



1733 Secretariat Ln N  
Jacksonville, FL 32218-6230  
<https://naiwbe.com/>

[sylvia@naiwbellc.net](mailto:sylvia@naiwbellc.net)  
Cell: (904)729-0651

NAICS#: 446120  
DUNS#: 07-828-9992

# CAPABILITIES STATEMENT

## About Us

NAIWBE® Clean Skincare Products was created as a direct result of seeking a solution for my dry skin issues with Eczema. After formulating products in 2011 and experiencing positive results through test marketing, the products have proven to provide healing for all skin types, dry skin conditions and, are Simply Made Well™.



Through these efforts, we raise the consciousness of today's consumers and increase awareness of healthy lifestyle choices.

## Differentials

- ❖ Committed to safer beauty and personal care products free of toxic chemicals linked to health concerns that disproportionately impact Black women.
- 🎗️ Doing our part to decrease exposure to chemicals in beauty and personal care products that are known to cause cancer, birth defects or reproductive harm.
- 📦 Through our purposeful and culturally appropriate products, we strive to bridge gaps and champion inclusivity to support the healthcare journey with products that meet the specific needs of Black women, promoting their well-being. We understand that hair and skincare are essential elements of identity, and the importance of addressing hair and skincare concerns during a hospital stay.

## Past Performances



## Our Mission

Redefine ethnic hair and skincare with a commitment to Clean Beauty. Through our commitment, we develop, provide, and maintain the highest clean standards for responsible products that meet the unique needs of diverse skin tones. Our goal is to inspire confidence through healthy skin, helping every individual we serve embrace their unique beauty.

## Our Vision

We aspire to be recognized as an industry leader in responsible ethnic hair and skincare products. Lead by crafting products that uphold ethical standards, empowering people of color to look and feel their best, naturally! We actively educate and support our local and global community on the importance of healthy lifestyle choices.



Sylvia Walker, RN, BSN, MBA, MHA, CCP

## Certifications

