



Mind Body Melanin

A wellness community for
women of color to prioritize health,
wellness, personal growth, and
radical self-care.

www.mindbodymelanin.com

Who We Are

Mind Body Melanin Co. is a platform for women of color seeking health and wellness inspiration, resources, and events. We empower women to prioritize self-care, personal health, and overall happiness.



Our Mission

Cultivating a community of women seeking healing, peace, and balance.

Prioritizing wellness, personal growth, and self-care.

Destigmatizing mental health in ethnic communities.

Building a diverse coalition of professionals in the fields of health + wellness.

Inspiring women of color to live a healthy, balanced, and fulfilling lifestyle.

Mind

Mental Health Awareness
Counseling and Therapy
Stress Management
Love & Relationships
Family Planning
Educational Resources
Financial Empowerment

Body

Nutrition & Diet Planning
Natural Hair Care
Chronic Illness Awareness
Holistic Health Practices
Women's Health Initiatives
Weight Loss Support
Physical Fitness

Melаниn

Prayer
Mindfulness
Yoga & Meditation
Grief Counseling
Religious Outreach
Daily Devotional
Community Engagement

Our Why

Addressing health and wellness disparities for women in ethnic communities



African American and Hispanic Americans used mental health services at about one-half the rate of Caucasian Americans

African Americans are 70% less likely to engage in physical activity than Caucasians

The products most frequently marketed to African Americans are high-calorie, low-nutrition foods and beverages

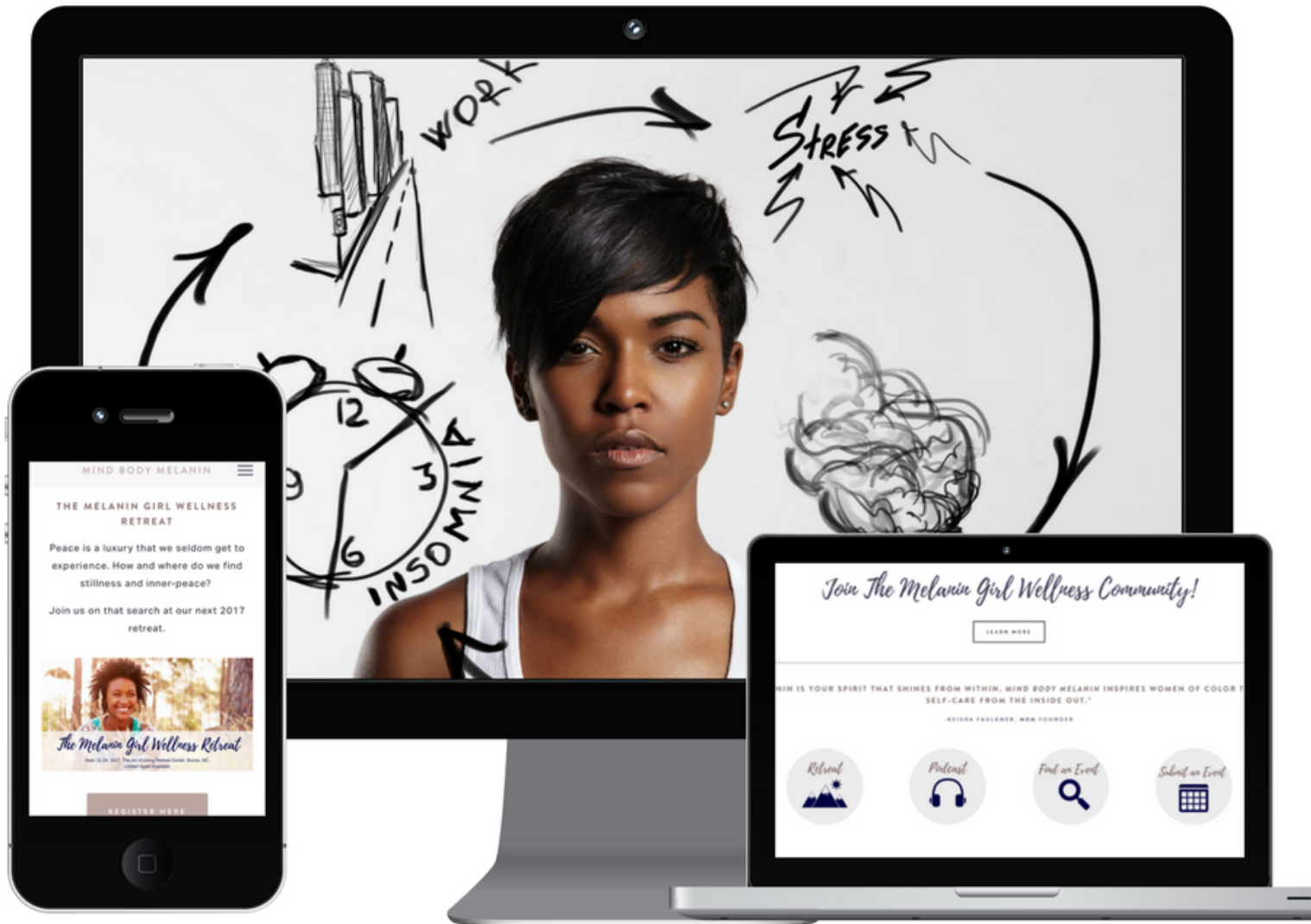
Approximately 50% of African Americans suffer from a chronic disease vs. 39% of the general population

