



**The Maisie Dunbar
Beauty and Brains Institute**

————— Proposal —————

Project Overview

The Maisie Dunbar Beauty and Brains Institute is the exciting and most recent international expression of beauty maven, Maisie Dunbar. The project represents the timely expansion of the world-class Maisie Dunbar brand and its mission to educate participants across the globe in the business, science and application of luxury cosmetics. The experience provides life-altering entrepreneurial and career training in the popular field of beauty and cosmetics while improving the skills, economic capacity and employability of its participants.

The Maisie Dunbar Beauty and Brains Institute is a four-week training program conducted by internationally-recognized beauty expert, Maisie Dunbar, owner of Maisie Dunbar Global Experience, featuring BluffaJo Cosmetics. The training is an enjoyable yet immersive regimen that empowers its participants with key beauty techniques culled from Dunbar's 28 years in the industry. Along with applicable skill training, the program will place a particular emphasis on entrepreneurialism, business development and sustainability.

The Maisie Dunbar Beauty and Brains Institute firmly believes our educational initiative and organizational mission are aligned with ongoing efforts to further grow national economies and provide sustainable jobs to those in need. We particularly recognize that young adults with functional skills and effective training are far more likely to locate employment, create a career and employ others. Our program will work to optimize the opportunities for economic impact through the collective training.



Organizational Overview

Collectively known as the Maisie Dunbar Beauty and Brains Institute, this highly-reputable beauty brand is also composed of a business consulting arm and two well-established industry entities, namely the Maisie Dunbar Global Experience and BluffaJo Cosmetics. Each of these successful components continues to make their own mark in the industry. Along with Dunbar's international educational initiative, these integrated entities work together to present a comprehensive beauty brand recognized the world over.

The Maisie Dunbar Global Experience is an internationally-recognized fashion, beauty and wellness establishment located in the metropolitan Washington, DC area. Beginning as a small, one-person organization, the thriving business quickly blossomed into a full service nail care and holistic life style Spa Lounge where customers flock to receive luxurious pampering and world-class care in a serene and rejuvenating environment. Created to provide a relaxing haven for personalized care, the Maisie Dunbar Global Experience continues to offer the best in original beauty treatment and holistic health care innovations to its domestic, international and celebrity clientele. Among its many international awards and honors, the Spa Lounge received a Top 100 MBE award celebrating those enterprising women and minority entrepreneurs that fuel the American economy through their innovation, sacrifices, and dedication.



The Maisie Dunbar Beauty and Brains Institute

BluffaJo Cosmetics is Maisie Dunbar's popular brand of cosmetics engineered to protect the skin while providing luxurious makeup in rich, bold colors for the woman who loves glamour, fashion, and all things beauty. Using all-natural ingredients, this highly sophisticated blend of 100% micronized minerals and bold colors form a filter that allows the skin to breathe and function normally while simultaneously protecting it from air-borne pollutants. The BluffaJo brand is non-comedogenic, and free of oils, parabens, dyes, talc, alcohol, fragrance and other substances that can cause allergic reactions on sensitive skin. The brand has been used by an array of high profile clients including Elise Neal, Tamera Mowry, KeKe Palmer and Regina King, and at such popular events as Ghana Fashion Week, Mercedes Benz Fashion Week and Miami Swim Week.



About Maisie: The name Maisie Dunbar is synonymous with beauty. With more than two decades of industry experience, she is one of the most sought-after celebrity beauty experts in the world. As founder of the award-winning Maisie Dunbar Spa Global Experience based in metropolitan Washington, DC, Dunbar has earned a stellar reputation as a talented makeup artist, skilled nail professional, and holistic lifestyle professional on a global scale. Throughout her illustrious career, she has garnered numerous accolades and awards for her expertise in this fast-paced industry.

