



Yemi Cosmetics Brand Deck 2026

ABOUT US

YEMI means "Benefits or Fits Me" in Yoruba.

Yemi (Fits Me) Cosmetics is a Nigerian-owned indie brand, creating cosmetics that "fits" the needs of those who have been excluded. Our mission is to bring awareness to diverse beauty unseen, and positively impact the beauty industry. We rebel against the beauty standards that have made women of color feel excluded, and stand in the gap to demand meaningful change.

WHY I CREATED YEMI

“I created Yemi out of the frustration of not being seen or catered to as a black consumer. I embarked on this journey to redefine the beauty industry and to make a positive impact. Yemi Cosmetics isn’t just any ordinary beauty brand; it’s a beauty rebellion. We are dedicated to creating innovative products that cater to all skin types, skin tones, and always keep inclusivity and representation at the center.”

Jahnessa Adeyemi
Founder & CEO



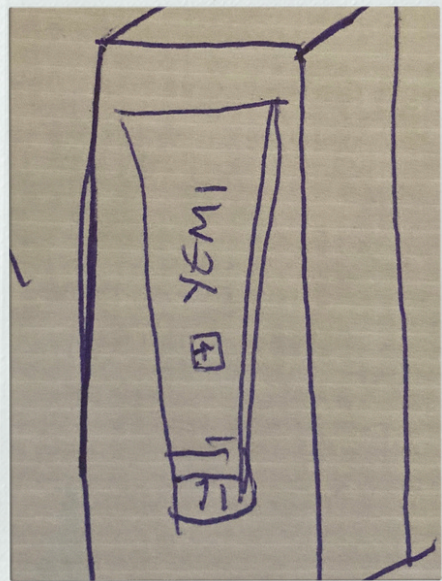
MY STORY

I was born in Phoenix, Arizona, and raised in a very traditional Nigerian household on my mother's side. From an early age, I had a vibrant imagination and a deep love for art and creativity. But as I grew older, I struggled to find my place. Being half Nigerian and half Black American, I often felt like I didn't quite fit into either world. To add to the challenge, I also coped with learning disabilities, which made me doubt my intelligence at times. Despite these hurdles, they ultimately strengthened my resilience and shaped who I am today.

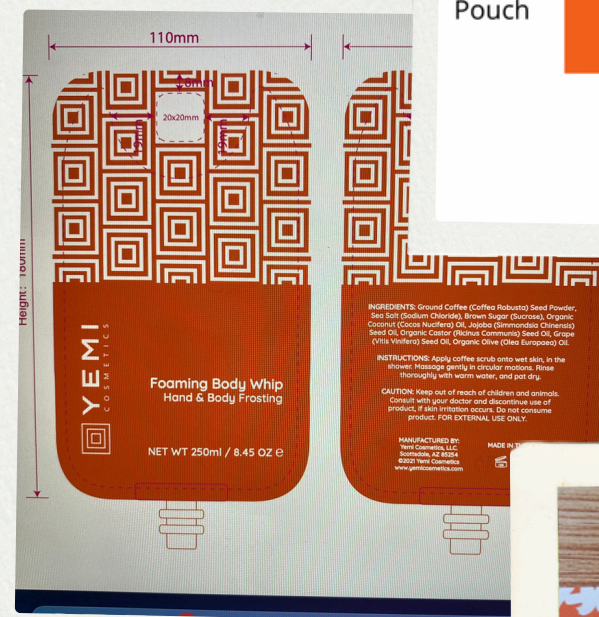
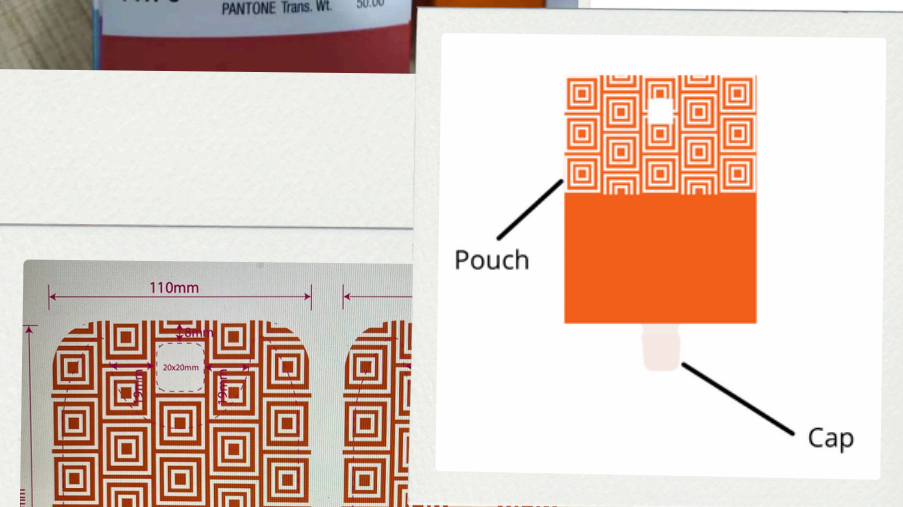
Childhood wasn't easy; I endured bullying because of my learning disabilities and dark skin. By the time I was 17, the bullying had become so relentless that I resorted to trying to bleach my skin, only to accidentally burn myself in the process. It was during this dark period that I turned to beauty products as a way to reclaim my sense of beauty and identity. I started creating my own skincare remedies like turmeric, honey, and lemon masks to brighten my complexion. Makeup became a secret form of self-expression; sneaking eyeliner and mascara to school was my small act of defiance against rules that kept me from fully expressing myself.

