



IN AYLAH WE TRUST

Business Profile

Authors:

Selowa Tiny – Executive Director

AYLAH

In Aylah we
trust



AYLAH

Business Profile

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IN AYLAH WE TRUST

WHY AYLAH?

AYLAH is a fast growing cosmetics and beauty manufacturing company, we aspire to lead the way in ensuring and maintaining African Beauty through natural hair, to restore dignity on African hair.

Although the company is young as it was established recently in 2019, the brains behind it come from an experience engineer with a passion for beauty.

The founding director is highly qualified and self-motivated business woman with skills and experience in cosmetic and beauty industry, she also has a wealth of experience in the field of engineering.

Ms Selowa is set to position AYLAH as a player of note in the field of cosmetics, haircare and beauty.

- Our service delivery approach to clients is born out of a need to ensure a positive and indelible impact on our clients 'haircare, to restore African Hair beauty.
- This is done by designing and producing natural but sustainable solutions to advance haircare for African communities.

PRODUCT RANGE

Our range of products include the following among others:



- **Hair Shampoo**
- **Hair Filler**
- **Conditioner**
- **Oil Fertilizer**

We use different ingredients for each of our products to realise intended outcomes

AYLAH Core Products



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AYLAH
BEAUTY AND COSMETIC SUPPLIES
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SHAMPOO

400ML

INGREDIENTS
AGUA, GLYCOL, VITAMINE ACUTATE,
HEXYL CINNAMAL,
AMMONIUM LAURETH

DIRECTION
Apply a liberal amount of
nutrizing shampoo to the
hair, gently massage the
scalp and the roots with
the finger print to work
into a lather and rinse it
with water

- REDUCE INCHING
- SILKY HEALTHY HAIR
- ADD FATTY ACIDS
- PREVENTS SPLIT ENDS

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HAIR FILLER

125ML

INGREDIENTS
SWEET ALMOND OIL, PETROLEUM
JELLY, PROPYL PARABEN,
D PANTHENOL

DIRECTION
Apply small amount of hair
food treatment onto your
hands. Gently work into the
hair and scalp with your
fingers. Comb through and
style as usual

- STRENGTHENS HAIR
- GROW HAIR
- REJUVENATE HAIR
- SMOOTHENS HAIR
- SILKY HAIR

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AYLAH Core Products



INGREDIENTS

AQUA, MENTHOL, VITAMIN E,
SODIUM CHLORIDE, LIMONENE,
LEURETH-10, PROPYL PARABEN

CONDITIONER

400ML

DIRECTION

After washing your hair with nutrizing shampoo, apply a liberal amount of conditioner from the roots to the ends and rinse it with water

- LUBRICATES HAIR
- PREVENT SPLITTING
- PREVENTS BREAKAGE
- SILKY HEALTHY HAIR

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INGREDIENTS

TEATREE OIL, RUCINUM,
COMMUNIST, COCOS, NUCIFERA,
LIGUID PARAFFIN

OIL FERTILIZER

100ML

DIRECTION

Using your fingertips work the oil into your scalp. Use a massaging motion to both work the oil in and stimulate the scalp. Make sure you cover the entire scalp area including the back of your head

- LUBRICATES HAIR
- ADDS FATTY ACIDS
- REPLACE LIPIDS IN HAIR
- PREVENTS SPLIT ENDS

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AYLAH Core Products



INGREDIENTS

AQUA, MENTHOL, VITAMIN E,
SODIUM CHLORIDE, LIMONENE,
LEURETH-10, PROPYL PARABEN

CONDITIONER

400ML

DIRECTION

After washing your hair with nutritizing shampoo, apply a liberal amount of conditioner from the roots to the ends and rinse it with water

- LUBRICATES HAIR
- PREVENT SPLITTING
- PREVENTS BREAKAGE
- SILKY HEALTHY HAIR

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INGREDIENTS

TEATREE OIL, RUCINUM,
COMMUNIST, COCOS, NUCIFERA,
LIGUID PARAFFIN

OIL FERTILIZER

100ML

DIRECTION

Using your fingertips work the oil into your scalp. Use a massaging motion to both work the oil in and stimulate the scalp. Make sure you cover the entire scalp area including the back of your head

- LUBRICATES HAIR
- ADDS FATTY ACIDS
- REPLACE LIPIDS IN HAIR
- PREVENTS SPLIT ENDS

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AYLAH Core Products

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HAIR FILLER

250ML

INGREDIENTS
SWEET OIL, SHEA BUTTER, TEATREE,
SEEDS OIL, COCO NURIFERA,
SIMMONDISIA CHINESIS.

