

Behind the Business Woman: Unaiza Suliman's 'UniQ'

Unaiza Suliman has become synonymous with South Africa's ultimate Brow Queen. A closer look at the woman behind the awards and accolades reveals an aspirational character who epitomises much more. Unaiza is a woman who has conquered challenge after challenge and continues doing so with notable tenacity.

Unaiza believes in staying committed to your dream: "Don't allow anyone or anything to distract you from this. As women, we're already fighting hard in every single area of life." Business is one area she continues conquering and innovating.

Unaiza's "UniQ" approach to business sees her put action to her belief in women's empowerment.

"The UniQ Brows business model is designed to empower women who have never laid a finger on a brow but have always wanted to. In this way, we know we're cultivating exceptional craftsmanship with the foundation we provide because our sole focus is our speciality," she says.

"I want to see an army of confident women — an empowered army of women standing firm in who they are."

As an entrepreneurial mom, Unaiza embodies the role of warrior and understands the fight to survive. Her relatability, authenticity, strength and innate drive to overcome and persevere while weathering any storm have created a multi-faceted motivational speaker that endears herself to women on both personal and business levels.

"The beauty industry is one industry where we get to impact not only our team of colleagues but the man or woman. I have touched many lives beyond those who work for or train with me. From the student to the CFO, from moms and dads to government policymakers, they open up to us, and you're in a position to give valuable perspectives to them."

Unaiza also encourages embracing all of who you are and not being limited to societal constraints.

"Health and fitness have become an outlet for me. Choosing to be the healthiest version of myself is choosing to love me," she says.

Relishing in the journey of discovering more about herself as she evolves and embracing the approach of being the best version of herself on all fronts, Unaiza continues her personal growth and development.

"To the young people in particular. Success doesn't just appear. It comes your way because you do the self-work. It comes your way because you're constantly evolving into a better version of yourself. This industry is ever-evolving and requires an intimate knowledge of your skillset and the latest technologies, business and trends. It demands that you provide the best advice for the client in your seat to develop long-term relationships because you add value to their lives. Success is a result of the work you put in. Continuous education in this industry is



crucial. Remember, 'good habits will take you where you want to go'."

Wrapped in one "uniq" package, Unaiza embodies the aspirational and relatable woman as she continues inculcating authentic connections and engagement in all respects.

The UniQ Brand

Unaiza has redefined the world of beauty in South Africa. Her salon,

UniQ Brows, pioneered the quick and affordable art of brow and lash design allowing women, men and children to join the brow revolution.

The UniQ brand has expanded to incorporate a host of other specialities, including scalp micropigmentation, piercings and skin. Simultaneously, an outstanding franchise opportunity lowers the barrier to entry for women, allowing them to establish their own business with minimal capital outlay, unlike any other franchising opportunity in the beauty industry.

"It's about giving someone a chance to start and then a chance to build and grow from strength to strength," she says.

Employing Unaiza's skills and the senior staff she has developed, UniQ has created engaging online courses that can be accessed from anywhere around the world to upskill professionals in the beauty industry. Her belief in continuous education to be on par with a global standard continues to set her, her brand and her team of Master Therapists apart in the beauty industry.

With her maintaining a global standard of excellence, Unaiza is referred to as a Master Trainer in brow and lash design. While "browfection" and the art of lash design remain the foundation, this was only the beginning of her entrepreneurial journey.

Unaiza raised the bar by launching UniQBrows brow and lash growth serum into the market. Available in-store and online, along with premier products that compliment her brow empire, UniQ products deliver what they promise. She is wholly immersed in the product development of her business, having also launched the UniQ Brow Jam. Unaiza has honed her expert understanding of the world of aesthetics and somatology, with detailed knowledge of packaging.

Brand Ambassador

Unaiza understands the joys and challenges of motherhood, making her relatable as a working mother. Naturally, she is the ideal fit for brands needing to partner with a content creator and thought-leader in this industry. With an innate sense of style and beauty expertise, Unaiza appreciates the value of quality clothing that enhances who we are. Her mindfulness around being the best version of herself, through living a holistically balanced, fit and healthy lifestyle, has gained the respect and trust of every person engaging with her.



UNIQ BROWS

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