From Oprah, Donna Karan and Patti LaBelle, to Cameron Diaz, Sharon Osbourne and Common, Dunbar's client list reads like the Who's Who of fashion and entertainment. Her creativity, wealth of knowledge, and professionalism have landed her work in the pages of Vanity Fair, O Magazine, Glamour, Italian Vogue, Ebony, Essence and Seventeen, to name a few. Dunbar is also a regularly featured television and radio personality who has been featured on FOX TV, WOLB talk radio, TLC, BET and many others. Her work has graced several advertising campaigns for clients such as Samsung, Revlon, Ashley Stewart, Steve Madden and Anne Klein. Unmatched in her expertise, she's often recognized by major publications and cosmetology schools for her innovation and attention to detail (**see appendices in back for a full list of awards, media appearances and celebrity clients**).

A native of Liberia, West Africa and proud mother of an ambitious young man, Dunbar has broken barriers as a leader in her industry, launching BluffaJo Cosmetics in 2006. A leading edge skin care and professional makeup brand, BluffaJo Cosmetics uses high pigment minerals and natural ingredients to enhance the beauty of women worldwide. In 2016, BluffaJo went international launching in Ghana, Liberia and Nigeria to rave reviews, and providing celebrity-quality products to a fast-growing African market.

Despite her busy schedule, this dedicated beauty professional is passionate about mentoring and training others, regularly hosting sold out seminars on techniques and business strategies of the beauty industry.

Outside of the US, Dunbar, as education ambassador for one of the top American cosmetic brands, has conducted training sessions in a number of countries including her native Liberia, Ghana, Nigeria and Colombia.

Dunbar's awards are too many to list (**see appendices in back for a full list of awards, media appearances and celebrity clients**) and include: Maryland Top 100 MBE Business of the Year, Salon of the Year Winner by Nails Magazine, Café Mocha 'Salute Her' honoree, and the Minerva Entrepreneur Award. Together, they reflect her status as an inspiration to women the world over, one who continues to transform lives through the art of touch.



Core Values

The core values that inform the Maisie Dunbar Spa Global Experience are:

- **Education:** The Dunbar brand is dedicated to educating and training participants around the globe in the art of beauty while instilling the necessary skills to create businesses, gain and sustain employment. Knowledge is meant to be shared, and we are committed to informing and uplifting communities worldwide through shared knowledge, ongoing training and educational advancement.
- **Transformation:** The Dunbar brand impacts the plights of our participants, their families and communities by facilitating a functional beauty-based foundation for change. We groom much-needed entrepreneurial and career skills that empower participants to forge their own paths of employment and self-sustainability, thereby affecting the lives and economic capacities of those around them.
- **Beauty:** The Dunbar brand is synonymous with beauty. Beauty is who we are and what we do, as it informs our work ethic, our provision of world-class service, our dedicated educational training and outreach, and our ultimate commitment to transforming lives through the art of touch.
- **Service:** The Dunbar brand prioritizes service in all of our relationships, including those clients who flock to our doors for luxury treatments, those customers who purchase our popular cosmetics, those career seekers and future business owners who participate in our world-class trainings, and those surrounding communities we continue to impact. Quality service should never be sacrificed for challenging time constraints or quick monetary gain. We pride ourselves in serving and caring for everyone we encounter as a deserving vessel of beauty.

Project Narrative

A. Project Purpose

This project is an outgrowth of Maisie Dunbar's ongoing business success and unyielding commitment to creating opportunities for the individuals, families and communities she serves and engages. Its purpose is to educate participants around the globe in the exciting industry of beauty and luxury cosmetics and, in doing so, empower them to gain steady employment or create a business with employment opportunities for others. Accordingly, the technical training in beauty, skin care and related areas represents only one component of Dunbar's larger passion to bring a viable and sustainable model of economic opportunity to needy communities around the world.

A more beautiful way to characterize this transformative purpose is as follows. The Maisie Dunbar Beauty and Brains Institute spreads beauty and opportunity within the salon environment by imparting the necessary technical skills to those wishing to provide world-class services to their customers. Simultaneously, the Maisie Dunbar Beauty and Brains Institute spreads beauty and opportunity beyond the salon environment by imparting the necessary entrepreneurial skills to those wishing to provide a viable model of ownership and opportunity to their communities.



