



INFOPACK 2023 —

BLACK SKIN DIRECTORY

BLACK SKIN DIRECTORY

We **CONNECT** people of colour to skincare practitioners and brands, share **EXPERTISE** through our information and content bank and provide **EDUCATION** to the professional skincare community.



Content



1. Our Background	page 4
2. For Aesthetic Professionals	page 7
3. For Brands & Press	page 13
4. Our Growth Plan	page 22

A Platform for Consumers

Black Skin Directory, or BSD, is an award-winning online platform bridging the gap between people of colour and professional skincare.

Our initial survey in 2017 found that 92% of UK-based women of colour experienced difficulties in finding skincare professionals with expertise and experience in treating darker skin tones, and with advice that spoke directly to them. This has been further qualified by qualitative and quantitative surveys.

BSD was founded in 2018 to help solve this problem, to make women of colour feel empowered in their skincare and their beauty normalised whilst doing so.

Black Skin Directory was the first online platform to give easy access to a network of qualified aesthetic professionals experienced in treating the common needs of darker skin tones. The BSD website drives conversation and education on skin concerns, suitable aesthetic treatments and products for people of colour through editorial content and consumer events.



A Platform for the Beauty Sector

BSD is committed to improving knowledge within the beauty industry to provide higher quality care for skin of colour consumers.

After three years of facilitating Skin of Colour Workshops, BSD launched the *Treating Skin of Colour* platform in March 2022 to deliver online training to skin and beauty therapists in a format that is accessible worldwide.

The aim is to help normalise treating skin of colour, to plug the gaps missing in beauty-related education and to remove barriers that prevent skin care professionals from treating darker skin tones.

Black Skin Directory also provides consultancy and partnerships that support businesses across the beauty ecosystem to access insights into Black culture and consumer behaviour for greater inclusion and true representation of the Black consumer.



BLACK SKIN DIRECTORY

	EDUCATION	DIRECTORY	EVENTS	TRAINING	CONSULTANCY	AFFILIATE MARKETING
CONSUMERS	✓	✓	✓			
AESTHETIC PROFESSIONALS		✓		✓		
BRANDS			✓		✓	✓
PRESS	✓		✓		✓	

“Great initiative that is well executed and fills a real niche in the skincare market.”
 Aesthetics Awards Judge, 2019

Services for Aesthetic Professionals

BSD | Directory

- Online directory available 24/7 with free access for consumers.
- Consumers contact practitioners via the directory; BSD field and track the referral.
- Receive regular reports on your profile engagement.
- Receive ongoing promotional support for your profile.

BSD | Training

- *Treating Skin of Colour* online training platform.
- Flexible, CPD accredited e-courses ideally suited for Level 2 - 4 therapists.
- Continuously updated learning resources to enhance knowledge and confidence in treating skin of colour.
- Online or in-person workshops tailored for your learning needs.

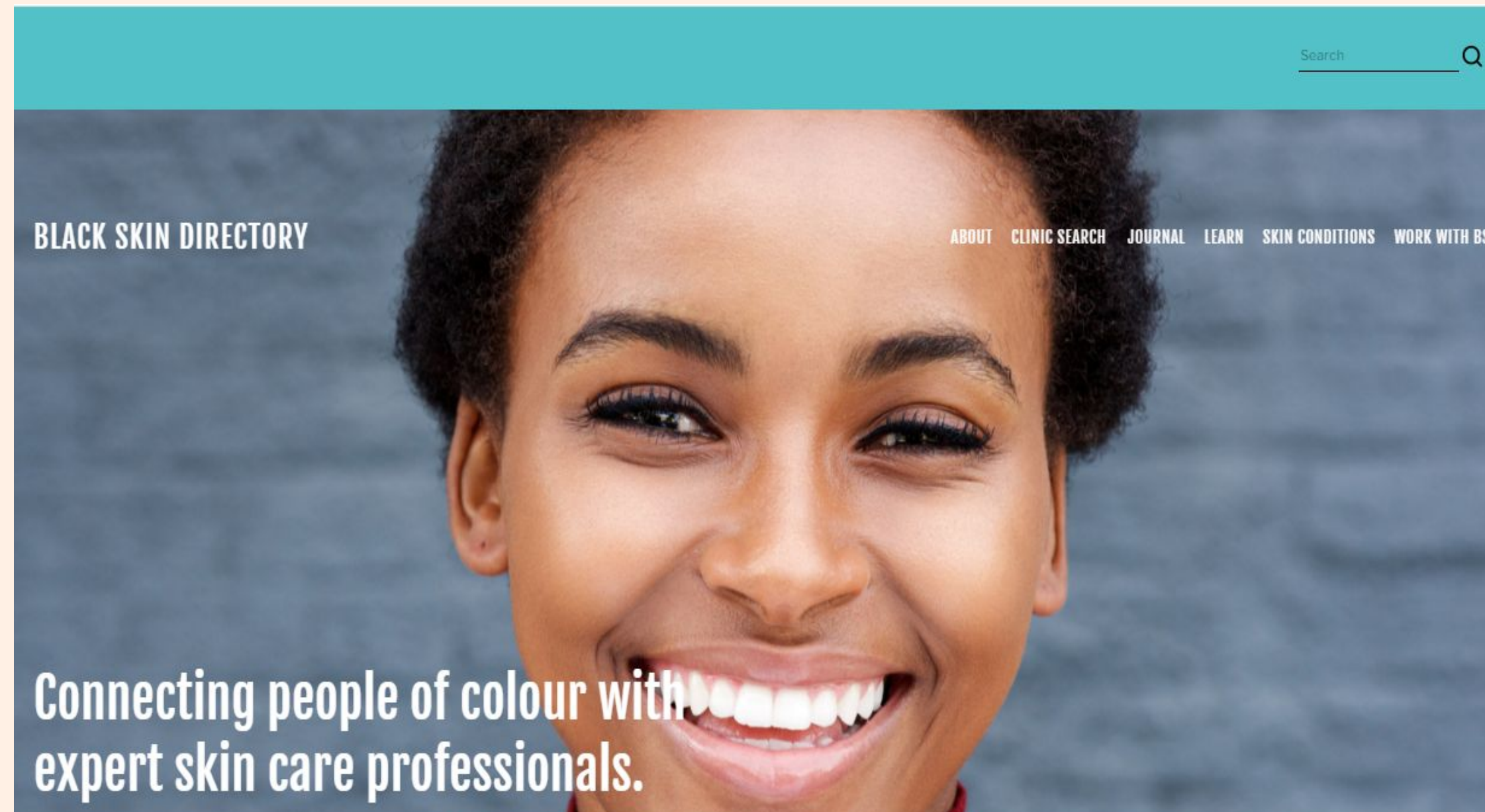


Aesthetic Practitioner Referrals

“The referrals I’ve received from Black Skin Directory have all been quality clients. Some are my best clients.”

