



RETAIL PARTNERSHIP PROPOSAL

CURATED FOR INDEPENDENT, BOUTIQUE & PREMIUM RETAILERS

West African Botanical Mastery Meets Conscious Retail

An award-winning natural beauty and wellness range sourced directly from family lands in Ghana and handcrafted for discerning, conscious beauty consumers.



Presented by MamaSia

London, United Kingdom

Why MamaSia?



Authentic enough to stand apart. Retail-ready enough to scale.

1 — AUTHENTIC PROVENANCE

West African botanical heritage

West African botanical heritage rooted in family lands and traditional knowledge.

2 — DISTINCTIVE PROPOSITION

Beauty + wellbeing

Natural beauty and holistic wellbeing brought together in one brand.

3 — HERO BOTANICALS

Shea • Moringa • Hibiscus • Black Soap

Distinctive ingredients with powerful stories.

4 — RETAIL EXPERIENCE

Already retail tested

John Lewis Oxford Street pop-up activations and an existing permanent London stockist demonstrate experience in a retail environment.

5 — FOUNDER LED

Education & activation

Founder can support retailers through product education, consultations, masterclasses and wellness activations.

6 — PURPOSE WITH SUBSTANCE

People, place & wellbeing

A brand with a purpose beyond product, including its connection to women-led farming communities and youth wellbeing education.

Founder Expertise & Retail Activation



Maame Opoku

FOUNDER & CHIEF WELLBEING OFFICER



Certified Beauty Therapist
15+ years in holistic wellness.



Yoga Alliance Teacher
Approved Breathwork Specialist.



Keynote Speaker
John Lewis & Design Museum.



Holistic Practitioner
Plant-based skincare expertise.

In-Store Masterclasses & Retail Activations

MamaSia offers bespoke customer consultations, VIP masterclasses, and staff education for retail partners.

From Our Family Lands in West Africa to Your Shelves

Founded over a decade ago by Maame Opoku, MamaSia was born out of a personal search for skin healing through authentic African botanical wisdom—rediscovering traditional remedies like raw Black Soap, Moringa, and Hibiscus oil.

100%

Traceable Ethical Sourcing

10+ Yrs

Natural Beauty Expertise

“

"People choose MamaSia because our products represent the raw strength of nature—and the true elegance of humanity."



Core Values

S

Share

Our skincare and wellbeing products are like rediscovering an untold part of Africa — revealed to heal and nurture every skin and body type, from our African homelands to the world.

I

Inspire

We use ancient African beauty techniques to inspire our community through our plant-based range. No key ingredient is ever compromised — everyone deserves authentic natural beauty.

A

Assist

We are naturally and socially responsible. We support our community in Africa to sustain themselves, and in the UK we assist our customers to understand the ingredients and how best to use them

Curated Product Collections



Shea Butter Blends

Raw Shea from Ghana infused with natural botanicals.

Shea Zest • Shea Spice • Amethyst



Bioactive Oils & Serums

Nutrient-dense cold-pressed facial and hair elixirs.

Hibiscus Oil • Moringa Serum



Artisanal Cleansers

Black Soap formulations for reactive skin types.

Black Soap Gel • Botanical Gels



Wellness & Teas

Ocean-sourced Sea Moss and West African teas.

Gold Sea Moss • Moringa Tea

Who Buys MamaSia?

5,190

MamaSia Users

60.6%

Female Customers

35-44

Top Visitor Age Group

Customer Avatar

Health-conscious women aged 35–44 seeking natural, ethical alternatives to mainstream beauty

Customers attracted to authentic origin stories and social impact, including MamaSia's support for women-led farming communities in West Africa.

Growing male customer segment, particularly for beard and grooming products

Wellness-conscious customers seeking natural solutions for dry, sensitive and blemish-prone skin.

Hero Botanicals Sourced at Origin

Wild Raw Shea Butter

GHANA FAMILY LANDS

Rich in Vitamins A, E & F for intense moisture recovery.

