

AN INTERVIEW

"Some days are giving, other  
leave you hungry. But never a  
bad skin day."

ESTHER WAIRIIMU

*Owner of REYSUN*


**#She**  
DIDIT



# Glow, baby glow!

The pandemic seems like a lifetime ago, but not to Esther when it formed the start of her business adventure. But her business didn't just happen. **Ever since her teenage years she aspired to be an entrepreneur.** Being surrounded by peers that inspired and motivated her, she decided to take on the challenge when the pandemic gave her more time to discover her true passion. **Her lifelong dream was waiting.** She didn't jump into the unknown, Esther made sure she had the right tools: followed seminars, did her research,.. and with the help of her partner all this resulted in Reysun.

Every brand has an origin story. For Esther it goes back to her upbringing where skincare was important. **Her mother instilled the importance of taking care of yourself.** Through monthly selfcare days with mani's & pedi's and selfmade masks. Everything she knew about skincare came from home and it's this magic that she hopes to share with others. **Her popular product is "Qasil", an East-African beauty secret that holds wonders to the skin.** And Esther wants to share it with the world!



***“We are consumer obsessed and want to bring happiness to our customers. Our dream is to have a healthy, positive and loving world that values inner and outer beauty.”***

**— ESTHER WAIRIIMU**

**#She  
DIDIT**

# Never a failure, always a lesson

To Eshter, being an entrepreneur equals fun times and interesting moments, but also setbacks, progress, and a learning journey. Even though she used the pandemic to her advantage by starting, it also brought challenges she didn't expect. Logistic issues and stock availability were hard to overcome. Making investments didn't go as planned due to issues. **Esther learned that some days are giving, and others leave you hungry.** Nevertheless, a journey always has its ups and downs, but with a gradual, progressive, and steady mindset you will allow yourself to be successful on your time.

But she wouldn't have it any other way. The endless opportunities that come her way, the doors that open when you're working for yourself, are some of the drivers that keep her going. **She meets people she perhaps wouldn't have met, and creates lasting connections.** Just like our skin, Reysun's future looks bright. They're going for healthy, look & feel good vibes for the skin. Sustainable products, for lasting skin solutions that values inner and outer beauty.





# ESTHER'S

## 3 GOLDEN RULES

Patience! Fast moves won't result in fast results. Take time to put your purpose to work.

Learn & take time to understand your business, market and consumer.

Celebrate successes. It hits different when your customer is happy with the results & your product.