Dr. Ingrid Wilson, Crewe Hair & Skin Clinic

www.blackskindirectory.com



19 Highly qualified aesthetic practitioners:
 9 Dermatologists / GPs / Surgeons
 9 Level 4 Aestheticians / Nurses
 1 Trichologist

86% Year-on-year practitioner retention rate.

35% Increase in traffic to Practitioner Profiles.
 Total 21,600 profile views in 2021.

240[↑] Referrals received and tracked in 2021.
 A 10% increase on 2020.

First year onboarding & administration fee £495

Annual subscription fee £120

**Data as of March 2022*

The Directory



Get BSD certification to show your commitment to inclusive beauty and be found amongst leading aesthetic professionals.*



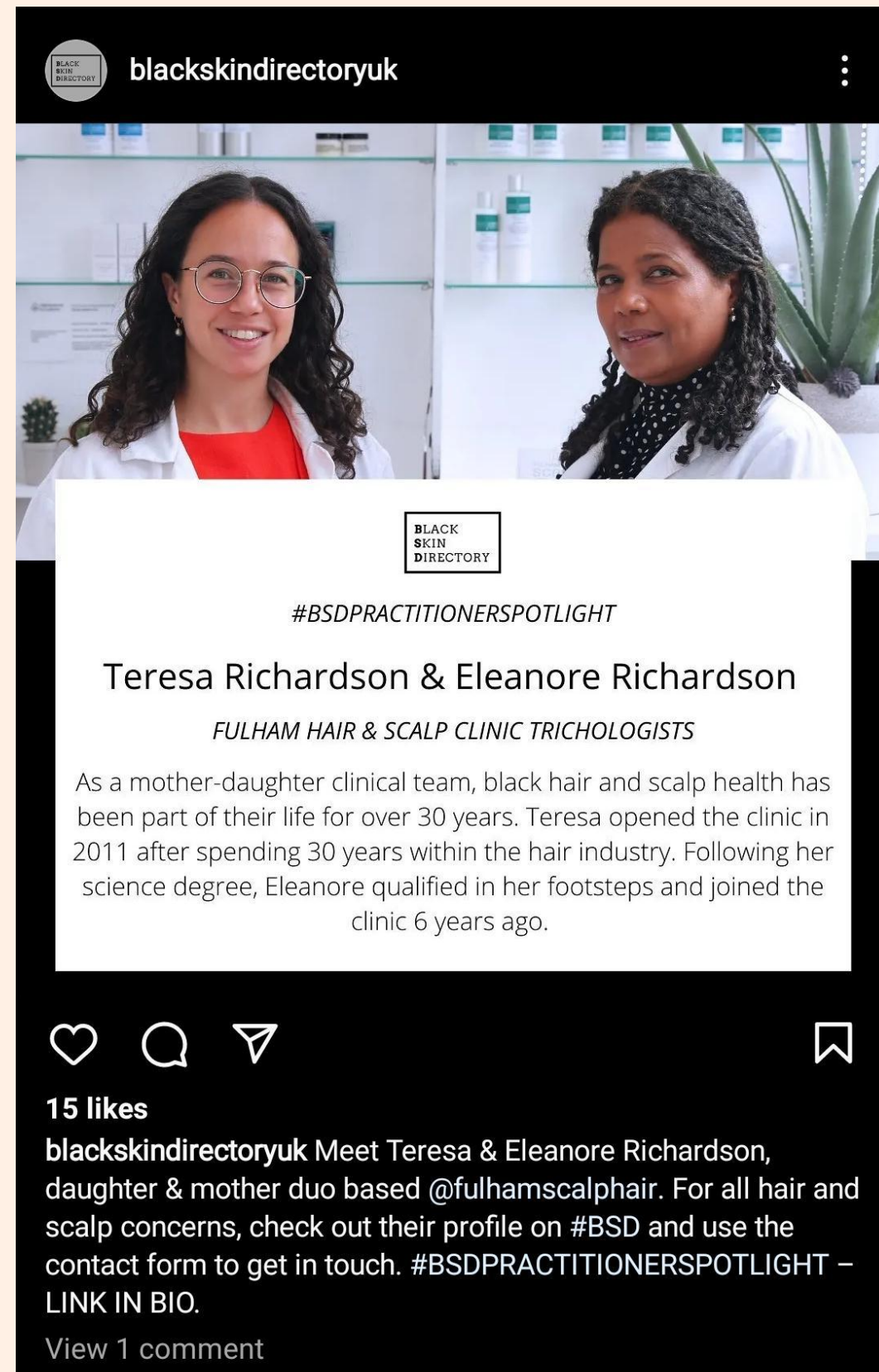
The image displays a grid of logos for various aesthetic professionals and clinics. The logos include: eudelo (DERMATOLOGY & SKIN WELLBEING), Dr Mary Sommerlad (Consultant Dermatologist, BSc MBBS MRCP(UK)(Derm) DCH (RCPCH)), DOCTOR AMIEE, D.THOMAS CLINIC, DONIA MEDICAL CLINIC, bea SKIN CLINIC, HEALTH & AESTHETIC CLINIC (Simply Beautiful), and Mortar & Milk.

