

# **BLACK SKIN DIRECTORY<sup>©</sup>**

## **Registration Pack**

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# MISSION STATEMENT

**Black Skin Directory** connects women of colour to expert skincare professionals via a free online portal.

In a 2017 survey of women of colour in the UK, 92% experienced difficulties in finding skincare professionals with relevant experience in darker skin tones.

Launching in 2018, **Black Skin Directory** will facilitate easier access to aesthetic professionals experienced in treating darker skin tones *and* also highlight suitable aesthetic treatments and products for women of colour.

*“Black Skin 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 and wish it every success.”*

**Dr Sandeep Cliff**

**Consultant Dermatologist/Surgeon & Key Opinion Leader**

# Background to Black Skin Directory

As an Aesthetician working predominantly with women of colour, founder of Black Skin Directory, Dija Ayodele is used to hearing frustrated clients complaints about finding skin care professionals not only experienced in the common concerns of black skin, but also confident in their knowledge of treating black skin.

After hearing one too many clients report that they had been turned away for treatment because a clinic *'doesn't do black skin'*, Dija decided to do look into it further to see if she could help.

After doing a bit of digging, including research at the Afro Hair and Beauty Show in London and knowing many great dermatologists and skincare professionals experienced in treating darker skin tones, Dija decided to set up the first in its kind directory to provide a 'Yellow Pages' that women of colour can use and trust to locate skin care professionals who are experienced in treating darker skin tones.

Conversely the directory also serves as a useful tool that skincare professionals can use to market themselves and put themselves directly in front of the woman of colour market.

British women spend over £110 a month on their appearance<sup>1</sup>, with women of colour spending an additional £140 due to lack of choice and awareness of options<sup>2</sup>. Not only is this unfair, but also shows and confirms that despite an uneven playing field, women of colour have massive spending power.

In spring 2017, Dija conducted a survey, which revealed that women of colour desire access to the same professional skincare treatments as Caucasian women. However, it is important that skin care professionals confidently demonstrate knowledge and practical experience in treating skin of colour.

This is reflective of the study by Ehlinger-Martin, A et al. (2016)<sup>3</sup>, investigating women's attitude to ageing and cosmetic procedures - a good relationship, confidence in the professional and their ability to provide reassurance were

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<sup>1</sup> <http://www.independent.co.uk/life-style/fashion/average-british-woman-spend-70000-appearance-lifetime-cosmetics-beauty-products-groupon-uk-a7623201.html>

<sup>2</sup> <https://www.jwtintelligence.com/2016/07/shades-of-beauty/>

<sup>3</sup> [Women's attitudes to beauty, aging, and the place of cosmetic procedures: insights from the QUEST Observatory. \(2016\) Journal of Cosmetic Dermatology, Volume 15, Issue 1, 89-94 \(http://onlinelibrary.wiley.com/doi/10.1111/jocd.12192/full \)](http://onlinelibrary.wiley.com/doi/10.1111/jocd.12192/full)

rated most highly as factors that influence the decision to proceed with a cosmetic procedure.

This disconnect of being unable to find a trusted and confident skin care professional, coupled with the strong spending power of women of colour, shows that there is an unrealised opportunity to bring both parties together.

A significant number of women in the survey even went as far as to say that it was important for both professional and patient to be of the same skin colour as they felt that would increase the chances of the professional understanding their particular skin complaint.

