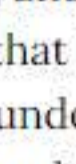


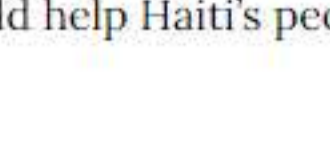


Photo Credit: TM

## How Beauty Brand Kreyol Essence Is Aiding In The Revival Of Haiti's Development

Black Owned Business , Caribbean , Haitian-Owned Business , Haiti , Philadelphia , United States

 Ayah A. · Jul 28, 2022



Haiti is exciting, scenic, and memorable. It stands apart as an independent and progressive Black nation that harmoniously blends the cultures, traditions, and beauties of the Old World and New. The [Caribbean](#) country experienced a devastating earthquake in 2010 that left many people dead, injured and displaced, and a great deal of property and land destroyed. CEO and co-founder Yve Car Momperousse created Kreyol Essence in 2014, with the goal of providing jobs and revenue that would help Haiti's people and economy rebound from this catastrophe.

"I had a vision to stimulate economic activity in Haiti, but it was clear that the [Haitian](#) community needed help and emergency care, and so I thought of taking the activist route," she said.

"Then my mom said to me, 'Now more than ever, our people will need jobs and a way to be self-sufficient. When the donations stop, how will the country survive?' This question fueled me to create Kreyol Essence and contribute long-lasting help."



Photo courtesy of Kreyol Essence

A social entrepreneur, Yve Car holds a bachelor's degree in Urban Studies from Rutgers University, started her master's at the University of Pennsylvania, and completed her degree at Cornell University majoring in International Development with a focus on Rural Agriculture. She has experience in fundraising, business consulting and managing relationships with boards of directors, staff, and volunteers.

Yve Car knew what type of brand she wanted to create from her experience dealing with a different type of catastrophe. After each damage to her natural hair, she would ask her mom to send her a bottle of Haitian Black Castor Oil.

"After a specific hair disaster, I went to natural and West Indian stores in Philadelphia in search of the Haitian Black Castor Oil, and to my dismay, no one had the organic oil available. That's when I decided that I was going to make the oil not only accessible to me but accessible to anyone else who needed it, and Kreyol Essence was birthed."



Photo credit: Michelle VanTine Photography

Kreyol Essence is the first Haitian company to bring natural and ethical hair, skin, and body products from [Haiti](#) to the world. The brand's eco-friendly formulations are made from pure and natural ingredients with a special focus on dry hair and skin. For scalp and hair health, Kreyol Essence offers original Haitian Black Castor Oil, commonly known as l'wil maskriti, also available in organic essential oil blends of Lavender Hibiscus, Rosemary Mint, and Mango, Payaya & Coconut.

"Our signature Black Castor Oil is the liquid gold of the Caribbean. It's known to promote the growth and thickening of hair, eyebrows, lashes, and healthy skin. It's also known to soothe muscle aches and fade stretch marks. No other oil has 80-90% ricinoleic acid, which is the key to its ability to carry moisture to hair, skin, and body."

Kreyol Essence offers a wide range of products for [hair repair](#), [hair styling](#), [dry and aging skin](#) and [hair vitamin needs](#), and [body and dermatitis treatment](#).

The company's top four best-sellers are the Original Haitian Black Castor Oil, the Rosemary Peppermint blend of the Castor Oil, the Moringa Oil, and their Multifunctional Hair Mousse. The beauty product of the season, the mousse is the perfect stand-alone product for all your hair needs: summer protective hairstyles, wash and gos, braid-outs, twist outs, locs, you name it.



Photo credit: Michelle VanTine Photography

But not only is the brand benefiting people through its natural products; Kreyol Essence is achieving its goal of creating jobs to aid in the self-sufficiency and revival of Haiti's development. With its partnership with Ulta Beauty, the company contributes to the economic development of Haiti through its six goals:

1. Recruiting women producers
2. Employing Haitian farmers
3. Reducing gas emissions, soil erosions, and deforestations through planting castor plants
4. Economic growth through work impacting over 30,000 households
5. Wellness education for women of color with over 1 million impressions
6. Promoting diversity and inclusion through their retail partnerships

Economic development and women's empowerment have always been and remain at the forefront of Kreyol Essence's mission and goals. These are important causes Yve Car champions through her brand for several reasons.



