

## 7 Black-owned businesses to shop online



We have rounded up a variety of Black-owned businesses that we think you will love. While some of them are backed by A-list celebrities, others started from the ground up by those who are passionate about their product and want to change the world. From hair care to clothing, here are some Black-owned-and-operated lifestyle brands to shop.

### [USTAWI Skincare for Melanin-rich Skin](#)

Founded by Natacha Paugam, [USTAWI Skincare](#) is catered to those who have hyperpigmentation. [Paugam's inspiration](#) comes from her travels back to her homeland in Africa, where she learned from her mom's beauty recipes which included natural ingredients to make her skin glow. Here are [USTAWI Skincare](#)'s best-selling products worth buying.

- [Red Clay Clarifying Mask](#)
- [Niacinamide Dark Spot Corrector](#)
- [Vitamin C Anti-Oxidant Serum](#)
- [Green Tea Matte Finish Moisturizer](#)
- [Myrtle Leaf Micellar Water Gel](#)
- [Red Algae Detoxifying Toner](#)
- [Skincare Routine Ultimate Set](#)

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Brand Mention

UVM: 2,534,190

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