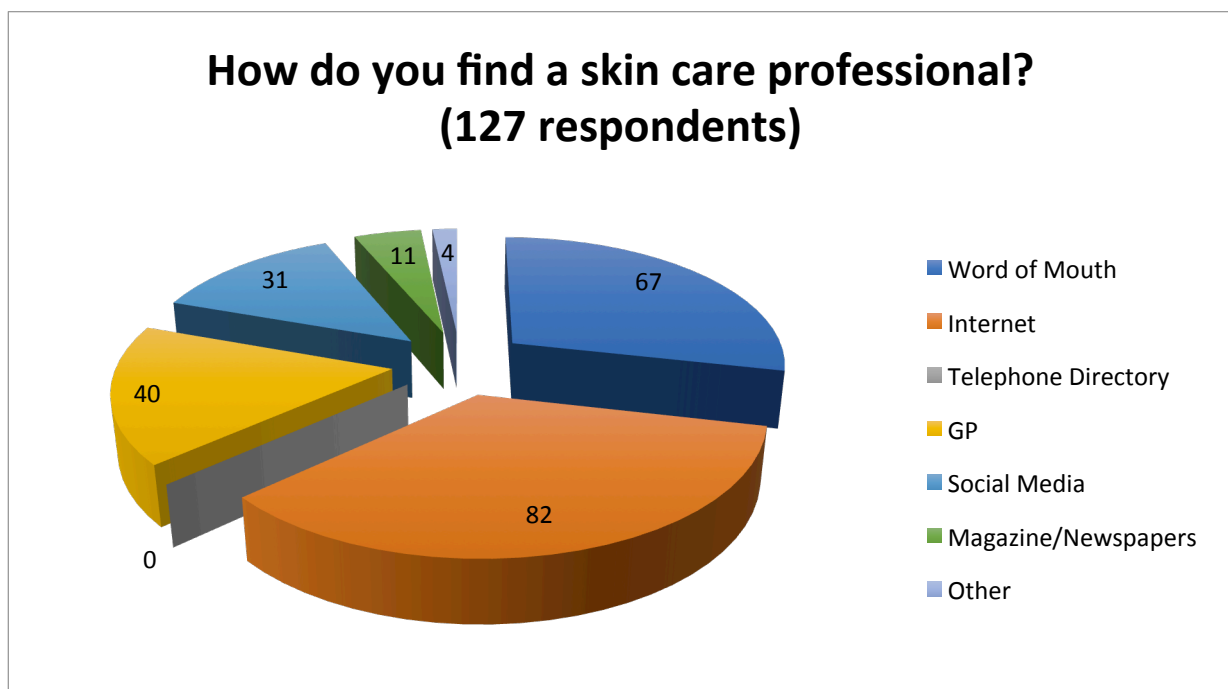
Overall, the study strongly concluded that women of colour struggle to access skincare professionals (of any background) experienced with black skin.

Key findings are below:

### 1. HOW DO BLACK WOMEN FIND A PROFESSIONAL SKIN CARE SERVICE?

The results show that most people turn to the Internet including social media channels first to find a professional for their particular concern.

Figure 1:



