

## ABOUT MEL'S BUTTER BLENDS



Mel's Butter Blends creates multi-purpose natural products primarily from aloe and mango butter, that provide solutions to common hair and skin issues like alopecia and eczema. Our products are not water based or shea butter based like most natural products in the mainstream market. We aim to simplify beauty routines with clean ingredients that benefit a variety of hair and skin types.

## WHAT IS #HAIRCRACK?

A butter blend of raw mango seed, raw shea, and aloe with jojoba, argan, and extra virgin olive oils that provides deep moisture that is perfect for dry, thick hair and skin textures. Our signature product is a tribute to our customers who named this butter based on the growth they experienced and getting hooked on Hair Crack!

### Ingredients:

Raw mango seed butter, raw shea butter, aloe leaf juice (certified organic), coconut oil (certified organic), extra virgin olive oil, argan oil, sweet almond oil, golden jojoba oil, almond fragrance oil.



### Hair Crack!



### Hair Crack! REMIX



## TESTIMONIALS

**Rose Q.**

My mom recently started wearing her hair in a natural style and she comes to me for advice about products. I have my own regimen but our hair is different so I'm always on the lookout for things for her to try. I came across these products at a holiday event and bought the Hair Crack and a scalp stimulator for Mom. She. Loves. Them. We can both see that her hair has grown since she started using both products. Mom went on so much about the Hair Crack that I bought some more for her, and a jar for myself. I find it to be light but lasting; my hair is softer and more moisturized but without any residue or stickiness. I feel much more confident now that my hair is protected and am excited to see more benefits down the line. I get it; the title of this product is just right!

**Davita M.**

I received a sample of Hair Crack on Saturday and listen... It's Tuesday and I'm getting out of bed early to write this review. My ends feel like they are shouting and my husband can't keep his nose out of my hair. This is the product I didn't know that I needed, but now you won't see me without it.

**Hope L.**

I got the pleasure of trying Mel's Butter Blends in 2018 at the WNHS. Needless to say I fell in love with The Hair Crack Remix. I use it on all my natural clients to achieve the perfect twist out. This product has also replaced lotion for me. I love a dual product!



## ABOUT MEL

I'm a first-generation Haitian woman who loves to create and build businesses. Ironically though, Mel's Butter Blends didn't start as a business intentionally. I started making a product for my hair when I transitioned back to natural, and the people I shared it with called it #haircrack. Fortunately, I was wise enough to take it seriously and see the demand for the products and their ingredients. After selling out at local events, I took the leap of faith, created a brand, and began spreading the butter love.

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## MEDIA MENTIONS

### Pennovation Works Accelerator Summer 2019 Cohort Participant

Technical.ly Philly

<https://technical.ly/philly/2019/06/12/pennovation-picked-these-9-early-stage-companies-for-its-summer-accelerator/>

### Pitch Contest Wins

#### 2017 Winner of PowerUP! Kreyol Business Plan Competition

Caribbean Life Newspaper

<https://www.caribbeanlifeneews.com/stories/2017/10/cl-mels-butter-blends-2017-10-13-cl.html>

The Haitian Times Newspaper

<http://haitiantimes.com/2017/10/10/beauty-company-wins-powerup-kreyol-business-plan-competition/>

#### 2019 Caribbeans In Tech Summit Pitch Contest

#### 2017 Customers Bank OWN IT Pitch Contest

#### 2017 Young Professionals Social Meetup Medweek Pitch Contest

### Speaking Engagements

2019 | Venture Cafe Philadelphia Funding the Hustle

2019 | FulPhil Changemakers in Residence

2019 | YouthBuild Philadelphia Charter School Black Wall Street

2018 | HAIRitage Celebration Rutgers University

2018 | Natural Hair Expo & Panel at New York University

2018 | Nubian Hair Society Expo at St. Peter's University

2018 | Association of Haitian Professionals Mixer Washington, D.C.

2018 | Natural Heart Sistah AfroHappy Love Session Philadelphia, PA

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