**Listing skincare destinations offering advanced aesthetic treatments: Qualified Aesthetic Therapists, Nurse or Doctor led clinics, Dermatologists, Aesthetic Medical Practitioners, Trichologists.*

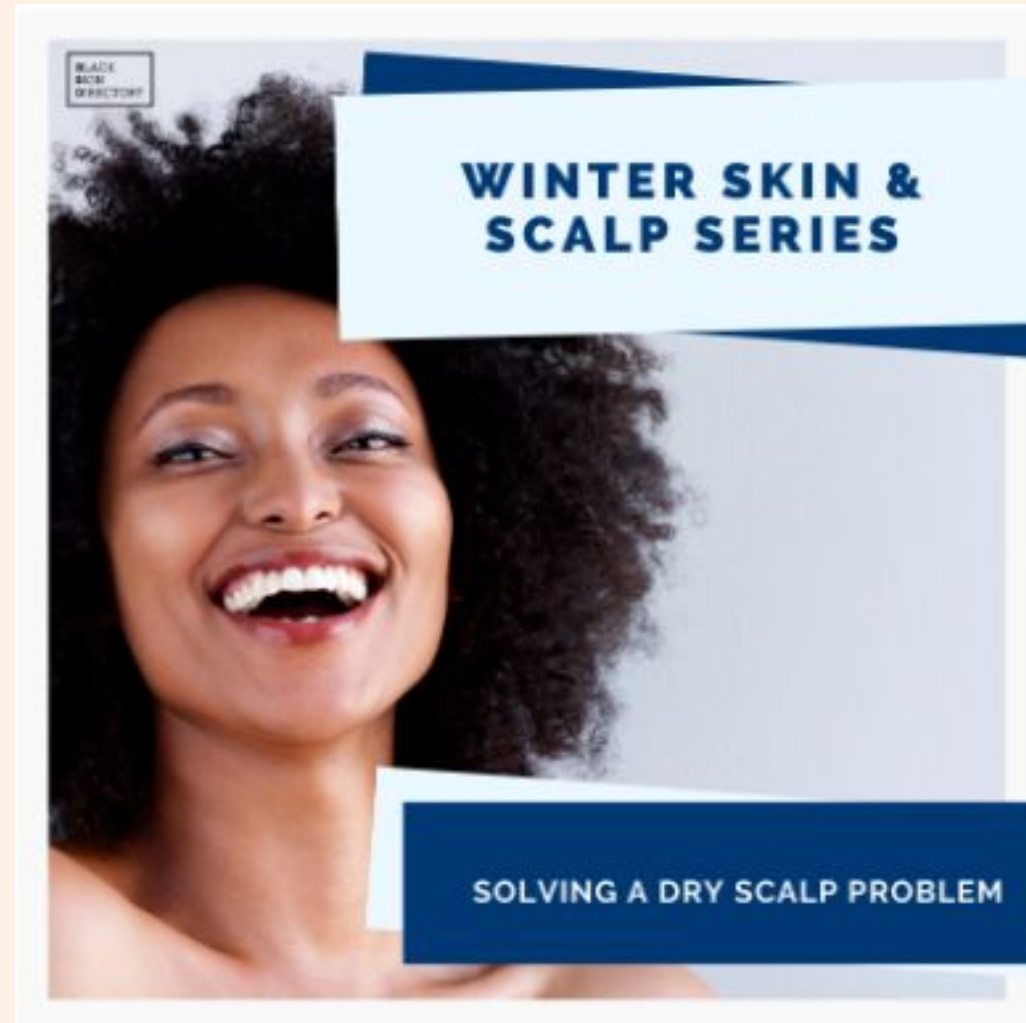
Promoted by BSD



Aesthetic Professionals



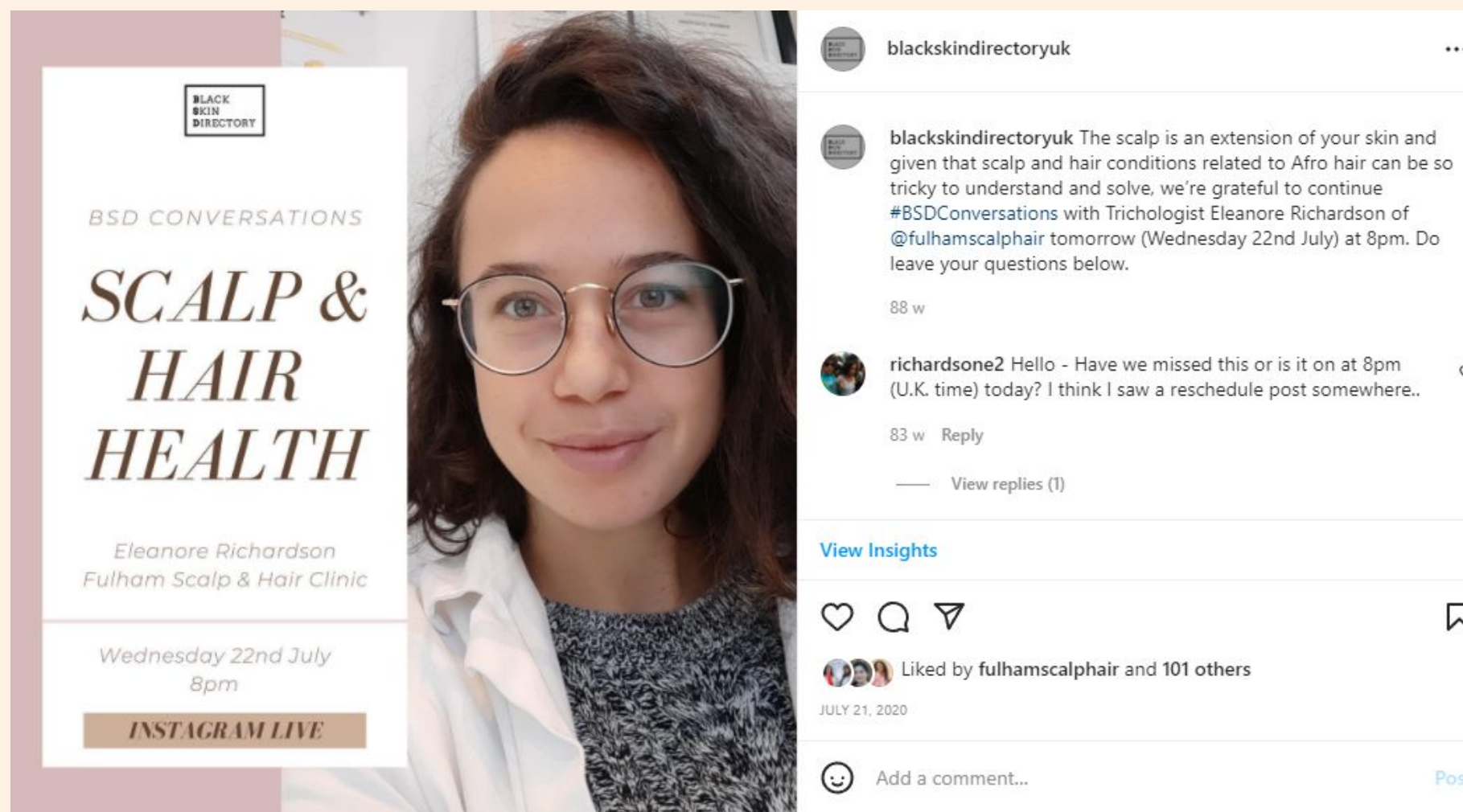
Get the spotlight on our social media.



