

What is your personal passion? Describe what you spend hours doing even though it is not your job and why you love it.

My personal passion is hair and natural care. I am interested in all things regarding natural hair, clean eating and living, and exercise. With this, I have become passionate in spreading awareness about wellness in general. About a year ago, my mother and I decided that we were going to take on the challenge of creating a hair care brand, *Energy Hair Oil*.

The essential idea of *Energy Hair Oil* is that 100% organic and unprocessed oils stimulate the scalp to make hair grow about four times faster than it normally does. We have experimented with this theory and have found it to be true with our own results of accelerated hair growth. Our products include two pre-mixed versions of the oil that we have already tested for several months, one for thick hair and one for thin hair. We will also provide consumers with several natural oils and allow them to mix it to their liking.

I have taken classes in school that have worked to my advantage in terms of my oil company. The first was Digital Print Design, where I was able to develop a mock logo, business card, letterhead, catalogue, etc. with In Design and Photoshop. This semester I am working on the website for my company in my Web Design course using Dreamweaver.

In order to build up the brand, I have been using Instagram as the main platform to inform interested people about what natural care can do for their hair. I spend time researching methods to try on my own naturally curly hair, and later share the results with my following. It has been a challenge to become my own spokesperson, but I am ecstatic to launch my brand, especially since I already have people that are interested in the product.