B. Project Rationale

Across the globe, countries are struggling to provide jobs and employ their citizens in functional, sustainable career paths that enable economic mobility. The global recession beginning in 2008 has had an indelible impact on the world economy, one still being felt in such largely-representative industries as banking, commerce and trade.

The countries of West Africa face similarly challenging dynamics as they work to minimize foreign debt and boost struggling economies. A number of economic and natural crises have affected the region and presented serious fiscal challenges to several nations. In such times, citizens turn to their governments to provide solutions and opportunities to improve their quality of life. Given this challenging environment, the Maisie Dunbar Beauty and Brains Institute places a particular emphasis upon two critical commercial aspects, **entrepreneurialism** and **sustainability**.

Entrepreneurs are commonly regarded as valuable assets to the countries they live and operate in. Their ventures create jobs, economic activity and wealth for communities, countries and even the global economy. The goods or services they produce often lead to the creation of related ventures by other entrepreneurs looking to support and capitalize upon this new economic activity. Not only do they

contribute to national income but, because of their independence, they often do so in a way less dependent upon the limited means of government.

Sustainability should be the goal of any substantial entrepreneurial effort. While starting a business is certainly a significant achievement, sustaining it in a viable way is a true expression of its actual value. Many businesses come and go given their owners were more attracted to the idea of starting a business than being prepared for the costs and rigors of maintaining a business. The Maisie Dunbar Beauty and Brains Institute trains participants on the realities and intricacies of sustaining a career or business over the long haul.

Fortunately, the beauty industry is well-known throughout the world for its sustainability. The cosmetics and personal care industry generates an estimated yearly turnover of over \$445 billion globally. For the past two decades, the industry has grown an average of 4.5 percent each year. Even during the 2008 recession, the industry continued to thrive as it is commonly recognized to be resistant to economic downturns. While consumers are more cost conscious during tough economic times, they often do not stop spending on beauty products and services. This is an important acknowledgement for the countries of West Africa where the industry has experienced rapid growth and, as a region, is currently being regarded internationally as the next frontier in the beauty market. Accordingly, the Maisie Dunbar Beauty and Brains Institute is well positioned to train and prepare participants in how to commercially thrive.

C. Project Proposed Activities:

The activities of the project will be divided into three phases, the Program Setup phase, the Training & Implementation phase, and the Follow Up/Documentation phase.

PHASE I: Program Setup

The first phase of the project will consist of strategic interactions between representatives of the Maisie Dunbar Beauty and Brains Institute and relevant on-the-ground partners (local salon owner, videographer, etc.), the identification and recruitment of session participants, and the management of such upfront logistics as the timely transport, delivery, housing and storage of both human and material resources. This phase will unfold within a one month window prior to the first day of training.

Ideally, this phase should allow for the positioning of all human and material resources in place a full day prior to the three week training, thereby enabling a final pre-training preparatory session between key representatives of the Maisie Dunbar Beauty and Brains Institute and relevant on-the-ground partners. In this session, daily schedules and strategies will be distributed and discussed. Doing so will ensure a smooth and timely introduction and implementation of the four-week program.



PHASE II: Training & Implementation

The second phase of the project will consist of a four-week training program in the science and application of beauty and luxury cosmetics. For five days each week, and eight hours each day, a group of up to 30 participants will undergo a rigorous but enjoyable training process instilling key aspects of the beauty industry to those seeking functional skills, careers and business development. The program will place a particular emphasis upon entrepreneurialism and sustainability while also imparting the necessary technical skills to provide top-notch customer service and treatments. It will model time-tested best practices from the international beauty realm designed to optimize both technical and entrepreneurial capacity.