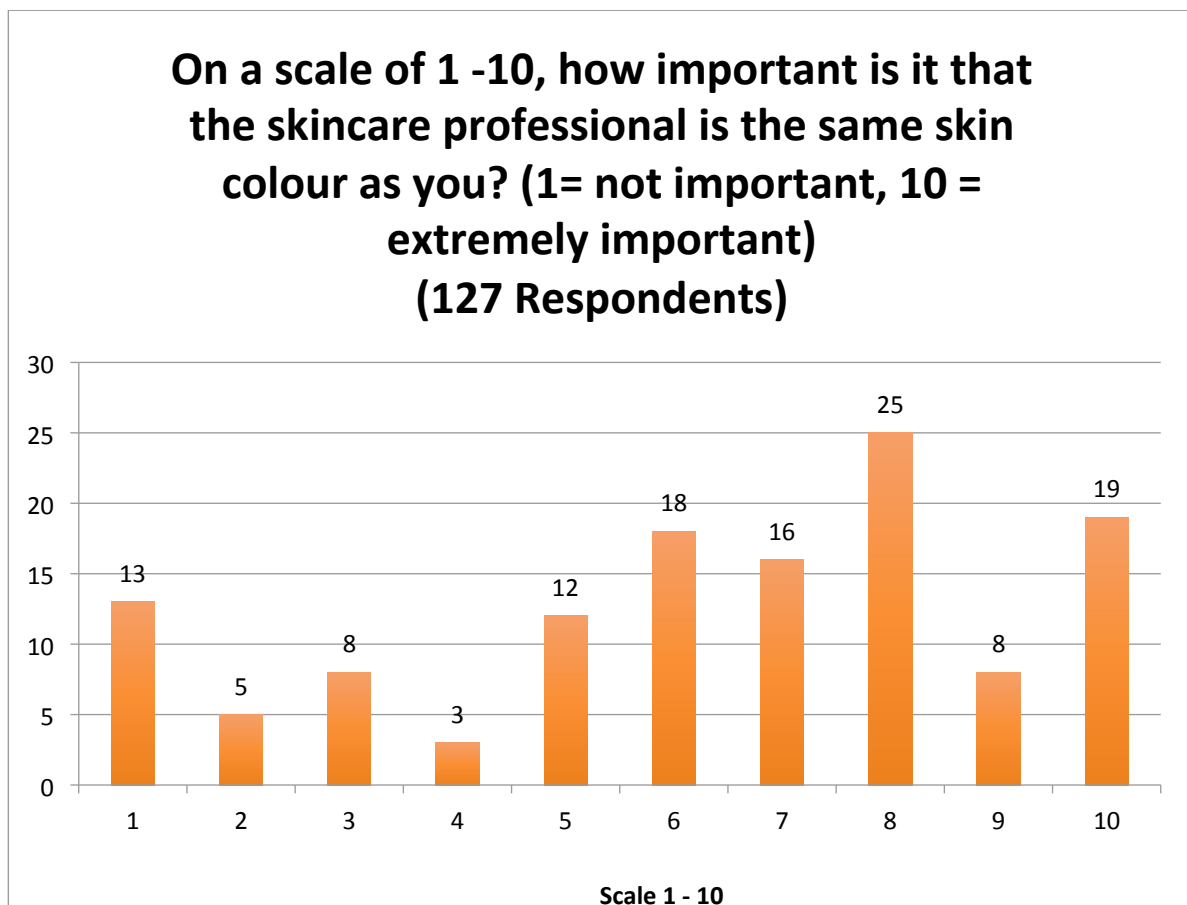
## 2. IS IT IMPORTANT FOR THE SKIN CARE PROFESSIONAL TO BE THE SAME SKIN COLOUR AS YOU?

As the results show, responses were varied. 68% of respondents attached some significance. If the middle point of 5 is *not bothered/indifference*, then anything from 6 to 10 shows increasing concern that both patient and professional should be of the same skin colour.

Out of 127 responses, 86 attached significance to skin colour.

One respondent commented, *"It's very important that they specialise in black skin. This is only because I now understand that our skin behaves differently and reacts differently to products."*

**Figure 2:**



### 3. WHAT IS YOUR EXPERIENCE IN FINDING A SKIN CARE PROFESSIONAL IN THE UK?

Focusing on the respondents who have attempted to find a skincare professional (75), 92% have found it *'challenging, very difficult or they have never been able to find a professional.'*

