

TRENDS

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SPORTS MARKETING

BRANDED HOTELS

BEAUTY

KENYA

TRAVEL GEMS

# KCB VENTURE

NOT FOR SALE

Corporate Magazine | January - March, 2019

The rise of  
branded  
hotels in  
Kenya

When a  
haircut  
is not  
enough

Lessons  
from a  
hair loss  
doctor

## The Beauty Billions

The hair and beauty industry in Kenya is big business, employing hundreds of people and contributing billions to the economy. Those in the industry say the future is bright





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# Behold the beauty

It has been said that beauty is in the eyes of the beholder. And so it is with this issue; we have taken a deep dive into the beauty industry, and the facts are staggering.

According to Euromonitor, beauty in Kenya is a KShs.58 billion industry, that provides a livelihood for hundreds of thousands of people, from beauticians to manufacturers of the myriad of beauty products. The hair industry is worth over KShs.12 billion!

It is therefore clear that the beauty industry has remained highly underrated over the years.

To understand the industry better, we spoke to several hair care manufacturers, from Haco Tiger Brands who control 37 per cent of the Kenyan hair care market to Indian multinational Godrej Consumer Products Limited, which owns Darling Kenya and who have great insights into the hair care industry trends.

With increasing demand for Afrocentric hair and skin care products by African women, Kenya manufacturers like Alchemy Brands Limited, makers of the Mikalla range of hair products, are creating products for customers who prefer to wear their natural hair.

The Kenyan beauty and cosmetics market has been fired up by the growing middle class and the increasing influence of social media. This platform has enabled start-ups to grow into a multi-million shilling companies.

In this issue, we speak to Suzie Wokabi, who launched the first cosmetics company in Kenya SuzieBeauty in 2012. Her dream of one day starting her own cosmetics line changed the cosmetics retail market in Kenya.

From lipsticks to beard oils, and hair loss treatments, we have seen an industry emerge. An interesting thing that has emerged is male grooming, which is no longer seen as an underground practice, with the sub-sector now valued at KShs.4.7 billion.

For a bank, we have made a bold, and brave move to delve into the beauty industry through our KCB 2jiajiri programme. Under the KShs.50 billion youth empowerment programme, we are training the youth across different sectors including hair and beauty. In the last two years, 203 students have been accorded full scholarships to train at Ashley's Hair and Beauty Academy. Each of these graduates will work at the Ashleys Mashinani franchise outlets.

In this issue, we have also looked at how international hotels are making a beeline for Kenya and also taken a look at the business of sports marketing among other interesting features. Enjoy the read.

*Judith Sidi Odhiambo*  
Editor-in-Chief

For a bank, we've made a bold, and brave move to delve into the beauty industry through our KCB 2jiajiri programme. Under the KShs.50 billion youth empowerment programme, we are training the youth across different sectors including hair and beauty.



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# Political stability key to Kenya's economic growth prospects in 2019

Peter Kathanga

**A**fter a tumultuous year that began on the wrong end of our national fabric due to animosity over the hotly contested and controversial 2017 presidential polls, 2019 could bring with it better economic growth prospects. Among the key issues that could shape economic conversations this year is whether a law on interest rate caps will be repealed, the national census, a new currency, and the political climate. In this issue, we have put the spotlight on beauty, with in depth articles on the billion-shilling industry.

According to the African Development Bank, Kenya's real GDP is projected to grow by 6% in 2019 and 6.1% in 2020. Domestically, improved business confidence, rising household income from agriculture and lower food prices and continued macroeconomic stability will contribute to growth. The interest rate cap will likely curb the availability of credit. Externally, tourism and the strengthening global economy will contribute.

The stable political climate is likely to see increased investments in various sectors of the economy.

The government plans to continue fiscal consolidation to restrain the rising deficit and stabilize public debt by enhancing revenue, rationalizing expenditures through zero base budgeting, and reducing the cost of debt by diversifying funding sources.

Inflation is projected to be

**If the political environment remains stable, Kenya's economy will for the first time in a decade hit a six per cent growth rate in 2019.**

**5.5%**  
Projected rate of inflation in 2019

5.5% in 2019 and 5.4% in 2020 due to prudent monetary policy.

Among downside risks projected by the World Bank are possible difficulties in making fiscal consolidation friendly to growth and in sourcing for affordable finance for the budget deficit caused by tightening global markets. Boosting domestic resource mobilization and enhancing government spending efficiency are critical to restrain public borrowing.

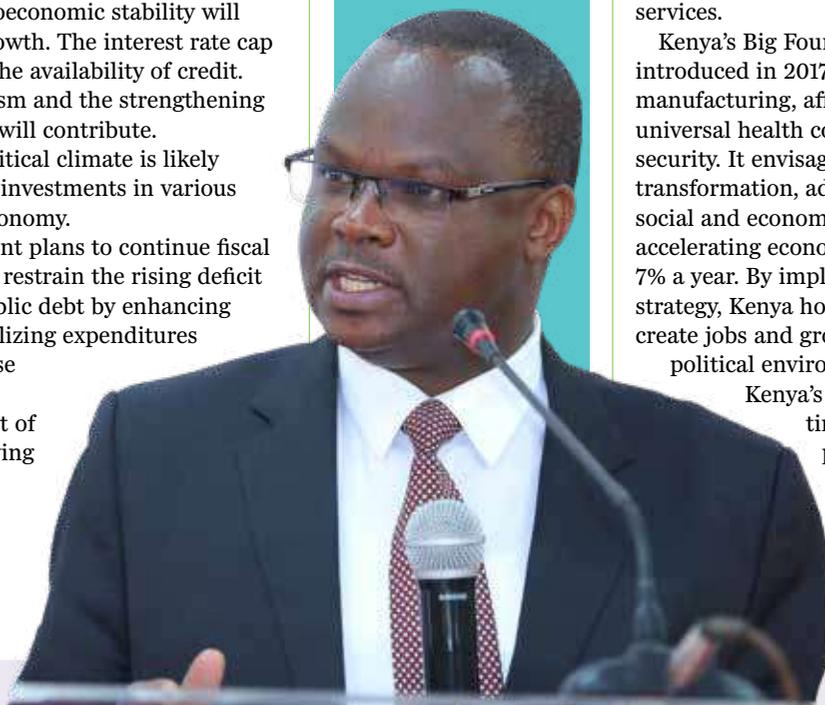
Kenya continues to face the challenges of inadequate infrastructure, income inequality, and increased joblessness.

The need to raise additional tax revenues to finance economic development motivated the government to tax mobile transactions in 2013. Poorly designed tax policies, when applied to retail electronic transactions as well as bank transactions, can potentially reverse economic gains from mobile banking, especially for low-income earners who rely heavily on these services.

Kenya's Big Four economic plan, introduced in 2017, focuses on manufacturing, affordable housing, universal health coverage, and food security. It envisages enhancing structural transformation, addressing deep-rooted social and economic challenges, and accelerating economic growth to at least 7% a year. By implementing the Big Four strategy, Kenya hopes to reduce poverty, create jobs and grow the economy. If the political environment remains stable,

Kenya's economy will for the first time in a decade hit a six per cent growth rate in 2019.

The writer is the Director, Corporate Banking at KCB Bank Kenya



**6%**

According to Africa Development Bank, real GDP is projected to grow by 6% in 2019 and 6.1% in 2020



## INVESTMENTS

# Global hotel chains make a beeline for Kenya

**K**enya is witnessing an unprecedented boom in hotel construction which is guaranteed to change the face of the hospitality industry in the country.

An increase in the number of business and leisure visitors, as well as the entry of global hotel chains into the country reinforces the hotel sector's untapped potential for business growth.

The Hotels Africa 2018 report shows Kenya has 68 global hotel brands, with South Africa leading with 430 hotels, followed by Egypt (300), Morocco (153) and Tunisia (103). Mauritius, Nigeria, Tanzania, Zimbabwe and Algeria are the

other countries in the top 10 list.

According to the report, Nairobi, Dar es Salaam, Zanzibar and Seychelles are leading in global hotel developments in Eastern Africa.

The increase in the development of new hotels and the refurbishment of existing ones is an indication of the confidence that investors have in Kenya's economic growth.

Other big drivers of hotel development is Nairobi's position

**68**

**Number of global hotel brands in Kenya**



as a commercial hub in East Africa, stable local economy, varied tourism offerings, increased security, reliable infrastructure and reliable air connections.

Andreas Flückiger, General Manager Mövenpick Hotel & Residences Nairobi says: “Nairobi is an important destination in East Africa; it is well positioned and connected, hosting many international organizations, corporations and NGOs. Business travelers have an affinity for brands they recognise”.

The hotel opened in Kenya in April 2018. Others international brands that are looking to set up in Kenya in the next five years include Radisson, Marriot, Hyatt, Hilton, Sheraton and

Best Western brands of hotels.

A 2018-2022 outlook report by PricewaterhouseCoopers (PwC) projects that hotel room revenues will increase at a 9.6% compounded annual rate. Guest nights are projected to increase from an average of 3.6 million in 2018 to 4.6 million in 2022, and occupancy rates are expected to increase from 49.3% in 2018 to 58.1% in 2022.

Jared Osoro, an economist and director of research and policy on financial markets and policy at the Kenya Bankers Association, says that meetings, incentives, conferences and exhibitions (MICE) offers potential for product differentiation in the market for international luxury hotel brands.

He says for the country to reap benefits, differentiation of offerings and proper sequencing of corporate events is essential.

“There is renewed momentum in the tourism and hotel industry which brings about competition. As such, hoteliers have to differentiate their services and focus on areas where they have a competitive advantage. Take KICC for example; it offers MICE facilities but does not have hotel accommodation,” explains Osoro.

“Nairobi is vibrant in terms of MICE. Conferences often fill guest rooms and meeting spaces and whoever has well equipped conference centers and high-adaptation and consumption of technology to supplement the growing number of MICE facilities has a competitive advantage,” he says.

Critical to maintaining the growth momentum is the quality of supporting infrastructure. Whether business or leisure-focused, every hotelier tries to distinguish themselves on the quality of customer service. Something that Mövenpick’s Hotel GM Andreas Flückiger expresses confidence in.

“Customer service at Mövenpick stands out because our staff are trained in offering excellent services. We have an employee of the month award that is selected from front of the house and back of the house. Any employee who gets a special mention by a resident guest is rewarded,” says Flückiger.



**Jared Osoro**  
Economist



**Nairobi is an important destination in East Africa; it is well positioned and connected, hosting many international organizations, corporations and NGOs -**  
Andreas Flückiger, GM Mövenpick Kenya

SPONSORSHIP

# Sports marketing comes of age

**Sports personalities are finding fortune in corporate endorsements, a trend that is gradually catching on in Kenya**

W

hen athlete Eliud Kipchoge won the 2017 Berlin Marathon, he was appointed the Isuzu East Africa brand ambassador for a year.

Last year, when he broke his own record at the 2018 London Marathon to become the greatest marathoner ever, Isuzu extended the partnership for another two years valued at KShs.20 million.