Finally, on my 18th birthday, I went with my mom to Ulta Beauty, excited to explore the world of makeup and skincare. However, my excitement quickly turned to disappointment as I faced a glaring reality: there were only a handful of shades for Black women and even fewer that matched my skin tone. This experience was a stark reminder that the beauty industry often excludes those who don't fit its narrow standards. It was disheartening to feel like an afterthought, both in my personal life and in the world of beauty. No one should feel invisible or marginalized simply because of their skin tone.

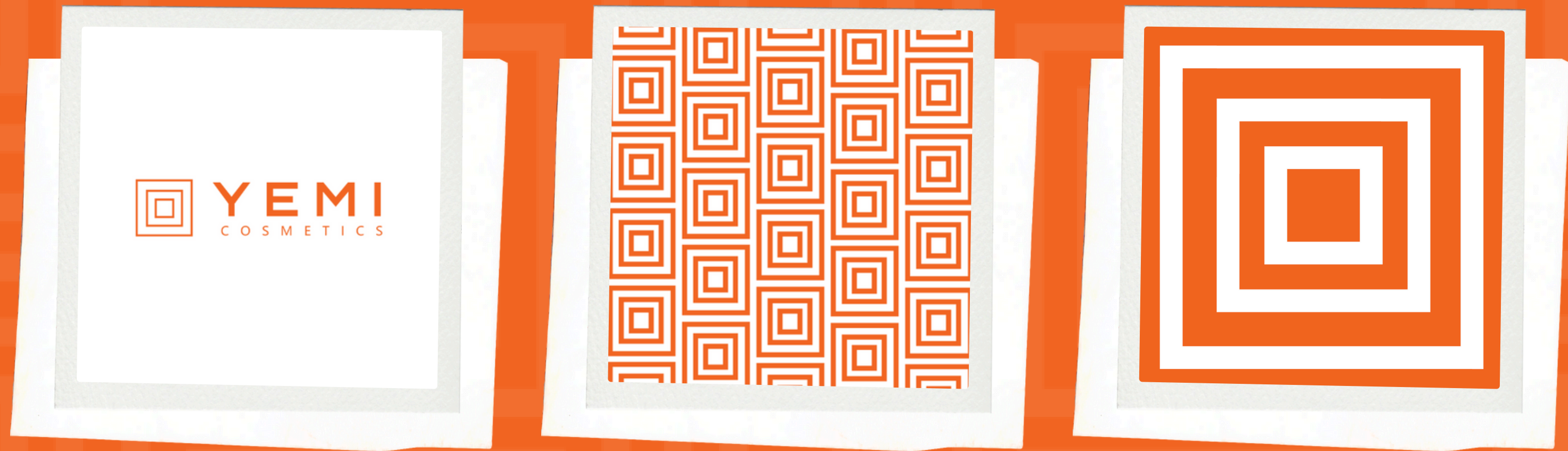
Despite these challenges, my journey has fueled a passion within me to challenge beauty norms and create products that celebrate diversity. It's a journey of self-acceptance and empowerment, reminding me that beauty truly comes in all shades and forms. As the years passed, I eventually learned to embrace and love my skin. I transformed all the pain I had endured into a driving passion for a greater purpose. It was this passion that eventually led me to create Yemi!



PACKAGING & DESIGN



OUR BRANDING IDENTITY



After graduating from Grand Canyon University in 2019 with a Bachelor's degree in Digital Design, I leveraged my profound knowledge and creative expertise in design to craft a distinctive branding identity, logo, and website. These creations authentically reflect my creativity, artistic vision, and personal expression, resonating deeply through my packaging and products.

THE PROBLEM

In the beauty industry, Black consumers wield significant buying power, accounting for a substantial portion of overall spending. According to Nielsen, Black consumers spend \$1.2 trillion annually and are 85% more likely than other demographics to spend on beauty products.

Despite this economic influence, Black consumers often find themselves underserved by mainstream brands, which historically fail to adequately address their diverse beauty needs.

