



SINA TSEGAZEAB

Beauty & lifestyle
Entrepreneur
proprietor, NATNA Hair

Sina Tsegazeab is a visionary entrepreneur and the Founder and CEO of Natna Hair, one of Africa's most celebrated and award-winning hair brands. Built on excellence, authenticity, and empowerment, Natna Hair has become a household name for premium human hair wigs, extensions, and professional hair care products trusted by women across the continent and beyond.

Under Sina's leadership, Natna Hair has redefined standards in the beauty industry blending luxury with purpose. Her passion for quality and innovation has earned the brand a loyal following among celebrities, stylists, and women who value elegance and confidence.

Beyond business success, Sina is driven by a mission to empower women through beauty and entrepreneurship. Through the Natna Skilling Center, she provides training and opportunities for young women and refugees to gain hands-on beauty skills, start their own businesses, and achieve financial independence.

Sina's journey from humble beginnings to building one of Africa's leading beauty brands embodies resilience, vision, and purpose. She continues to inspire a new generation of women to believe in themselves, take bold steps, and create their own paths to success.

Vision

To make Natna Hair the most trusted and influential beauty brand in Africa celebrating authenticity, confidence, and empowerment through every strand.

Mission

To deliver exceptional beauty experiences through high-quality products and transformative training empowering women to express their individuality, achieve financial freedom, and embrace their natural beauty with pride.

What sets Sina Apart?

What sets Sina Tsegazeab apart is her rare combination of vision, purpose, and authenticity. She is not just building brands she is building a movement that celebrates African beauty, empowers women, and creates opportunities for others to rise.

Sina leads with heart and excellence. Every brand under the Natna Group from hair and skin to wellness and education carries her personal touch of quality, care, and empowerment. She understands the emotional connection women have with beauty and uses it as a tool to inspire confidence and independence.

Unlike many entrepreneurs, Sina's journey is deeply mission-driven. Her success is rooted in community impact, empowerment, and representation giving refugee women, youth, and aspiring entrepreneurs the tools and belief to transform their lives.

Her ability to combine business acumen with empathy, creativity, and leadership has made her one of the most respected voices in Africa's beauty industry a true example of what it means to lead with purpose and style.



“ THIS IS MORE THAN A BRAND, IT'S A MOVEMENT. ”



**AWARDS &
RECOGNITION**



Sina's commitment to excellence garnered noteworthy accolades, including the prestigious Best Hair Brand of the Year at the Beauty and Hair Affair awards in Kampala (2022).

Her impact resonated internationally as she secured the title of the Most Outstanding Professional in Beauty and Wellness at the AFROPA Awards in Nairobi, Kenya (2023). The recognition came during the 2nd edition of the award ceremony organized by The Business Executive Media Group.

Distinguished professionals, industry leaders, and stakeholders from across the continent converged to celebrate Sina's remarkable achievements. Countries represented were MAURITIUS, BOTSWANA, NIGERIA, KENYA, UGANDA, TANZANIA, SOUTH SUDAN, ZIMBABWE, SOMALIA, SOUTH AFRICA, EGYPT, CAMEROON and GHANA.

The Hi Skool Awards in Kampala (2023) further honored Natna Hair as the Best Hair Brand. Hi-Skool Awards 2023 for best Hair Brand.



ERNEST JJINGO

Sina Tsegazeab is fixing bad hair days one city at a time

Many, especially women, who are into a good hair look, have probably come across the Natna hair brand, but few know the brains behind this brand which saves the day on their potentially bad hair days.

Sina Tsegazeab is the founder of Natna hair; a wife and proud mother to two sons. When I walk into her shop at Prism Plaza on Kampala road, I am welcomed into an immaculate space with white shelves and drawers where some of her hair pieces are displayed and stored, and after the pleasantries, she ushers me into her office. Behind her seat are portraits of popular Ugandan personalities such as Sheebah Karungi, Winnie Nwagi, Spice Diana, Natasha Sinayobye, Oliver Nakakande, Anne Kansime, Leila Kayondo, Martha Kay and Pia Pounds, all of whom she says she has worked with in order to gain exposure for her hair brand. On top of her desk are several awards she has won because of her brand, including Most Outstanding Female in Beauty and Wellness at the Africa Outstanding Professionals Awards, which took place in Nairobi in September this year, and the Hair Brand of the Year at the Hi-Skool Awards. The name Tsegazeab does not sound Ugandan and she is quick to point out that she is Eritrean who only moved to Uganda in 2012 after getting married to a fellow Eritrean that lived and worked here.

