



LOCAL STORIES

Meet Yve-Car Momperousse | CEO + Co-Founder of Kreyòl Essence

June 7, 2023 • Leave a reply

We had the good fortune of connecting with Yve-Car Momperousse and we've shared our conversation below.

Hi Yve-Car, how does your business help the community?

Kreyòl Essence is "Natural with a Purpose". As a social business, we are obsessed with economic development, empowering women, and taking care of our environment. This is Not About Hand-Outs. Sassy, funny and exuding with confidence our hard-working and uncompromising Haitian employees and team do not request charity, but rather jobs. Every purchase of Kreyòl Essence products helps us change the lives. Women are the backbone of the country before and after the earthquake. However, women are also victims of gender-based violence and extreme poverty due to high unemployment. We want to bring more than hope to women. Through slow yet consistent growth, our business will create economic opportunities for women. 90% of Kreyòl Essence staff are women. As a Haitian owned business, the economic development of Haiti is crucial to us. When it comes to economic development, the revival of Haiti's economy will come from job creation—not donations. Education, health, and poverty alleviation can all be improved when people have income and unemployment is reduced. This is what we are championing as a brand. The popularity of Haitian Black Castor Oil and other Kreyòl Essence products will also help Haiti's economy by stimulating its GDP; the country has had a trade deficit for decades and exporting will help to reduce the shortage. We work with over 350 farmers in Haiti, where our products are exported.



Can you open up a bit about your work and career? We're big fans and we'd love for our community to learn more about your work.

I am most proud of being able to prove that you can fall in love with Haiti without being Haitian. Many people were skeptical and scared that the brand would not grow if we were so overtly Haitian and too focused on our social impact, the environment, job creation, they were like "no one cares". However, our Tribe proves us daily that's not the case. When discussing our company, people consistently mention three things. Firstly, our hero product, Haitian Black castor oil; secondly, our Haitian origins; and thirdly, our social impact. This indicates that people do care about global issues and aspire to be responsible global citizens, even in mundane matters such as selecting their day-to-day hair and skincare products.



Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary – say it was a week long trip, where would you eat, drink, visit, hang out, etc.

If my best friend was visiting Miami, I would take her to Homestead to enjoy nature and I would take her to Little Haiti where there are numerous eateries and activities. One place I'm particularly fond of is Modern ÔM. I attend their yoga sessions, one-day full meditations, and silent retreats. They offer some truly unique and remarkable experiences that one would typically have to travel outside the country to partake in.



Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?

I want to give a huge shoutout to Kelly Roach and Jay Shetty for the incredible inspiration and guidance they provide on their podcasts. Their shows have become a staple in my daily routine, offering invaluable help to my emotional, mental, and business growth as an entrepreneur. The journey can be quite daunting, but with their support, I feel energized and empowered to tackle any obstacle. In fact, I often find myself asking aloud, "Is this podcast tailored specifically to me?"

I also want to take a moment to recognize my amazing business and life partner, Stephane Jean Baptiste – the COO and Co-Founder of Kreyòl Essence. The level of dedication he brings to our company is unwavering. He takes on 50 different roles within the organization and his work ethic is truly inspiring. It's rare to find a partnership as harmonious as ours – we're both equally invested in the growth of the company and his social mission.



Website: <https://kreyolessence.com>

Instagram: <https://www.instagram.com/kreyolessence/>

LinkedIn: <https://www.linkedin.com/company/kreyol-essence-llc->

Facebook: <https://www.facebook.com/kreyolessence>

Youtube: <https://www.youtube.com/channel/UCNxgFkOrINkwjH0RdoDjm2A>

Nominate Someone: ShoutoutMiami is built on recommendations and shoutouts from the community; it's how we uncover hidden gems, so if you or someone you know deserves recognition please let us know [here](#).