Furthermore, retailers have traditionally overlooked or underrepresented Black-owned indie brands in their product offerings. This disparity persists even as the beauty market sees an influx of Asian-owned and celebrity-backed brands entering the space. These newcomers often benefit from better access to retail shelves and marketing platforms, exacerbating the existing imbalance in product representation and accessibility for Black-owned brands.

As a result, there is a growing call within the industry for increased support and visibility of Black-owned beauty brands, coupled with more inclusive retail practices that reflect the diversity of consumer preferences and demand.

WHY BLACK INDIE BRANDS MATTER

It is crucial to champion and support more Black-owned indie brands in the beauty industry because they serve as pioneers in catering to the specific needs and preferences of Black consumers. Yemi Cosmetics, as a Black-owned brand, understands the importance of representation and inclusivity in beauty products, and we are committed to filling the gaps left by mainstream brands.

Black-owned indie brands often face significant challenges, including limited access to funding and resources compared to their larger counterparts. Despite these obstacles, they bring a unique perspective and firsthand experience to product development, ensuring that their offerings resonate deeply with their community. By supporting Yemi Cosmetics and other Black-owned indie brands, consumers not only access products that celebrate diverse beauty but also contribute to economic empowerment within the Black community.

Moreover, these brands play a crucial role in expanding the industry's definition of beauty to be more inclusive and representative. They challenge industry norms and showcase the creativity and innovation inherent in Black entrepreneurship. Ultimately, fostering a supportive environment for Black-owned indie brands promotes a more equitable and diverse beauty landscape where all consumers feel seen, valued, and empowered.

OUR SOLUTION

Yemi Cosmetics is dedicated to bridging the gap for underserved Black consumers in the cosmetics industry, who often feel dissatisfied with products that do not cater to their needs.

Recognizing their substantial purchasing power—Black consumers spend three times more on beauty products—we are shaping our product development and marketing strategies to prioritize inclusivity and effectiveness. By actively listening to our community and incorporating their feedback, we are creating cosmetics that celebrate and enhance diverse beauty.



OUR PRODUCTS

Our product line features skincare, body care, and makeup designed to be melanin-friendly and suitable for diverse skin types and tones.