"Settling in Uganda was not difficult, because the people here are very welcoming, warm and friendly. I have always felt like I am home and have grown up from here and never felt like a foreigner. Even now when I go to Eritrea, it feels like I have travelled from home (Uganda) and gone to visit. I describe myself as a Ugandan, born and raised in Eritrea," she says.

Coming from a family of four siblings, Sina says that even though the environment she grew up in was very conservative, her family believed in education and creativity, which laid a foundation for the success she has achieved today.

"We had a family business which I started working in when I was still young. My dad is an electronic technician; so, we had a shop where we sold electronics and did maintenance. When I was in high school, I was working there part-time, which gave me a lot of exposure to the business environment. That experience accumulated to make a creative **STARTING NATNA HAIR**

Sina established Natna hair in 2015 after she failed to find good-quality hair pieces in Kampala no matter how hard she tried to find them and more so the knowledge of what quality human hair pieces were, was lacking. This made her realize that there was a gap in that aspect of the beauty industry.

"You know people, especially women, love hair and always want to do different hair styles, but I realized that when it came to hair pieces, especially 100



percent human hair, it wasn't in the market. So, that is where this idea came from," she says, adding that Natna means 'Ours' in Tigrinya language.

A graduate with a bachelor's degree in Accounting and a diploma in Marketing from Cavendish University, Sina had not been exposed to the hair business before, though while still in Eritrea, she had the privilege of trying out different kinds of hair extensions which would be sent to her by her sister and aunt who were living abroad, which made her acquainted with the necessary qualities of good hair pieces. At its inauguration, the brand had only eight hair types but today it boasts of over 300 types of hair in form of wigs, weaves, extensions, pony tails, fringes, lace wigs, closures and lashes.

"All our products are made from 100 percent human hair that has no plastic, fiber or synthetic added, which means one can wash, dye, color, set, and do everything with them," Sina says.

She explains the difference between natural and synthetic hair as; "Synthetic is fully manmade in a factory, whereas natural is real human hair we get from women and make it into a wig. Natural hair pieces can be used for even up to five years, as long as you take good care of it. A good synthetic hair piece can only be plaited and worn twice but a natural hair piece can be coloured, restyled and washed just like how you do to your natural hair."

Even though the brand is synonymous with women, it has extended its portfolio to provide pieces for men, such as moustaches, beards and hair for the bald, which perfectly settles on one's head to look like his own.

Sina, however, admits that even though the male clientele is growing, she is still finding it difficult to advertise the male products because most of the men who use them don't want to come out publicly to be known that they are using such products.

"Men also actually come for these products and the numbers have been increasing recently. Our male clientele include big personalities in the country who are bald, and those with hormonal issues and cannot grow facial hair," she says. Gone are the days when a clean shave was the only way to disguise a bald head or inability to grow facial hair; now men too have hair extensions to their rescue. Sina says since hair says a lot about someone's personality, they should understand their work environment or the place they are going to and wear the appropriate hair.

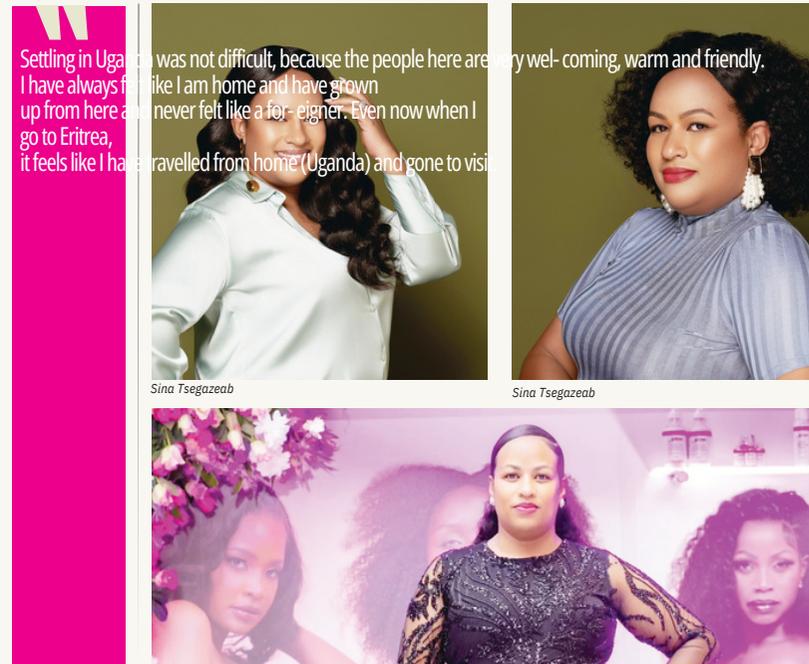
She, however, cautions against neglecting natural hair.

