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Dear Shea Moisture,

Shea Moisture has been a fixture in the natural hair community for the past 30 years, and it has worked wonders. Your brand gained prominence mainly through the patronage of black consumers. Initially, this was the targeted group, and the products were created with this in mind. Recently, Shea Moisture has expanded. It seems as though there is a conscious effort to cater to other demographics at the expense of the demographic that initially made this brand popular and profitable. In its latest ad, Shea Moisture depicts two white women with straight hair and a racially ambiguous woman with loose curl patterns. This change in marketing strategy created a couple of issues that will be addressed in this letter: a difference in the ingredients of the products and the alienation of the base consumers.

Your Campaigning team signaled that they aren't going to care about this Black market as much through the very much tone-deaf ad. Are you aware that despite Black people making up 12.4% (that's 41.1 million people) of the population in the US, they dominate the consumption of beauty products by 80% (that's 32.88 active consumers)? Have you considered the economic impact of alienating the consumer responsible for the majority

of your profit? This community spends its money supporting and providing the bulk of free exposure (Youtube) of one's services. This method maintains your loyal base while giving room for expansion. This influence boosted your company's credibility to the point of mass production and sales nationwide, only to have their presence disaffirm.

Remember, nobody likes to feel excluded; it is a defining "slap to the face."

Another issue we need to address is the change of ingredients formerly used as staples for managing ethnic hair types. Yes, we saw the disclaimers addressing that there has been no change, but when people started to pull out old bottles and containers of the same product to compare the ingredients, your silence around the matter was quite loud. Why hasn't this company directly addressed the growing concern of beloved products no longer working as effectively? We can see the difference paired with former Shea Moisture Loyalists Youtube Influencers who used your product line for reviews. Did you forget how influential YouTube was back in 2009?

The change in the ingredients has caused a noticeable difference in the expected results of the natural hair users of these products. I assure you, these results are not met with an overwhelming stamp of approval. There have been numerous complaints about some crucial changes in the formulas. For example, the Jamacia Black Castor Oil (Strength and Grow) Leave-In Conditioner previously contained keratin which is a necessary compound for protein building for hair types 3-4 (hair grades), has been altered to suit looser hair types by removing the keratin entirely and replacing it with Apple cider vinegar. Although useful as a cleanser, Apple Cider Vinegar has been known to strip

away the much-needed moisture out of the hair follicle. Our hair texture is different than white women's hair texture. Black women tend to have dry hair with curved hair follicles, thus making our hair curly (or kinky).

It is true you had indeed issued an apology on Facebook following the incident and backlash. You also made it a point to remove the ad officially after acknowledging that the video contradicts the brand's slogan through exclusionary representation. However, a lasting solution would be to create and advertise another line catering to the looser hair texture and restore the previously removed ingredients necessary for black hair growth.

Ultimately, addressing the 2017 ad paired with the change of ingredients would be a positive step in the right direction. This honors and acknowledges the support and contribution from your base consumers. Not only would you have held yourself accountable and made a formal apology, but you would've signaled to the community that their voices and concerns are still a priority.

Sincerely,

A Loyal Customer