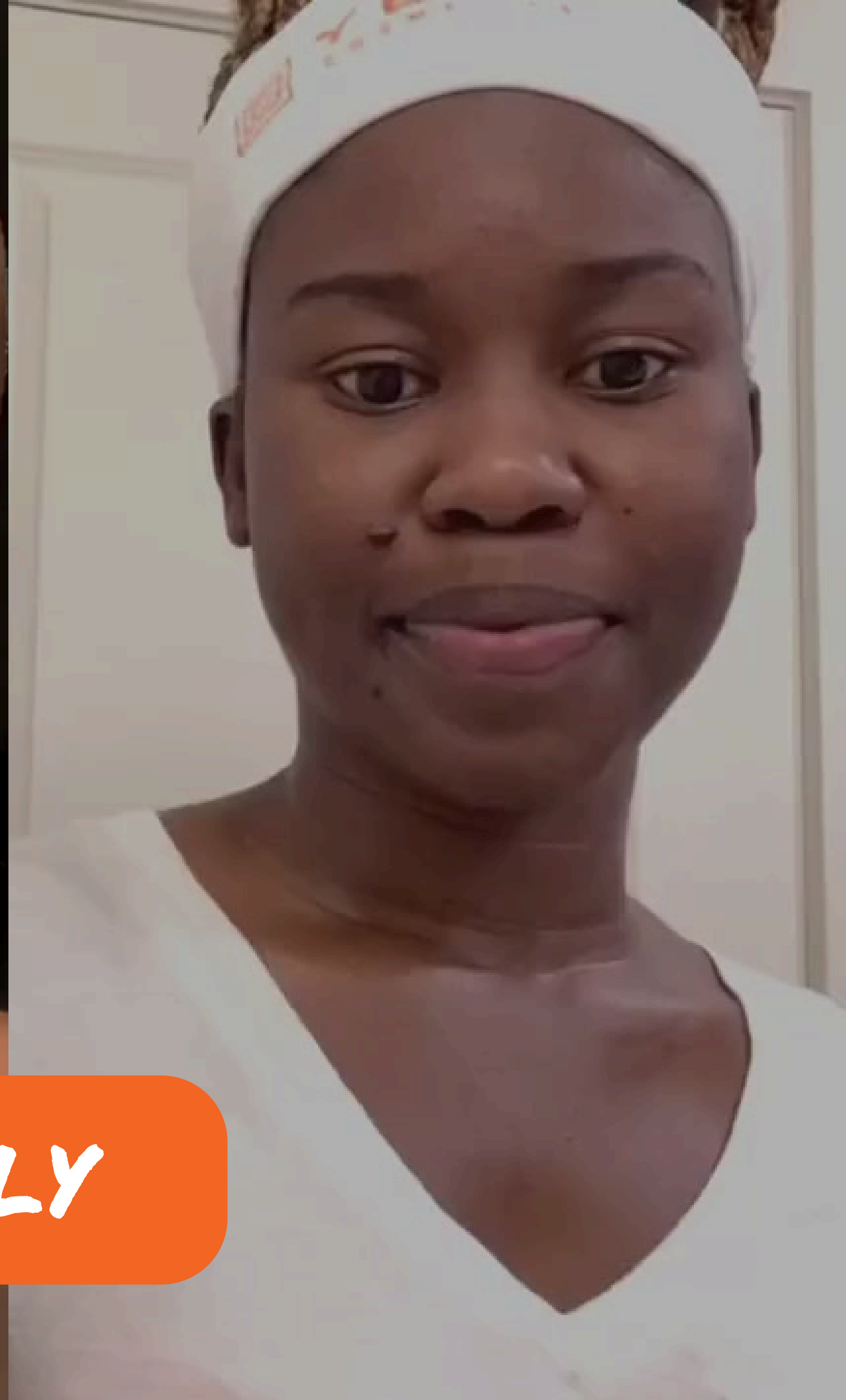
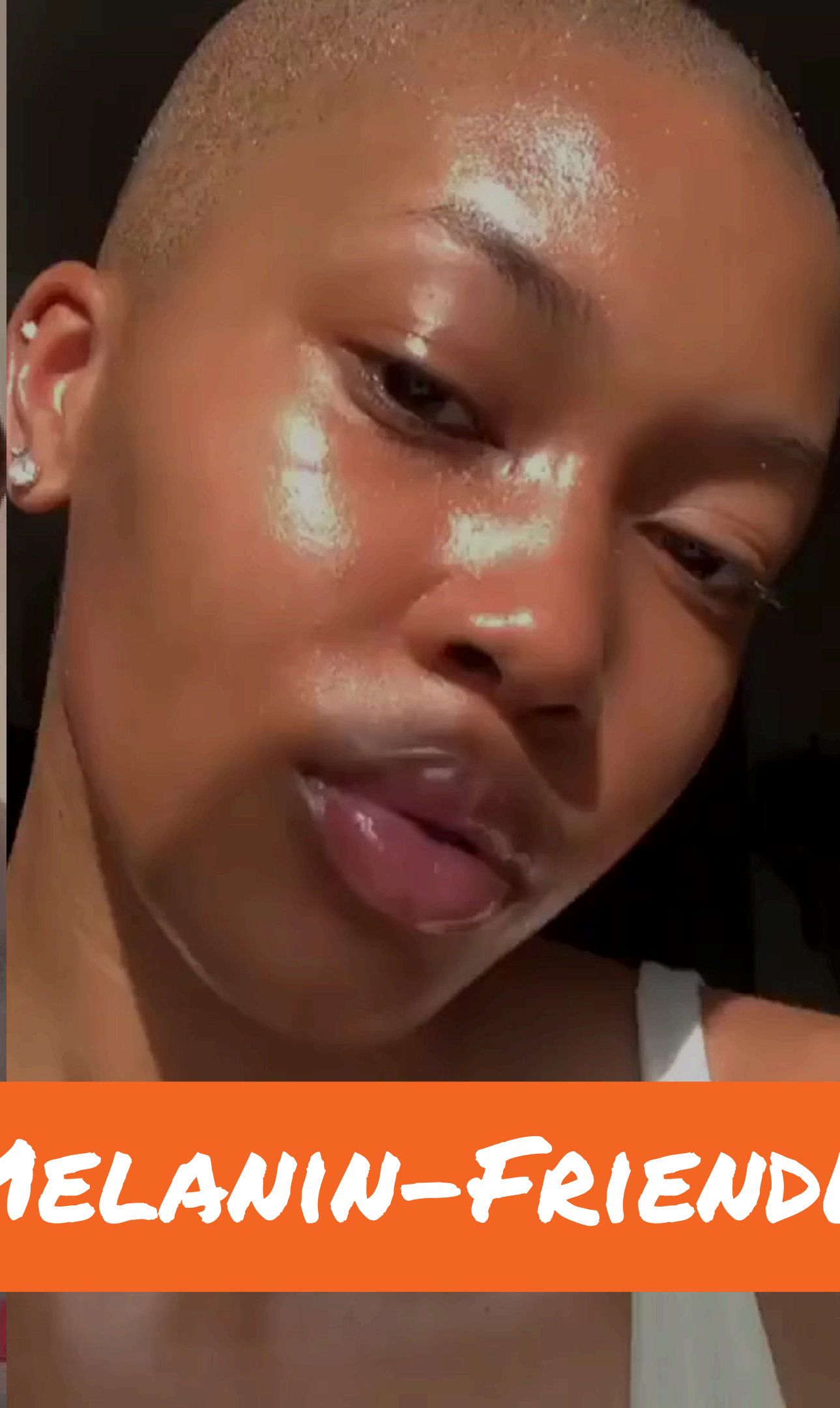
SKIN CARE



BODY CARE



MAKEUP



MELANIN-FRIENDLY

OUR FORMULAS

At Yemi Cosmetics, we are dedicated to developing formulations that honor and elevate the uniqueness of every skin tone, particularly celebrating the richness of melanin. Our products are crafted with precision to meet the varied needs of our customers, surpassing expectations in both performance and inclusivity.