"A person should always make sure that they treat their natural hair as well. Just because you are putting on extensions or wigs does not



Sina Tsegazeab

Sina Tsegazeab



mean you shouldn't take care of your natural hair."

CHALLENGES

Just like any other business, Sina has faced some challenges in her hair business especially at inception, where she found it difficult explaining to clients what premium good-quality hair was and that a piece can be 100 percent human hair. The relatively high prices of her products was also another thing her clients took time to accept.

"Majority of the people I dealt with especially first-time clients didn't know what a true human hair piece was, because it is difficult to differentiate authentic hair from a fake piece before using it. It is after they have used it that they know the difference. Many people didn't know that hair could be so expensive; so, I also had to explain why the prices were high," she says. Human hair is sourced from actual humans with good hair quality and length, who sell it to people like Sina at high prices. Human hair is big business in India and Latin America.

On average, hair pieces at Natna start from Shs 400,000, although there are also those which go for a lower price of Shs 200,000. In other places, human hair pieces can cost as much as Shs 1m, which has of late put them up there with mobile phones on the list of most sought-after items by thieving gangs. It is not unheard of for a woman to have her human hair wig snatched off her head in the streets. She intimates that what makes her hair so expensive is because it is firsthand sourced, meaning that her team goes abroad and buys human hair from people out there and also oversees the production process in order to maintain the quality with all these aspects reflecting in the final consumer prices. Most of the products are manufactured in Italy though there are some which come semi-manufactured and more details added from here.

"The high price is because I want to maintain the quality of products throughout; I hand-source the products, control the production and make sure that we take quality control measures before we put the pieces on display for sale. But we have a plan to start manufacturing from here so that we minimize the costs."

She, however, adds that as the years have gone by, people now know what good quality hair is and how it is supposed to feel, which has made her job easier when it comes to dealing with clients as right now the only things she has to explain to them is how to use the hair and take care of it.

Because she is familiar with all the procedures involved in producing and gathering human hair from donors, as well as the industrial process, how to distinguish between different hair grades, which origins are best for various styles, style, make wigs and ventilate hair, Sina calls herself a hair technologist rather than just a hair stylist.

FUTURE PLANS

Sina prides herself in coming up with time-saving products, especially for working women and mothers who don't have a lot of time to spend in front of the mirror.

Besides plans of manufacturing the hair locally, she looks forward to adding different types of hair products to her catalogue next year like oils, texturizers, styling gels, shampoos and sprays among others, especially for natural texture hair.

She also plans on setting up a state-of-the-art hair salon as there is a big demand for it. What started as a small hair shop on Kampala road has now expanded to 13 distribution centres in Rwanda, Tanzania, Ethiopia, western Africa as well as Europe, UAE, USA, Canada, Australia and Israel.

Sina says what keeps her going is seeing a satisfied client because it is the ultimate price for her hustle.

LifeStyle

Continuous rise of Natna Hair by Super-Mars

20th December 2023



BBC News Tigrinya
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Entertainment Gossip

Sina Tsegazeab Takes On Hair Industry

February 10, 2023 admin



FabMc: What is your experience working with Ugandan clients in regard to the kind of hair products you deal in?

