

Skin of Color

Rhonda Allison's director of education shares the story behind the brand and offers great insights on creating a line for a wider and more diverse clientele

By Samelia Bankole

Rhonda Allison is a leading skincare company located in Florida and founded by former esthetician and educator Rhonda Allison. Rhonda Allison's Skin of Color is a high quality skincare line of facial products designed for professionals for use on all skin types, including ethnic skin. Shannon Esau, director of education for Rhonda Allison, shares what makes the brand unique, how Skin of Color came to be, and what it offers for beauty professionals and clientele.

TBC: Can you tell me about the Rhonda Allison brand and story?

SE: Rhonda Allison became a national brand after Rhonda Allison herself had worked as an esthetician for more than 15 years—her work behind the chair led her on a quest for very specific skin formulations to meet the needs of her clients. The skincare line grew out of a need to address a variety of skin challenges and types. Her goal, and that of Rhonda Allison, is to bring every skin to its optimum potential for health and beauty. The brand is known for its cosmeceutical approach using pure, natural ingredients with strong science to create active, yet safe and effective topicals.

TBC: What makes Rhonda Allison's skin products unique and attractive to clients?

SE: The most significant response to this is the overall results a client will achieve. The bottom line is the systems work and make important changes for many skin types and conditions. The uniqueness of the brand is its expansiveness. Within each segment of skin types, there are many formulations for all skin challenges—not a one size fits all. The RA brand will always remain a professional brand. To move it to the mainstream would mean a whole new reformulation due to the efficacy of the products.



TBC: How did you come up with the idea for the Skin of Color line? What was the inspiration behind it?

SE: The Skin of Color collection is something we have wanted to do for many years. This is a huge market and one that gets missed overall. We have had the same formulations that have always worked for skin of color. We just had to educate professionals on how to present it and how to treat these skin types. Ms. Allison has always worked with skin of color and wanted to devote an entire year to highlighting this skin category.

TBC: What specific products will be available in the Skin of Color line? What is the main purpose of the Skin of Color line? Who is the ideal clientele for this line?

SE: We selected products from the RA line that will not increase melanocytes and overstimulate skin. We also chose products that reduce inflammation and carry some lightening properties. The products keep the skin balanced without the use of excessive oil, yet maintain good hydration. The acne products are suitable for all skin—it is determined by the degree of acne and sensitivities. The selecting correctives inside each product smooth coarse textures and refine pores, but do not induce excessive dryness or swelling.

TBC: What were some of the challenges and high points you faced in creating this new collection?

SE: The challenges are having professionals understand the boundaries and not be afraid to embrace the many skins that fall into this category and changing the mindset of the consumers with ethnic skin that they don't have to use skincare that is specially created for their skin. They just have to understand what their skin needs, thus the education by the professional to the consumer is paramount.

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TBC: What are the benefits of the Skin of Color line for different skin types compared to other professional products that work to achieve similar results? How does the use of pure, natural ingredients help to improve skin?

SE: Pure natural ingredients offer a more refined affect to the formulation. When introducing active topicals such as retinoids, AHAs, kojic acid, anti-bacterials, etc., the base they are in is critically important in how they are delivered to the skin. We feel that the RA brand has achieved this in the most elegant way.

TBC: How can beauty professionals add this collection to their spas or places of business? What tips would you give them in recommending this line to clients? What important information do they need to know before recommending?

SE: Education is key—the RA brand was built on educating the professional and the consumer. We always recommend classes and intensive training before beginning any new skin line.

TBC: What is the best advice you can give to fellow beauty professionals thinking of starting their own product lines?

SE: Do your homework and be true to the brand and the quality.