Beat: Business

Sudanese-American Entrepreneur Selma Idris Unveils The Brown Crayon Project

Products for Brown Babies

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USPA NEWS - Selma Idris, on July 14, was proud to introduce The Brown Crayon Project, a carefully-curated collection of hair, scalp, skin and body cleansers, conditioners, lotions, moisturizers and oils formulated with brown babies in mind....

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'My first son, Adam, developed cradle cap, like so many babies do. I sourced everything available to me in shops and online but could not find products that would help heal his scalp without drying out his beautiful hair,' said The Brown Crayon Project founder, Selma Idris. 'After hearing the same from so many moms in my community, I knew it was time to fill the void.'

The brand previewed its collection Sunday, July 10th with an intimate gathering of all mom writers, makers, entrepreneurs and founders. The Brown Crayon Project, LLC is the maker and distributor of the first certified-organic, chemist-formulated line of natural hair and skin care products for babies, toddlers and children of color. The brand is committed to staying rooted within the community to deliver on and drive an honest message and mission.

The Brown Crayon Project proudly utilizes sound science, quality natural ingredients, transparent labeling, earth-conscious practices, and strict manufacturing standards at the core of its business. The introductory collection, available end of summer 2016, consists of hair, scalp, skin and body cleansers, conditioners, lotions, moisturizers and oils.

Source : The Brown Crayon Project

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