Sina: Amazing. Keeping up with trends is a classic habit for Ugandans which is nice compared to the society that I came from. There is also a growing movement of Ugandans who want to look good and take

The Guardian

arts

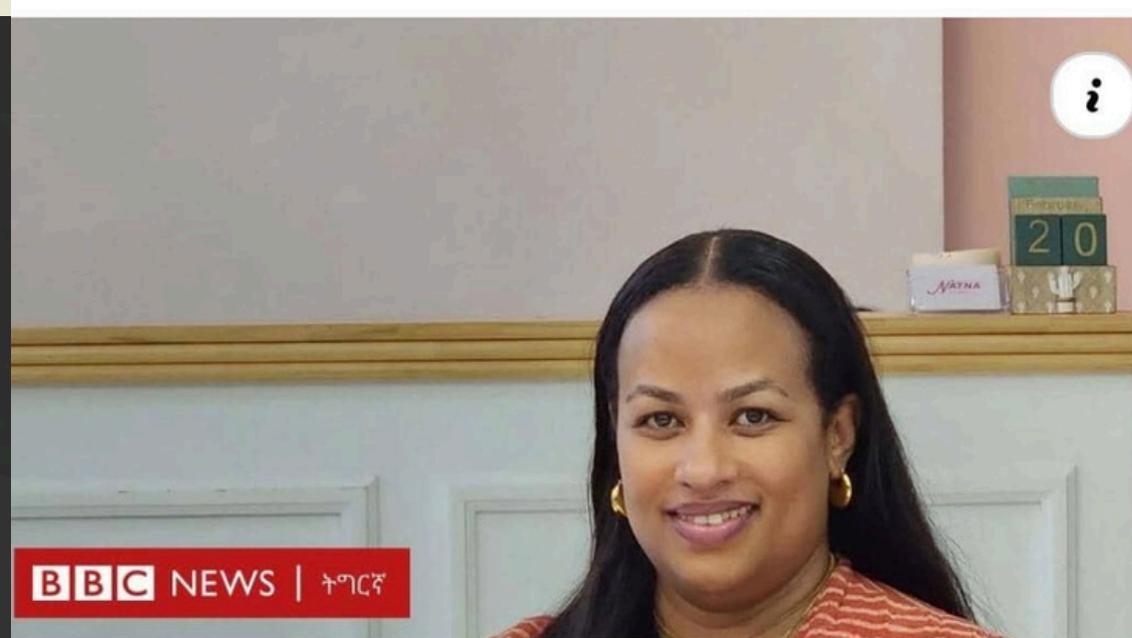
Natna Hair to revolutionise African hair business

By **Guardian Nigeria**

19 December 2023 | 2:40 am

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Feb 24, 2024 ·
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<https://www.bbc.com/tigrinya>



40 under 40

Sina is set to make history as the first individual from Eritrea and Ethiopia to win the prestigious 40 Under 40 award. This incredible achievement highlights her exceptional leadership, innovation, and impact across her field. Her recognition not only celebrates her personal success but also serves as an inspiration for countless others in the region, proving that determination and excellence know no boundaries. Sina's accomplishment is a testament to her hard work and dedication, marking a proud moment for Eritrea, Ethiopia, and beyond.



Top6 African women

Sina has been recognized by a prominent African organization as one of the top six entrepreneurs revolutionizing the African women's beauty industry. Her innovative approach and commitment to redefining beauty standards have positioned her as a trailblazer in the field. This acknowledgment celebrates her significant contributions to empowering women and transforming the beauty landscape across the continent, making her a true inspiration and a leader in the industry.

6 African Women
Entrepreneurs Revolutionizing
The Beauty Industry



Sina was featured in the Champions of Women in Beauty section of Nyali, the in-flight magazine for Uganda Airlines. This prestigious recognition celebrates her outstanding contributions to the beauty industry and her role in empowering women. Her feature highlights her journey of innovation, leadership, and commitment to excellence, showcasing her as a true inspiration in the African beauty space.

Subheading



Africa's under 40 CEO

Participating in Africa's Under 40 CEO program was an incredible opportunity to connect with visionary leaders, refine my entrepreneurial skills, and gain insights into driving impactful business growth across the continent.



Sina's Lagos trip helped her secure a place at the creatives high table

ASHLEY AISHA AINE

It is easy to feel small when you are looking up at a giant. For years, the African creative industry has watched the Nollywood machine, a multi-billion dollar behemoth, set the pace for African storytelling globally. But for Sina Tsegazeab, a recent trip (October 25 - 28) to the IKON Awards Connect in Lagos, Nigeria was not about simply admiring the giants; it was about finding the Ugandan creative industry's seat at the table.