Like Kipchoge, sports personalities are finding fortune in corporate endorsements, a trend that is

gradually catching on in Kenya where companies use them to create awareness about their products and services and consequently boost sales.

Thanks to his exploits on the track, Kipchoge lands lucrative deals from local and international companies.

According to Isuzu East Africa Managing Director Rita Kavashe, the partnership with the marathon record holder has helped boost the company's sales.

"Eliud resonates particularly very well with key attributes of our Isuzu brand. Through his world-

**KShs.20m** Value of partnership between Eliud Kipchoge and Isuzu East Africa

class performance, he has demonstrated remarkable strength, resilience and reliability in the races he has participated in and we honour him for that," she says.

"Eliud's endorsement of the Isuzu brand vehicle has boosted the brand visibility, awareness and our sales volumes have increased. His discipline, focus and tenacity to win aligns with our core values as a company," she said during a ceremony to mark the renewal of the partnership," she adds.

Sports marketing, like in Eliud's case, is where companies use sports/sporting events to promote their products and services. Usually, with brand personalities who capture the essence of their core business.

KCB Bank has a strong sponsorship presence in the Kenyan sporting scene.

When KCB began using sports as a core marketing activity, customers created a connection that went beyond financial jargon, tellers and ATMs. Sports sponsorship has enabled the bank to offer an exciting facet of itself to the public not only as a financial provider but as a culturally tuned in company.

The bank sponsors football team KCB FC, rugby team KCB RFC, KCB Volleyball, KCB Chess team and is the main title sponsors for the KCB Karen Masters and motorsports which include both autocross and the Kenya National Rally Championship.

Antony Ahenda, a Business Development Executive at Frontiers, a sport and entertainment agency, says despite Kenya's prowess in track and field games, sports marketing isn't as big in Kenya as it is in Europe. He says most companies associate themselves with football because of the huge number of fans the sport attracts.

"SportPesa sponsors Gor Mahia. They are also the main sponsor of the Kenya Premier League," says Ahenda.

Sports personalities who have landed lucrative sponsorship deals include football star Victor Wanyama who previously acted as the Chapa Dimba na Safaricom



**World marathon record holder Eliud Kipchoge.**

Tournament brand ambassador in a reported KShs.25million deal.

Back in May, he was also appointed the DStv 2018 FIFA World Cup ambassador.

His brother McDonald Mariga, another football star, is currently the brand ambassador of betting firm Betin.

In March, footballer Denis Oliech was appointed as the brand ambassador of the betting firm Betway in a deal valued at KShs.10 million.

Regionally, three time Olympic champion Tirunesh Dibaba was named the Ethiopian Airlines brand ambassador in 2018.

According to Ahenda, popularity plays a huge role in sports marketing because companies want to associate themselves with role models.

Ahenda, however, says this strategy in sports marketing is yet to gain traction because the corporate sector still hasn't fully bought into it. And it has its reasons.

First, he says, there is lack of transparency when it comes to prudent use of finances in most sports federations and unions, a major reason corporates shy away from sponsoring or partnering with teams, athletes or players. Secondly, corporates do not want to give money which cannot be accounted for.

"If a company gives money to a union, they would like to see what their money is doing, they need transparency and accountability. That's why sporting teams and federations struggle to get sponsorship," he says.

Another reason is because most parents do not believe sports can be a career and even the school curriculum does not give sports a priority.

But, there are still opportunities for the sector to grow and one of his recommendations is to package sporting teams and federations like KPL in a way that seems attractive to sponsors.

Some of Frontiers clients include Kenya Golf Union, Kenya Premiere League, Athletics Kenya and the Kenya Rugby Union.

They have also worked with the Mater Heart Run Foundation.



**Popularity plays a huge role in sports marketing because companies want to associate themselves with role models-**

Antony Ahenda, Business Development Executive at Frontiers



# Clearing the way for local car manufacturing

New policy provides road map to rev up auto industry in Kenya

In 1985, Kenya made international headlines when it became the first country in East and Central Africa to manufacture automobiles entirely from its local capacity.

The Nyayo Motor Corporation, saw five prototypes of the Nyayo Pioneer Car flagged off to the full glare of the international media.

However, the project ground to a halt as the economics of local manufacturing at the time made it difficult for the Nyayo Pioneer Car to compete with second hand imports ushered in by the liberalization of the economy in the structural adjustment programme era that followed.

Today, Kenya is once again reviving its industrial gears with a focus of making the country a regional hub for the manufacture of automobiles.

This time the government and industry stakeholders are keen on learning from past mistakes which has informed the drafting of the National Automotive Policy published in January 2019.

The Policy spells out specific interventions that will be undertaken by both the public and private sectors to revive the sector.

The policy will also help boost local manufacturing, which is one of the government's big four agenda items that aims to boost the sector's contribution to the country's GDP from the current 8 per cent to 15 per cent by 2022.

"The policy is part of the larger plan to boost industrialization in Kenya because we cannot continue to be net importers

of vehicles. We need to grow the local assemblies and manufacturers so that we can generate jobs for our people," said Peter Munya, Cabinet Secretary for Trade and Industry.

The policy aims to scale-up exports of automotive products to the East African Community (EAC), Kenya's largest export market.

At the same time, the government is looking to boost research and development efforts in the automotive sector for indigenous research, design and engineering of both automotive vehicles and components.

This will boost industrial growth and job creation along the value chain, translating to billions in revenue for local manufacturers and the economy.

Data from the Kenya National Bureau of Statistics, (KNBS) indicates that Kenya's motor vehicle assembly industry recorded an annual turnover of KShs.60 billion in 2017.

The sub-sector employed over 12,000 people - 3,000 directly in assembly plants, 3,690 people in downstream spin offs, and 5,782 in support sectors.

"The value accrued beyond vehicle manufacturers and assemblers with industries consuming KShs.13.5billion worth of locally produced materials and contributed annual tax revenues to a tune of KShs.8 billion.

CS Munya says that apart from boosting local production, the policy is also aimed at making vehicle ownership affordable to Kenyans and reduce number of used





vehicles on Kenyan roads.

This has informed the lowering of the age limit for second hand car imports.

According to the National Automotive Policy, the age limit on imported second hand passenger cars above 1600cc will be cut from the current eight years to five years by June 2019 and down to three years by 2021.

A National Automotive Council will be formed to implement the ambitious policy.

“The government will make preferential purchase of locally assembled motor vehicles by ministries, departments and agencies in the spirit of the Buy Kenya, Build Kenya strategy through enforcement of the Public Procurement and Asset Disposal Act 2015,” reads the policy document in part.

Already, the Kenya Bureau of Standards,



**A National Automotive Council will facilitate the acquisition of component specifications to facilitate investment readiness and production of given components locally.**



**12,000**

**People employed in the sub-sector**

(KEBS) has published revised standards for the assembly of bus panels that will be enforced on firms manufacturing units for the bus rapid transit (BRT) system with a focus on increasing safety and reducing maintenance costs.

“The National Automotive Council will facilitate the acquisition of component specifications to facilitate investment readiness and production of given components locally,” reads the policy document in part. “Joint ventures with global value chain players to produce locally in Kenya will be explored at appropriate times.”

The government will also offer incentives aimed at rewarding incremental uptake, collaboration and utilisation of locally manufactured products that meet required standards and specifications.



## ECONOMY

# Tourism sector blooms again

According to the Tourism ministry, the sector contributed KShs.157 billion to the economy with both international and domestic tourism registering impressive growth

**K**enya's tourism sector last year grew by more than 30 per cent as the number of visitor arrivals to the country surpassed the two million mark.

Behind the statistics unveiled by the government earlier this year is a story of resilience, recovery and growth of a sector that last year contributed KShs.157 billion to the country's GDP.

Kenya suffered sustained attacks by al-Shabaab terrorists between 2011 and 2015 with tourist arrivals plunging to 1.18 million from 1.8 million over the period.

In 2015, tourism stakeholders estimated travel advisories placed on Kenya by the UK, US, France and Austria would punch a KShs.40 billion hole in the country's economy.

The losses were attributed to cancellations as prospective tourists heeded the warning.

From early 2014 towards the end of 2016 most hotels in the coast were operating below 25 per cent occupancy with at least 20 of the most adversely affected shutting down.

Many people lost their jobs directly while businesses that depended on the tourism economy such as product suppliers, travel agencies and caterers were either forced to close or scale down their operations.

Today, Kenya's tourism sector has rebounded posting record growth rising on the back of political stability and investments by both the government and private sector.

This follows aggressive marketing by the government through the Kenya Tourism

Board, KTB to raise the profile of Kenya as a destination for both leisure and conference tourism.

In the past five years, more than a dozen hotels have opened their doors across the country with others in several stages of construction.

According to the Tourism ministry, growth in numbers has also come from domestic tourism as Kenyans have heeded to calls by the KTB through a campaign dubbed Tembea Kenya.

In 2017, Kenyans accounted for more than half (3.4 million) of the country's six million hotel bed-nights making domestic tourism the largest driver of growth in the sector.

Last year, Kenya Airways launched



**Today, Kenya's tourism sector has rebounded posting record growth rising on the back of political stability and investments by both the government and private sector.**



**157 billion**

Contributed to the country's GDP last year

direct flights to New York's JFK Airport from Nairobi. This is anticipated to drive up tourism numbers from the US, Kenya's fourth-largest source market at the same time strengthen JKIA as the regional hub for East Africa.

Even as stakeholders in the sector pop champagne at the turnaround the sector has undergone over the past five years, efforts continue in marketing Kenya as a preferred destination for beach, safari and conference tourism.

Policy makers, private sector investors and bilateral partners are today in agreement that acts of terrorism do not necessarily point to a collapse in the security apparatus and do not merit travel advisories.



**The Mövenpick Hotel & Residences in Nairobi.**

STYLE

# We help polish your personal image

Renowned image consultants say personal branding and image consultancy helps build a stylish and more confident version of you

**T**here is an old adage that says “your first impression is the last impression”.

The saying holds true even today.

People are going to great lengths to improve their appearance.

Those who can afford it, especially politicians, business executives, sports persons and even celebrities, hire the services of image consultants.

These are professions who work on improving your appearance, and train you in improving your verbal and non-verbal communication.

Here in Kenya, Robert Burale and Derek Bbanga are two renowned image consultants. They work with individuals and groups to improve their image, grooming, brand themselves, develop business and social etiquette and improve public speaking all in an effort to set them apart from the competition.

According to Burale, image consultation goes beyond improving the outward appearance or the kind of clothes or shoes you wear. Image consultants do not work in changing who you are but how you carry and present yourself, what you say and how you say.

“It entails growing a wholesome individual image inside out,” he says.

Image consulting is not limited to individuals. Bbanga says his clients also include companies who are keen on boosting the image of their important asset - their staff.

“For a long time, companies have concentrated on developing employee’s technical skills and would seldom address the soft skills which are also critical to an employee’s career advancement. Nowadays, more and more corporates are reaching out to us,” says Bbanga.