Through rigorous research and active engagement with our community, we strive for continuous improvement, offering cosmetics that empower individuals and enhance their natural beauty. Our vision is to lead by example in the industry, fostering an environment of diversity and genuine representation.



BRAND COLLABS

In the past, we've partnered with notable brands such as Patchology, R+Co, PUR Cosmetics, Yonka, Mixhers, Hanalei, Purlisse, FOREO, Bloomeffects, and beyond!



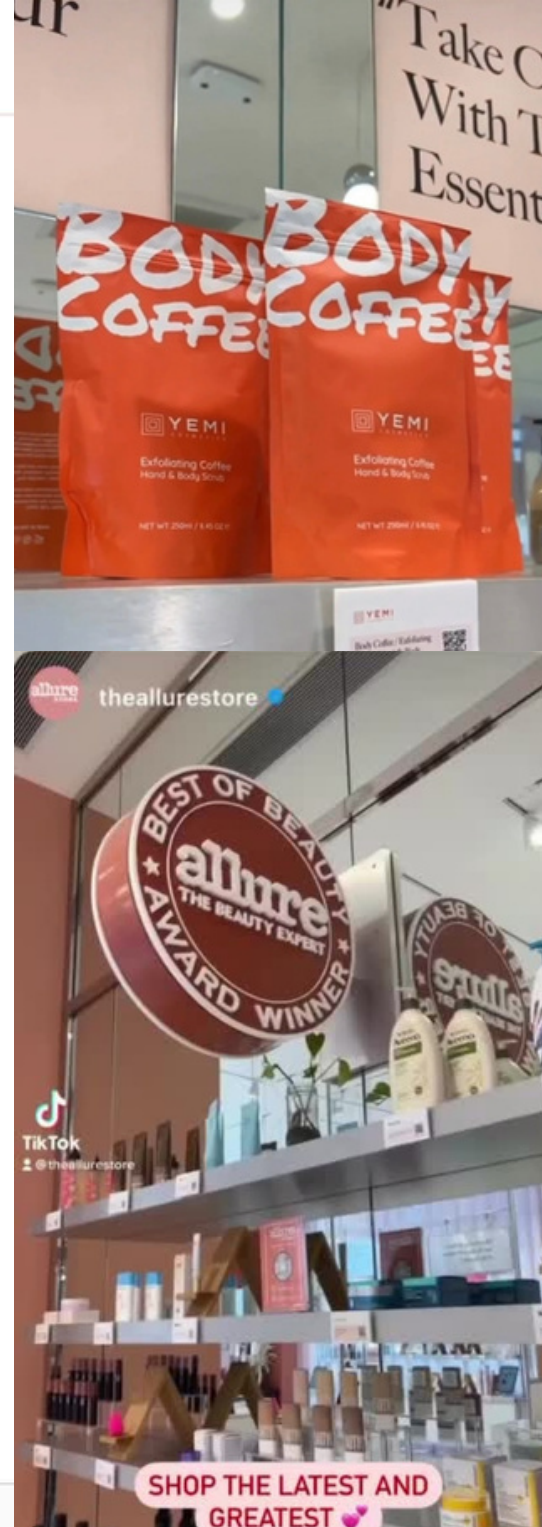
POP UP EVENTS





FLIP

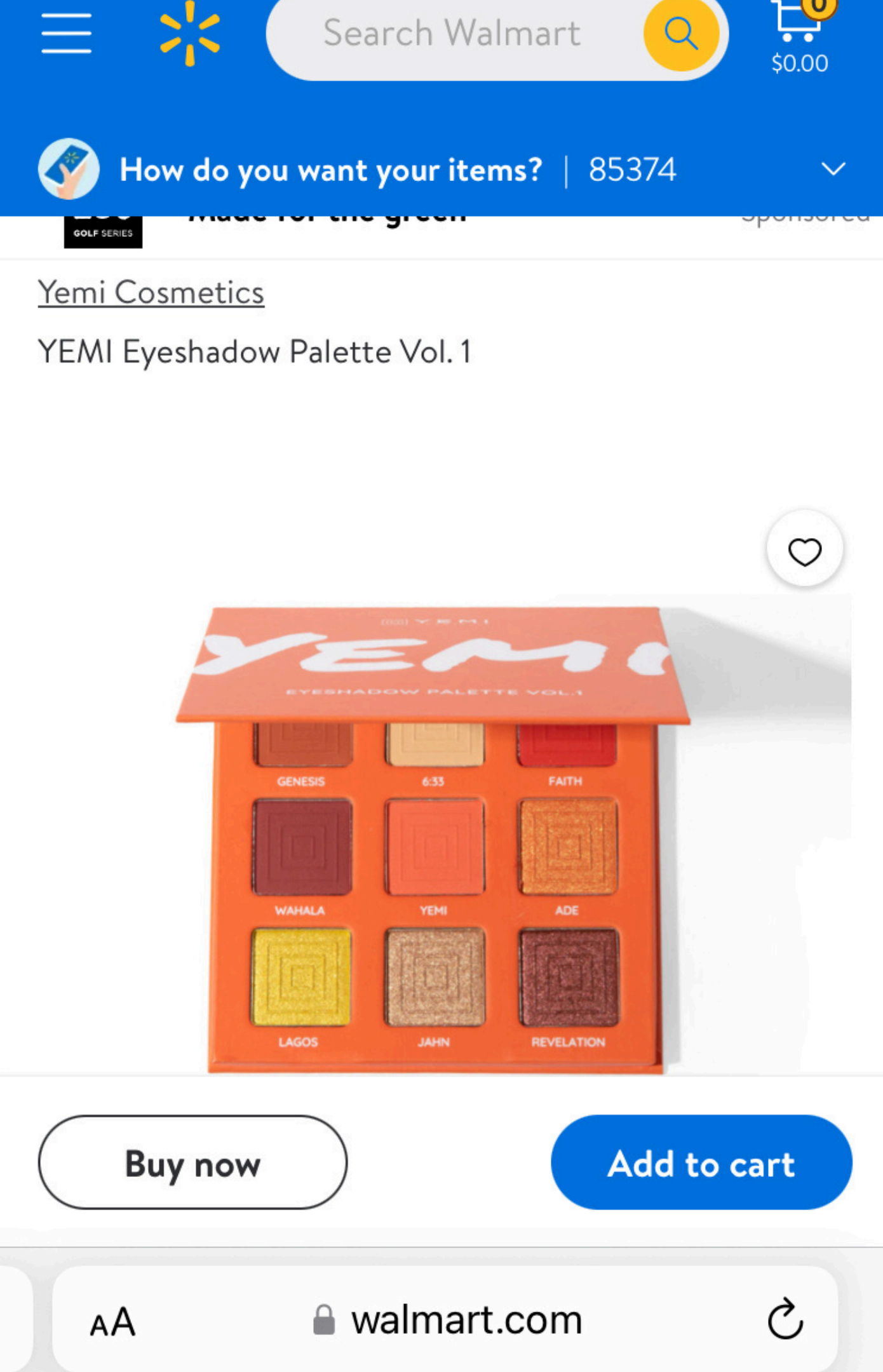
From 2022 to early 2025, we were featured on FLIP, alongside leading brands in the beauty industry.



allure
STORE

We were delighted to debut our products
at the Allure Store in NYC during the
summer of 2022.