Week 1 will introduce participants to an overview of the four-week program before diving into basic instruction in the following areas and treatments:

- | | | |
|----------|-----------------------------------|--|
| 1 Nails | 4 Makeup Artistry | 7 The Latest in Nails, Makeup and Skin Trends |
| 2 Skin | 5 Client Retention | |
| 3 Lashes | 6 The Power Within the Front Desk | 8 Customer Service and the Importance of Serving |

Within this instruction, key aspects like sanitation, nail anatomy and business development will be integrated as well. At the end of the week, participants will engage in an assessment to gauge knowledge and competency.

Week 2 will begin the focus on the important chemical process and the representative components of gel and acrylic products while considering the options of hard gel vs. soft gel. The discussion and modeling of the key aspects of sanitation, customer service and business development will continue. At the end of the week, participants will engage in an assessment to gauge knowledge and competency.

Week 3 will finalize the focus on the chemical process and complete the discussion and modeling of the key aspects of sanitation, customer service and business development. At the end of the week, a final assessment will gauge knowledge and competency for the full four-week program.

Week 4 will be hands on and include overviews, role playing, and assessments.



PHASE III: Follow Up/Documentation

The Maisie Dunbar Beauty and Brains Institute is committed to ensuring the learning process continues even after the four-week program ends. The training will be captured on video to ensure a model for emulation, engagement and discussion. Accordingly, participants will be able to further hone their technique and expertise well after the program has ended to ensure their ongoing impact on the customers and communities they serve.

Phase I Program Setup	Phase II Training & Implementation	Phase III Follow Up/Documentation
Initial and strategic interaction between the Maisie Dunbar Beauty and Brains Institute and relevant on-the-ground partners (local salon owner, videographer, etc.)	Four-week training program in the science and application of beauty and luxury cosmetics begins (five days per week, eight hours per day, up to 30 participants)	Provision of video documentation to local site for effective capture of training model
Identification and recruitment of session participants	Week 1 introduces participants to overview of four-week program and begins basic instruction in beauty and cosmetics; key aspects like sanitation, nail anatomy and business development are integrated; participants engage in week-ending assessment to gauge knowledge and competency	Video documentation acts as ongoing resource for follow up discussion, learning and emulation
Management of the timely transport, delivery, housing and storage of human and material resources	Week 2 focuses on the chemical process and representative components of gel and acrylic products; discussion/modeling of sanitation, customer service and business development continues; participants engage in week-ending assessment to gauge knowledge and competency	
Final pre-training preparatory session between key representatives of the Maisie Dunbar Beauty and Brains Institute and relevant on-the-ground partners	Week 3 finalizes focus on the chemical process and discussion/modeling of sanitation, customer service and business development; participants engage in course-ending assessment to gauge knowledge and competency for the full four-week program	
	Week 4 will be hands on and include overviews, role playing, and assessments.	



Project Funding Request

The Maisie Dunbar Beauty and Brains Institute requests funding in a negotiable amount and dependent upon local circumstances for the provision of a four-week training program in the field of beauty and cosmetics, along with applicable cost coverage of round-trip airfare, accommodations, shipping (if required) and a local videographer.

MDGE Stipend	(negotiable cost)
Round-trip Airfare	(cost to be determined)
Shipping Costs	(cost to be determined)
Housing/Accommodation Costs	(cost to be determined)
Local Video Documentation	(cost to be determined)

(All item amounts are represented in US dollars.)

Conclusion

In conclusion, the Maisie Dunbar Beauty and Brains Institute firmly believes its educational initiative and organizational mission are aligned with ongoing efforts to grow national economies and provide sustainable jobs to those in need. The four-week program will provide life-altering entrepreneurial and career training in the popular field of beauty and cosmetics while improving the skills, economic capacity and employability of its participants. The impact of this exciting and transformative program is designed to reach well beyond the training site and into communities to provide a sustainable model of economic opportunity and advancement.

The Maisie Dunbar Beauty and Brains Institute thanks you for your interest in our educational mission and for the opportunity to submit this timely proposal.



