

SHADES OF MELANIN
MEDIA
PRESS KIT

SHADES OF MELANIN





Our Story

The story begins with the Proprietor of Shades of Melanin becoming increasingly frustrated in finding a suitable sunscreen that provided adequate protection and did not leave a chalk-like shade on her skin. This was a challenging mission to find a product that ticked all the boxes and allowed her skin to simply breathe. Knowing how important it is to protect her skin from the harmful sun rays, she embarked on her journey to create her own product.

She merely wanted to enjoy the warmth of the sun whilst absorbing that essential Vitamin D. Her creative thoughts, and vision for a suitable product for people gave life to the product range we see today.

The Science

Contrary to belief people of color can and do get skin cancer. No skin type is immune. Whilst our melanin provides some protection from the sun, we are still susceptible to some forms of skin cancers, age spots, and wrinkles. So sometimes the saying '*black don't crack*' does not always apply.

Melanin is a pigment produced in skin cells known as melanocytes. It is this that determines our diverse beautiful shades. The more we have the darker we are. Although this is a natural blessing of beauty, it can be slightly detrimental as some skin cancers are harder to detect purely because of the shade of our skin.





There are three types of **skin cancers** that are of particular concern to people of color:

- Squamous cell carcinoma, which is most common in people of color
- Basal cell carcinoma
- Melanoma

People of color are less likely to receive a cancer diagnosis early, which is why it is important to self-examine your skin regularly for any changes, using a mirror if necessary for the hard-to-see places, so the spread to lymph nodes and other parts of the body can be limited or stopped.





Conscious self-care practice.

So apart from protecting your rich melanin-loaded skin with the Shades of Melanin, here are some practical tips to aid your protection. Remember prevention is always better than cure:

- Use an umbrella where possible
- Stay hydrated both externally and internally
- Wear clothing that is protective but also allows your skin to breath

Conscious self-care practice.

- Seek shade whenever possible
- Wear sunscreen on exposed areas
- Apply sunscreen 15–30 minutes before going out and reapply every 2 hours
- Remember to reapply if your skin gets wet and also don't forget to protect your neck and ears



When checking our skin, people of color should **pay attention** to any of the following signs such as:

- A sore that will not heal or that heals and then reappears
- A dark spot, growth, or darker area of skin that is bleeding, growing or changing in size or shape
- A dark line around or underneath a fingernail or toenail
- A sore that does not heal well or quickly

"If you're only trained to look at something in one color, you won't recognize it in another color."

- Dr. Jenna Lester

Director of the skin of color program at the University of California, San Francisco.

Melanin is an incomparable beauty. Hello, sunshine!

Shades of Melanin is a broad-spectrum natural Suncream with SPF 30. The lotion was formulated with a blend of sun filters to maximize protection from UVA and UVB sun rays. These harmful rays can cause hyperpigmentation, premature ageing, burns, and some skin cancers. Cocoa seed butter and avocado oil are just some of the ingredients used, which nourish your skin with a smooth finish and leave no 'chalk-like' residue. Only apply a small amount to each body part, so your skin can breathe. Shades of Melanin are formulated with and without a fragrance for the more sensitive skin types.

SHADES OF MELANIN

Product Range



Sunscreen Lotion Scented



Sunscreen Lotion
Fragrance-Free



Lip Protector

SPF30 Sunscreen Lotion

Shades of Melanin is a skincare product that is carefully formulated with some of the following ingredients:

- 70% of our bodies are made of this essential fluid
- Jojoba seed oil, moisturizing protecting the skin from aging, fine lines, and wrinkles
- Alkyl Benzoate, a skin conditioning agent widely used in baby skincare
- Aloe Vera has healing properties, widely used to treat sunburn
- Cocoa seed butter, used for dry and sensitive skin, acts as a barrier to soothe skin
- Octocrylene used to protect the skin and filter the harmful UVB and UVA rays from the sun





SPF30 Sunscreen Lotion

- Avocado Oil which is a powerful replenishing oil to provide powerful antioxidants that help the production of new collagen
- Triethanolamine, a safe stabilizer used in skin care products

SHADES OF MELANIN

Melanin makes us glow





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