

SHALOM LLOYD
PURPOSE, IMPACT & TRADE

Phoenix Talk 3
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NATURALLY TRIBAL
SKINCARE





THIS IS ME

Shalom Lloyd, Founder of Naturally Tribal Skincare & Co-Founder Emerging Markets Quality Trials (eMQT)

BSc, MSc Pharm, MBA

- Proud mother of 5
- 24 Years in Clinical Development & Research, Global Pharmaceutical Industry
- STEM Ambassador
- TEDx Speaker
- Cherie Blair Foundation Mentor
- Department of International Trade 2020/ 2021 Export Champion
- CommonwealthFirst Export Champion
- World Trader Freeman



PROUD HERITAGE



AFRICA MY AFRICA

- ALL ROADS LEAD TO AFRICA
- UNTAPPED MARKET
- THE NEW FRONTIER
- POPULATION WITH UNMET NEEDS
 - BEAUTY
 - HEALTH
- ABUNDANT RESOURCES
- CRY FOR CHANGE
- TECHNOLOGY/ INNOVATION





NATURALLY TRIBAL: THE BEGINNING

“In 2014, after four IVF cycles, I gave birth to a beautiful set of twins.

One of my twins, Joshua, was covered in eczema from birth and I spent months combining lotions, creams, emollients, teas - you name it - to stop his ‘scratch until drawing blood’ dilemma.

I tapped into my African heritage and started to mix raw ingredients from Africa - the scientist in me took over, experimenting and testing.

Using these natural ingredients and once I stumbled on the right formula, it miraculously only took three days for Joshua’s skin to become what it should have been at birth”

Shalom Lloyd, Founder



Our production facility under construction



ESSAN KINGDOM, NIGERIA

A kingdom of many diverse Nigerian tribes with a rich history of using natural ingredients in daily health and wellness rituals. The Essan women are a proud people.

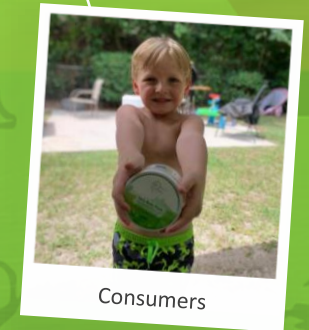
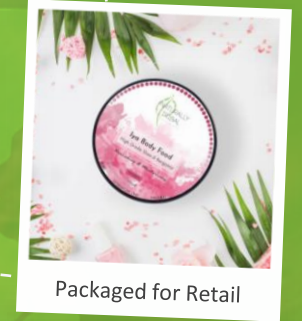
Inspired by their natural approach and commitment to working hard for their communities, we have invested heavily in a local production facility to harvest Shea Nuts and other ingredients for our products.

Our facility provides:

- Employment for the Essan women
- Training & education for the community
- Childcare and youth opportunities
- Investment in infrastructure

It's vital that our presence in Essan is on the basis of **trade** not **aid**. We are empowering the Essan people to live their best lives, while making a global impact on skincare.

FROM SOURCE TO JAR



Shea butter, the base of our products, is produced in our own facility in Essan, Nigeria. While other essential ingredients are sourced from around the world to ensure the highest quality.

To ensure the highest quality and safety within our production, all manufacturing takes place within the UK, where our finished products are hand poured into their glassware.



OPERATING MODEL





OUR BRAND VALUES



PLANET HUGGING

Our products are entirely natural. They contain no preservatives, chemicals, parabens – no nasties whatsoever.

The ingredients we use are sourced and processed without any additives, ensuring that our end product is just as natural as the raw ingredients.

Our products are Natural, Organic, Vegan certified, Cruelty Free and sustainably packaged.



SOOTHING & NOURISHING

Efficacy is critical, it's the reason the brand was first developed.

Our products have been proven to improve skincare outcomes for our customers – including those suffering with eczema, psoriasis, rosacea and many more conditions.

The products are ideal for all skin types, all ages, all races and for those with or without existing conditions.



ETHICAL SOURCING

We are dedicated to ensuring that our raw ingredients are sourced ethically, to us that means more than just paying a fair price.

We have invested in building our own Shea production facility in rural Nigeria, where we provide education, employment and personal growth opportunities to the community.

PROTECTING OUR ESSAN WOMEN DURING COVID 19

NATURALLY TRIBAL
SKINCARE

Shea Collection Season between June & August
Sourced PPE & Masks to allow our amazing Essan women
collectors work in a safe environment



HEALTH & SAFETY TRAINING 2019



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Health & Safety Training in Essan March 2019



OUR NEXT CHALLENGE: ZERO WASTE PROJECTS

NATURALLY TRIBAL SKINCARE

Naturally Tribal UK & Naturally Tribal Nigeria in collaboration with University of Bedfordshire proposal on a ZERO WASTE PROJECT:
Development of a Circular-Economy Plan for the overall Sustainable Development of Shea Nut based Industry in Essan, Niger State, Nigeria (**DinWam**)

Currently, in some places in Essan, Shea nut trees are used for fuel purposes, which is an inefficient way of exploiting the economic value of these unique trees. The proposal explored alternative uses of by-products acquired through Shea processing which could be repurposed for use as fuel, fertiliser and animal feed.

March 2021 – unsuccessful due to budgetary reasons

Target: Raise Funding





EMERGING
Markets Quality Trials

Transforming Healthcare Research in Africa

Bringing the Miracle of New
Medicines to **African Patients**
through Involvement in
Pharmaceutical Led **Clinical
Trials**





eMQT: THE BEGINNING

Nze John Alamezie Nnadi is my father! A silent achiever; a gentle man of humble background and an instinctive entrepreneur who was offered a Commonwealth Development Corporation Scholarship to study Hotel Management at Hendon College in London – his lifeline!

He was first employed by the Hyde Park Hotel, Knightsbridge and went on to work in some of the most iconic hotels in the Caribbean, including St. Lucia Beach Hotel, Jolly Beach Hotel Antigua, Oceanview Barbados and the Grenada Beach Hotel.

He later returned home to Nigeria to establish 'Mount Royal Motel'.

In 2009, my father, Nze John Alamezie Nnadi was diagnosed with Cancer. He passed away and was buried in February, 2020.

Why?

Although the patients of African descent make up 17% of the world's population (over 1 billion), Black People are under-represented in clinical trials globally reported as less than 3% by the Genome-Wide Association Studies (GWAS).

Currently, 95% of cancer patients in Sub-Saharan Africa (SSA) are diagnosed too late and then what treatment?.

The 'Rising Billion' people in Africa are expected to reach 3-5 billion by 2020 representing half of the world's population. The rising GDP and consumer power offers an attractive therapeutic market.

The population offers drug naïve patients in multiple disease areas that are accessible through careful planning and engagement.

Why SSA?







5 days, 7 flights, 4 African
countries and 3 languages
later with 2 hours sleep in
36 hours!



All About The Patients!

AT THE CORE OF BOTH BUSINESSES



CONTACT DETAILS

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