



Observatoire Europe-Afrique 2030

Data Sheet n°8

Enterprise : Cheveux Organique (Uganda)

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Degree of accuracy of the information contained in the data sheet

High

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1. Activity of the Enterprise

Cheveux Organique has developed a pioneering approach, creating 100% biodegradable banana hair extensions.

Synthetic hair extensions are made from non-recyclable plastics and harmful chemicals. They pose severe environmental and health risks. Her initiative leverages the nation's abundant banana resources to mitigate these risks. Cheveux Organique's hair extensions offer durability, biodegradability, and style versatility.

Juliet Tumusiime collaborated with scientists to experiment with extracted fibres. Perfecting the concept took nearly three years, despite challenges in finding extraction machines and softening the fibres.

The production process consists to transform banana stems into biodegradable hair extensions, offering a sustainable alternative. It starts with four specific species of bananas that are abundant in Uganda.

The Cheveux Organique team manually extracts fibres from the stems, which are dried and transformed into silky strands. The company now sells its products in Africa and beyond. These products are valued for their biodegradable quality, itch-free nature, and ability to be reused up to three times.

Cheveux Organique produces about 5 kg of banana fibre hair monthly, priced at approximately \$50 per 150g.

So far, Cheveux Organique employs 25 full-time and over 100 part-time workers, mostly from local farming communities.

The brand has established a strong presence in Uganda, the US, France, and the UK and is positioned for further growth.

2. Sources of Information

<https://thebenchmark.com.ng/juliet-tumusiime-from-waste-to-wealth-with-cheveux-organique/>

<http://cheveux-organique.com>

3. Contacts

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