Appendix A

The following is a list of Maisie Dunbar's industrial and celebrity clients:

Ann Klein	Angie Stone	Amina Salum Ali (Tanzanian Ambassador)
ChapStick	Anthony Hamilton	Eleanor Holmes Norton (Congresswoman)
Pilot Pen Co.	Kelly Price	Maxine Waters (Congresswoman)
Lions Gate Ent.	Common	Anna Maria Horsford
Target	Selita Ebanks	Deitrick Haddon
Greibo Ent.	Roberta Flack	Lisa Nicole Carson
Sevyn Streeter	Eric Benet	Malaak Rock
Veronika Bozeman	Tyson Beckford	Dr. Bobby Jones
Guns and Roses	Kim Coles	Bokeem Wobine
Chaka Khan	Steve Jackson (NFL)	Ruven Afanador
Jasmine Sullivan	Isaiah Washington	Steve Madden
Sharon Osborne	Anika Noni Rose	Hill Harper
Sharon Leal	Cece Winans	Harriette Cole
Clay Aiken	Sophie Okonedo	Marcus Johnson
Kirk Franklin	Elise Neal	Zane (N.Y. Bestselling Author)
Fantasia	Debbi Morgan	Sharon Page (Author)
Mary Mary	Brave Williams	Monda Webb (Author)
Star Jones	Dr. Joyce Banda (Former President of Malawi)	Jamie Brown (Publisher Sister 2 Sister)
Diahann Carroll	Chris Spencer	Pastor Jamaal Bryant
Dionne Warwick		



Appendix B

The following is a list of Maisie Dunbar's media engagements and appearances:

FILM, TV & RADIO

CNN Online	TLC	Mercedes Benz Fashion Week (NY & Miami)
WJLA ABC 7 News	BET	Radio One
Fox 45 Baltimore	Zoo Babies (Film)	Nail Talk Radio
Fox 5 DC	7:33 am (Film)	PBS

TRADE MAGAZINES

Nails	American Salon	Launchpad
Nail Pro	Salon Today	Dayspa
Modern Salon	Beauty Etc.	Scratch (UK)

PERIODICALS

Washingtonian	Harper's Bazaar	Parents
Washington Post	Ebony	Health Magazine
New York Times	Seventeen	Ladies' Home Journal
Huffington Post	Glamour	Good Housekeeping
Italian Vogue	"O" Magazine	Town & Country
Elle	Liberia Travel & Life	
InStyle	Essence	



Appendix C

The following is a list of Maisie Dunbar's awards, honors, selections and appointments:

AWARDS & HONORS

Ted Talk - Expert Speaker	Canadian Fashion Magazine Columnist
Top 100 MBE (Business of the Year Entrepreneur of the Year)	Business of the Year (Liberian Awards)
Minerva Entrepreneur Award	Washingtonian Magazine Write Up
Vicki Peters' "Aaamazing" Nail Tech Award 2015	CND/Tippi Hedren Scholarship Program - Beauty Changes Lives (Mentor/Judge)
Montgomery County Cosmetology School (Board Member)	Judge Makeup Artistry Competition
Instyle, Essence & Ebony Magazine (Beauty Expert)	The Washington Post (Write Up)
Salon of the Year Winner By Nails Magazine	Salon Sense Magazine (Contributing Writer)
American Beauty Academy Commencement Speaker	Salon Today Magazine (Write Up)
NAHA (Nail Competition Judge) - Present	Nails Magazine/Nail Pro (Write Up)
Nailympia (Speaker and Judge)	Ten Most Influential Nail Care Artistry Leaders in North America
Maryland SkillsUSA (Makeup Competition Chair)	One of the Most Influential Black Women in the Beauty Industry
Maryland Fashion Week Emcee (Kids Rock Fashion Show)	Celebrity 101 Hairstyles Magazine (Top Salon Pro. Nail Care in USA)
Salute Her: Bridging Gap Award (Salute Her: The Beauty of Diversity luncheon)	Super Bowl Gospel Celebration
Scratch UK Magazine Columnist	

