

## **The rising of Raw African**

“Why pay more when you could pay less for better quality?”

This question was the first formula we came up with at Raw African.

Since then, our main objective has been to bring to the market the best unharmed skin and hair products and from this particular moment, good skin and hair have never been easier, simpler and safer.

## **Like many of you**

Like many of you, we are wives and moms of girls. And like many of you, we applied sunscreen, lotion, and different beauty products on ourselves and our kids without knowing the consequences or harmful effects of these products.

Knowing that companies are allowed to use harmful ingredients and make their own judgments about safety when it comes to personal care industry was a great shock. From here, we decided that our kids and ourselves deserve to have the chance to own skin and hair products with suitable prices and zero harmful ingredients ... From here, Raw African was created.

## **Who are we?**

Raw African is a 100% natural products company specializing in hair and skin products. All our products' raw materials are natural African ingredients and free of any chemicals.

## **Why Raw African?**

**Because your body, hair, and skin deserve the best**, Raw African provides you with 100% natural products. All our ingredients are chemical-free, supplying your hair and skin with the essential elements and vitamins with zero chance of any harmful components.

## **Our Vision:**

(1) **Cruelty-free products:**

As a constantly evolving, innovative body and hair care brand, we're dedicated to bringing the best in cruelty-free cosmetics.

We take animal rights seriously and that's why all our ingredients come only from sources that don't commission tests on animals.

**(2) Enhance the awareness of natural products:**

That's why all our products are made fresh by hand, using only natural ingredients.

## **Our mission:**

- Add value to all our customers by creating, manufacturing and offering natural products that compete with others.
- Go above and beyond our customers' expectations and be the best choice when it comes to hair and skin-care routines.

## **Our Core Values:**

**Cruelty-Free Practices:** Our restrictions for our cruelty-free practices were an easy choice as it is crucial to the company's values that animals shouldn't suffer for any beauty products.

- **Natural Ingredients:**

We believe in using nutrient-dense ingredients (while avoiding toxic, harmful chemicals) that will help you achieve brighter, clearer, smoother skin.

- **Effective Products:**

Getting the most out of any skincare routine is our sole and foremost objective. Our products target every individual's specific needs so that the perfect result for your skin is assured.

- **Customer Satisfaction and Amazing Prices:**

We know the deep secret behind producing the finest quality products on the market at affordable prices so our valued customers remain satisfied from every side.

## **Our Products:**

By combining natural, nutritious ingredients with innovative science and technology, Raw African creates Various lines of skin and hair products that fit each of you.

**Our lines:**

**Our Best-Sellers:**

Our best-selling products are born from the journey of healing skin and are here to inspire everyone to be the healthiest version of themselves.

**Our partners:**

And because it's a **journey** of success, we couldn't make it without our partners.