Photo courtesy of Kreyol Essence

"Women are the backbone of Haiti and as a Haitian-owned social business, I understand that every social issue starts with financial problems, therefore we focus on the root to get to the heart of changing lives. I know what poverty looks like and that's what fuels my obsession with economic development and empowering women because I know that every purchase of Kreyol Essence products helps change a family's life. Even while being victims of gender-based violence, I want to bring hope to women, which is why 90% of the Kreyol Essence staff are women."

Kreyol Essence is looking forward to adding new partnerships with various content creators, and having more fun with the brand while deepening its partnership with Ulta Beauty. You can follow the company on [Instagram](#) and [TikTok](#) to stay connected and sign up for the mailing list.

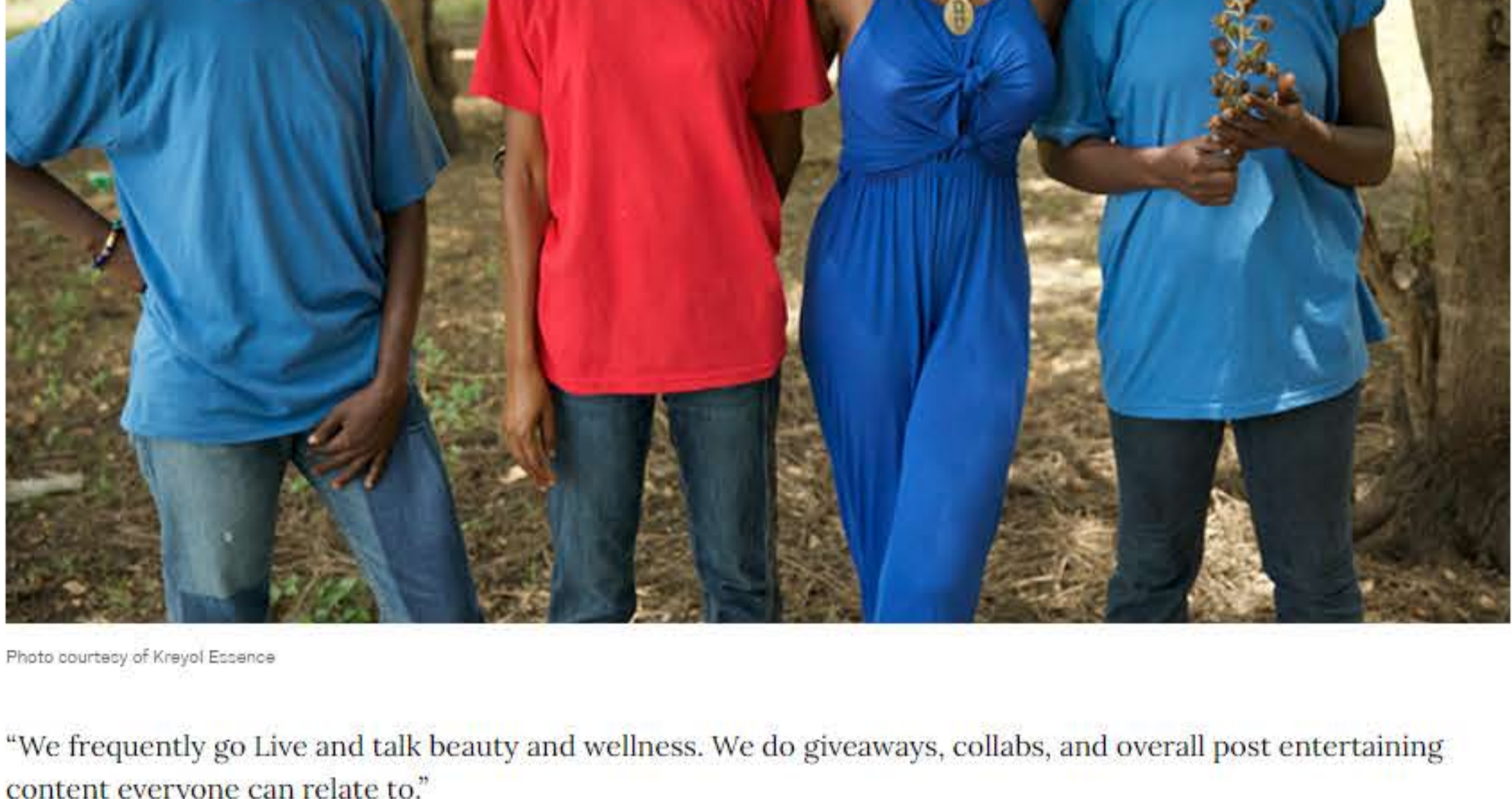


Photo courtesy of Kreyol Essence

"We frequently go Live and talk beauty and wellness. We do giveaways, collabs, and overall post entertaining content everyone can relate to."

You can also follow the founders, [@yvecar](#) and [@sjeanbap33](#), and watch a clip of their Shark Tank episode [here](#).

Yve Car would like to share the following recommendations and travel information for those interested in visiting Haiti:



Photo courtesy of Kreyol Essence

