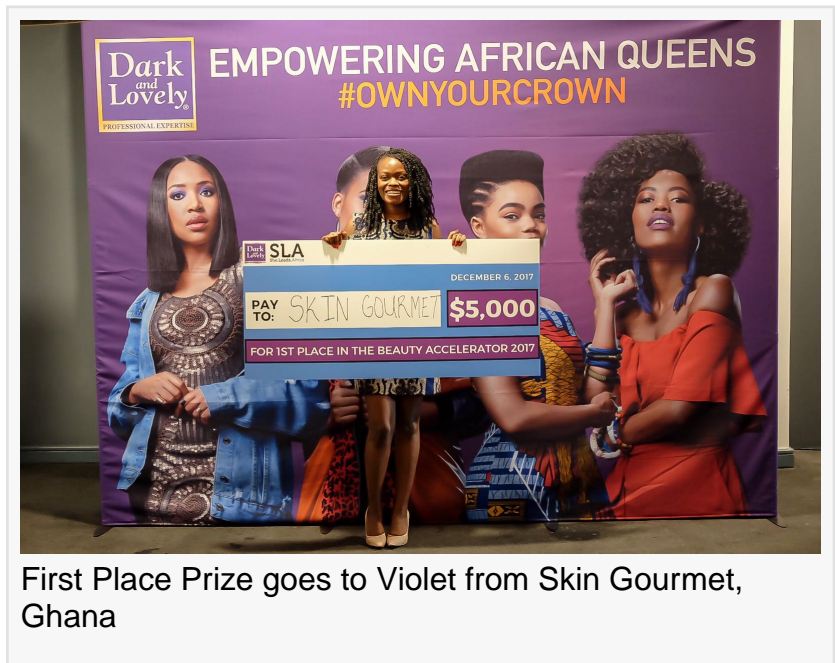


# The Dark and Lovely x She Leads Africa Beauty Accelerator celebrates 3 Beauty Entrepreneurs from across Africa

*3 Beauty Entrepreneurs from Ghana, South Africa and Nigeria were announced as winners at the Dark & Lovely x SLA Beauty Accelerator Demo Day 2017*

JOHANNESBURG, SOUTH AFRICA, December 7, 2017 /EINPresswire.com/ -- On Wednesday, December 6th, Skin Gourmet from Ghana, Beauty Revolution from Nigeria, and FreshMe from South Africa were announced as winners at the 2017 Dark & Lovely x SLA Beauty Accelerator Demo Day. The Demo Day was the closing ceremony to the 10 week entrepreneurship development program which is run to support early stage entrepreneurs who are building businesses in the beauty industry.



First Place Prize goes to Violet from Skin Gourmet, Ghana

Over the past 10 weeks, 5 beauty businesses have worked with mentors and advisors such as Nneka Keshi, Digital Director at L’Oreal for Sub-Saharan Africa; Tresor Mpsa-Engwanda, Brand Director of African Beauty Brands at L’Oreal for Sub-Saharan Africa and Afua Osei, CEO and Co-Founder of She Leads Africa.

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This program is very important to Dark and Lovely because our brand mission is built around empowering women.”

*Nneka Keshi, Digital Director at L’Oreal for Sub-Saharan Africa*

Hosted at OPEN Sandton in Johannesburg, the 5 entrepreneurs pitched their innovative businesses to a range of industry stakeholders, media and investors for a chance to win cash prizes.

“This program is very important to Dark and Lovely because our brand mission is built around empowering women. We wanted to empower and support young women entrepreneurs across Africa. Dark & Lovely and She Leads Africa were

committed to going the distance and delivering hands on work with beauty businesses from across Africa. We are incredibly impressed with the quality and scalability of the businesses we’ve worked with,” explains Nneka Keshi, Digital Director at L’Oreal for Sub-Saharan Africa

Afua Osei, Co-Founder of She Leads Africa said, “it’s been an incredible journey watching these entrepreneurs grow over the past ten weeks. Each company has transformed into a business with the potential to grow across Africa. Congratulations to all the entrepreneurs who participated in the

program. We look forward to seeing where these businesses will be in a year's time!"

The first place winner was [Violet Amoabeng of Skin Gourmet](#) from Ghana: Violet is the Founder of Skin Gourmet, a premium skincare range sourced from the wild, so pure you can eat it!

The second place winner was [Louisa Kinoshi of Beauty Revolution Studio](#) from Nigeria: Louisa is the Co-Founder of Beauty Revolution Studio, a digital beauty network for African women.

The third place winners were [Sherri Rhode, Deveash Jivan and Lendl Rhode of FreshMe](#) from South Africa: They are Co-Founders of FreshMe which takes brands to salons and brings people to brands in the informal salon market.

The other two entrepreneurs who pitched are:

Mathebe Molise of Beauty on TApp: Mathebe is the Founder of Beauty on TApp, a mobile application that is a directory of beauty service and product providers. (South Africa)

Aniouvi Gnassounou of Black Beauty Fair: Aniouvi is the Co-Founder of Black Beauty Fair, a trade show dedicated to the business industry in West Africa. (Cote d'Ivoire)

About She Leads Africa:

She Leads Africa is a community that helps young women achieve their professional dreams by providing expert advice, opportunities for networking and global growth opportunities. SLA reaches more than 450,000 women across 35+ countries and 5 continents and has been featured in the Financial Times, BBC, CNN, Forbes, CNBC Africa, Fast Company, Black Enterprise and Huffington Post. In December 2016, SLA was the first African startup to ring the Closing Bell at the New York Stock Exchange.

For more information about She Leads Africa, visit [sheleadsafrica.org](http://sheleadsafrica.org) or follow on:

<https://www.instagram.com/sheleadsafrica>  
<https://www.facebook.com/sheleadsafrica>  
<https://www.twitter.com/sheleadsafrica>  
<https://www.youtube.com/sheleadsafrica>



Second Place Winner Louisa from Beauty Revolution Studios, Nigeria



Third place winners FreshMe, South Africa

## About Dark and Lovely

For more than 45 years Dark and Lovely has been dedicated to providing superior hair care and styling products for African women. Dark and Lovely continues to unveil breakthrough hair innovations for African women, including the most recent launch of Dark and Lovely Au Naturele, a range specifically designed for natural African hair.

For more information about Dark and Lovely, visit [darkandlovely.co.za](http://darkandlovely.co.za) or follow on:

<https://www.instagram.com/darkandlovelyafrika>

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