Educate readers about your work through our articles.

flaky scalp conditions that seem to never go away can be more linked with genetics than lifestyle. To solve the problem of a flaky or itchy scalp and/or unreasonably dry hair, book a scalp health consultation with an expert who can help you figure out through what is really going on, what the true causes are that keep triggering your condition and how to manage it.

Book a consultation with the Fulham Scalp and Hair team >>>



Talk directly to our following through IG Lives and webinars.



Be seen at our consumer events.

Professional Training & Development

training.blackskindirectory.com

The screenshot shows the Black Skin Directory website interface. At the top, there's a navigation bar with 'BLACK SKIN DIRECTORY' and links for Home, About us, Contact us, Members' Library, My Dashboard, and a user profile icon. Below this is a banner for 'Member's Resource Library' with a sub-headline: 'A growing library of industry news, journals and organisations relevant to treating skin of colour'. The main content area features a video player titled 'Enhanced Consultations and Assessing Skin of Colour' showing a video titled '3. Assessing Skin of Colour & the Consultation Process'. To the left of the video is a sidebar menu with a search bar and a list of lessons: '1. Welcome to Treating Skin of Colour (0/5)', '2. Anatomy & Physiology of Skin of Colour (0/4)', '3. Assessing Skin of Colour & the Consultation Process (0/4)', '4. Cultural Considerations with Skin of Colour (0/4)', and '5. Common Cosmetic Concerns for Skin of Colour (0/4)'. Below the video player, there's a note: 'Course Handbook pages 9 - 12.' and a paragraph: 'A thorough skin evaluation will help to predict the outcome of particular treatments, use of products and also impact on the advice you provide.'

100⁺ Students enrolled in Treating Skin of Colour e-course within the first month

90⁺% Of students that completed the course reported an increase in confidence in treating skin of colour.

"Built upon a skin therapist's existing knowledge rather than covering too many basics - felt like a good level of knowledge for an enhancement. Everything was well organised and the format of the course made sense and flowed well."

Student

Bespoke training from £6,000 p/d

E-course 1 pass £1999

What BSD can do for you

Increase your knowledge and confidence in treating skin of colour.

BSD | Training

Raise visibility of your profile as a diverse and inclusive business.

BSD | Directory

Gain access to a unique target audience of professional women of colour.

BSD | Directory

Increase sales of your services and products.

BSD | Package

Services for Brands & Press

BSD | Channels

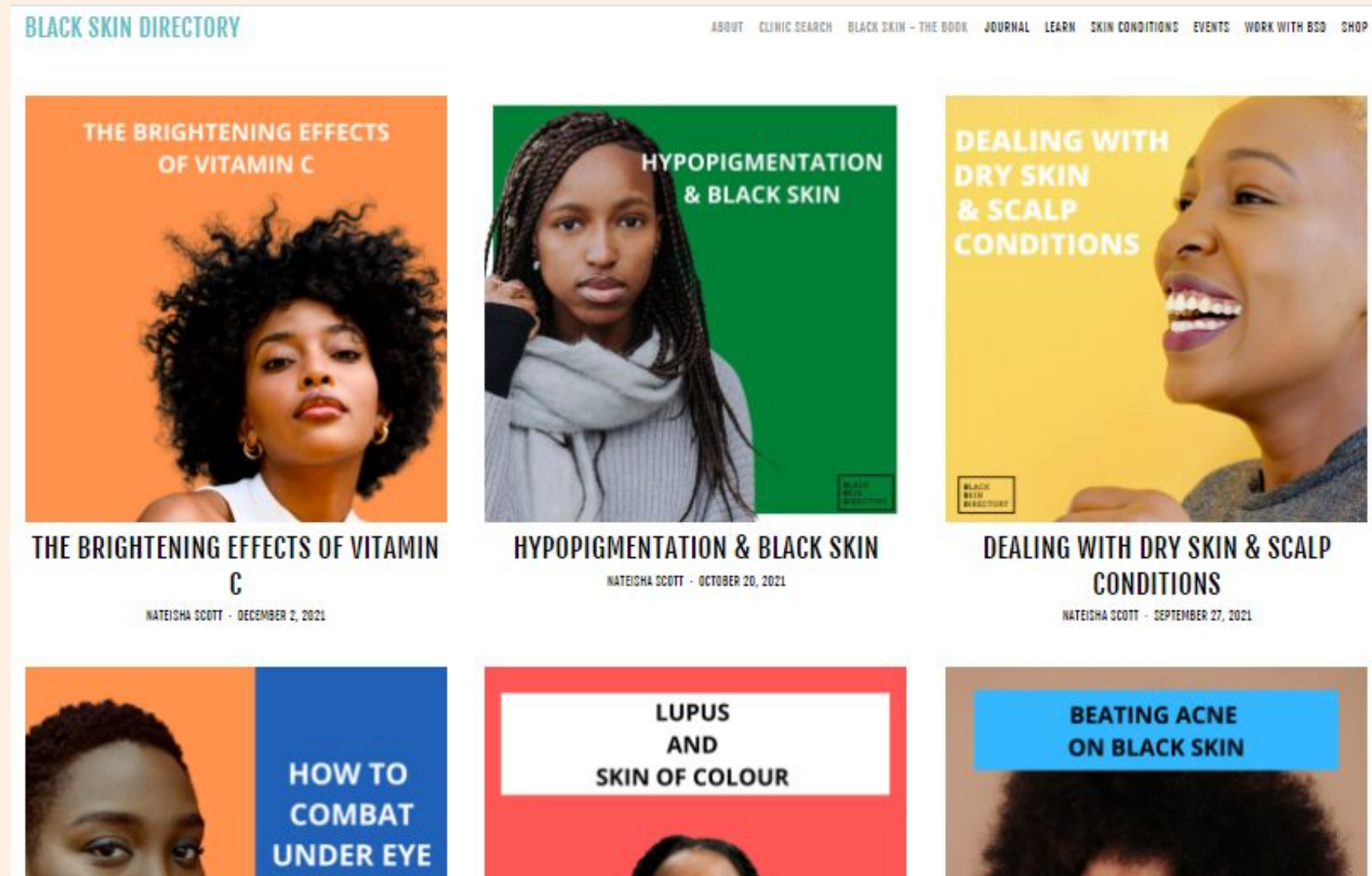
- Consumers engage with BSD articles, newsletters and social media to gain advice on skin health, skin treatments and cosmetics.
- Ad space and affiliate marketing across BSD communication channels.
- Facilitate or participate in exclusive events dedicated to women of colour and Black women.