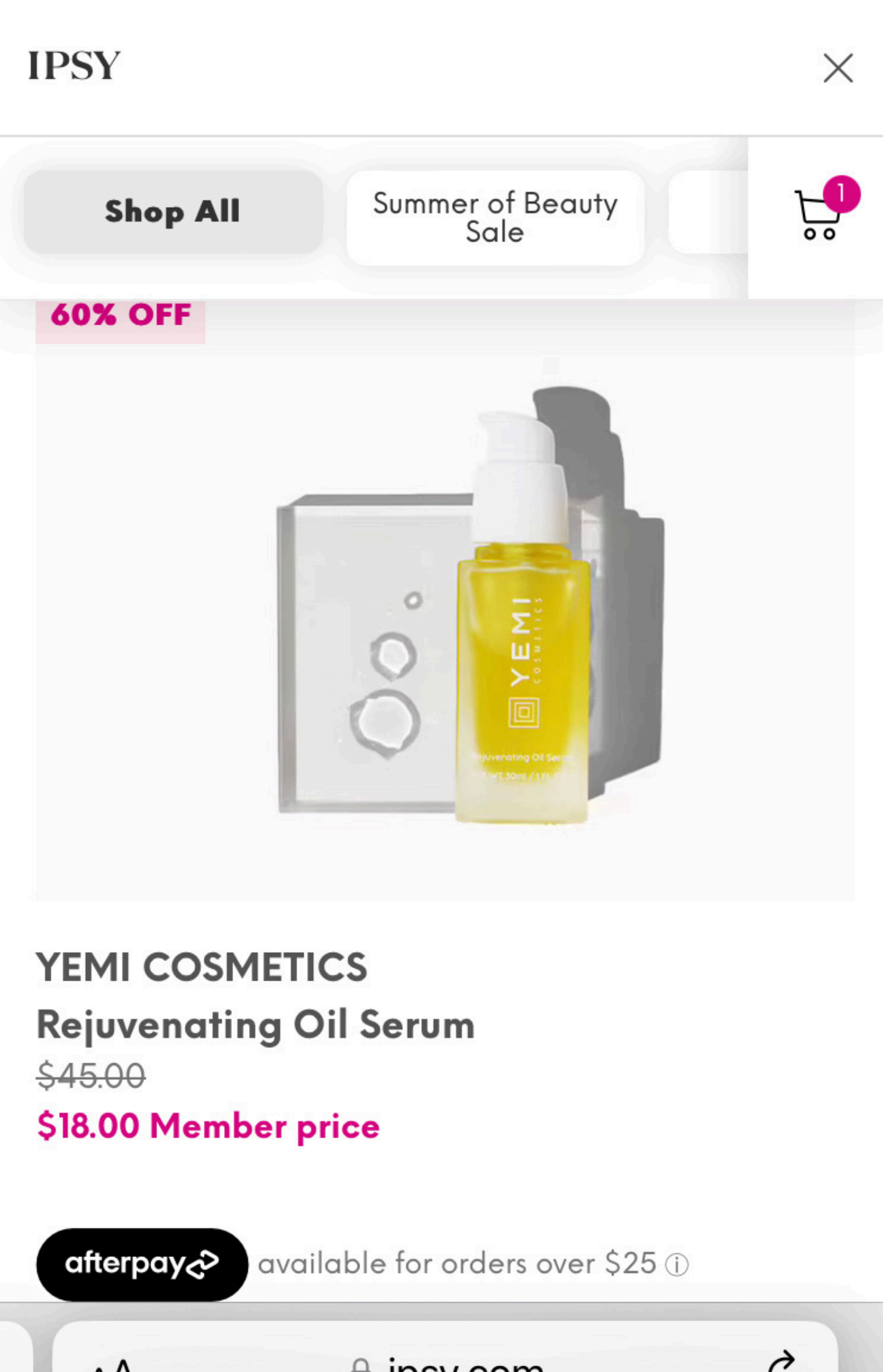
[View Here](#)



Walmart

Exciting news! Yemi Cosmetics is
now on Walmart.com!

[View Here](#)



IPSY

In July 2023, we began the summer by launching our first brand partnership with IPSY/Boxycharm!



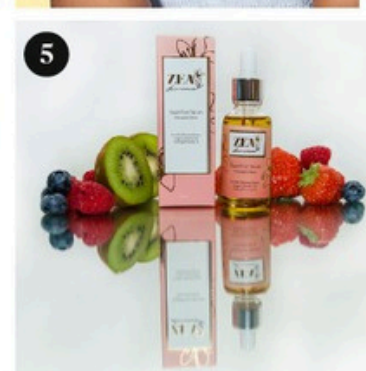
Vogue's Skincare Secrets



1. Skincare that's there for you. Natural, fragrance-free goodness that feels better for your skin. **OSO SKINCARE** creates pure and natural formulas that harness the power of Australia's native ingredients. They believe natural skincare is essential for healthy looking skin – what goes on, goes in. 100% vegan and animal cruelty free. Discover the collection online at [ososkincare.com.au](https://www.ososkincare.com.au) and follow @oso_skincare on Instagram.

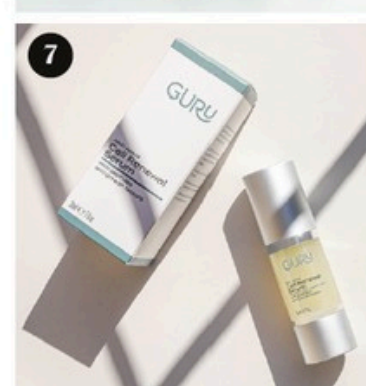
2. BOTANICALS BY LUXE is an Australian brand founded by skin therapist Bec Connolly. This Antioxidant Face Oil is non-comedogenic and nourishes the skin with moisture. It aims to brighten the appearance of the skin and reduce the visible signs of ageing. Skincare with a "Science meets Nature" approach. Visit www.botanicalsbylux.com.au Instagram @botanicalsbylux

3. YEMI (FITS ME) COSMETICS is a Nigerian-owned indie brand, creating cosmetics that "fits" the needs of those who have been excluded. Their mission is to bring awareness to diverse beauty unseen, and positively impact the beauty industry. They rebel against the exclusionary beauty standards and stand in the gap to demand meaningful change. All products are vegan, cruelty free, and suitable for ALL skin types. Visit www.yemicosmetics.com and follow on Instagram @yemicosmetics



4. DÁRSY believes skincare should be simple and above all effective. Gentle to the skin, they make natural products using plant-based oils. Featured is their Sweet Facial Oil, formulated with a base of sweet almond oil. With its skin-balancing formula – it's the ultimate modern skincare product. It can be used to help boost hydration and lock in moisture leaving your skin feeling revitalised. It is also an effective cleanser when paired with a wet cotton pad. Shop their collection at [darsy.com.au](https://www.darsy.com.au) and follow @darsyskincare on Instagram.