“Employers are willing to invest more in their employees

because they have realized that their employees are their brand ambassadors – especially where employees deal directly with the clients and customers,” he says.

First impressions are even more vital in a digital world where people read about you or see your photo before they get a chance to meet you. A potential client will first see your website (in case of a corporate) or a potential employer will first see your LinkedIn profile photo and make a judgement about you based on that.

Bbanga says his clients largely include telecommunication, manufacturing, banking, media and non-profit organisations.

Bbanga says while working with clients, his mandate goes beyond making a person fashionable to creating a style unique to that individual.

“If you’re fashionable, you keep up with the trends. Fashion is all about the clothes and what is selling at the moment. However, style is all about you and your personality,” he adds.

Bbanga and Burale concur that individuals rarely take up their services.

This being an emerging trend in the market, many people may not value the need to spruce up their image. But although the uptake of their service is low, it is growing.

However, their services don’t come cheap. According to Burale costs differ from one client to another depending on the need. “On the lower scale, cost for individual consultancy starts from \$100 per hour while corporate starts at \$1,000 an hour,” Burale says.

Jay Danzie, a world renowned public speaker famously quoted that “Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark.”



**Image consultation goes beyond improving the outward appearance. It entails growing a wholesome individual image inside out**  
- Robert Burale

**\$1,000**

**Average cost per hour for corporate clients**



**Employers are willing to invest more in their employees because they have realized that their employees are their brand ambassadors**  
- Derek Bbanga

FEATURE

# The Beauty



# Billions

*The hair and beauty industry in Kenya is big business, employing hundreds of people and contributing billions to the economy. Those in the industry say the future is colourful*



# Making a fortune from the billion-dollar

# hair business

**Euromonitor, an independent provider of market research, puts the value of the hair care industry in Kenya at KShs.12.7 billion in 2017**

**A** low median age, social media and an expanding middle class are driving the multi-billion hair industry in Kenya, riding on influences from around the world and in the process creating opportunities for investors.

The industry's potential caught the eye of Indian multinational Godrej Consumer Products Limited earlier this decade and in 2011, Godrej JCPL entered a joint venture with the then owners of Darling Kenya.

In 2016, Godrej announced that they had acquired 90 per cent of the Kenyan subsidiary of Darling, which was started in Senegal in 1979 and by the year 2000 had a Pan-African presence and was establishing itself as a

strong player in the Kenyan market.

Growth in the industry is driven by the expanding middle class and the increasing influence of social media, which typically means that the hairstyle Beyoncé wore at the Global Citizen concert in South Africa will soon be on the head of a young Kenyan girl.

Euromonitor, an independent provider of strategic market research, puts the value of the hair care industry in Kenya at KShs.12.7 billion in 2017, growing at seven percent per year. Some industry players say the actual figure could be KShs.2 billion higher.

Gaurav Kaushal, who oversees Godrej's interests in Kenya, says that the country's low median age "influences trends drastically".

"We are now dealing with millennials.

They get interested very fast, they have access to social media and they change their preferences equally fast. They want new trends even faster than what earlier generations wanted," he says.

With earlier generations, a trend in the United States would find its way to Kenya after three or four years, but with the beauty influencers available a click away on Instagram, this takes six months to a year.

"The life cycle of trends is becoming very short," he says.

Afrohair, or a natural look, has also become the norm.

The black world sat up and listened when award-winning Nigerian author Chimamanda Adichie told American magazine *The Cut* in December 2016, "I can say very excitedly now that I absolutely love my hair and I wouldn't change it."

The author, who has inspired Beyoncé to the extent of being quoted in her work, then described her struggles with keeping her hair in the best state possible, something many African women can relate to, and which sparked one of the biggest debates.

For Darling, said Gaurav, the growing interest in keeping it natural is a huge trend.

"Anything which is linked to afro hair, natural hair, those styles are picking up fast," he says.

He also says that businesses are creating more styling and maintenance products, known in the industry's parlance as wet hair products, to enable consumers keep a natural look.

Mainstream companies have a firm grip on the hair care market in Kenya, with Haco Tiger Brands, L'Oreal East Africa and PZ Cussons the leaders.

While the big brands have product ranges formulated for ethnic hair,

the mainstream companies are still associated with relaxers and other unnatural products.

"As a result, some customers still pledge their support to small, independent companies who produce products specifically for ethnic hair. The rationale is despite the influence the bigger brands have, these customers still perceive that the products they produce are not designed for women with ethnic hair," Euromonitor says in their country report dated July 2018.

For Paul Ng'ang'a, who owns Alchemy Brands Limited, makers of the Mikalla range of hair products, the potential lies in the fact that only about 60 per cent of Kenya's



**We are now dealing with millennials. They are interested very fast, they have access to social media and they change their preferences equally fast**

- Gaurav Kaushal

population uses cosmetics and other products, meaning that the 40 per cent will need a product sometime in the future.

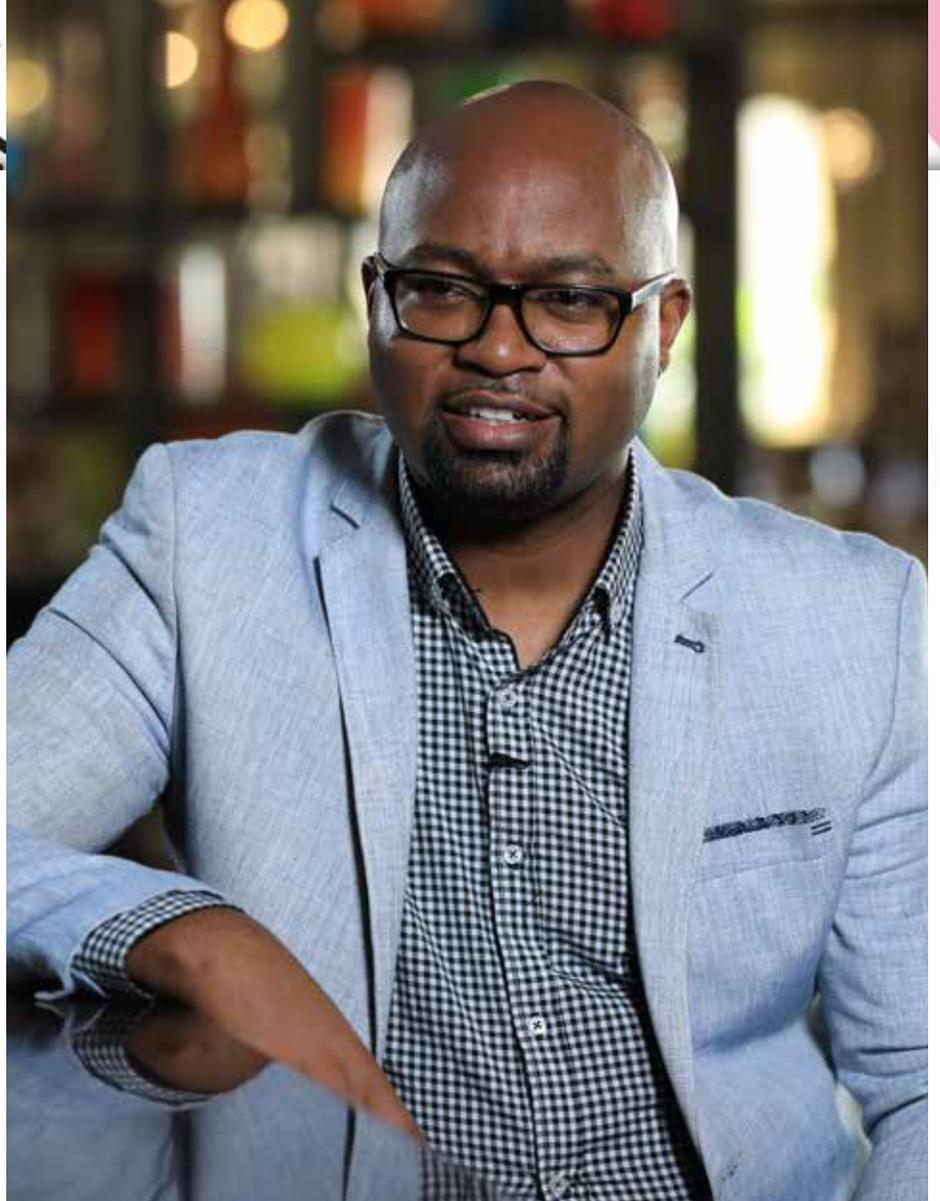
As the population has more and more money at their disposal, the numbers will grow.

The reported growth of the middle class is also another key factor for growth.

"More money is coming into people's pockets. If you were only using body lotion you are now using body lotion and maybe lip

>>>





**Paul Ng'ang'a** Founder, Alkhemy Brands Limited

»» gloss and lip stick,” says Paul.

He says that with people who were 15 a decade ago now turning 25 and earning, that is a market that small manufacturers like him and big brands like Darling will be fighting to get.

Last year, Darling set up a unit whose core job is to understand consumer trends and styles. They have so far spent close to KShs.200 million on research and development.

The findings, says Gaurav, are pointing Godrej to the right direction.

For example, they realised that the Kenyan market is very experimental and that it is influenced by social media – the customer’s presence, who they follow and what they see there – but the stylists make a big difference.

“I was in Kenyatta Market and met a lady who travels 40 kilometres because she will only get her hair done by the same stylist. Going back to the same stylist is very important and the stylists’

community is also an influencer in Kenya,” says Gaurav.

That way, while the consumer might like a style they saw Beyoncé wearing, they will not take it if their hairdresser does not recommend it.

This is a sentiment shared by Paul of Mikalla, who says his company listens to the customer.

“The first thing that you must do is figure out what people are really looking for,” he says.

Paul says Mikalla’s decision to make the products they have now was partly informed by a trend towards safer and less toxic products.

“We believe in manufacturing products that are good for mankind. Consumers

are becoming more aware and more interested in products that are safe and natural. They want to look good but want to do it safely,” he says.

“It is the more sophisticated consumer who wants to be more natural,” says Paul.

“This is important to us because there is a direct correlation between naturalness and safety. As a manufacturer, you need to figure out how to cater to such a consumer by providing the product that they are looking for,” he says.

While big manufacturers and the multinationals, who have a huge advertising budget can put up a billboard along a busy highway, small players have social media, from where they can reach



**Gaurav Kaushal**  
Darling Kenya CEO

consumers without spending a lot of money.

“This has created an opportunity for small brands to fit into these spaces. Technology has helped the consumer find more information on the products that they would like to purchase. This makes consumers more empowered than they were before. The customer can compare different products prices, ingredient lists and reviews,” says Paul.

While the global trends and the influences from Hollywood will remain dominant as long as we are in the digital age, both the multinationals and the small players are looking at growing their market organically. Stylists are the point of focus for this, with manufacturers keen on ensuring



**We believe in manufacturing products that are good for mankind. Consumers are becoming more aware and more interested in products that are safe and natural. They want to look good but want to do it safely - Paul Ng'ang'a - Alkchemy Brands**

**27,000**

**Stylists who partner with Darling Kenya**

that when a woman who has come 40 kilometres to see their stylist asks for what would work, they get the best advice possible.

