

Startup Spotlight

Subuola Oyeleye

Championing Africa's
Biggest Beauty Marketplace



In 3 adjectives list the problems your startup solves?

- Access (to highly sought after beauty and personal care products)
- Expensive (beauty products - we partner with brands directly to ensure consumers are able to buy products locally at better prices)
- Counterfeit (we partner with brands directly to ensure authentic products are distributed because of the proliferation of counterfeit and substandard beauty products in Africa)

Tell us about yourself

My name is Subuola Oyeleye. I'm the founder of Beauty Hut Africa and my main goal is to Champion African Women in an industry they know best.

What's been the biggest success for the team?

Securing the funding, partnerships and customers that we need to make things happen.

By Nwannukwu Stephanie
8th March 2024

Describe how and when your startup came to be.

Beauty Hut launched in November 2023 after building our proof of concept business Skin Science Africa for 3 years.

What makes your startup and product different in this market?

We're doing things differently. We approach retail and partnerships from a customer-centric perspective. The beauty industry has been continually overlooked from an African Venture perspective - despite it being a highly resilient industry in Africa.

Have you pursued funding, and if so, what steps did you take?

Yes we have both Angel and Institutional funding.

What's something you're constantly thinking about?

Growth, Growth, Growth! We want to get better by the day and are constantly figuring out the different ways we can do so.

Have you been or are you part of a corporate startup program or accelerator? If so, which ones and what have been the benefits?

Yes, we were part of the ARM Labs Techstars Lagos accelerator - which helped us particularly in the field of "investor readiness". There's so much information that the average business in Africa isn't privy to and being part of that accelerator taught us so much.

What are the next steps for your startup?

Increasing our reach across Nigeria and launching our B2B business - we want to be able to service both individuals and businesses to the best of our abilities.

What advice would you leave with other founders?

I always lead with the mantra, "Strong Opinions, Weekly Held" - maintaining conviction in your ideas while remaining open to new information and willing to adapt or change your stance as circumstances evolve. As a startup founder, it's crucial to have a clear vision and firm beliefs about your product or service, yet equally important to stay agile and receptive to feedback, market trends, and emerging opportunities to ensure the success and growth of your venture.

Describe how and when your company came to be. In other words, what were the problems you found and the 'aha' moment?

My 'Aha' moment was simple more than anything - People (in Africa) are constantly on the hunt for authentic, cost-effective beauty and personal care products/brands and brands are also looking (and struggling to find) the right retail and distribution partners to represent them on the continent. I knew I was the best person to build this - so I did.



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Goodbye SkinScience, Hello Beauty Hut!!



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An interview with Subuola Oyeleye



SUBUOLA OYELEYE

In just three years, Subuola embarked on a bold endeavor by founding Skin Science Africa, a skincare retailer primarily based in Nigeria, immediately following her university graduation. Since inception as SkinScience, they Collaborated with renowned international companies like L'oreal, the company successfully introduced esteemed brands such as Cerave, La Roche Posay, Vichy, Dermalogica, and many others to the Nigerian market. Additionally, Skin Science Africa provided a platform for exceptional African beauty brands to thrive under a single retail umbrella.

Achieving close to \$1 million in revenue through bootstrapping, Subuola decided to extend the vision by launching Beauty Hut. This expansion broadened the product range to include makeup, hair, haircare, fragrance, and more, positioning Skin Science Africa as "Africa's Online Beauty Destination."