"My expectation was small, maybe one or two networks. At first, it was just supporting a friend, Humphrey Nabimanya," she said. "But then later on, I said, okay, as we lead in hair and beauty, we need to secure our base as well, because these guys are trying to push their agenda of African storytelling to the next level. So, why not hair and beauty? It is already in one circle."

Tsegazeab is not into film, she is into hair and beauty, but she and her team recognized a crucial truth: people pick inspiration from movies they watch and if Ugandan hair and beauty are to thrive, they need to penetrate the powerful world of film.

This realization that hair and beauty are not external services but integral components of the African film was the spark.

Her initial expectations were modest. What she encountered was a highly organized, full-spectrum immersion. From day one, which included a symposium on film distribution across giants like Netflix and Amazon, to high-level networking soirées, the scale of the event was unexpected.

"My expectation was not that big, but oh my god, it was very fantastic," Tsegazeab recounts.

What she experienced was more than just a networking event; it was a masterclass in African excellence. She left with a "phone full of networks," connecting with top producers and industry leaders, a feat she estimates would have taken 10 years of grinding on her own.

It was a testament to the power of



(L-R) Clarence A. Peters - Nigerian music video director, filmmaker & cinematographer; Ramsey Nouah - Nigerian actor & director; Humphrey Nabimanya - Ugandan film producer & Founder of the Ikon Awards and Majid Michel - Ghanaian actor and model

structured collaboration to bridge decades of industry growth in a single week. This proximity immediately opened doors, including interest from a Nigerian producer looking to shoot a movie in Uganda, with the local beauty leader as the designated hair and beauty partner.

But the most potent lesson was not about her own success; it was a revelation about the Nigerian spirit of unity.

"We have to be united. We have to wake up and join hands and have one movement, one voice, one action," Tsegazeab urges. "When you meet people from Nigeria or Ghana, you see how confidently they present their work. They know their value. They know their culture is power. I came back home wanting that same energy for Uganda."

Tsegazeab, who was born in Eritrea but grew up in Uganda, is the brains behind Natna Hair.

In Lagos, she observed how Nigerians collaborate fiercely, pushing their collective agenda, their country, and their culture, visible even in their vibrant, unapologetic embrace of African prints on the red carpet. Their commitment to their heritage is not just fashion, but a business strategy.

"Our hair and fashion are part of the story," Tsegazeab says.

Her journey already attests to this powerhouse charm in regional beauty standards. Having led Natna Hair brand partnerships across Uganda,

Ethiopia, Kenya, Dubai and South Sudan with major clients including Sheebah Karungi, Spice Diana, Miami Deb, and Miss World Africa 2024, Tsegazeab's impact is already continental.

This has earned her significant hallmarks including the 40 Under 40 honorary award from Ghana in 2023, a BBC Africa feature in 2024, and The Most Outstanding Professional in Beauty and Lifestyle in Kenya (2023), to mention but a few.

Her journey from being a supportive friend's guest to a potential partner for Nigerian film productions offers a clear message for every aspiring creative: invest in networking.

"We have the talent. We have everything it takes, but we are missing one thing: unity."

The time for individual hustle is over. The path to regional and global recognition for the Ugandan creative industry - be it film, fashion, or beauty - is a united front.

NEW AFRICAN FILM HISTORY

The driving force behind this cross-border movement is the IKON awards. For the last three years, the awards have been rooted in Uganda, recognizing the efforts of Nollywood actors and their contribution to African film. Now, the objective is broader.

At the organizer, Humphrey Nabimanya explains, the vision is to elevate the platform from a Uganda-



Humphrey Nabimanya - Film Producer & Founder of the Ikon Awards and Sina Tsegazeab, the Founder and CEO of Natna Hair pose for a picture during the Ikon Activate Soiree in Lagos, Nigeria



Sina Tsegazeab poses for a photo with fellow artists in Lagos



(L-R) Sina Tsegazeab, the founder and CEO of Natna Hair; Ian Akandowaa aka Sasha Vytz - Filmmaker and Brenda Nanyonjo - CEO of Miss Uganda and Founder of the Miss Uganda Foundation during the Ikon Activate Soiree in Lagos, Nigeria

hosted event to a pan-African history award. Nabimanya, a Mandela Washington fellow, is the founder of the awards and team leader at Reach A Hand Uganda, as well as an advocate for sexual and reproductive health and rights.