Darling Kenya works with 27,000 stylists to co-create on the basis of their common interests.

PZ Cussons also engages hairdressers and stylists and, working with 2jiajiri, the KCB Foundation's youth empowerment programme, trains them at a salon at their headquarters in Baba Dogo, the aim being to educate them about the appropriate use of products.

With a fully functional salon at their headquarters in Baba Dogo, Nairobi, PZ Cussons regularly conducts seminars to train stylists on how to use the right products for different hair types.

# Booming cosmetics industry a goldmine for start-ups

**Savvy entrepreneurs are riding the social media wave and making a killing in the KShs.6.6 billion industry**

**T**he cosmetics industry in Kenya is experiencing an explosive growth. The

majority of this segment's consumers - women - are on an exciting journey of exploration, experimenting with new products.

According to analysts, this growth is being fueled by among others, an expanding middle-class, social media influence and urbanization.

In 2014, according to Euromonitor International, the Kenyan Colour Cosmetics industry was estimated to be worth KShs.5.4 billion and by last year, 2018, was projected to grow up to KShs.6.6 billion.

Although the market is crowded, local entrepreneurs are building profitable businesses by manufacturing products that cater to different needs and preferences.

SuzieBeauty, which launched in 2011, is a pioneer in the Kenyan beauty industry. The

## 2011

**Year when Suzie Wokabi launched SuzieBeauty, a cosmetics company.**

**"I wanted to be a vet or a translator for the United Nations. But after graduating, I went into the fashion scene where I worked in many facets of the fashion industry"**

- Suzie Wokabi

company was launched with a full range of products from face, eye, lips and skin care products that were both of high quality and affordable.

Flame Tree Group acquired the business in 2016.

Suzie Wokabi, the founder, says the brand was successful because her company struck when the iron was hot.

As the Chief Creative Officer, Suzie is responsible for product development, launches into the market, public relations, marketing and sales.

She worked in New York from 2001 to 2007 before coming back home to start SuzieBeauty.

"This was during the era of buy Kenya, build Kenya. I moved home specifically for this purpose. As an African woman who wanted to make African products, I felt African women would really appreciate our product, and they did. We have a loyal clientele and we are grateful," says Suzie, who has expertise in all form of make-up artistry.

In this age of social media and ever changing consumer preference, Suzie keeps herself and the business current by engaging consumers online.

"When I started Suzie Beauty I couldn't afford to import the materials and machines, so finding the right partners who got the specifications and my formulas right was important. But in 10 years I'm hopeful I can fully manufacture in Kenya," she says.

Interestingly, Suzie says that she never planned to be an entrepreneur.

"I wanted to be a vet or a translator for the United

Nations. But after graduating, I went into the fashion scene where I worked in many facets of the fashion industry. That's how I was able to identify the gap in our local cosmetics sector and it's been an exciting journey," she says.

With almost a decade's worth of experience as an entrepreneur, Suzie is passing down knowledge by mentoring others in the cosmetic business. So far she has worked with Nelly Tuikong, founder of Pauline Cosmetics and Joanna Kinuthia of Joanna K Cosmetics.

"Two months ago, we had an event where we collaborated with Joanna and she drew a huge crowd. We will keep collaborating where it makes sense. This is all about building the African beauty industry," she says.

The market dynamics have changed since Suzie started her business. The prevalence of internet and social media,

**Suzie Wokabi,**  
founder of  
**SuzieBeauty,** a  
local cosmetics  
company.

has made it much easier for people to start, and grow a cosmetics business.

Joanna was already a renowned YouTuber before she launched her 'Aspire Collection' on December 1st 2018, with four matte lipsticks and one eyeshadow palette.

The entrepreneur, who quit her job to vlog on beauty and makeup, says her decision to launch a makeup line was influenced by three things.

One, the fact that there are very few Kenyan makeup brands. Two, she was confident she would influence people to use her products because she already had a following on YouTube.

Lastly, she wanted to inspire other people to follow their dreams, to dare do things that scare them.

Since launching the collection two months ago, she has had over 300 customers, >>>





» some of whom have bought the entire collection, and others more than one product in the line. The red lipstick, 'Unapologetic' is the best-selling item so far.

"Customers are buying because they want to support a local brand. But unfortunately there are those who still believe that foreign products are better or superior. We can change that mindset by aggressively marketing local products," she says.

It has been an exciting journey for Joanna, who conceived the idea for the collection last year in January, began working on it in February and launched it in December.

She says she has learnt valuable business lessons.

“Initially, I made poor financial decisions, I spent on things I didn’t need to that didn’t bring returns and I overestimated how many followers would translate to customers,” she says. She has two employees.

“I focus on the overall vision of the company so that I’m constantly consuming content that will help grow the company,” she adds.

Nelly Tuikong, the founder of Pauline Cosmetics, is one of her mentors who she looks up to.

“Nelly is amazing. She guided me with useful information. She didn’t see me as competitor,” she says.

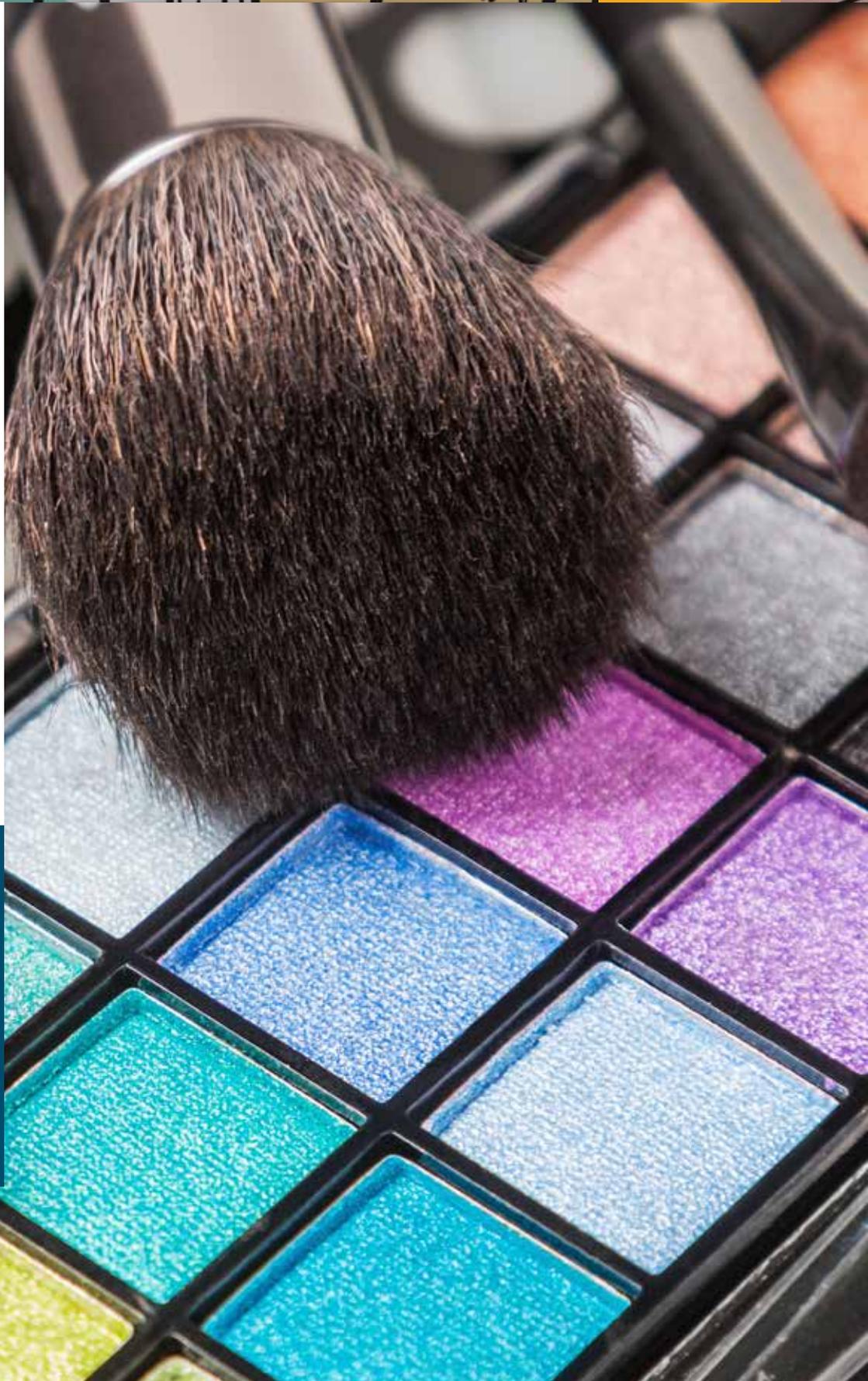
She is full of praise for Suzie of SuzieBeauty.

“Suzie Wokabi is bold. She started this business (in Kenya) when there was no one else in the market, and she began with a full range of products”.



**As an African woman who wanted to make African products, I felt African women would appreciate our products, and they did. We have a loyal clientele”**

- Suzie Wokabi



**K**enya is at the threshold of growth in personal care, with the increased aspirations that come with the digital savviness of a youthful population, and the growing middle class giving industry players a reason to look to the future with optimism.

Companies have in turn invested millions in research to find out what their customers want and in developing products to meet that demand. The result

is a market that is awash with a range of soaps, lotions, deodorants, roll-ons, body mist, body washes and colognes.

“Worldwide, as the GDP of a country is growing, the categories of personal care will start evolving. Kenya is at the threshold of personal care growth for the simple reason that as affluence grows, personal care grows, with more and more specialised products for the consumers’ needs,” Sekar Ramamoothy, the managing director at PZ Cussons, said in an interview.

Increased discretionary spending, a youthful population and internet penetration is fueling demand for products by people who want to try new looks

# Chasing the billions in burgeoning beauty industry

That growth, according to Euromonitor International, has been fuelled by a “stable, well-connected middle class with increasing disposable income.”

A report by the company dated July 2018 puts the value of sales in the beauty and personal care at KShs.58 billion, with growth expected to surpass Ksh85 billion by 2022, providing opportunities for investors.

The growing middle class is also interested in trying

out new products that are cost effective and give them value for money, says Euromonitor.

Still, the independent provider of strategic market research says, the Kenyan consumer trusts international brands more than local ones.

The market is thus in the grip of multinationals, with L’Oreal East Africa Ltd, Haco Industries, Unilever Kenya Ltd, Colgate-Palmolive, PZ Cussons East Africa, Beiersdorf East Africa Ltd and GlaxoSmithkline East Africa Ltd leading respectively in individual market share.

They will maintain their hold on the market over the next five years, says Euromonitor, because they are affordable and are well known and trusted because of their heavy investments in advertising.

“However, as smaller manufacturers scale up, develop sales strategies and establish efficient distribution networks, they are likely to give the multinationals a run for their money,” Euromonitor says.

