

# EMPOWERING COMMUNITIES: SHEANE COMMITMENT TO ETHICAL SHEA BUTTER SOURCING

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At *Sheane Hub*, we believe in beauty with a purpose. We're passionate about creating skincare products infused with the rich benefits of shea butter, but we're equally committed to sourcing our ingredients **ethically** and, most importantly, **sustainably**. This means ensuring that the communities cultivating and harvesting shea nuts benefit from this global industry.

## Shea Butter, our Star product

Shea butter, a natural emollient derived from the African shea tree (*Vitellaria paradoxa*), has been a mainstay in African skincare traditions for centuries. Beyond its remarkable ability to nourish and moisturize the skin, shea butter production plays a vital role in the lives of countless communities across Africa. Women traditionally form the backbone of the shea butter industry, harvesting nuts, processing them by hand, and transforming them into a valuable commodity.

## Challenges and Unequal Benefits

The current shea butter market often presents challenges for these communities. Middlemen, a lack of transparency in pricing mechanisms, and unfair trade practices can significantly reduce the income earned by shea nut pickers and processors, despite the hardwork required to process the butter. This not only undermines their livelihoods but also discourages sustainable harvesting practices



## How do we support ethical sourcing at Sheane?

At *Sheane Cosmetics*, we're dedicated to breaking this cycle and empowering the communities that bring us this precious ingredient. Here's how we ensure ethical sourcing in our supply chain :

- **Direct Partnerships with Women's Cooperatives:** We partner directly with women's cooperatives in Ghana, bypassing middlemen and ensuring fair compensation for their hard work. This approach empowers women, provides them with a stable income, and fosters economic independence within their communities.
- **Fair Trade Practices:** We adhere to fair trade principles, ensuring fair wages and safe working conditions for all those involved in the shea butter production process. This commitment promotes transparency and social responsibility throughout our supply chain.
- **Sustainable Harvesting Techniques:** We work with our partners to promote sustainable harvesting practices that protect the shea tree population and ensure the long-term viability of the industry. This includes responsible nut collection methods and reforestation efforts.

## The Ripple Effect of Ethical Sourcing

Our commitment to ethical sourcing extends beyond simply acquiring high-quality shea butter. By empowering communities, we contribute to positive change in several ways:

- Empowering Women: Fair trade practices and direct partnerships give women financial independence and a stronger voice within their communities
- Education and Healthcare: Increased income enables communities to invest in education and healthcare initiatives, improving the overall quality of life.
- Sustainable Development: Fair trade practices encourage responsible resource management and contribute to preserving the African environmental ecosystem

By choosing **Sheane Cosmetics**, you're not just selecting luxurious skincare products. You're making a conscious choice to support ethical practices, empower communities, and promote a sustainable future for the shea butter industry. Together, we can create a world where beauty goes hand-in-hand with social responsibility.

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