

Black History Month

BUILD @ Sage

# BLACK- OWNED BUSINESS SHOPPING GUIDE

sage

# THE BUILD BLACK BUY BLACK SHOPPING GUIDE

**As we reflect on the past two years, small businesses have experienced immense challenges, forcing many to change how they operate their business to survive. Once the pandemic hit, countless small businesses had to close their physical doors and rush to move their operations online. As the world started to re-open, businesses had to think about shifts in consumer behaviour, their go-to-market strategy, and moving from brick-and-mortar operations to one fueled largely by e-commerce.**

While some businesses have fully embraced a digital-first approach to better engage their customers throughout the pandemic and during the reopening, others have struggled. Some communities have even been hit harder than others; a study by McKinsey & Company found that while all small business owners faced challenges during the pandemic, those with limited financial assets were more at risk.

In fact, even before the pandemic, Black small business owners faced many financial inequities and roadblocks to building wealth and accessing capital to invest in their business. The persistence of the racial wealth gap continues to plague the Black community and particularly small business owners. For this reason, not having accumulated wealth over time meant Black small business owners were some of the most vulnerable and hard-hit during the pandemic.



To help do their part in bridging this funding gap, Sage is proud to partner with the BOSS Network to empower Black women entrepreneurs through the BOSS Impact Fund. Did you know that less than 1% of minority founders get investment funding to start their small business? The BOSS Network aims to tackle the issue by giving grants to Black women entrepreneurs and access to a 1-year mentorship program, with the goal of helping their business grow and thrive.

The program will provide access to capital and entrepreneurial mentorship, providing Black female founders a chance to level the playing field and grow successful companies. Through the BOSS Impact Fund, Sage aims to grant \$10,000 in funding for 500+ Black women entrepreneurs, over the next three years. If you are a Black woman entrepreneur or know one who might be interested, you're encouraged to apply today: [BOSS Impact Fund](#)

For Black History Month at Sage, BUILD@Sage has curated a list of Black-owned businesses for you to shop with in the US, Canada and UK. We hope you enjoy exploring their amazing product offerings and actively support buying from Black businesses all year long.

BUILD@Sage is a Colleague Success Network (CSN) at Sage that provides resources, support, encouragement, mentorship, and developmental opportunities for Black colleagues. BUILD@Sage is colleague-led by Kay Dexter and Keshia Ellis along with Steering Committee members: Monique Daniel, Tasha Hayes, Shakiera Williams, Nicole Pryor, Jami Smith and Ronald Thomas who work in partnership with the wider community on issues that matter most to Black people. It is powered by Sage colleagues of all backgrounds and ethnicities who identify as Black, and their allies, offering support in an engaged and meaningful way to make a difference.



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**Mary Magaline Soap Company**  
BEARD OIL  
\$12

This moisturizing beard oil has a light fragrance profile with tangerine, daisy, cinnamon, cardamom, patchouli, ginger, ylang ylang, and lily of the valley. Enjoy it by rubbing a few drops of oil into the palm of your hands and gently massaging into your beard and skin.

[magalinesoaps.com](http://magalinesoaps.com)



**Nirvana Soul**  
NIRVANA HOUSE BLEND ESPRESSO  
\$18

Nirvana is Nirvana Soul's signature cafe espresso blend. Its flavor complexity comes from the nine carefully selected specialty beans from various regions and origins. Experience full body taste, with flavors of spicy dark chocolate and sweet molasses. It makes for a flavorful espresso with a rich warm "crema" and is excellent as a filter/drip coffee, too.

[nirvanasoulcoffee.com](http://nirvanasoulcoffee.com)



**HerSpace Co.**  
LAYERED LIVING PLANNER  
\$58

The Layered Living Planner is more than just a planner. It is a tool designed to challenge the modern woman to make her whole self - her layers - a priority. The 240 pages give her space to make plans for her year, grow in her habits and reflect on her growth.

[herSpaceco.com](http://herSpaceco.com)



**Zambo Aroma**  
JAVA HOUSE SCRUB  
\$15

This coffee scrub will reveal softer, glowing skin with its fine exfoliating sugar crystals. It is a moisturizing, oil-based scrub that has the fresh, comforting scent of a fresh cup of hot coffee. The scrub helps skin look younger and feel better with caffeine which helps improve the appearance of skin.

[zamboaroma.com](http://zamboaroma.com)



**Black Mermaid's Spa**  
MERLOT MUD MASK  
\$26.99

This facial mask will quench your skin with a soothing, antioxidant-rich experience. It is a thoughtfully formulated facial treatment designed especially for normal, dry & sensitive skin to help your skin feel refined & refreshed.

[blackmermaidspa.com](http://blackmermaidspa.com)



**The Good Jerky**  
SALMON VARIETY PACK

**\$31.99**

Enjoy this delicious treat made for salmon lovers! These salmon jerky sampler packs make delicious on-the-go snacks and includes the following flavours:

- Sweet N Smoky Salmon Jerky
- Spicy BBQ Salmon Jerky
- Teriyaki Salmon Jerky

Each piece of jerky is thick-cut, marinated, and dried for at least 15 hours, preservative-free with no added MSG, nitrates, gluten or other fillers.

