



MENTEE

Juliet Kakwerre N Tumusiime

CEO, Co-founder, Cheveux Organique Int'l



Uganda

Juliet's passion for environmental well-being prompted her to start Cheveux Organique International Limited (COIL). Juliet leveraged her 15 years of experience in project, business and organizational management at USAID, create COIL. This environmentally friendly company provides employment to over 50 people most of whom are women and youth. In 2012, Juliet managed a project at USAID that supported banana farmers. During this period, she realised that farmers only used the fruit and left out the stem, sparking her interest in the alternative uses for banana stems. This research birthed Cheveux Organique International Limited. Juliet's goal is for people to have an opportunity to make healthy choices for their beauty and the environment.

Cheveux Organique International Limited (COIL)

COIL is a Ugandan local initiative and first African brand that produces plant based, biodegradable hair extensions from 100% natural banana fibre. The fibre is derived from banana pseudo stems that have for a long time been viewed as waste and only used as mulch for farms. The product is durable, reusable, eco-friendly, hypoallergenic, non-irritant, does not produce bad odour, and can be managed like natural hair. COIL is addressing both health and environmental disparities in the hair extensions industry empowering women to make informed decisions about beauty products. The hair extensions are created with everyone in the hair value chain in mind, incomes from fiber for the banana farming communities, employment for youth, women and people with disabilities. These hair extensions are a competitive product in a 13-billion-dollar global synthetic hair industry. In Uganda, quality hair extensions from Banana fibre are a home-grown healthy and environmentally safe substitute for synthetic and human hair imports amounting to up to USD 2.25 million as of 2020.



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