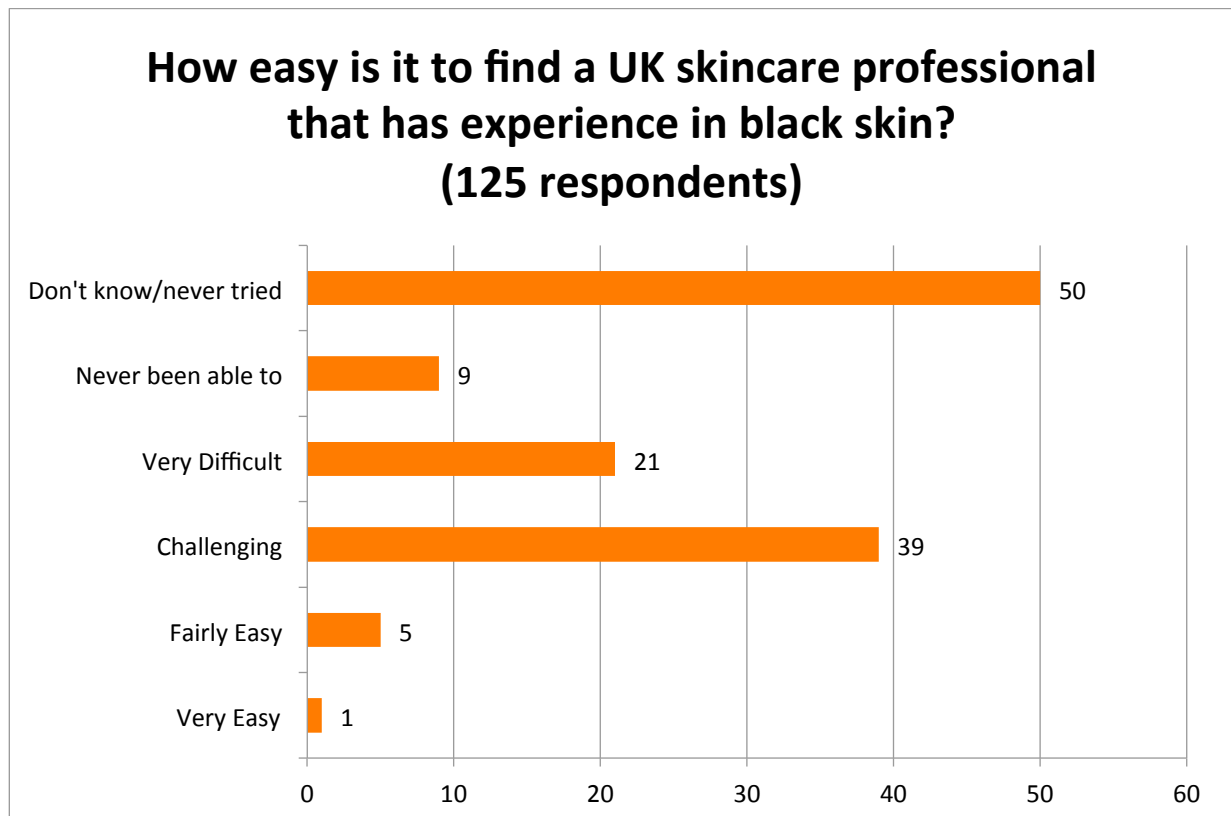
This is a very high percentage of women and confirms anecdotal evidence that black women *feel* it is a huge challenge to find a skincare professional practically experienced with black skin.

Comments from respondents:

*'I tried. It's so hard I gave up.'*

*'I wasn't confident in them. I felt like they just wanted my money instead of being sincerely professional.'*

**Figure 4:**



Therefore, given:

- Dija's extensive knowledge of experienced skin care professionals who can successfully treat darker skin tones;
- The fact that the internet is the primary information source when seeking a skincare professional

The concept of a dedicated online meeting place i.e. BLACK SKIN DIRECTORY would be an ideal solution to ensuring that women of colour, can access the services of experienced skincare professionals easily and with a degree of trust.

Likewise, skincare professionals can tap into the BLACK SKIN DIRECTORY network to promote their services, products and treatments to the women of colour demographic.

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**Some comments directly from the potential users of BLACK SKIN DIRECTORY:**

*'A vetted website advising of professionals with expertise on all skin types would instil confidence in me.'*

*'BSD is a brilliant idea. I live in Denmark and it's a struggle finding products and treatments that are suited for my dark skin. That's why pages like this will be amazing for girls like me.'*

*'So appreciative of this soon to be site.'*

*'This is fab news. I have several friends who are women of colour, know where to point them in direction of now if looking.'*

*'I love what you are doing with this directory launch! We need this type of information in the US as well.'*



# **Founder of Black Skin Directory – Dija Ayodele**

With over ten years beauty industry experience ranging from beauty journalist, blogger, product formulator, consultant, brand owner to Aesthetician – Dija is passionate about the beauty and aesthetic industry.

An area of great interest and experience is skin care for women of colour. Dija is committed to ensuring accessibility and availability of treatments that meets the needs of all skin tones.

In addition, it is important to Dija that women of colour are provided with the most current information and education about treatments and products suitable for their skin tones.

# What can Black Skin Directory do for YOU?

Simply, we will **elevate** and **promote** your practice and/or clinic to women of colour.

Given that only a lowly 10% of women actually go ahead with a cosmetic procedure, though 50% make enquiries about treatments (Ehlinger-Martin et al., 2016), surely it is important for professionals to market themselves to as wide a pool of potential patients as possible.

If you are a skin care professional with the knowledge and practical experience in treating black skin, it makes sense for you to shout about it. There is a demographic of women waiting to find out more about you.