5. ZEA SKINCARE's Superfruit Serum – Antioxidant Boost contains thirteen unique and perfectly blended berry seeds and plant seed oils. Enriched with Acemella Oleracea extract. This product nourishes the skin with moisture whilst helping to reduce the appearance of fine lines and wrinkles. Visit www.zeaskincareuk.com and Instagram @zea_skincare_uk



6. BUTTER BY KEBE's Lavender Cami Body Butter Bundle is a soft floral roll-on perfume and body butter, made from Shea, Rice Bran and Grape Seed oils. Deeply moisturising, the formulation is infused with a beautiful blend of Lavender, Geranium, Chamomile, Mandarin, and Vetiver plant essences. Visit butterbykeba.com or find them on Instagram or TikTok @butterbykeba

7. Guru Cell Renewal Serum by GURU SKIN, is a natural and organic formula powered by science using the most innovative formulations. It helps to deliver visible results leaving your skin with a youthful-looking glow. Visit guruskinhealth.com and follow @guruskinhealth on Instagram.

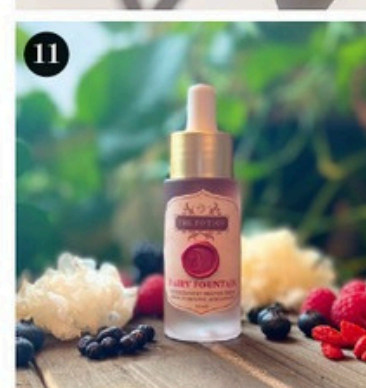
8. Swiss-made DERMAGRAM was founded on the need for pure, simple skincare, combining plant-based preparations and cutting-edge technology. Featured is the Dermagram UV Defense Lotion SPF45 PA++ with Algae Extract, Bisabolol, and Vitamin E. It's non-greasy, suitable for all skin types and aims to protect the skin from the visible signs of premature ageing. With Dermagram, you can feel good about who you are and what you put on your skin. Visit dermagramswiss.com and follow @dermagram_switzerland on Instagram.

9. Upgrade your routine with the **LOVE MY SKIN** Rejuvenation Beauty Wand, a 10-minute treatment to help target a variety of skin concerns using EMS and LED light therapy. This device helps to reduce the appearance of acne and hyperpigmentation, improve the feeling of skin elasticity and also helps to reduce the appearance of wrinkles. For more information visit www.love-my-skin.co.uk or Instagram @lovemyskinuk

10. AZIO BEAUTY's innovative Intense Firming Face Serum helps to target the appearance of wrinkles and fine lines. It is crafted with a powerful peptide blend. It aims to leave your skin feeling firmer while helping to restore the complexion's natural radiance. It's also cruelty-free and suitable for all skin types. Visit www.aziobeauty.com and Instagram @azio.beauty

11. THE POTION MASTERS' Fairy Fountain Antioxidant Hydration Serum is a game changer for eco-conscious beauty. Waterless and concentrated, one bottle lasts up to 5x longer than traditional water-based skincare. This hydration hero replaces toner, essence, and serum. Bursting with vitamins and with green tea and superberries; Fairy Fountain gives skin an ethereal glow. Visit www.thepotionmasters.com and follow on Instagram @thepotionmasters

12. Get glowing with **GLO24K** a luxury skincare brand enriched with 24K Gold. It aims to boost collagen and leave your skin appearing contoured. Vegan and cruelty-free. Enjoy 10% off with the code "VOGUE10" (expires 31/07/22). Shop online at www.glo24k.co.uk and follow @glo24k.uk on Instagram.





Have questions? Email Us at
info@yemicosmetics.com

Follow Us On Instagram
[@yemicosmetics](https://www.instagram.com/yemicosmetics)

Website: <https://www.yemicosmetics.com/>

Yemi Cosmetics Line Sheet:

https://www.canva.com/design/DAFydWQpCCU/9iCIAV52Kx3OWjSSoaH23A/edit?utm_content=DAFydWQpCCU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Walmart: <https://www.walmart.com/ip/YEMI-Eyeshadow-Palette-Vol-1/5552380250?from=/search>

Yemi Cosmetics x Allure Selfcare Brunch Event Recap: <https://vimeo.com/752164196>

15 Percent Pledge Brand Profile: <https://15percentpledge.org/business/yemi-cosmetics-gicg2-o6u4jxa7lu4afek>



Thank You!