

The Hustle Grant Names Tiana McMillan of Beauty Forr Ashes as August 2026 Grant Recipient

Self-taught soap maker turned a personal search for eczema relief into a growing skincare business, earning nine five-star reviews with zero paid advertising

NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [The Hustle Grant](#), a micro-grant program supporting women-owned businesses across the United States, today announced Tiana McMillan, founder of [Beauty Forr Ashes](#), as its August 2026 grant recipient. McMillan will receive \$1,000 to invest in her handcrafted, eczema-focused skincare line.

McMillan, a licensed practical nurse by training, began developing her own soap after her son was diagnosed with eczema. She didn't like the idea of prolonged steroid cream use and sought a natural alternative. The idea for Beauty Forr Ashes, named for Isaiah 61:3, took shape in 2023; McMillan began producing bars in 2024 and launched sales in 2025.

Each bar is handcrafted with sea moss, aloe vera, turmeric, and senna leaf, ingredients selected for their effect on inflammation and itching. Since using the soap, McMillan's son has experienced minimal flare-ups, and customers have reported similar results, including one mother who used it on her newborn's eczema-prone skin.

"This is something that I felt like God placed in my heart to make, and He gave me the tools to make it," McMillan said.

McMillan has grown Beauty Forr Ashes without outside investment or paid advertising, earning nine five-star Google reviews and completing a cost-plus pricing analysis that led her to correct her prices from \$10 and \$8 to \$17 and \$11 per bar. She plans to direct half of the Hustle Grant funds toward bulk production materials to lower her per-unit costs, and half toward her first



Tiana McMillan - Owner of Beauty Forr Ashes & The Hustle Grant's August Grant Winner

paid social advertising test on Instagram and TikTok.

McMillan operates every part of the business, from production to marketing to business development, on her own.

"I started from the literal bottom. I had to learn everything," McMillan said. "No one's there to really help you — you have to look for yourself. This is your business. This is your baby."

Looking ahead, McMillan plans to expand her product line to include shave oils built on the same sea moss base as her soaps.

"With God all things are possible," McMillan said. "If you submit, He transforms you in a way that the things you think you couldn't do, you can do. If I can do it, you can do it."

About The Hustle Grant

The Hustle Grant provides \$1,000 micro-grants to women entrepreneurs working to build their businesses. Winners are selected monthly. For more information, visit www.thehustlegrant.com.

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