BLACK SKIN DIRECTORY can form part of your overall marketing strategy to showcase your clinic and practice to a valuable group that is often overlooked. Already, even before a formal launch we have seen that BLACK SKIN DIRECTORY has the potential to attract a global audience. Though initially UK focused, interest has been noted as far afield as Nigeria, Kenya, Denmark and USA.

What we offer:

- BLACK SKIN DIRECTORY will promote your clinic via a dedicated search website, but also on our social media platforms – Twitter, Facebook and Instagram.
- BLACK SKIN DIRECTORY will provide you with a website badge that acts as a validation of your ability and commitment to treating women of colour.
- BLACK SKIN DIRECTORY can provide targeted access to an ever-growing mailing list. You will be able to talk directly to our subscribers about your new treatments, products, services and events.
- BLACK SKIN DIRECTORY can provide further promotional building opportunities through in depth clinic reviews from the Black Skin Directory Council, enhanced personal profiles on the website and sharing your knowledge via our subscribers newsletters.

- BLACK SKIN DIRECTORY awards a monthly 'Clinic/Practitioner of the Month' title. This information is published via our newsletter and also on the BLACK SKIN DIRECTORY website.

Even without a formal launch, to date we have seen over 100 subscribers register organically on our website and gained over 350 social media followers. We have formed relationships with leading brands – UltraSun, Medik8, NeoStrata, Caroline Hirons and the Harley Street Emporium.

BLACK SKIN DIRECTORY boasts a dedicated PR expert, with over ten years agency and in house public relations experience. Her role is to amplify our brand and yours during the launch phase and beyond, to approximately 1.5 million women (ABC Readership figures, 2016).

# What YOU can expect from BLACK SKIN DIRECTORY?

- Listing page - a dedicated profile page (sample of the information presented is included below)
- Inclusion in the monthly subscriber newsletter with YOUR news – we will help you share your key news to our subscribers.
- Social media mentions across appropriate channels<sup>4</sup>
- You receive a promotional specially designed BLACK SKIN DIRECTORY badge to display on your website and marketing materials.
- Access to the BLACK SKIN DIRECTORY panel – available for treatment and clinic reviews which results in a confidence score displayed on your listing profile.

In addition, you have access to the following chargeable services.

- Front page advertising on BLACK SKIN DIRECTORY website.
- Event support – we can help you curate professional events to showcase your clinic to women of colour.
- Talk directly to our subscribers via the mailing list.
- Participation in the annual BLACK SKIN DIRECTORY reception and/or provide promotional items for goody bags.
- BLACK SKIN DIRECTORY can provide targeted influencer engagement to further promote your clinic.

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<sup>4</sup> You must have a relevant and corresponding social media profile.

# BLACK SKIN DIRECTORY

## PRICE PLANS

The pricing strategy with BLACK SKIN DIRECTORY is very simple with annualised subscription contract, which you can pay monthly or as a one off payment.

### **Monthly Payment Plan**

£20.50 per month for 12 months on a Direct Debit Plan.

### **Annual Payment Plan**

£225 invoiced annually payable via bank transfer/credit or debit card. This equates to £18.75 per month.

### **Early Bird Payment Plan**

Register between 1<sup>st</sup> November 2017 and 12<sup>th</sup> January 2018 and you qualify for a one-time only annual registration fee of £200, payable via bank transfer/credit or debit card. This equates to £16.67 per month for your first year.

# Sample Information Page

**JANE DOE**  
**Aesthetic Clinical Nurse**



**Jane Doe Aesthetics**  
**Skin Magic Building**  
**88 Amazing Skin Road**  
**Essex SS20 1AB**

**0208 777 8888**  
**info@jda.com**

<insert map>

**Contact JDA**  
<insert contact email link>

Jane Doe is the Clinical Director at Jane Doe Aesthetics – a highly acclaimed skin rejuvenation practice based in Essex. Jane (Dip BSc MSc) is a fully insured Nurse Practitioner with full prescribing qualifications. With more than 20 years in the skincare industry she is also an active member of the award winning British Association of Cosmetic Nurses

## **Treatment Specialties**

- Medical facials
- Chemical Peeling

## **Areas of Interest**

- Ethnic Skin Tones
- Pigmentation

## **Awards**

Jane has won numerous awards over the years including the 2017 Aesthetic Magic Beauty Award.