Pawan Kumar, who heads the Beauty and Personal Care segment at Unilever, attributes the willingness to try out new products to the youthful population and increased internet penetration.

#### Social media

This population wants to look good, and they can see from the internet good examples of people they would want to emulate.

“There is a greater need for people wanting to look good, feel good and get more out of life and that is what is driving the growth of beauty and personal care,” said Pawan.

Kenya is in a great place, he said.

“Youth form the bulk of the population and as the world is opening up and people are getting to know what is happening around the world because of the internet, the need for getting confidence and grooming there is growing,” said Pawan.

Steve Maina, the Finance Director at Haco Industries, sees it as the influence of millennials, who are willing to spend anything to look and feel good.

“Their lives are about ‘me and how I feel,’” said Steve.

The man at the helm of one of the biggest players has also seen growth from devolution, which has resulted in increased spending power at the counties, which receive more than KShs.300 billion from the national government annually. Unlike the districts that



**There is a greater need for people wanting to look good, feel good and get more out of life and that is what is driving the growth of beauty and personal care**  
- Pawan heads the Beauty and Personal Care segment at Unilever

**Steve Maina**

Finance Director, Haco Industries



>>> preceded them, there is now more money in the counties, which employs more than 12,800 people.

The counties have also contributed fuelled urbanisation, resulting in an increase in the number of people with an interest in grooming themselves, with the resultant increase in the consumption of personal and beauty care products.

The billions that Kenyans are willing to use money on their personal care and beauty have resulted in a very competitive environment for the industry players.

“To gain a percentage point in market share takes a lot of work,” said Steve.

A serious manufacturer constantly has their eye on the market, relying on insights from companies like Euromonitor and Nielsen as well as their own investments.

They need to understand consumer trends, how they buy and when and try to extrapolate against global trends.

“We try to integrate what is happening across the world with what is needed in this market and develop market-appropriate products,” says Sekar.

### Social media

For Unilever, said Pawan, they are focused on offering aspirational products at an affordable price, an area in which they see customers developing an interest.

They also seek to tap into the digital savviness of the youth. “Reaching the youth demographic through digital platforms is essential. Your typical youth doesn’t watch TV,” said Pawan.

For Haco, they are constantly in conversation with their distributors to know which products are in demand, combining that with data from Nielsen.

It also demands that the marketing team sometimes create a buzz on social media and monitor conversations, using the same to get feedback on their products.

The industry has not been spared by counterfeiters, says Euromonitor, as due to pressure from an aspirational middle class, there has been a surge in



**KShs.58 billion** Estimated value of the beauty and personal care industry in Kenya

counterfeit premium products, which are a threat to consumer health.

The industry players, however, take comfort from the renewed enthusiasm from stakeholders to fight counterfeits, with a multi-agency taskforce headed by the Kenya Revenue Authority cracking down hard on counterfeiters.

There has been emphasis on collaboration from manufacturers, as they help identify counterfeiters and are crucial in court cases as they are the complainants.

“Organisations have to work with the government and regulatory bodies,” said Pawan, adding, “Ultimately it’s



**Reaching the youth demographic through digital platforms is essential. Your typical youth doesn't watch television -**

Pawan

about having products that can't be counterfeited.”

For Sekar, who oversees the production, distribution and sale of the 90 products PZ Cussons makes at the factory at Baba Dogo, personal care comes down to two things: improved health and hygiene.

He sums it up thus: “If you use a proper moisturising lotion, your skin is moisturised well and it improves your overall energy level and health. Personal care is not necessarily just nice to have: it is a must-have for better health.”

TREND

# When a haircut is not enough

There is a new breed of men that are not afraid to look good. They are not content with a regular haircut and are willing to pay a premium to be pampered

**F**or the modern Kenyan man, long gone are the days when getting a haircut meant going to the barbershop to get a simple shave and have some searing spirit applied on the scalp to soothe the burn.

Today, a visit to the barbershop is one long dance, and the shave is only the first step.

After the barber is done, the seat is spun around and the man is pointed in the direction of a shampoo sink, where an attendant, almost always a woman, is ready to wash his head and then follow up with a massage.

Over the next one hour, that man will likely use at least five products as he goes through a head massage, a facial scrub, a pedicure and a manicure, emerging from the barbershop looking and smelling different.

The demands of male grooming have increased over the last two decades and the modern Kenyan man now requires more than just treatment for dandruff.

Euromonitor International, an independent provider of strategic market research, put the value of sales in the men's grooming side of the beauty and personal care sector at KShs.4.7 billion in 2018.

Steve Maina, the Finance Director and acting Managing Director at Haco Industries, forecasts growth in the men's segment of the beauty and personal care industry as one of the main components of the entire category's future.

"At the moment, that segment is only strong in lotions but as we move on, we'll find a lot more products that men will want, especially soaps and perfumes," said Steve.



**Men were always a laggard when it came to grooming but that is changing very fast and men's grooming is becoming big**

- Pawan Kumar, head of Hair, Beauty and Personal Care, Unilever

**KShs.4.7b**

**Value of sales in the men's grooming side of beauty and personal care sector in 2018**

He estimates the male segment of the beauty category at about 35 per cent of the current business, with the same factors influencing growth - the growing middle class, exposure because of increased internet penetration and a youthful population.

"In terms of the potential, it's going to

be a lot if you take the kind of dynamics we expect in the economy. It's going to grow a lot more," he added.

It is a view shared across the industry, with Pawan Kumar, who heads the Hair, Beauty and Personal Care side at Unilever Kenya pointing out: "Men were always a laggard when it came to grooming but that is changing very fast and men's grooming is becoming big."

Over time, men have become conscious of how they take care of themselves, and there are now trends around beards and mustaches and the products that are used to style and make them look neat.

It has lent momentum to companies like Mandevu, which sells products for conditioning, moisturising and styling beards.

"The biggest factor for us is self-consciousness," said Pawan, "That if you look good you can get self-confidence to tackle the day."

Internet penetration has helped such notions grow, with male fashion icons such as David Beckham and Idris Elba leading men to embrace the idea that it is essential to look stylish.

At Unilever, said Pawan, they noticed that a lot of the men's products are used by women as well, because they have a stronger fragrance and a stronger impact as most have a cooling effect on the skin.

As the male grooming category in Kenya grows, more industry players are getting interested. Gaurav Kaushal, who heads Darling Kenya, told Venture that it is an area they are looking at.

"Globally, we have seen a huge trend on male grooming purely on account of, 'How do I shave better?' for example. Male grooming globally is growing. It is the same in Africa," he said.

"We are keen to understand this category better and see if we want to have a play there," he added.



## PARTNERSHIP

# The making of a strong Kenyan brand

For the last 24 years, Terry Mungai, proprietor of Ashleys Kenya, has nurtured her company and helped rewrite the grooming rule book

**W**hen Terry Mungai took out a bank loan to buy a hair salon in 1994, she did not know how much that decision would change her life. Just two months later, Diners International - her employer - closed down, leaving her jobless and with a KShs.800,000 loan. Interest rates at the time were averaging 30 per cent.

Anyone could be forgiven for calling it quits at that point but not Ms Mungai. She took the challenge head-on and ventured fully into the hair and beauty business. It helped that her mother came from a business background.

Her first task was to identify her

niche market – upper and middle-class executives and men in particular who until then weren't catered for by most hair and beauty outlets.

“I was in the corporate world and we sought grooming services every week but the salons and parlours were not anything to write home about. Grooming is supposed to be relaxing and that's what I wanted to provide. My target was career professionals. We provided them with the full pampering experience.”

Once she identified her target market, she realised the location of the salon she had purchased would not serve her clients well and so she decided to sell it and buy another one at Kenwood House on Kimathi Street. She named the salon Ashleys after her last-born daughter. She faced numerous challenges in getting her business off the ground. She says convincing men to pay for grooming services, at a premium, took a lot of effort.

“At that time, good barbershops were non-existent. Men wanted the quickest haircut possible because it was not comfortable. When I was in employment, my male colleagues would park their cars outside Hilton Hotel, remove their ties and walk downtown to River Road to get haircuts,” she says, adding that it was unheard of for men to get pedicures, manicures or even a head massage.

“In those days, if you told men to do manicures, they thought it was all about polishing the nails. So we had to educate and tell them applying nail polish is actually the icing on the cake, and that a manicure is therapeutic because it removes dead skin and increases blood circulation. Once they tried out our services, they never turned back. We have clients whom we started with 24 years ago.”

The business grew slowly because cash flow was a challenge. At one point, she even had to sell her car to keep the salon afloat. She persevered and as they say the rest is history. Today, the business, which has since been renamed Ashleys Coiffure and Spa, has 13 beauty centres in total, 10 in Nairobi, one in Mombasa and two in Nakuru.



# 800,000

Loan that the Ashleys proprietor took out in 1994. She used the money to set up her first salon in the city centre



When I was in employment, my male colleagues would park their cars outside Hilton Hotel, remove their ties and walk downtown to River Road to get haircuts - Ms Mungai

Ms Mungai had clearly tapped into a growing industry with data from Euromonitor International indicating that sales of hair care products grew from KShs.5 billion in 2003 to KShs.12.7 billion in 2017. The industry is projected to grow to KShs.14.2 billion in 2022.

Like with any other business, hers was not bereft of challenges. She kept losing trained staff to competition.

“We used to handpick students from the few beauty schools that were available, retrain them for free and then hire them. Once they gained experience, they

were poached by other salons. I became frustrated when I realised that Ashleys had become a training ground for our competition,” she recalls.

She decided that if she was going to keep training people, she may as well get paid to do it and that was how Ashleys Hair and Beauty Academy was born in 2003. The school which started with five students was located in Kenwood House, the same location as her first salon.

The school became popular and to date has trained 15,000 students. It has an average intake of one thousand

>>>



» students annually who enroll for two main courses - beauty therapy and hair. Each course takes seven months and costs KShs.120,000.

“I learnt from experience that professionalism is key and we wanted to do it the right way, so we enrolled with City and Guilds International, an examining body for cosmetology,” she says. The academy has since opened branches in Buru Buru, Ruaka and in Nakuru.

Ms Mungai, a wife and mother of four children, says the academy is her pride and joy and gives her even more satisfaction than the beauty centres.

“The academy is not just a business; it is a mission to improve the lives of the youth by turning them into entrepreneurs.

Our goal is transformation. We run our schools as Christian based so students not only get training but also get spiritual nourishment. Parents have come to thank me not because of the jobs that we have given their sons or daughters but because of their transformation in character. Without character, you cannot succeed in whatever position you get,” she says.

She has seen a shift in attitudes over the last decade, people no longer perceive hairdressing and cosmetology as a course for people who fail to get into university.

“Ashleys is now the first pick for many students, some of whom opt not to go to university despite meeting the entry criteria because they have seen people earn good money from hairdressing and beauty,” she says.

Men too, she says, have embraced the courses. “It is almost a guaranteed success for a man because it is a technical job and men are very good with their hands. The majority of the people who do grooming are women and they prefer male beauticians and hairstylists.”