DIRECTION
Apply small amount of hair filler treatment onto your hands. Gently work into the hair and scalp with your hands. Pay attention to roots of your hair. Combo through and style as usual.

- PROMOTES INCREASES THE BLOOD CIRCULATION TO THE SCALP
- REVITALISES HAIR FOLLICLES
- PREVENTS HAIR LOSS
- REJUVENATE YOUR HAIR
- MAINTAIN HAIR GROWTH

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AYLAH
BEAUTY AND COSMETIC SUPPLIES
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HAIR FOOD

125ML

INGREDIENTS
SWEET ALMOND OIL, PETROLEUM
JELLY, PROPYL PARABEN,
D PANTHENOL

DIRECTION
Apply small amount of hair food treatment onto your hands. Gently work into the hair and scalp with your fingers. Comb through and style as usual.

- STRENGTHENS HAIR
- GROW HAIR
- REJUVENATE HAIR
- SMOOTHENS HAIR
- SILKY HAIR

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Market Position

In the last 2 years, AYLAH has established a niche position in the Low LSM market,

- Currently our products are sold across the country
- We are already distributing through two pharmacies, and soon will be found in Checkers and Pick and Pay



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Market Testimony

Our products have received inspiring user feedback from the people who used our products to address their hair problems, such as the following:



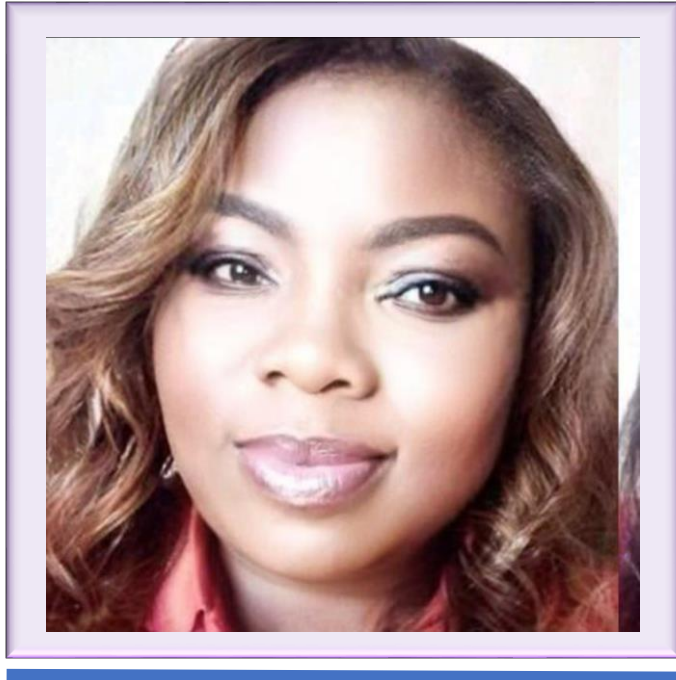
Mothobekhi Salphina

Mothobekhi had a problem of hair loss, dandruff, thin hair and itchy. After using the product after a week she started seeing changes on her hair. The one with green top is my hair. I had a problem with my hair. I tried many products, nothing helped me. Eventually I started something that will be suitable for my hair, the results were astonishing. Everyone was asking me about the product I'm using on my hair.



Jacobeth Matlou

Jacobeth is from Mokopane. She suffered from alopecia from 2018, she tried many products and failed. I introduced Aylah hair products to her in 2020. She used it and recovered.



FOUNDER

AYLAH was founded by Tiny Selowa originally, it all started out as an idea, but quickly culminated into a business that grew tremendously than she had initially imagined.

I had a problem with my hair, I tried all sorts of hair products but nothing seemed to work. Eventually I had an idea to personally do something that would be suitable for my hair. The results were astonishing and I started using the product on my family as well.

I then gave some to my 4 friends who spoke well of my product and that's when I decided to take it to local salons for review.

The reception was overwhelming and I started having more people who wanted Aylah hair products. Steadily my client base increased and I found myself having to supply a couple of local supermarkets.

This motivated me to register my own company as I saw that there was potential for Aylah to be a brand, given the power that social media holds, I advertised Aylah on my timeline and a few pages.

This was the beginning of a spiral growth Aylah as I got offers throughout the country and some few countries within the continent.

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Contacts

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