BSD | Consultancy

- Bespoke consultancy to help improve your engagement with skin of colour and Black consumers.
- Join our network of skin experts, beauty influencers, brands and journalists.



Direct-to-Consumer Communication



14[↑]%

Increase in BSD website traffic from 2020-2021.

27,600

Total readers of top 3 articles in 2020 and 2021.

10k

Instagram followers.

54%

Mailchimp Subscribers are highly engaged.

10

Sold out in-person and online events dedicated to women of colour.

Brands & Press

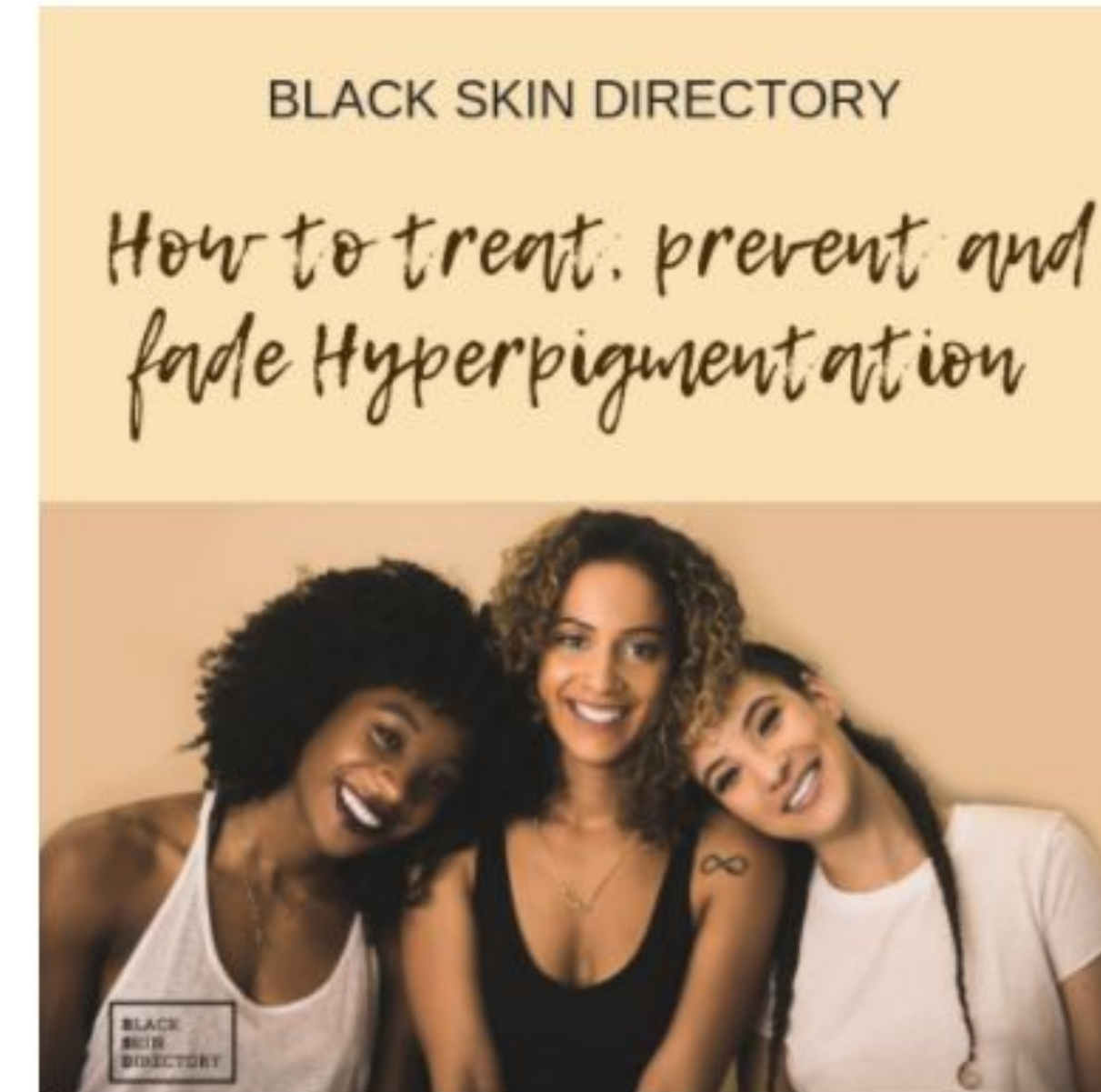
Top 3 Articles 2020-21



Rosacea in Skin of Colour



**My life with....Keratosis
Pilaris by Vivienne Thomas**

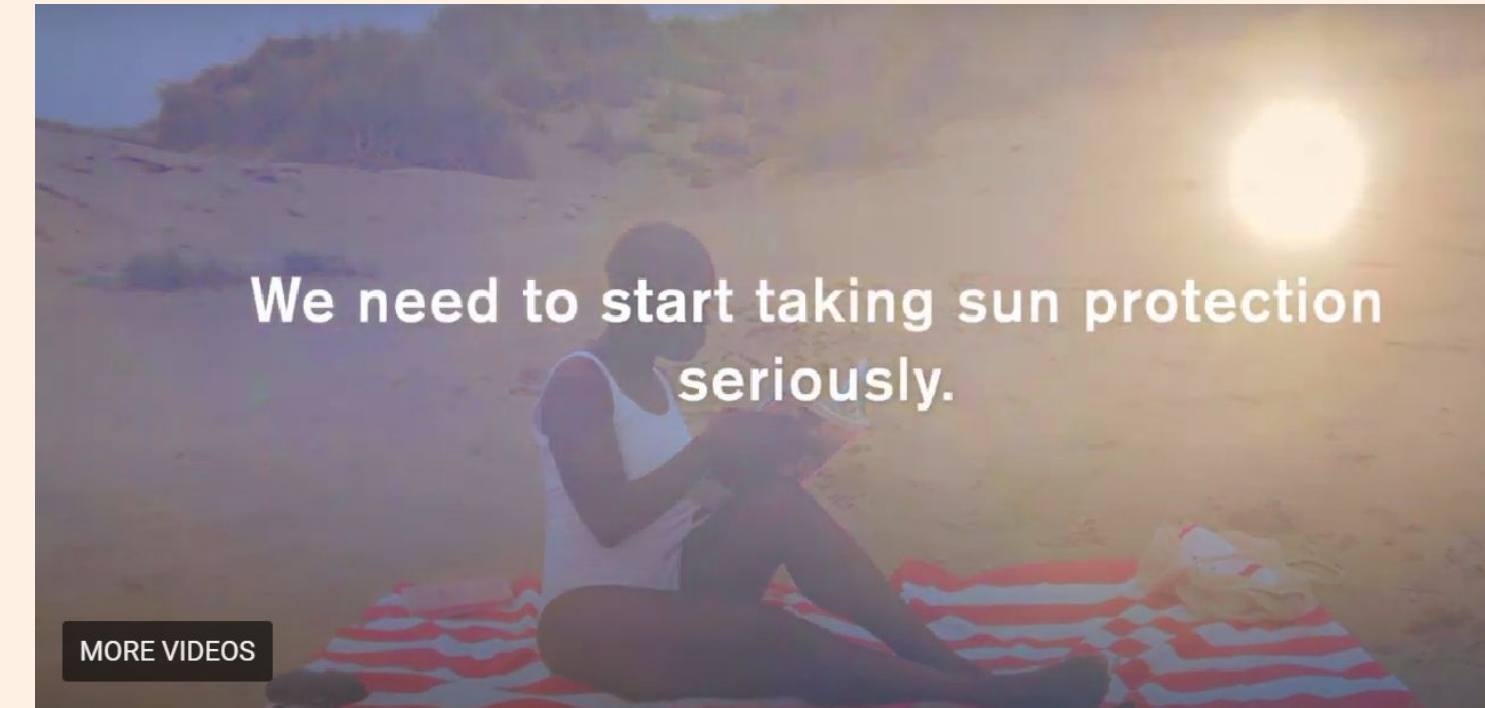


**How to Treat, Prevent and
Fade Hyperpigmentation**

Events & Partnerships



“When was the last time you saw black skin in a UK sunscreen ad?”



#ProtectYourMelanin

A successful partnership between Black Skin Directory and Ultrasun UK to create the first sun protection advert in the UK with a woman of colour to spark conversation about the need for sunscreen for darker skin tones. The ad was followed up with a series of journal articles and a sold-out event hosted by BSD.

