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• *Takeisha-Berry Brooks* •
Natural Hair Educator, Beauty Industry Mentor



@takeishaberrybrooks



A Natural Affair®



BIOGRAPHY

Takeisha-Berry Brooks

Natural Hair Educator and Beauty Industry Mentor.



With almost **25 years of experience** as a licensed hair stylist and pioneering hair care specialist for natural and transitioning hair care, **TaKeisha Berry-Brooks** has an ambition to be a catalyst for positive change while inspiring the next generation of natural hair stylists.

As the Founder of A Natural Affair Beauty Lounge, Define Natural Hair, and Naturals in the City Hair & Wellness Expo, **TaKeisha** is recognized as a fearless leader and trendsetter in the natural hair care industry. She aims to be useful, educate, create opportunities, open doors, inspire, and ultimately embody the change she wishes to see in the world.

After graduating from The Hair Design School in Memphis, her expertise in helping women and men restore healthy hair and recover from damage caused by chemical treatments and improper installation of weaves and extensions helped to establish **TaKeisha** as a prominent figure in the competitive hair care industry. **TaKeisha** has received training from renowned industry professionals such as Lisa Akbari, Fatou Jangum, Yvonne Mobley, and Dr. Joanne Cornwell.

After being behind the chair for ten years, **TaKeisha** shifted her focus from being a stylist to a business owner with the opening of A Natural Affair Beauty Lounge in 2008: the first salon of its kind serving clients in the Greater Memphis area and West Tennessee. Following her mother's advice, she made the decision to specialize in serving clients with natural hair or those transitioning to natural hair due to its rising popularity.

TaKeisha's main goal is to create an empowering environment where women and children could discover and embrace their natural beauty. In 2022, **TaKeisha** expanded the salon's footprint with a second location. The salons have been featured in various local, regional, and national outlets, as well as have received many awards for being one of the best salons for natural hair in the nation.

Looking to continue her mission of assisting beauty-industry entrepreneurs with success, **TaKeisha** became an educator and mentor for cosmetology students, as well as current salon owners looking for support with their business success.

In 2022, A Natural Affair became the first salon to become a signature partner with Memphis Shelby County Schools. Through the partnership with the school system's cosmetology program, it allows students to train in **TaKeisha's** salon under work study to obtain their cosmetology license while in high school.

TaKeisha also offers a mentorship program to help beauty industry entrepreneurs with all phases of success with their businesses including initial planning, growth, scaling, and duplication. She has helped many entrepreneurs with their success including barbers, estheticians, and other specialists.

Beyond her successful salons and personal achievements, **TaKeisha** has continued to expand her platform and brand reach. One of her accomplishments is being the founder and creator of the Naturals in the City Hair and Wellness Expo. The annual event, which serves more than 10,000 attendees each year, will be returning in 2024. The expo serves as a platform for connecting natural hair and wellness brands and business owners with consumers, as well as opportunities to learn about the benefits and best practices for maintaining healthy and beautiful natural hair while providing a space for celebration and fellowship.

In addition, **TaKeisha** is the owner and creator of Define Natural Hair, which specializes in 100% natural hair extensions, hair products, and tools for salon and at-home use. Formerly known as Metamorphosis, **TaKeisha** decided to rebrand the products with a name change to Define Natural Hair to create more awareness around all hair styles and universal growth for the brand to expand over time.

Outside of the many hats that she wears in the beauty industry as an entrepreneur and pioneer in her field, **TaKeisha** also is a proud wife, mother, and grandmother who loves to travel, as well as is an active volunteer with many community organizations and causes.

