



**ENGINEERING:  
TRANSFORMING  
KNOWLEDGE INTO  
ACTIONABLE**

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# INTRODUCTION

- The hair and skincare industry does not solely focus on aesthetics, but includes knowledge about ingredients and engineering principles.
- Engineers are said to be masters at taking an abstract concept and transforming it into a tangible solution.
- It may seem ordinary to some but we are surrounded by beauty products on a day-to-day basis.
- The theme of the conference deeply resonates with the story of By Nzuri.



# MY STORY

## BACKGROUND

- Introduced to the world of beauty at a young age – I knew it was a prevalent problem.
- The beginning of more people taking care of their hair as a way of improving self-esteem was the eye-opener.
- A lot of research, testing and errors led to the birth of By Nzuri.

## THE IN-BETWEEN

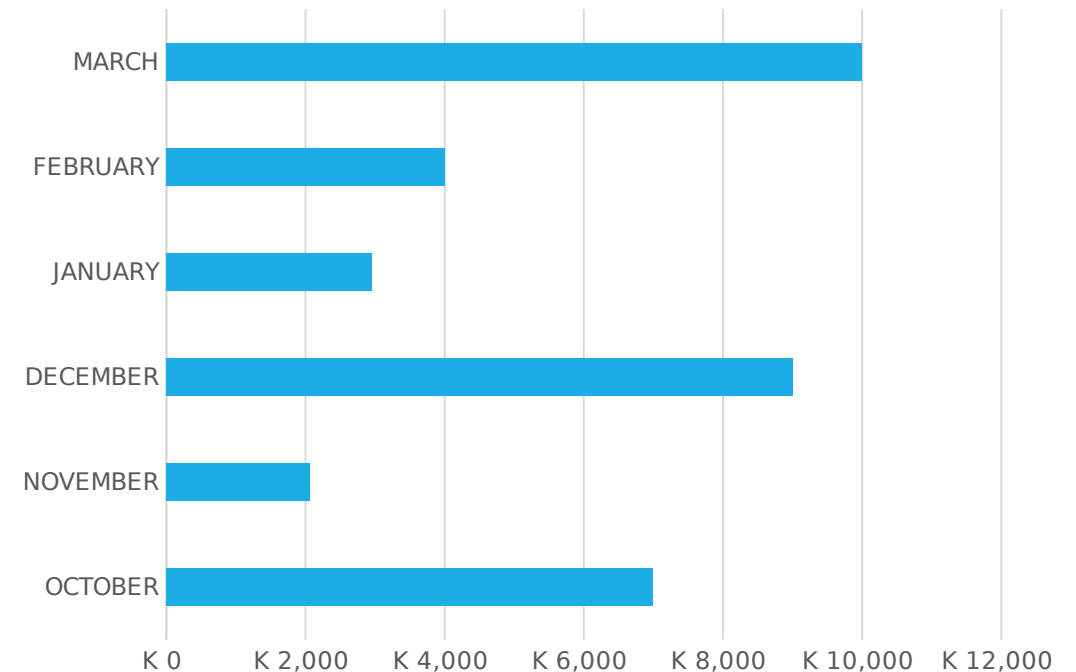
- With growth of the business, there was need to introduce more products.
- Faced a lot of rejection, but eventually learnt how to form emulsions.

# MY STORY – CNTD

## FUTURE

- Due to improved sales, there is need to expand the business even more.
- I envision myself having penetrated all other 9 provinces, and with a lab to carry out testing and formulation of products.
- Between then and now, there is need for optimization, scaling up, and mentorship from experienced individuals.

SALES IN LAST 6 MONTHS



# BEYOND THE PRODUCTS

- There is an aim to create job opportunities in sales, marketing and even production.
- People in the community can also be empowered through skills training and other ethical skills to earn a profit.
- We also need to develop high quality Zambian products to relieve the burden on imported hair and skincare products.



# PRODUCT LINE

## GROWTH ELIXIR MIST



## SHAMPOO BAR



## HERBAL HAIR





# PRODUCT LINE CNTD

BODY SCRUB, CLEANSER AND TONER



DEEP CONDITIONER



LEAVE-IN CONDITIONER



# IMPACT OF ENGINEERING

- Efficiency and optimization – Extraction of oils and recycling of bottles.
- Quality control by having a formula.
- Innovation through efficacy.
- Sustainable practices through local sourcing and organic ingredient selection.



# CONCLUSION

- To re-echo the role engineers play, we should not only seek opportunities but also create them.
- Problems exist all around us that require solutions.
- A combination of scientific knowledge, passion and creative problem solving is essential.





# THANK YOU!

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