



MEDIA PACK

Skincare that *celebrates* **YOU**



Our Story

The Shades of Melanin was born from founder Andrea Stewart's frustration at not being able to find a sunscreen that offered effective protection without leaving a chalk-like white cast on melanated skin. After years of seeing the gap in the market, her vision became a skincare brand designed to help people of colour enjoy the sun while protecting their skin.

The brand's mission is bigger than sunscreen: to educate, empower and represent diverse skin tones, while making sun safety a normal part of everyday self-care. The current range centres on SPF30 protection, with scented and fragrance-free options, alongside lip and after-sun products, and also our products are mineral, hypoallergenic, vegan friendly without a white residue.



Andrea Stewart
Founder

The Science

Contrary to belief people of color can and do get skin cancer. No skin type is immune. Whilst our melanin provides some protection from the sun, we are still susceptible to some forms of skin cancers, age spots, and wrinkles. So sometimes the saying 'black don't crack' does not always apply.

Melanin is a pigment produced in skin cells known as melanocytes. It is this that determines our diverse beautiful shades. The more we have the darker we are. Although this is a natural blessing of beauty, it can be slightly detrimental as some skin cancers are harder to detect purely because of the shade of our skin.

'We are not a pigment of your imagination'



When checking our skin, people of color should pay attention to any of the following signs

- A sore that will not heal or that heals and then reappears
- A dark spot, growth, or darker area of skin that is bleeding, growing or changing in size or shape
- A dark line around or underneath a fingernail or toenail
- A sore that does not heal well or quickly

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If you’re only trained to look at something in one color, you won’t recognise it in another color.

Dr. Jenna Lester

Director of the skin of color program at the University of California, San Francisco.

Audience Statistics

Our audience is at the heart of everything we do. This section provides an overview of our growing community, highlighting key audience insights, engagement levels and demographic data across our digital platforms.

These statistics demonstrate the reach, influence and value of our audience, providing potential partners and brands with a clear understanding of who we connect with and the opportunities available for collaboration.

1560
Followers across
social media

4.9
Rating on
Google reviews

300+
Total sales

5
Stockists

Our Products



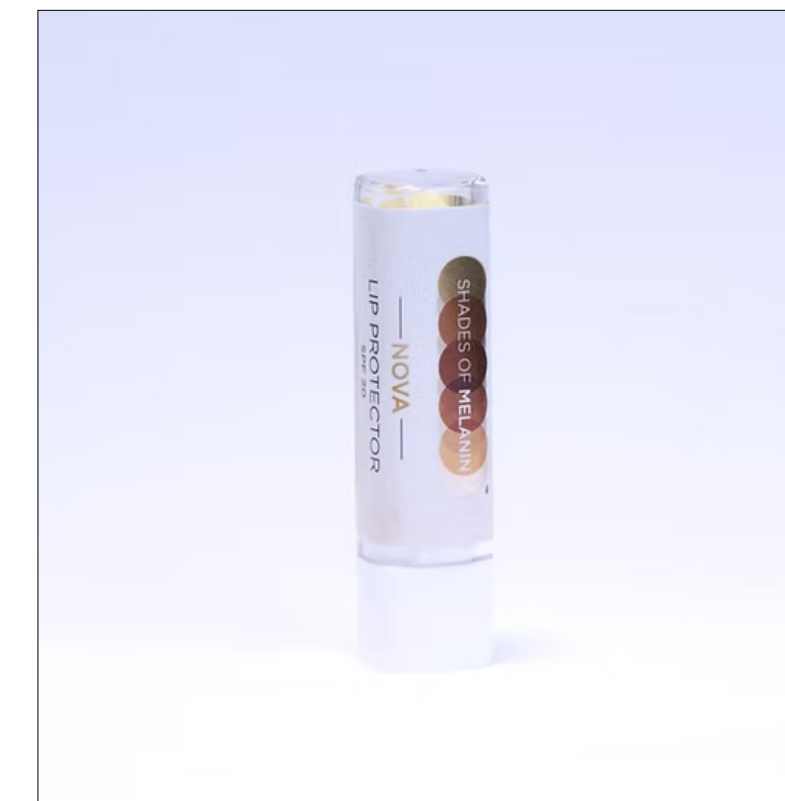
**SPF30 Sunscreen
Lotion**

Fragrance / Fragrance Free



**SPF30 Pump
Sunscreen Lotion**

Fragrance / Fragrance Free



**SPF20 NOVA
Lip protector**



**Simmer Down
After Sun Spray**

Proud Member of



Our Stockists





SHADES OF MELANIN

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