### Specific Places to Travel to Haiti:

Haiti's second-largest town, Cap-Haitien, is tranquil, open to tourists, and absolutely worth a visit. You can get there via plane directly from the United States to its own airport, the Hugo Chavez International Airport, or via boat. Many Royal Caribbean cruise itineraries make stops at Labadee Beach. With the average daily cost ranging from \$20 to \$250, you can discover local food spots such as Cap Deli, Boukanye, and Kokiya Bar & Grill just to name a few.

A few historical sites and architectures that can't be missed include Citadelle Laferrière, Palais Sans Souci, and the Cathedrale Notre Dame. After visiting sites, Cap Haitien offers many easily reachable beaches to cool off at, including Cadras Beach and Île à Rat Beach, Paradise Bay, and Rival Beach.



Photo courtesy of Kreyol Essence

What's a fun trip without fun looks? These Kreyol Essence essentials are easy to pack, TSA-approved, and will have you looking your best!

- [Haitian Moringa Oil: "Love Me, Leave-In" Detangler](#) - Summer weather inevitably leads to more sweat, which causes hair to become more matted than usual. Having a detangler on the go is a perfect way to prevent breakage while combing through your hair.
- ["Glow On" Haitian Moringa Skincare Trio Kit](#) - Not only does our skin get darker in the summer, but it also collects more dirt, oil, and pollution, and is overall prone to more acne breakouts due to the travels, heat, and humidity. This simple and easy-to-use Trio Kit included the essentials: a cleanser, toner, and moringa oil. Is perfect for taking care of your skin on the go.
- [Oils of Haiti Travel Kit](#) - Hair oiling is known to stimulate the circulation of blood to the scalp which as a result stimulates hair growth and re-hydrates hair, especially from the summer heat and frizz.

