

LUMIBLOOM: A BRAND FOR THE PEOPLE IN THE AGE OF CULTURAL CHANGE

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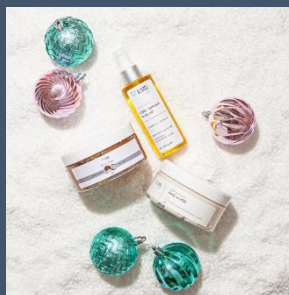
In the post-George Floyd and Covid pandemic era, a seismic cultural shift has taken place. There is a renewed consciousness in both the social landscape and the business arena.

Support for BIPOC small businesses (from organizations like the [Fifteen Percent Pledge](#)) has become en vogue, and this is not just a passing fad. The recognition is well deserved as many minority business owners feel like they have had to work twice as hard for access to funding and to compete in a marketplace stitched together by built-in privilege.



Enter [LumiBloom](#) – a BIPOC owned and CBD-powered beauty and wellness brand beating the odds. Founded at the beginning of the pandemic by elite athlete MacKenzie McClain Hill, LumiBloom sought to take the concept of lifelong fitness for the masses and truly promoting beauty from within, mainstream. This is a brand for the people and a welcoming community for women to celebrate being their most authentic selves. LumiBloom’s thoughtfully crafted, natural products are mostly infused with CBD whose benefits are becoming more widely studied and accepted.

Not many 36-year-olds can say that they competed in the Olympic trials and own a wellness brand, but powerhouse athlete, entrepreneur and new mom, MacKenzie McClain Hill can. At just 17, this Long Beach, California native placed 3rd at the 90 country-strong World Youth Games. MacKenzie also left an indelible mark at UCLA, standing out as a member of the 2004 NCAA Championship Women’s Track and Field team, running the 100m and 400m hurdles, and becoming a 4-time Academic All-American.



LumiBloom’s genesis sprung from MacKenzie’s experience as an elite athlete and a deep appreciation for the benefits of lifelong fitness. A passion for all things hair, wellness, beauty and fashion while seeking solutions to health challenges also factored into the equation.

MARY

MacKenzie took matters into her own hands, developing a CBD-powered beauty and wellness brand at the start of the pandemic with a line of products supporting physical activity and movement, leveraging the beneficial properties of CBD to relieve pain and inflammation and boost energy focus.

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With over a decade of experience in the health and wellness industries and inspired by her mother and hero, Cynthia, who owns a thriving law practice and is a former regional and national president of NAWBO (National Association of Women Business Owners), MacKenzie got to work. And just a few years on, LumiBloom continues to rise, with the highest quality offerings from nutrient-rich teas, skincare, immunity-boosting tinctures and vitamins to their latest addition, LumiSport, a line of relieving CBD sprays and muscle sticks.

Equally as important to this proud, black business owner was fostering a sense of community, and a space where a diversity of women could indulge in uniquely crafted, fashionable and healthy offerings while uplifting themselves and each other.