As if running two businesses with over 400 employees is not enough of a challenge, Ms Mungai still finds time to organise annual beauty pageants as a Miss World Kenya franchise holder.

In 2018, she shifted gears again, this time embracing franchising as her new expansion model. Until then, she used bank loans to finance new branches. She says that this route is fraught with challenges because she constantly worries about loan repayment and paying rent.

“The main appeal of franchising is that it will allow the Ashleys brand to grow without us necessarily investing our money. It will also accelerate our growth,” she says.

Ms Mungai will use two types of franchising models going forward. The first is direct franchising such as that used by established brands like KFC, for anyone who meets their qualification criteria. The second aims to create a subsidised brand with the typical Ashleys services offered at a lower price to attract new segments of the market. This model dubbed ‘Ashleys Mashinani’ is the result of a partnership between Ashleys Kenya Limited and KCB Foundation.

KCB Foundation offers scholarships as part of its 2Jijiri programme, which aims to create jobs for youth in the informal sector. The KShs.50 billion programme spread over five years will train youth in other sectors, not just hair and beauty. In the last two years, 203 students have won full scholarships to train at Ashleys Hair and Beauty Academy. Each of these graduates are guaranteed jobs in the Ashleys Mashinani franchise outlets.

Ashleys is one of the leading Small and Medium Enterprises that KCB Foundation has identified for piloting the franchise model, leveraging on its established brand to pull the youth into the burgeoning beauty industry in Kenya. The co-ownership model enables Ashleys to bring in the influence of its tried and tested enterprise management systems, supply chains and existing client base.

The decision to explore the franchise model was based on feedback from 2jijiri beneficiaries, who cited inadequate capacity to manage salons as one of their major challenges. Whereas the beneficiaries can provide services to the customers they struggle in developing business plans, salon operations, acquisition of supplies, staff and client management. This is because salon management is not part of the hair and beauty curriculum.

Ashleys Mashinani will kick off with three branches in Karen, Ngong Road and Kiambu Road, each employing 10 2jijiri Ashleys alumni working under



**It is almost a guaranteed success for a man because it is a technical job and men are very good with their hands. The majority of the people who do grooming are women and they prefer male beauticians and hairstylists**

**3**

**Number of Ashleys branded salons that are set to be opened under the Ashleys Mashinani.**

an experienced Ashleys manager. Those interested in entrepreneurship will eventually branch out and start their own salons with funding from KCB Foundation. The company will open 10 additional Mashinani franchises in 2019.

An Ashleys hair products line is also in the works starting with shampoo, conditioner and treatment, the fastest moving products in the industry. This will exploit the natural hair trend, which has exploded worldwide, the idea being to create products tailored for African women. “When customers like a product that you use in the salon, they want to purchase it to use at home.”

Although a local brand, Haco Tiger Brands controls 37.4 per cent of the Kenyan market for hair care products, the top brand, Dark and Lovely (14.8 per cent) is by French cosmetics multinational L’Oreal, which also owns the fourth placed brand, Nice and Lovely (10.3 per cent), a Kenyan brand that the multinational purchased in 2013. In second place is Haco’s Miadi (13.8 per cent), followed by Motions (11.5 per cent), a US brand. An-other foreign brand, Venus (9.4 per cent), by PZ Cussons, rounds up the top five. To keep up with trends in the industry, Ms Mungai travels two to three times a year, usually to Dubai, the US and China where Ashleys sources most of its products.



# Lessons from Muli Musyoka, the hair loss doctor

It feels faintly awkward to be discussing the importance of something as personal as hair. But perhaps it shouldn't, because the subject of hair has always been a touchy one, particularly among women. However, hair, or the lack of it, is also a big issue for men.

When men start to bald, most of them will cut the remaining hair and accept the new look that comes with it. For women, they will turn to wigs.

"Does the way I wear my hair make me a better person?...I am not my hair" are lyrics from India Aries' hit song, 'I am Not my hair'. Although the piece was originally written for women who had lost their hair to cancer, the message is applicable to everyone. Because it attacks the way society ideally views beauty.

Hair restoration is a fairly new practice in Kenya. Before Muli Musyoka started Hairhub Trichology clinic four years ago, people who suffered from hair loss would see a dermatologist.

Hair restoration treatment gained popularity after footballers and movie stars like Wayne Rooney, Mel Gibson, Matthew McConaughey, and David Beckham got hair transplants.

"The average human head has about 100,000 hair follicles, each follicle grows about 20 individual hairs in a person's lifetime. On average, hair loss is around 100 strands a day but when you start to lose more than that, there's need to seek medical help. However, if the hair follicles get destroyed or damaged, then it leads to permanent hair loss," Muli.

Trichology is about the health of hair and scalp and Muli is the first trichologist in Sub Saharan Africa. He trained in the diagnoses and treatment of hair loss at the International Association of Trichologists in Australia.

Muli says that when he got into this field, he recognized that there was absence of information on hair care and hair loss particularly when with Afro-ethnic (African) hair.

# Causes of Hair Loss:



**Genetics:**

This is the most common cause of hair loss in both men and women (more than 90 per cent of cases).



**Pregnancy:**

Some women experience extensive hair loss when pregnant or after child birth. This usually grows back with time.



**Health problems:**

If you have a severe illness, hormonal imbalance (especially related to the thyroid), secondary syphilis, anaemia or an autoimmune problem (a condition where your immunity attacks the body), you may experience some hair loss. This usually resolves once your health problem has been treated.



**Compulsive behavior:**

Children (and sometimes, adults) may get into the unfortunate behaviour of compulsively pulling out their scalp hair and even eyebrows and eyelashes (a condition known as trichotillomania).



**Diet:**

If you are on an extreme diet which prevents you from getting sufficient protein and micronutrients (vitamins and minerals), you are likely to experience some degree of hair loss.



**Medication:**

Drugs used to treat cancer, gout, depression and some birth control pills can contribute to loss of hair.



**Poor hair styling techniques:**

This primarily affects women whose hairdressers pull tightly at their hair when braiding, weaving or styling it. The hair loss is primarily in the front and also affects women who like holding their hair consistently in ponytails.



**Skin conditions:**

Psoriasis and fungal infections such as ringworm can lead to patchy hair loss.

“When we started, we didn’t have many clients because there was a lot of scepticism on the concept of hair restoration but over time our client base has grown significantly,” says Muli.

Creation of new hairlines is also a common trend for both men and women. Of all the patients that Muli sees at his clinic, 70 per cent are women.

“We offer two forms of treatment Platelet Rich Plasma (PRP) where a small volume of blood and used on thinning areas on the scalp and adult stem cells which are harvested as fat grafts from the tummy and then used on the thinning area. Both treatment options utilize naturally occurring growth factors and stem cells which are found in the blood and the fat,” he says.

The clinic performs hair transplant procedures using the latest innovative

technique referred to as Follicular Unit Extraction.

“The procedure involves harvesting hair follicles from the donor area - the back and/or sides of the scalp, where the hair is resistant to hormonal and genetic changes in the body. The follicles are then transplanted to the thinning or balding areas (recipient area).

A patient would need around 1,000 to 4,000 hair follicles on average with the number

highly dependent on area of hair loss, and each session takes 5 to 8 hours to complete.

Cost of treatment ranges between KShs.150,000 and KShs.400,000 depending on the extent of hair loss and how many treatments a patient needs.

“When the FUE procedure was introduced in Australia in 2000, experts said that it would not work on African hair because of the curl pattern of our hair root. But we have

had a 95 per cent success rate,” says Muli.

Beyond the growth of hair, the trichologist defines success as seeing his patient’s level of happiness, self-confidence and self-love increased.

According to a report by Euro monitor, the increased keenness in personal well-being, physical appearance and the growing consciousness regarding hair loss has substantially propelled hair transplant market growth. Last year, in Kenya, the dermatologicals sales value rose by 5 per cent reaching KShs.3 billion.

“About 45% of our business is from referrals from our patients. As a result of the growing demand for transplant procedures and related therapies, the market has great potential for growth,” Muli says.

**M**ake-up artiste, Willy Collins Mbogo makes a living out of making women look and feel beautiful.

Collins, or Willy Collins as he is popularly referred to on social media, spends hours in his clients' homes and other locations priming, contouring, buffing and preening to achieve what the beauty industry calls #beatface or simply, perfectly done make-up.

His job includes creating illusions like high cheekbones with make-up palettes, all the while blending creams and powders to create flawless and high definition looks that he and his clients will later post on their social media pages.

According to Willy Collins, who has been in the beauty industry for five years, the sector is no longer niche and elitist thanks to social media platforms like YouTube, Instagram and Twitter which have widened the marketplace to anyone with access to internet.

There are thousands of make-up tutorials uploaded on YouTube and Instagram by both amateurs and professionals, which means the number of make-up artistes keeps growing and consequently, their services are readily accessible.

"To be a make-up artiste today, all you need is social media for exposure, learn how to take good photos and use Photoshop because people will judge you by how attractive your photos are," he says.

With this growing need, consumers need not look far for the services of make-up artistes. Some like Collins, will come right to your doorstep for whichever occasion his clients need to be dolled up for. From bridal showers, baby bump shoots, personal branding, dinners or just a fun night out.

**It's a competitive industry and some people are now willing to do more for less. Some will take as little as KShs.2,000 which is unfortunate because they are not factoring in operational costs - Collins**

# Beauty on-demand: Stylists who bring glam to your home



**Connie Aluoch is a fashion stylist and image trainer.**

Aluoch, an international tutor at Istituto Marangoni Milan, is sharing her expertise and experience in Kenya at Strathmore Business School, training Women in Leadership on personal branding, image and grooming.

The award winning fashion stylist has been styling KTN news anchors since 2013.

Aluoch says more people now, not only celebrities, are employing the services of fashion stylists because fashion is more than just clothes. It's about how you feel, it's reflective of who a person is and what they stand for.

But Aluoch also knows the value of social media to a big brand like hers. She has employed three social media managers in her company, Connie Aluoch Styling Management.

She has 20,000 Instagram followers, a possible sign that indeed social media plays a unique role in demystifying and making the styling world more inclusive and accessible to all.

It is then no wonder that it has become a competitive industry with make-up artistes (MUAs) fighting for a piece of the glittery pie. And to stand out, Collins says one has to stand out in terms of service delivery.

For a full face of make-up, Collins charges KShs.5,000. The cost varies depending on the location. For instance, he has travelled to Singapore and Malaysia, and Diani and Chale Island locally with clients. On occasions he is flown to destination shoots which tend to last an entire day, and for that he will charge KShs.20,000 and the client caters for the air fare.

"It's a competitive industry and some people are now willing to do more for less. Some will take as little as KShs.2,000 which is unfortunate because they are not factoring in operational costs," he says.

To build a reputable brand, Collins says one needs to invest in quality products and accessories.

"Depending on the brand of make-up you want in your kit, for example Estee Lauder or MAC, you need a minimum capital of between KShs.30,000 to KShs.50,000," he says. "It's important to invest in quality products. For example, MAC lipstick can last you a year while the foundation and powder can go up to a year and a half," he says.

