexico**, Maisie Dunbar has become a trusted partner to **governments, corporations, NGOs, and institutions** seeking real change, innovation, and results.

She doesn't just train, **she transforms**. Through strategic insight, cultural intelligence, and a relentless commitment to excellence, Maisie Dunbar empowers individuals and organizations to **lead boldly, grow intentionally, and create lasting impact**.



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## PILLAR 3:

### Maisie Dunbar Foundation: The Maisie Dunbar Foundation: Rebuilding Lives.

#### Empowering Futures.

#### Empower People. Strengthen Systems.

Our programs are designed to help individuals **unlock their potential, build sustainable livelihoods, and become changemakers** in their communities.

We collaborate with **organizations, institutions, and community leaders** to identify and develop **human resources** across nations, particularly in underserved and marginalized communities. By equipping participants with the skills they need to succeed, including communication, leadership, financial literacy, and business development, we are helping to **rebuild lives, restore confidence, and spark generational progress.**

The Maisie Dunbar Foundation believes in more than empowerment; we believe in **transformation**. From the Diaspora to the grassroots, we are activating networks of women leaders and advocates to **bring awareness, opportunity, and lasting change** where it's needed most.

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