Beat: Lifestyle

SHEAMOISTURE To Host A FOUR DAY POP-UP Celebrating BEAUTY AND CULTURE

In Lead-Up To TORONTO CARIBBEAN CARNIVAL

PARIS - TORONTO, 23.07.2019, 07:56 Time

USPA NEWS - From Tuesday, July 30 to Friday, August 2, Award-Winning Personal Care Brand, SheaMoisture, will hold a Pop-Up Activation celebrating Beauty and Culture, inspiring Guests to "Be Your Beautiful!". Located in Downtown Toronto at 128 Peter Street and leading up to North America's largest Caribbean Cultural Festival, Toronto Caribbean Carnival, the SheaMoisture Pop-up will become a destination to celebrate the global Black Community with an impressive and empowering line up of Speakers, Artists and Community Leaders. Complimentary hairstyling services with SheaMoisture's iconic haircare will be provided by Toronto's Top Salons.

From Tuesday, July 30 to Friday, August 2, Award-Winning Personal Care Brand, SheaMoisture, will hold a Pop-Up Activation celebrating Beauty and Culture, inspiring Guests to "Be Your Beautiful!". Located in Downtown Toronto at 128 Peter Street and leading up to North America's largest Caribbean Cultural Festival, Toronto Caribbean Carnival, the SheaMoisture Pop-up will become a destination to celebrate the global Black Community with an impressive and empowering line up of Speakers, Artists and Community Leaders. Complimentary hairstyling services with SheaMoisture's iconic haircare will be provided by Toronto's Top Salons.

The SheaMoisture Pop-up will feature a keynote by Tracy Moore, host of Cityline who will talk about the Successes and Struggles in being a Black Woman in Media, and Sister Talk Leadership Academy's Karlyn Percil will conduct a workshop titled, "HAIRstory" discussing the Aesthetic, Emotional and Cultural Layers associated with Natural Hair. The Pop-Up will feature Musical Performances by JUNO nominated Recording Artists Jully Black and Ammoye, and Indie-Pop Singer Domanique Grant, as well as featured beats by Toronto's Top Celebrity Deejays. The Pop-Up will also host Informative Panel Discussions, Artwork Showcases by Benny Bing and Alexis Eke, and a Natural Hair Masterclass and Q & A Session with Cosmetic Chemist, Sister Scientist.

"It's exciting for us to debut the SheaMoisture Pop-up in Canada and partner with influential women and organizations, who are leading conversations about beauty, culture and identity through stories and learnings," says Kimberly Paige, Chief Operating & Brand Officer of Sundial Brands, manufacturer of SheaMoisture. "SheaMoisture has always been committed to serving the underserved in beauty by honouring every woman with products that address her individual needs and empower her to celebrate her unique journey. Our foundation is built from Sofi Tucker, our founder & CEO Richelieu Dennis' grandmother, who sold nuts in the village market in Bonthe, Sierra Leone to support her family. SheaMoisture is her legacy."

Source : SheaMoisture

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-15767/sheamoisture-to-host-a-four-day-pop-up-celebrating-beauty-and-culture.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com