Events & Partnerships

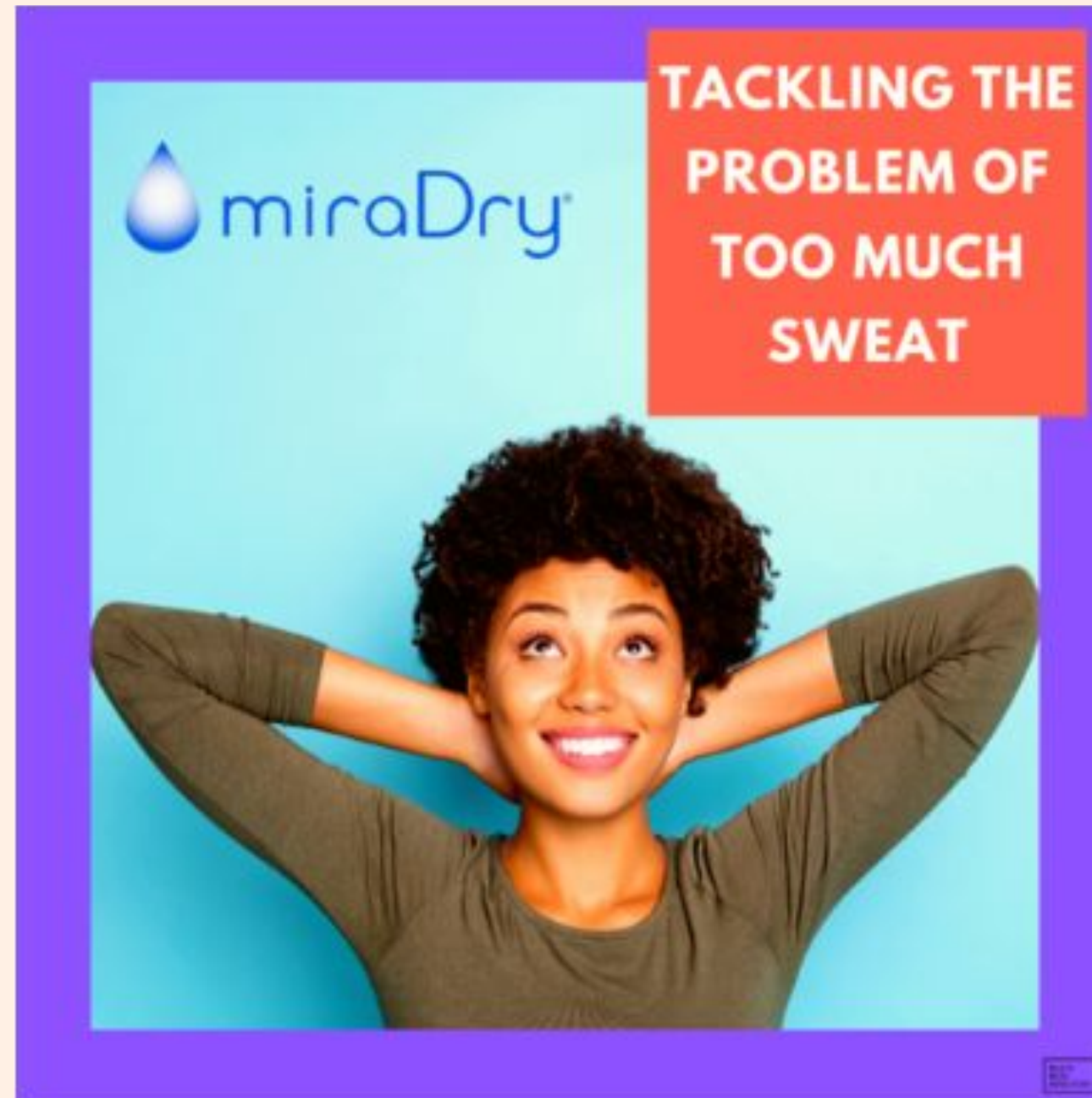


Working with the team at Black Skin Directory was inspiring, easy, important and also great fun. It was an absolute pleasure to partner with BSD on the UK's first SPF ad to feature a Black model, to contribute product and to input into the accompanying educational campaign. UV protection is vital for ALL skin tones, and BSD's work to raise awareness of this is a shared passion.

Abi Cleeve
MD Ultrasun UK



Events & Partnerships



A paid case study with Define Clinic to promote the suitability and efficacy of MiraDry to treat hyperhidrosis in skin of colour. Black Skin Directory organised the promo event, bringing target consumers and organising skin of colour models for demonstrations. The event was followed up with a BSD journal article.

Events & Partnerships



Black Skin Directory, on behalf of Aesthetic Source, organised and hosted an educational press day at Covent Garden Hotel to introduce Cyspera to leading Black beauty journalists and social media professionals. BSD Aesthetic Professionals presented on their use and support of the products to a curated guestlist whom all left with goody bags and inspiration for new content.

Brands & Press

BSD Assets

- Access the **unique audience** of Black female, professionals, aged 18 – 50, willing to spend disposable income on their health, wellbeing and beauty.
- **Industry trust and respect:** Aesthetics Award winner 2018, 2019 & 2023 for Professional Initiative of the Year.
- **Press features** in key industry, lifestyle and beauty publications.
- **Established relationships** with industry leaders: British Beauty Council, BABTAC, GLAMOUR, Beauty Backed.
- **3 highly active communication channels:** Website, Instagram, Newsletters.

Aesthetics
MONTHLY JOURNAL FOR MEDICAL AESTHETIC PROFESSIONALS

Evening Standard.