Cold-Pressed Moringa

CULTIVATED BOTANICAL

Over 80 nutritional compounds for facial rejuvenation.

Hibiscus Oil

NATURAL AHA EXFOLIANT

Packed with AHAs and antioxidants to firm and brighten skin.

Traditional Black Soap

ARTISANAL FORMULATION

Cocoa pod ash and shea butter for eczema and sensitive skin.



Ethical Sourcing & Direct Community Impact



5% Direct Revenue Return

5% of annual income goes directly to female farming collectives on our land in Ghana, , sustaining local generational wealth.



Women-Led Farming & Sustainable Sourcing

Our produce is harvested by mothers in our extended family. All ingredients are grown wild or cultivated using traditional methods on family lands in Ghana — no harmful farming practices.



BRAND PURPOSE

In Memory of Juliana

In 2020, MamaSia lost its original brand ambassador, Juliana, to breast cancer at just 27 years old. Her story fuels our commitment to holistic wellbeing and supporting individuals managing chronic stress and health recovery.



Holistic Wellness & Healing Mission

Beauty & Wellness Peer Group

POSITIONING

Afropolitan Beauty

Authentic West African heritage tailored for modern retail environments.

TARGET CONSUMER

Conscious Skincare Seekers

Discerning shoppers seeking clean, ethical, results-driven natural remedies.

THE DIFFERENTIATOR

Farm-to-Bottle Traceability

Direct family land ownership guaranteeing absolute ingredient purity.



Proven Retail Performance & Media Endorsement

John Lewis & Partners

POP-UP STORES • OXFORD ST FLAGSHIP

Executed two successful pop-up retail activations at John Lewis flagship store, demonstrating sell-through appeal with UK shoppers.

G. Baldwin & Co (London)

PERMANENT RETAIL STOCKIST

Stocked in London's oldest apothecary establishment (est. 1844), validating ingredient quality and botanical efficacy.

As Featured In:

VOGUE Arabia

STYLIST

DAILY MAIL

METRO

"I can't live without MamaSia's Black Soap and Desert Date Oil."

— Mariah Idrissi, Vogue Arabia Feature



Our recommended opening edit for new retail partners

1

Moringa Oil

30ml • Facial Serum

80+ nutritional compounds.
Lightweight elixir.

RRP £13.25

2

Hibiscus Oil

30ml • Facial Elixir

Rich in organic AHAs. Firms & evens
skin tone.

RRP £10.25

3

Hair Food

125ml • Scalp Care

Deep conditioning with West African
botanicals.

RRP £18.00

4

Black Soap Gel

250ml • Reactive Skin

Cocoa pod ash & plantain husk. Calms
eczema.

RRP £14.50

5

Shea Zest

120g • Body Butter

Wild raw shea butter with energising
citrus.

RRP £15.00

Retail Partnership Model



Opening Orders

Low MOQ from £1,000 for independent and boutique retailers.



Retail Support

Testers, bespoke POS, storytelling cards and merchandising support.
Pop-ups, masterclasses, sampling and seasonal gifting opportunities.



Staff Training & Education

Comprehensive product ritual masterclasses led by Founder Maame Opoku for floor staff and beauty consultants.

Flexible Wholesale Partnership

We work with each retail partner to develop an appropriate assortment and commercial structure for their customer, format and requirements.

Full wholesale price list and line sheet available upon request.

Small batch handmade production — please allow lead time when placing orders. Contact us to discuss scheduling.

Your First 90 Days with MamaSia

1

Curate

Agree opening assortment

2

Launch

Products, testers, POS and digital assets supplied

3

Activate

Founder-led consultation, masterclass, sampling or launch event

4

Review

Review sales performance and identify replenishment / seasonal opportunities

PARTNER WITH US

BEAUTY & WELLNESS REDEFINED

Let's Bring West African Botanical Beauty to Your Shelves

Contact our team directly to arrange a product sampling box, request a line sheet, or schedule an in-person retail presentation.



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