On the MAC Cosmetics website, products like an eye shadow palette costs between KShs.1,900 and KShs.6,500, foundation between KShs.1,000 and KShs.3,900, lipsticks depending on the type range

from KShs.1,800 to KShs.2,100, setting spray KShs.2,600, mascara KShs.1,000 to KShs.2,400 and the various eye, lip and face brushes range between KShs.1,900 and KShs.5,300.

Locally made brands are much more affordable. For example, Suzie Beauty brushes range between KShs.400 and KShs.1,900.

Over the course of his five-year career, Collins has built business relations and lasting friendships that have seen him become a confidant to some of his clients.

## KShs5,000

Amount charged for a full face make-up

"I'm like a fake therapist; clients confide in me about their new romances, pregnancies and even divorces. Others call me when they just need someone to talk to, and not necessarily do their make-up, but they still pay me," he reveals.

One of the ways Collins gets new and return clients, he says, is by word of mouth, and this is because in his experience, people buy or use what they have heard someone else use.

Just like with make-up, people are also seeking services of professional stylists. One of the big names in this profession is Connie Aluoch, a fashion stylist and image trainer.



# Peeling back years with a nip and tuck

Among the most common surgeries are liposuction, tummy tuck, butt augmentation and procedures such as botox

In the past five years, many more Kenyans—men and women alike—have been seeking procedures to shape and mould their bodies.

Dr Tilman Stasch a consulting plastic, reconstructive, aesthetic and hand surgeon based in Nairobi says given that most of these surgeries are now performed in Kenya, they are becoming more affordable and also more accepted in society.

Top on the list of the surgical procedures are liposuction (a non-invasive surgical procedure to remove fat from specific areas of the body) and tummy tuck and breast lift and reduction, breast augmentation (either with fat or silicone implants), butt augmentation and even male breast reduction.

The most common non-surgical cosmetic procedures include botox (to reduce the wrinkles, frown lines, grooves in the forehead and skin bands present in the neck) and Platelet Rich Plasma (PRP) for anti-aging which uses a patient's blood platelets to stimulate new cell growth, helping to improve your complexion, skin texture and to restore lost facial volume.

Interestingly, nearly 85 per cent of Dr Stasch's patients are female but men too are increasingly going under the scalpel for liposuction, surgeries to make scars less visible, eyelid lift surgery, reduction of loose skin after weight-loss (bariatric) surgery or after losing weight through exercise.

While cosmetic surgery deals with the improvement of shape and form, in terms of aesthetics, reconstructive surgery is a set of operations that aim to restore form and function following severe injuries, tumours, burns, birth defects or treat conditions such as back or knee pain.

Cosmetic surgery is elective, that is subject to choice by the patient or doctor and is planned in advance. Costs range from KShs.450,000 (for liposuction) to over KShs.800,000 (for complex body shaping operations).

People seek cosmetic surgeries for a myriad of reasons. They can range from someone's desire to change awkward features because they have been bullied which affects their self-esteem. Some women seek to have their breasts enlarged to be more feminine. Or a mother who, after raising her children, can set aside money for a tummy tuck and breast lift.

Dr Stasch says he at times turns away patients for a variety of reasons.

"I don't agree with patients who want to change their looks to solve broken relationship problems, or who want to look like celebrities or want operations that are disproportionate. In these cases, I ask them to reconsider or to seek help from other sources. A person's physical and mental health is always the top priority," says Dr Stasch of Valentis Clinic.

Advances in the technology have made most surgeries less invasive (non-surgical) which reduces hospital stay and recovery time.

Risks and complications form part of any surgical procedure such as infections and in severe cases there can be bleeding which can be fatal.

"Medical procedures can go wrong if not performed correctly and by a skilled professional. I encourage patients to verify their doctor's credentials before signing up for any surgery," he warns.

Cosmetic surgery is performed at Kenyatta National Hospital, Valentis Clinic that is run by Dr Stasch; The Karen Hospital, Nairobi Hospital, Aga Khan, and Apple + Sense Clinic in Nairobi among others.

## KSh450,000

Average cost of getting a liposuction



**Medical procedures can go wrong if not performed correctly and by a skilled professional. I encourage patients to verify their doctor's credentials before signing up for any surgery**  
- Dr Stasch



»» **Whether it is to enhance beauty, rectify an abnormality or enhance one's appearance, cosmetic surgery is becoming a popular trend in Kenya. Here are some of the most common procedures**

# Key



### Fillers

These are injections which contains collagen and other substances that are used to enhance looks. The injections reduce wrinkles and make the face smoother and plump.



### Face Lift

It is a cosmetic procedure which stiffens the wrinkles and the flabby skin on the face that come with age or loss in weight.



### Botox

Botox injections are used in cosmetic procedures to reduce wrinkles, frown lines, grooves on the forehead and skin bands on the neck.



### Cheek Augmentation

It is a cosmetic procedure that is done to highlight a person's cheek. The surgeon puts up a solid implant on the cheek bone usually made up of silicone. In some instances, the person's own fat or other filler injections are also used.



### Tattoo removal

In this procedure, the surgeon removes the small sized tattoos using a scalpel.



### Nose job (Rhinoplasty)

Rhinoplasty is a surgical procedure which corrects the nose size and shape.



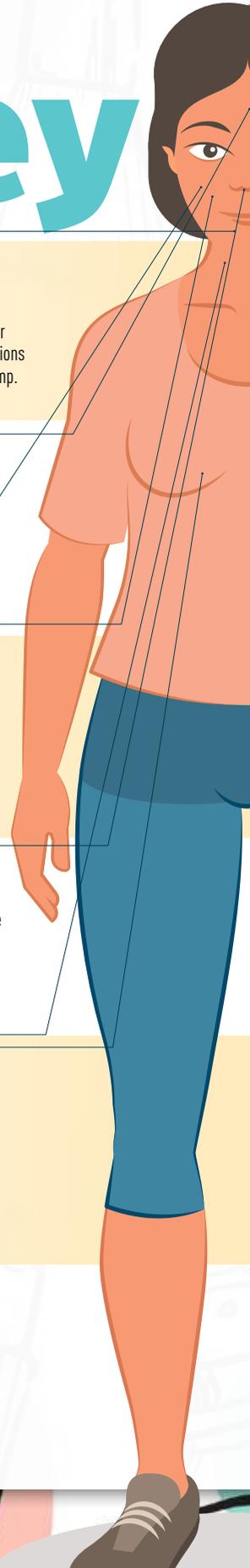
### Neck lift

This procedure is done to eliminate excess fat and skin on the neck region. It is a set of procedures performed to enhance the look of the neck.

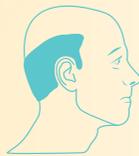


### Breast reduction

It is a cosmetic surgery that is done to remove surplus fat, tissues and skin to make proper size of the breast. It relieves the discomfort caused due to large breasts.



# Procedures



## Hair Transplant

This is a treatment for person who has scanty hair (baldness). The surgeon takes hair from the area which is abundant and then transplants it to the thin or no hair region. It is done as a day care procedure and the patient can go back to routine work within two to five days.



## Mini-Tummy Tuck

It is considered as a less persistent procedure than the abdominoplasty and targets the skin between the belly and pelvic bone. It mainly constricts the muscles on the lower abdomen. The procedure is a minor one and takes about two hours.



## Palm/Axillary Hyperhidrosis (sweating)

It is a condition in which there is over sweating in palms, armpits and soles. It is a treatable condition and there are several methods in treating them such as injecting botulinum toxin and surgery.



## Reconstructive surgery

This surgical procedure is done to reinstate the function of the body parts. The plastic surgeons use this concept to manage serious wounds by doing skin grafts, expanding the skin and flaps. Cosmetic surgeons use this concept in enhancement of breast, breast reduction and lifting, face and forehead lift, surgery for upper and lower eyelid, chemical peeling, reshaping of nose and skin resurfacing using laser.



## Hand surgery

In this procedure the disorders related to hands, wrist, elbows and shoulders are corrected.



## Trauma reconstructive surgery

This surgery is performed in patients who have facial and cranio-facial abnormalities, extremity injuries and intricate wounds.



## Cleft Lip and Palate repair surgery

The cleft lip and palate is the birth defect which is formed during pregnancy. This defect can be found only when the child is born. Surgery can be performed to correct this defect and is done when the child is about one year old. The surgeon will spruce the tissues and the lips are stitched. In some instances the nose also needs to be corrected. The child needs to stay at the hospital for about 5 days and recuperate within four weeks.



## Breast reconstruction surgery

This surgical procedure is done to recreate the breast mass that is similar with the remaining part of the breast. It is usually done as a follow up surgery mainly after mastectomy.

# PURSUIITS



## Off the beaten path; Travel gems in Africa

**T**he holiday season is over and social media is awash with photos of tourists relaxing in the usual tourist hot spots. These range from the beach, game parks, theme parks, malls and such. Not that there's anything wrong with tourist hot spots—they're usually popular for a reason.