REFINERY29

Harper's
BAZAAR

E L L E

STYLIST

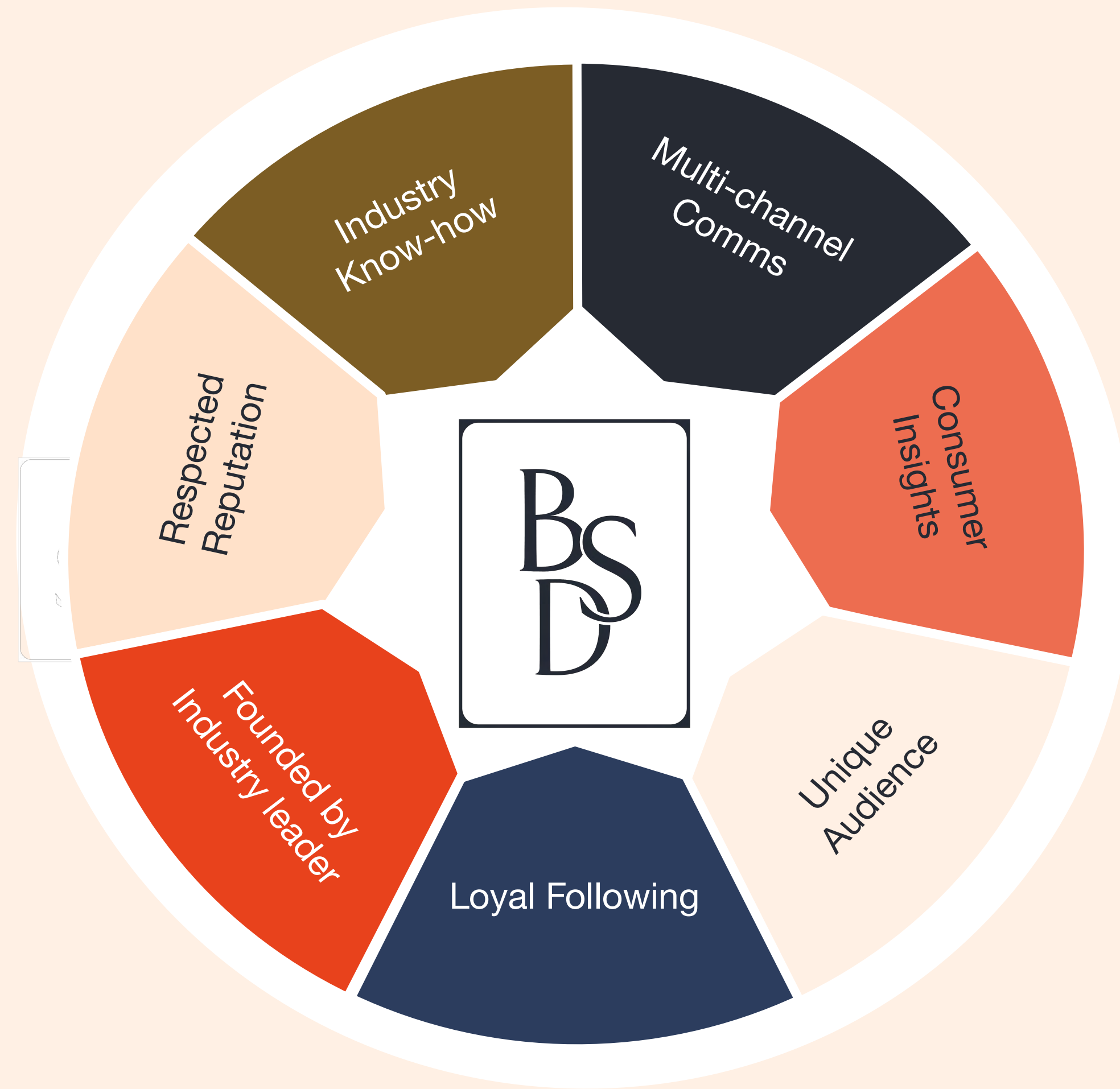
*The***Guardian**

GLAMOUR



VOGUE

Tap into the Black Skin Directory



BLACK SKIN DIRECTORY

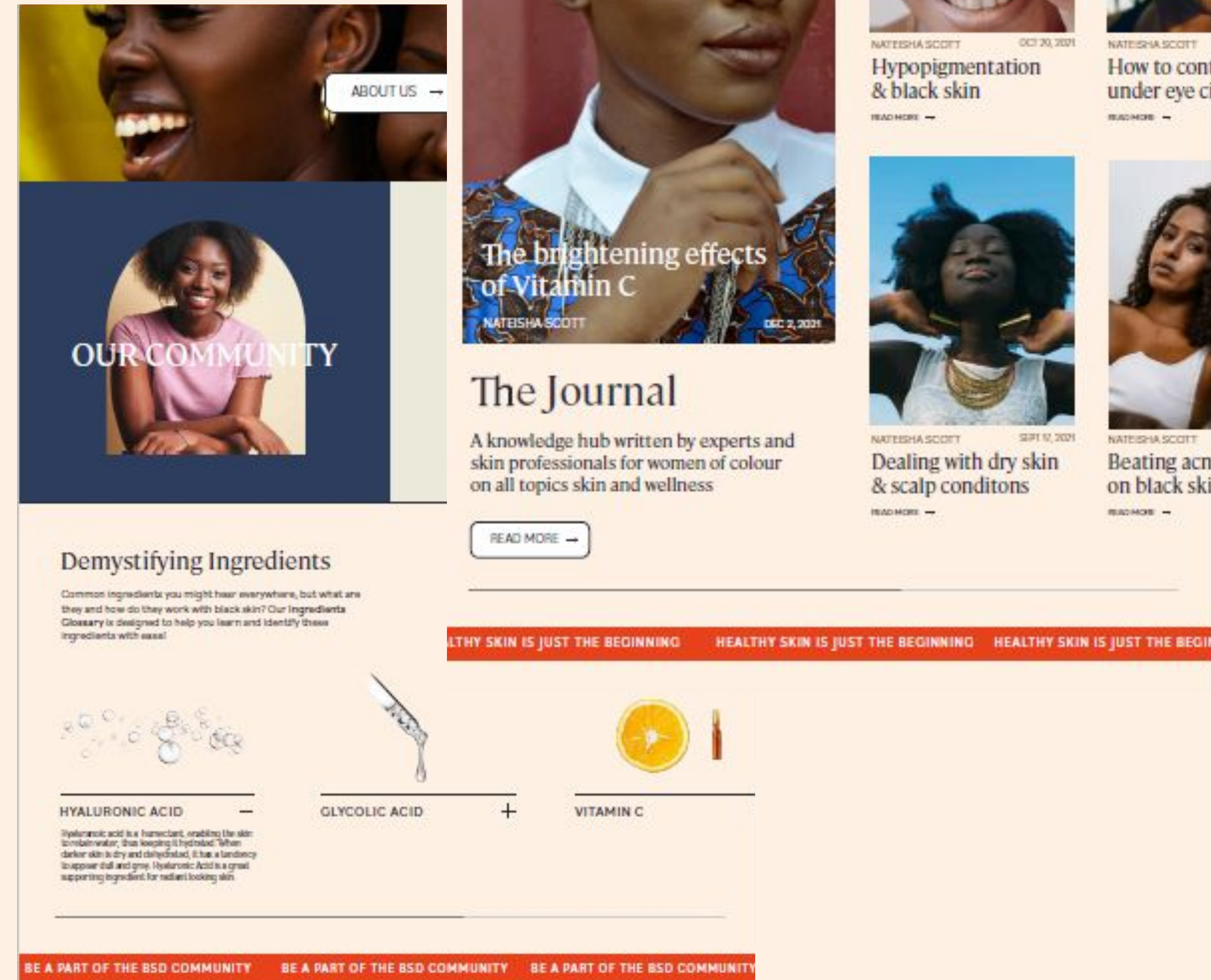
“Black Skin Directory has had tremendous growth since 2018 and made a significant impact on the beauty and aesthetics industry by actively championing the needs for the skin of colour community. We plan to double our efforts over the next twenty-four months starting with a comprehensive rebrand and new partnerships that will allow us to continue making a pioneering difference both to consumers and professionals.”

Dija Ayodele
Founder & CEO

Growth Plan 2022 - 2024



- **Rebrand and content update** of Black Skin Directory to strengthen engagement.
- **Expand Professionals Directory** to cover more of the UK.
- **Consolidation of market research** on our unique audience.
- **Roll out of new e-courses** for professionals.
- **Grow audience engagement** across all channels and platforms.



Our Growth

**Snapshots of website rebrand subject to change*

“Black Skin Directory is a much needed resource, and as someone who has struggled with skin issues in the past, it is exciting to be a part of a community and platform that aims to connect women of colour to skincare practitioners that are qualified and knowledgeable in treating the needs of darker skin tones.”

Consumer

“Black Skin Directory is a novel method to direct patients of colour to appropriate skin care experts with both an interest and experience in treating this skin type. This directory at last gives the client some guidance and confidence in knowing that they will be seeing someone with both expertise and knowledge - I would strongly recommend it.”

Dr. Sandeep Cliff, Consultant Dermatologist/Surgeon

“It is a therapist’s responsibility to continually update themselves on a wide variety of treatments and services, and I am delighted to see Black Skin Directory offering this highest level of quality training with such accessibility.”

Millie Kendall MBE, CEO British Beauty Council

"The Black Skin Directory has been a big help in producing the inclusive, bold and intelligent content we're so proud of at Refinery29, from pinpointing the very best skin experts in the business to serving up accessible, trustworthy advice. I think the Black Skin Directory is a breakthrough and a trailblazer in the skincare industry, and I've no doubt it'll only get bigger and better."

Jackie Kilikita, Beauty Editor, Refinery29

BLACK SKIN DIRECTORY

Contact Us

info@blackskindirectory.com

www.blackskindirectory.com