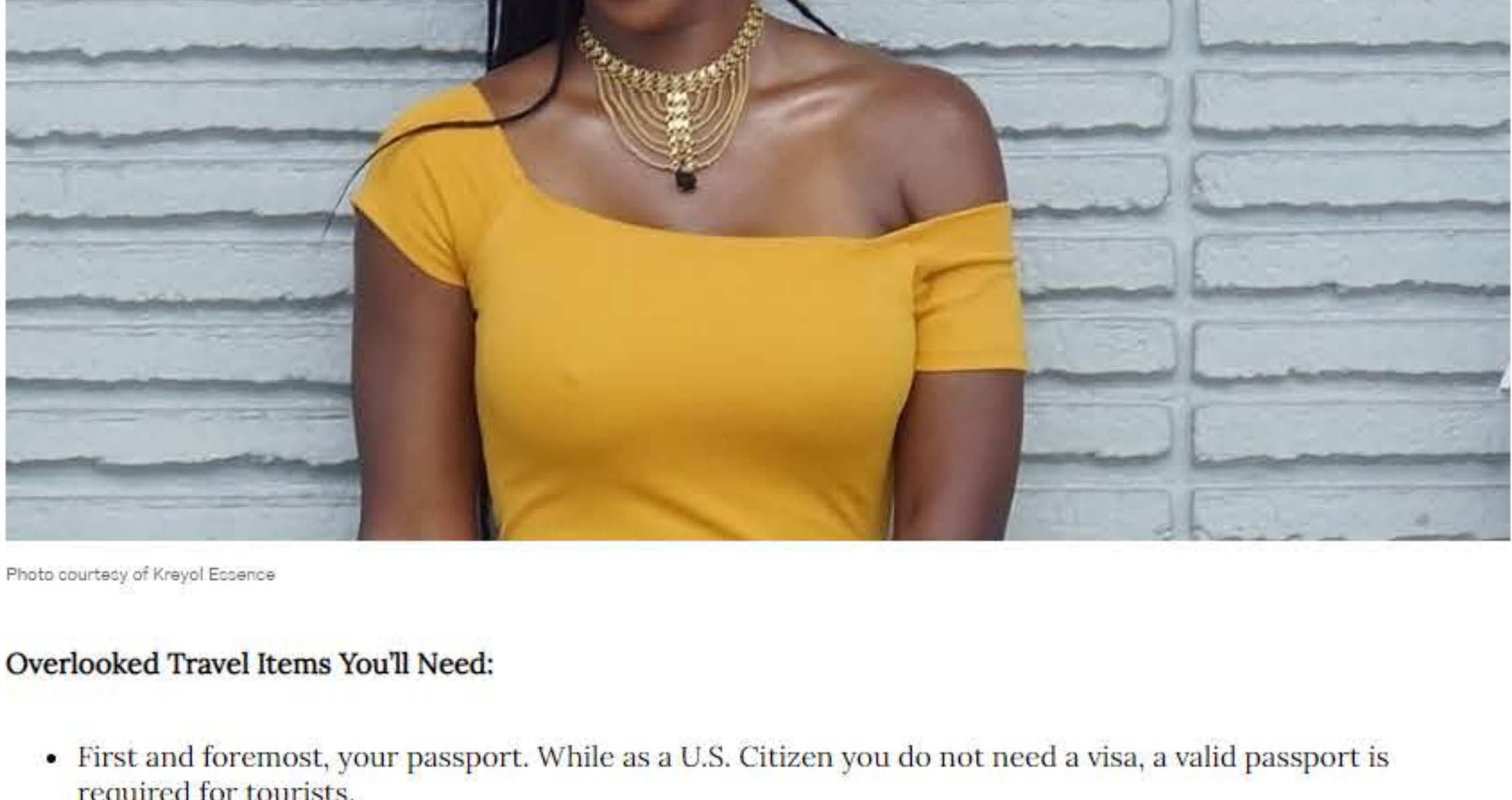


Photo courtesy of Kreyol Essence

### Overlooked Travel Items You'll Need:

- First and foremost, your passport. While as a U.S. Citizen you do not need a visa, a valid passport is required for tourists.
- Sunscreen and sunglasses to help protect you from harsh sunburns.
- Mosquito repellent is a must. Mosquitoes are known to spread many diseases throughout Haiti such as Malaria, Dengue, Zika, and Chikungunya just to name a few.
- Flashlight. Electricity isn't the most reliable in Haiti so it's good to pack a flashlight with some extra batteries just in case.
- Camera. Haiti is too scenic to leave your camera at home!

Related: [Haiti Should Be Your Next Island Getaway, Here's Why](#)