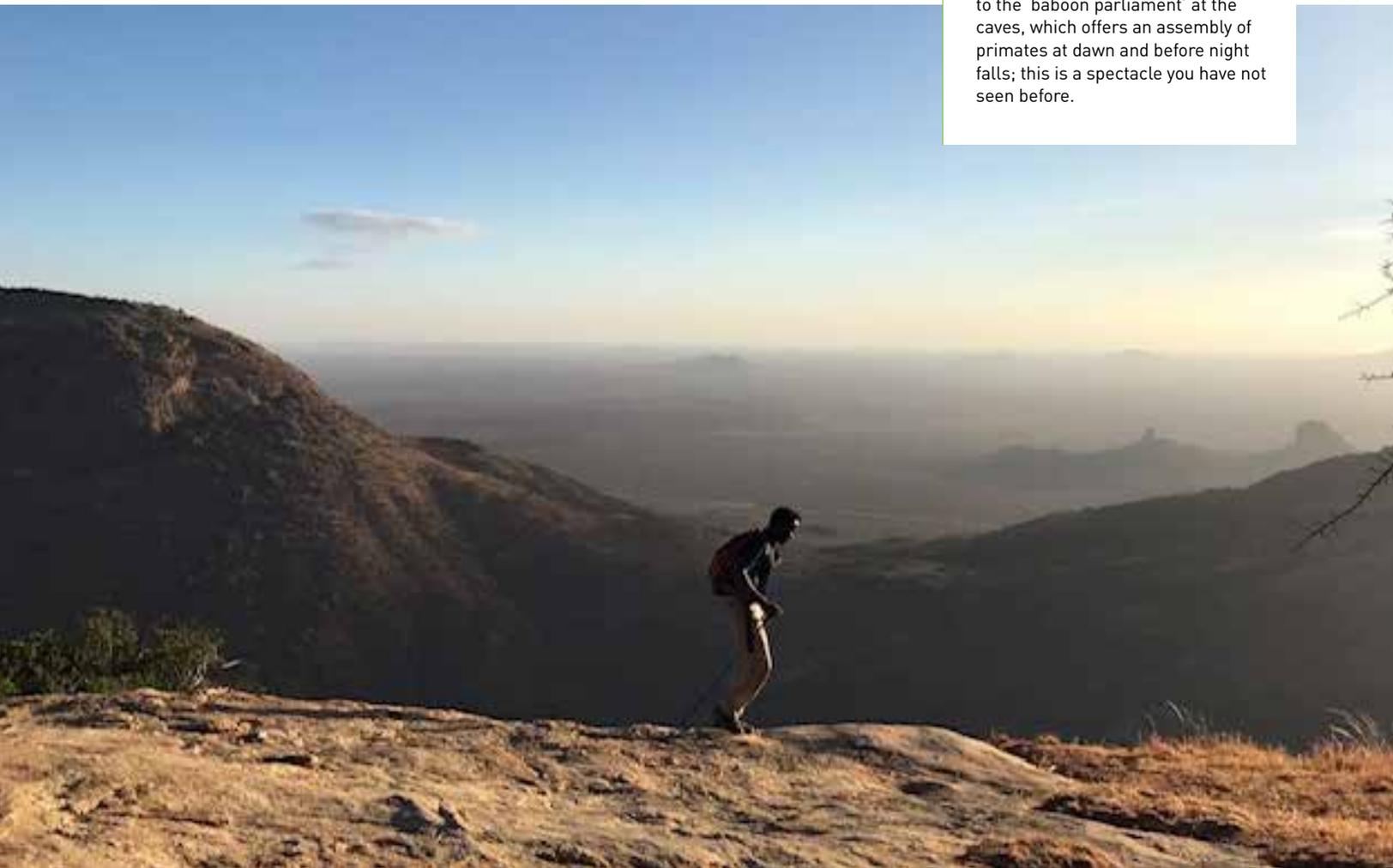
However, there is a certain rush that comes with finding experiences that are more authentic or undiscovered by the majority of travelers. This year, aim to explore some of the lesser known tourist destinations for a unique travel experience. These spots might take you off the beaten road, but you're sure to find something unique and unforgettable.

We've even put together a list of the best hidden gems that await you.

### Kenya

## Mt. Suswa

It's the least visited of the two major craters at the heart of the Rift valley. Sitting at the border of Narok and Kajiado counties, the double rimmed crater is a beauty to behold. It will amaze you with views of other features in the rift; Mt. Longonot in west, Kijabe and the larger Kikuyu Escarpment in the East and Ngong Hills in the South East. The 21km trail around the crater is both a charm and a challenge. If you are camping, include a visit to the 'baboon parliament' at the caves, which offers an assembly of primates at dawn and before night falls; this is a spectacle you have not seen before.





## Kenya

## Chyulu Hills- Kibwezi

Chyulu Hills is a mountain range in Makueni County.

Stretching over a hundred kilometres, this range gives you endless hiking possibilities. From the hills, the views of the larger Kibwezi County including the rugged Mbui Nzau and leafy Mzima springs are thrilling. If you are looking to take a break from the hustle and bustle of city life, then try Chyulu. If you plan to visit, do so in November or early December when it is lush green.



## Kenya

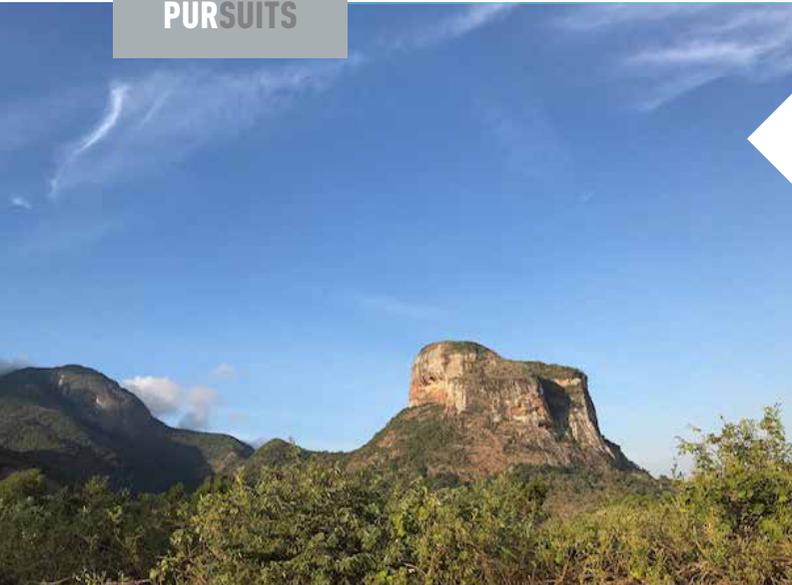
## Loita Hills - Narok

Whether starting in Entasopia Nguruman Escarpment in Kajiado and ending in Morijo in Narok county or the other way round the hills are just perfect for anyone looking

for an unforgettable outdoors experience.

From the floor of the escarpment, the green hills have this magnetic pull and from the rim of the escarpment as you

prepare to indulge in the forest, is a view of Lake Magadi and Lake Natron at the border of Kenya and Tanzania. Further in the horizon is Ol donyo Lengai an active volcano also in Tanzania.



Kenya

## Kasigau Hills - Taita Taveta

The coast has very few high points and one them is Kasigau. She is too beautiful to be ignored. She pokes the skies in the horizon with courage and if you are an avid hiker, her call will be irresistible.

At the foot of the beautiful hills with magical indigenous forest is a self-catering camp. The views of the expansive Taita plains at the top the hills after six hours of hiking are picturesque.

Kenya

## Mugi Triangle - Chogoria

Mugi Triangle is simply picturesque. Nithi Falls is one of the main attractions on this trail. A walk down the falls is steep but the thunder from the falls make it worthwhile. Another trail leads to Lake Ellis, one of Mt. Kenya's moorland lake.

Camping at the edge of the lake gives you an opportunity to watch as the sun flirts with waters in the early morning and late in the evening.

A hike up Mugi Hill offers excellent views of the main peaks of Mt. Kenya.



Zambia

## Victoria Falls

The Victoria Falls, or as locally known, 'Mosi-oa-Tunya' which translates to 'The Smoke that Thunders', is one of the seven Natural Wonders of the World. The waterfall is situated on the Zambezi River at the border of Zambia and Zimbabwe.

The roar of the water crashing down the gorge, covered with the fine mist rising to the sky is surreal. An even better view of the falls can be seen from a light aircraft which gives you unique aerial view of the falls and the surrounding environment.

The fall change dramatically with seasons, from April to November the water levels drop. The best view during this time is from the Zimbabwe border or the devils pool. From mid-November, the rainy season, the water levels rise.

For the adrenaline junkies, there is the 'Big Air Experience' a combination of zip lining, gorge swinging and bungee jumping. If you're looking for the ultimate adrenaline rush, this is it! A 110-metre fall and swing will awaken all your senses!

## Democratic Republic of Congo

## Mount Nyiragongo

Mt Nyiragongo in the Virunga National Park is a UNESCO world heritage site. The spectacle in the Eastern Democratic Republic of Congo is billed as one of the most thrilling yet dangerous volcanic mountains in the world. Nyiragongo is an active volcano that has erupted about 35 times since 1882. It has the largest and most accessible lava lake on Earth.

The hike up Mt Nyiragongo starts at 1,984 metres (6,510 feet) and ends at 3,470 metres (11,385 feet), which is about 8 kilometers of a very steep climb. However, the hike is split into five sections hence you get to rest along the way.

Just before darkness falls, at the top of a very cold mountain rim, the clouds open to the enormous crater with the lava lake bubbling at the center, the most spectacular view the mountain offers.



## Greece

## Dinner in the sky

Dining in this revolving restaurant that is suspended in the air in the city of Athens presents an extraordinary culinary experience. Guests get to lap up the breathtaking views from 50 metres above the streets while enjoying exquisite flavors.

From the birds eye view, you get views of the city lit up at night including the illuminated Acropolis (an ancient citadel which contains the remains of several ancient buildings of great architectural and historic significance).

To hear it in their own words; "Dinner in the Sky 'takes you to heaven', while the nightlife of Athens "awakens". As the table rotates slowly, guests also get to see surrounding mountains, the sea and of course, the Athenian cityscape."

Words and pictures do not do justice to the experience, you need to pay a visit.



Tell us about an exotic destination you have visited in Africa.  
Contact: [venturemag@oxygene.co.ke](mailto:venturemag@oxygene.co.ke)

## HEALTH

# 2019: It's time to get fit

**G**etting fit or losing weight are among the most common New Year resolutions and that usually means getting a gym subscription and then looking to stick to the routine.

The traditional gym, with its rows of machines – treadmills, cross-trainers and bicycles – along with weights and pulley machines, can get boring and intimidating.

At a low building on Ngong Road that looks more like a warehouse than a gym, Alvin Lee Anyumba takes members of Alpha Fit Gym through routines that aim to accomplish the same aims as the traditional gym.

Alpha Fit Gym is one of the new-generation gyms where the focus is on functional, often short-interval high-intensity workouts using tyres, sledge hammers, chains and ropes and kettlebells instead of machines.

Members can also explore the option of kick-boxing classes.

The main goal of these training programmes is to build strength and condition the body through extremely varied and challenging workouts without relying on machines. Exercise incorporates gymnastics, running, weight lifting and weight training.

“Each day the workout will test a different part of your functional strength

or conditioning. The exercises mimic everyday life movements. For example, a pull-up helps you build strength to be able to climb a fence, while a push-up sets you to push a strong obstacle away,” says Alvin the trainer at Alpha Fit.

Sedentary lifestyles, where people spend hours seated at desks in addition to spending time stuck in traffic, have led health professionals to advocate for more deliberate physical training.

“More and more people are willing to work out. This is probably because of increased awareness about the importance of keeping fit, as well as pressure from social media to look a certain way. People now want to live longer, healthier lives,” says Alvin, who has been a fitness coach for the last 10 years.

Even as these functional gyms compete with the regular gyms for clients, Duncan Wanjohi and his wife Vinita are providing an alternative that allows clients who are familiar enough with the routines and machines to work out without assistance.

Clients are issued with smart cards that they use to access the gyms, which are appropriately named SmartGyms.

The establishments are equipped with state-of-the-art cardio machines.

The gyms are cheaper than the functional type at KShs.3,500 per month compared to as much as KShs.7,000.

The budget-friendly gym is attracting huge numbers, thanks to its affordable membership and the couple is happy with this trend as their objective is to bring fitness to the masses.

“Going to the gym shouldn't stop you from meeting your other necessities. We wanted to make it a part of someone's lifestyle,” says Vinita.

Alvin, the trainer at Alpha Fit, predicts an increase in the number of certified fitness trainers and the establishment of more boutique gyms by these trainers in 2019. Whatever fitness exercise you choose; this year you have no excuse not to get fit.



Going to the gym shouldn't stop you from meeting your other necessities, we wanted to make it a part of someone's lifestyle

## KShs.3,500

Monthly membership charges at SmartGyms.





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