"The objective of the IKON awards is to make it more of an African history award, whereby it's able to promote the African heritage, African values, African tourism, African history, the culture and so many things like that."

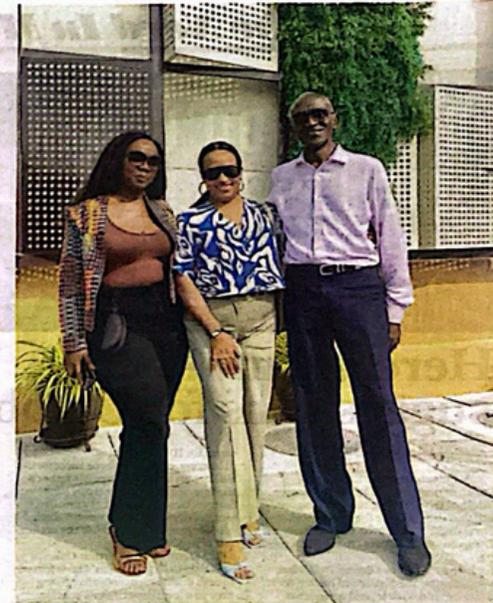
This trip was the critical step in showcasing that partnership. The symposiums announced immediate action, with Ugandan actor, Michael Wawuyo, featuring in an upcoming film by renowned Ramsey Noah Film Production - a direct and tangible win for our film industry.

Nabimanya observed a fundamental difference in the operational ethos of the Nigerian industry.

"Here it is all about ourselves. Like, how do I improve myself? How do I be big in this? But then, if you're going to be recognized as Ugandan creatives... one thing I've learned from Nigerians is unity."

Tsegazeab stresses that there are times for competition to push individuals to be better, but the critical need is for collective action.

"We have to wake up and join hands and have one movement, one voice, one action," she emphasizes. This collective spirit is also visibly embodied in Nigerians' deep pride for



(L-R) Brenda Nanyonjo - CEO of Miss Uganda and founder of the Miss Uganda Foundation; Sina Tsegazeab - Founder & CEO of Natna Hair and Michael Wawuyo Sr. - Ugandan actor and special effects artist pose for a picture during a tour of Nigeria's TVC Communications.

their culture. "I've never thought that there will be a day when I will fall in love with African prints," she confesses. At the networking party, she was one of the few who wore a Western dress. Everyone else was impeccably dressed in rich, varied African materials.

"I never saw a Nigerian wearing a Western brand... that really has inspired me."

Tsegazeab says: "African storytelling, to me, is like a heartbeat of our heritage. It's how our values, identity, or wisdom have been passed down through generations. And our hair and fashion are part of the story."



Sina Tsegazeab

**IMPACT &
EMPOWERMENT
WORK**

Sina Tsegazeab is not only a leader in the hair and beauty industry but also a powerful influencer and change-maker within the wider community. Through Natna Hair and the Natna Skilling Center, she has transformed the lives of hundreds of young women, including refugees, by providing professional beauty training, mentorship, and entrepreneurship opportunities.



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Sina Tsegazeab
Eritrea

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Sina is also a keynote speaker and thought leader, sharing her expertise, experience, and insights at various industry events, empowerment programs, and community initiatives. She inspires audiences to embrace confidence, pursue their dreams, and turn passion into purpose.

Her work goes beyond business she is recognized as a role model in the African beauty community, shaping industry standards, promoting excellence, and creating pathways for women to achieve financial independence, confidence, and self-worth. By bridging the gap between skills, opportunity, and impact, Sina continues to make a lasting difference, proving that beauty and empowerment can go hand in hand to change lives and communities.



Brand portfolio

Natna Hair is a premium African hair brand dedicated to quality, authenticity, and empowerment. Known for its luxury human hair wigs, extensions, and professional hair care products, Natna Hair celebrates beauty, confidence, and individuality.

Founded by Sina Tsegazeab, the brand goes beyond aesthetics it empowers women and youth through skill development and entrepreneurship initiatives via the Natna Skilling Center. Natna Hair is trusted by women, stylists, and celebrities across Africa, setting new standards in the hair and beauty industry.





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