## **Press links**

<insert here>

## **Getting to know Jane**

*What is your most recommended product for darker skin tones and why?*

Vitamin C Serum – an essential component to build healthy skin and contributes to the development of healthy collagen.

# Registration Form and Payment Link

Please complete our online registration form via:

[www.blackskindirectory.com](http://www.blackskindirectory.com)

Information required for the registration form is included below to help you prepare and showcase your clinic in the best light possible.

## ▪ Black Skin Directory Registration Form

Name

Clinic Name

Address

Telephone number

Email

Website

Biography & Qualifications

Areas of Interest & Specialties

Awards

Notable Press

What is your number one skincare product/treatment for women of colour and why?

## ▪ Payment Links

Early Bird Payment Plan – until 12<sup>th</sup> January 2018

<https://pay.gocardless.com/AL00015RCJ3J19>

Monthly Payment Plan

<https://pay.gocardless.com/AL00013QXAGE7V>

Annual Payment Plan

<https://pay.gocardless.com/AL00015RCSFH12>

# Frequently Asked Questions

- *When and how can I register my clinic listing?*

You can register at any time by completing your the registration form on [www.blackskindirectory.com](http://www.blackskindirectory.com) and following the 'Professionals' drop down link. For a step by step guide, please consult attached process chart.

- *When does my profile become visible?*

Following receipt of your completed registration form and imagery, we aim to have your listing visible within 48 hours. This may not always be possible if we need to seek further clarification.

- *What kind of imagery do you require?*

You can send us high quality professional imagery of yourself and your clinic. **We also strongly encourage you to send skin of colour case studies that you have treated in clinic. This will enhance your profile on website.**

**To ensure clarity - all images should be high resolution – minimum 1MB.**

- *How do I extend/continue my listing?*

You will be sent renewal details 8 weeks before the expiry date of your current listing.

- *How do I amend my listing?*

Please email any amendments to [professionals@blackskindirectory.com](mailto:professionals@blackskindirectory.com)

- *I have an account query, who should I contact?*

Please email your query to [professionals@blackskindirectory.com](mailto:professionals@blackskindirectory.com)

- *How do I cancel my listing?*

We're sorry that you want to cancel your listing. We value all feedback and would love to know what has brought you to this decision. Please email [professionals@blackskindirectory.com](mailto:professionals@blackskindirectory.com)

- *I'd like to send a message to the mailing list or organise an event, who do I speak to?*

We'd be thrilled to help you organise a bespoke subscriber message or an event. Please email initial details over to [info@blackskindirectory.com](mailto:info@blackskindirectory.com) and we will be in touch within 24 hours (Monday – Friday 9am to 6pm) to confirm details.

- *Is there a joining criteria?*



The beauty and aesthetic industry has long followed a process of self-regulation and it is in that spirit we trust and expect that professionals listing on BLACK SKIN DIRECTORY will do so in good faith, ensuring they are trained and practically experienced in treating black skin. We reserve the right to consult professionals registers to verify qualifications as well as sight original professional certificates.

**We encourage all professionals to accept the BLACK SKIN DIRECTORY Confidence Criteria.**

- *What is the BLACK SKIN DIRECTORY Confidence Criteria?*

All listed professionals are encouraged to take advantage of the BLACK SKIN DIRECTORY Council and invite a member to experience their clinic and a suitable treatment. The member will rate their experience against the Confidence Criteria, which results in a Confidence Score, which is displayed alongside your website listing.

- *Do I have to have a Confidence Score?*

Yes. It is advisable as it will enhance your website profile and instil a further layer of trust in a potential new patient. We will contact you within eight weeks of joining BLACK SKIN DIRECTORY to arrange a visit from a BLACK SKIN DIRECTORY Council member.

- *What is the BLACK SKIN DIRECTORY Council?*

It is an independent panel of women of colour who visit listed professionals to provide impartial in depth reviews to be featured on the website and in our newsletter.

## BLACK SKIN DIRECTORY JOINING PROCESS