[thegoodjerky.com](http://thegoodjerky.com)



**Glamaholic Lifestyle**  
MONOGRAM UNISEX  
BACKPACK – MATTE BLACK

**\$100**

Check out this functional and practical backpack for everyone who enjoys travelling hands-free! It comes complete with an interior zipper and pockets for easy access to a wallet, phone and other essentials. It also has a neat 13" laptop compartment with Velcro closure. Also includes two exterior zippers for more organization w/zip closure. Fully designed with a matte black embossed logo on premium vegan leather, with black interior and finished with adjustable and comfortable shoulder straps.

[glamaholiclifestyle.com](http://glamaholiclifestyle.com)



**YGN (You Go Natural)**  
IMAGINATION SILK SLEEP KIT

**\$75**

You deserve a pampered sleep every night with this ultimate set. Immerse yourself in the beauty and luxurious feel of 100% mulberry silk. Sleep kit includes:

- Pillowcase
- Set of 3 Hair Scrunchies
- Eye Mask
- Exclusive Gift Packaging

[yougonatural.com](http://yougonatural.com)



**Bella Rose Passion**  
UNICORN BODY BUTTER

**\$20**

Enjoy this luxuriously thick and moisturizing whipped shea butter packed full of a magical combination of aloe vera and refined shea butter. Perfect for nourishing your hair & body.

[bellarosepassion.com](http://bellarosepassion.com)



**The Lip Bar**  
EASY BEAUTY BUNDLE

**\$78**

Take the guesswork out of curating your favourite makeup essentials. Your complexion sets the tone, so you always step out with the right colour. Set includes:

- Just a Tint 3-in-1 Tinted Skin Conditioner
- Quick Conceal Caffeine Concealer
- Minute Finish Face Palette
- Exact Arch Micro Brow Pencil, and Lip (Gloss or Matte)

[thelipbar.com](http://thelipbar.com)



**Soyful Aromas**  
ISSA VIBE GIFT SET

**\$50**

Each candle gift set includes a white and green matte tumbler jar with gold interior.

**Stay In Bed** is a soft and sophisticated scent that weaves itself into an elegant fragrance with powdery top notes, lavender and vanilla, and a woody base of musk, amber, and sandalwood.

**Comfort Zone** is the perfect scent to help you settle in for a night of relaxation. Imagine a crisp winter night, the crunch of fallen snow beneath your feet, and the brisk scent of pine.

[soyfularomas.com](http://soyfularomas.com)



**Name Of The Game**  
PRIVATE CHESS LESSON (1HR)

**\$30**

Name Of The Game: Chess in Real Life, is a program designed to teach the game of chess and how to apply those rules and techniques to everyday life.

[notgchess.com](http://notgchess.com)





**Nautana**  
THE LOVE I SEEK FLOWS  
FROM WITHIN – ROSE  
& VANILLA CANDLE  
**\$27.50**

This scented candle is simple, delicate and sultry. It offers a supple floral fragrance grounded in fresh vanilla bean notes that evokes a sense of sophistication and comfort. Allow the light scent to comfort your soul and affirm that the love you seek flows from within.

[nautana.com](http://nautana.com)



**One More Cocoa  
Gourmet Chocolate**  
ACHY BREAKY HEART  
**\$9.95**

Enjoy the perfect chocolate gift! Send a sweet note to yourself, your sweetheart, friend or family, encased in this Achy Breaky Heart set of 2 Belgium chocolate hearts filled with assorted candy, sprinkles, and an edible note.

[onemorecocoa.com](http://onemorecocoa.com)



**Paisley Rose**  
ALMOND COOKIE  
LIP BUTTER  
**\$22**

This lip butter is packed with ultra-nourishing ingredients such as vitamin E and rich shea butter. Heavenly-scented and worthy of obsession, it will transform dry, chapped lips into a hydrated, plump pout. The lip butter can be enjoyed anytime during the day, and is perfect as an overnight lip treatment, so you wake up to the softest lips.

[paisleyrose.ca](http://paisleyrose.ca)



**Yard + Parish**  
**'SIGMA' EARRING**  
 (RELIC LONDON)  
**£30**

The SIGMA drop earrings are inspired by lakes and fluidity, and are lightweight and easy to wear. Designed to graze your jawline with lovely movement.

- Bell-back fastening for pierced ears
- Gold plated and finished with a simulated pearl

[yardandparish.com](http://yardandparish.com)



**Bouclème**  
**CURL**  
**DEFINING**  
**GEL**  
**£15**

This best-selling moisturising gel with linseed extract, virgin coconut oil, argan oil, organic aloe vera and pomegranate has a serum-like consistency making it easy to apply. Get smooth and defined curls with no flaking or stickiness. The gel will hold your style and curl shape with a lasting medium hold.

[bouclème.co.uk](http://bouclème.co.uk)



**LIHA**  
**ORINRIN CLEANSING BALM**  
**£55.20**

This Orinrin cleansing balm is packed full of skin soothing ingredients perfect for deep cleansing or an indulgent facial massage. Cocoa and mango seed butter are anti-inflammatory and loaded with fatty acids to hydrate dry, rough and cracked skin.

[lihabeauty.com](http://lihabeauty.com)



**AfroCenChix**  
**TRAVEL SET WITH AFRICAN PRINT BAG**  
**£80**

Try this lovely bundle of natural, vegan products for healthy Afro-textured & curly hair! With everything you need for clean and moisturized hair, these natural products are an ideal gift for anyone excited about having healthy-looking and delicious-scented hair! Each travel set comes with a beautiful limited-edition African print bag.

[afrocenChix.com](http://afrocenChix.com)



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**BLACKS IN  
BUSINESS**

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