Yoga users are more likely to be white, female, young and college educated

Women of color have higher rates of diabetes, obesity, heart disease, and hypertension

*2017 Center for American Progress, J Gen Intern Med. 2008 Oct; 23(10): 1653-1658., State of Obesity Sept 2014, e National Institute of Mental Health. www.nimh.nih.gov, Obesity and African Americans. Office of Minority Health (accessed May 2014), CDC Chronic Disease Prevention and Health Promotion. 2009.

Mind Body Melanin



**Formally known as The Holistic Lioness & Co.
Mind Body Melanin will build on the THL legacy**

Now Offering:

Social Media Engagement
Weekly Podcast Series
Health + Wellness Blog
Business Directory
Global Events Calendar
Annual Weekend Wellness Retreat
Advertising + Sponsorship Opportunities
Monthly Newsletters + More!

The Podcast



Sundays with C., Founder Camille Edwards inspires our audience with thought-provoking self-care topics, guided meditation sessions, special interviews.

MBM Podcast is on it's way to becoming the #1 health and wellness podcast series for women of color!

Available on Itunes + SoundCloud

Blog

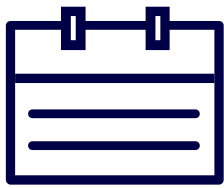
Our blog features a series of health + wellness related topics:

Interviews with industry experts, personal story submissions, lifestyle inspiration, chronic disease awareness, mental health nutrition, fitness + more!



Global Events Calendar

MBM offers community organizers, instructors, and advocates in health and wellness the opportunity to advertise events, classes, and workshops for women of color. Our audience can easily search for and find local self-care events suitable for their personal needs and interests!



[Submit an Event](#)



[Search for an Event](#)

The Directory

MBM offers entrepreneurs, leaders, and professionals of color in the health and wellness industry the opportunity to advertise their brands and businesses. Our platform provides an opportunity for business owners to reach their niche target audience on a larger scale.



[List your business](#)



[Find a business](#)

The Wellness Retreat



*Photo from 2016 Wellness Retreat, formally known as The Holistic Lioness Retreat

A DIFFERENT EXPERIENCE

The MBM Wellness Retreat, founded in 2016 is an annual weekend event designed for millennial women of color in search of stronger emotional, physical and spiritual balance, internal peace, and a greater sense of vitality.

RETREAT FEATURES:

Stunning natural environment, majestic NC mountain views
Hotel Room Accommodations
Activities: Yoga, Pottery, Hiking, Mind & Meditation Sessions,
Labyrinth, Evening Bonfire, Journaling, Creative Art Therapy
Three healthy vegetarian meals daily
Relaxing on-site spa services available
Emotional Healing & Group Therapy Sessions

Our Audience



+4K Social Media Reach   

90% African-American + Latino Women

Primary Age Range 22-40

Cities

Top 5: New York, Atlanta,
Philadelphia, Washington DC,
Los Angeles

*Results from 2017 Instagram analytics of 2,100 followers

Mind Body Melanin Co.

The Facts



54%

of African-Americans have health goals to lose weight

39%

of African-Americans have health goals to have a better work/life balance

28%

of African-Americans have health goals to overcome an existing disease/condition

47%

of African-Americans have health goals to have less stress

*Results from a 2014 Nielsen survey of 10,000 African-American adults uncovered attitudinal views on health and wellness priorities

Partnership Opportunities

Brand Partnership

Feature your business or brand, through our business directory or global events calendar

Sponsorship

Become a sponsor for an MBM event, campaign, podcast episode, or blog site

Advertise

Website, social media, events

Podcast

Become an interviewee for our weekly podcast series

Contribute to our blog

Submit an original article for publication

Join Our Team

Editorial Management, Content Development, Social Media, Event Planning

Meet the Founder



Keisha Faulkner is a New Jersey native and earned her undergraduate degree in Business Administration from Florida A&M University. She is a medical device sales professional by day and aspiring social entrepreneur by night. Keisha is a firm believer and advocate for providing health and wellness resources for under-served ethnic communities.

Mind Body Melanin was created to keep women of color in mind when it comes to providing information and resources within the wellness industry. Black and Latino women are a growing population interested in personal growth, sustained health, and overall happiness!

**"YOUR MELANIN IS YOUR SPIRIT THAT
SHINES FROM WITHIN. MIND BODY
MELANIN INSPIRES WOMEN OF COLOR
TO PRACTICE SELF-CARE FROM THE
INSIDE OUT."**

-Keisha Faulkner, MBM Founder

Contact Us

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